

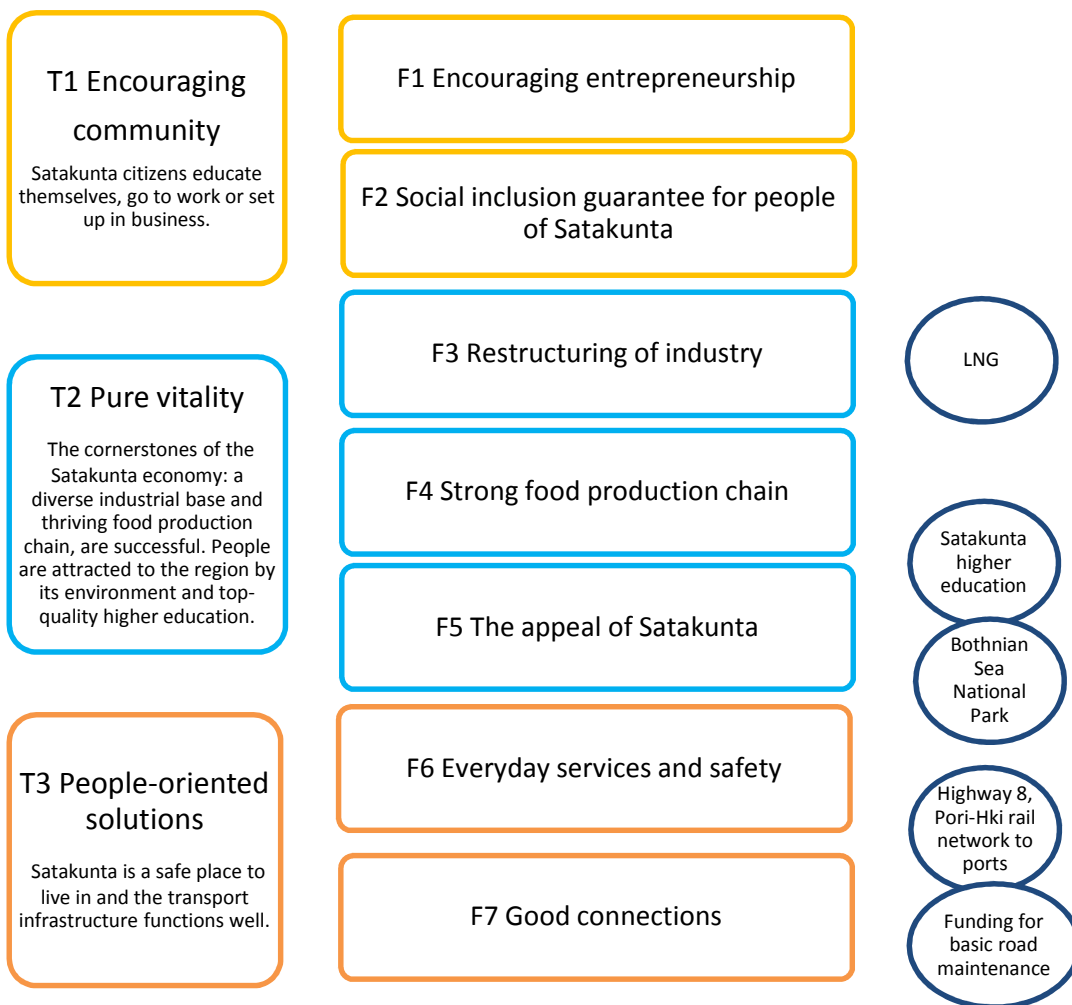
Satakunta Regional Programme 2014 - 2017

Encouraging community - Pure vitality - People-oriented solutions



SATAKUNTALIITTO
The Regional Council of Satakunta

The target set for the Satakunta Regional Plan (Handbook on Future of Satakunta 2035) is a “Good life in Satakunta 2035.” There are three regional development themes leading to this target: encouraging community, pure vitality and people-oriented solutions. The issue is approached in the Regional Programme in a four-year time span, from the perspective of Satakunta’s competitiveness and vitality. Seven strategic regional focuses have been chosen. The lobbying priorities laid down in the Regional programme are longer-term targets, in addition to which topical issues will be responded to by promoting the interests of Satakunta. Development activities are to be implemented through multiple funding sources; funding possibilities are raised in conjunction with the priorities. The Regional Programme is made more specific every second year by compiling Regional Programme Implementation Plans.



The EU structural funds (ERDF and ESF), the European Agricultural Fund for Rural Development (EAFRD) and the European Maritime and Fisheries Fund (EMFF) are the major sources of funding for Satakunta when implementing the regional programme. Since 2014, Satakunta has been involved in the EU-funded Central Baltic programme.

The Regional Council of Satakunta is a member of the Smart Specialisation Platform (S3) in Europe and a European innovation partner in agriculture and clean water (ERIAFF). These networks support actors from Satakunta when they would like to benefit from direct EU funding financial instruments and programmes such as Horizon 2020 and the Baltic programme.

There is also some national funding for regional development. For example, in the national Innovative Urban Area programme (INKA), Pori is partnered by Vaasa in coordinating the Sustainable Energy Solutions package. Additionally, the leader of the sub-regional centre SME industry theme pilot programme launched in 2014 is Rauma. Other participating centres from Satakunta are Huittinen and Kankaanpää..

Resources and limitations for development of Satakunta

	Resources	Limitations
Knowledge-based drivers	<ul style="list-style-type: none"> • knowledge clusters of internationally significant technology industries: e.g. maritime, automation, metals and energy clusters • environmental and energy technologies for the future (e.g. solar energy, fuel cell applications, waste management), ubiquitous computing and wellbeing technology (Living Lab concepts) • thriving food production and processing • investment in the region by medium-sized processing companies • corporate investment in research and innovation • networks to promote entrepreneurship • co-operation between rural developers • diverse educational offering • expertise in management of waterways and the natural environment • event management know-how (particularly large-scale events) • expertise in several safety-related areas 	<ul style="list-style-type: none"> • shortage of experts in some sectors (e.g. ICT) • limited public funding for research and development • reduction in places at University of Applied Science and vocational education
Structural drivers	<ul style="list-style-type: none"> • industry sector employs the most people (particularly basic metal and engineering industries) • diverse structure of industrial sector • export-focused industry • ports, airport • garrisons • networks in Europe • international partnerships between regions • supraregional co-operation • varied natural and cultural environment • national parks • groundwater reserves • experience industries (culture, tourism, events, exercise, sport, recreational services) • alternative living environments • strong, effective local associations 	<ul style="list-style-type: none"> • ageing workforce • difficulties to obtain workforce in certain sectors • large regional differences in demographic change and distortion of age structure • shortcomings in transport infrastructure • poor condition of minor road network • little work-related immigration • deterioration and slow recovery of aquatic systems

Development potential

- experience industries (e.g. tourism sector)
- offshore wind power
- increased food exports
- cleantech industry
- Arctic expertise
- growth in demand for oil & gas, liquefied natural gas (LNG)
- ICT technology, robotics

Regional development theme 1 Encouraging community

The encouraging community theme aims to reach the maximum number of Satakunta inhabitants, strengthening the competitiveness and vitality of the region, and making life enjoyable in our community as an entrepreneur, student or employee.

The strong industrial base of Satakunta has diversified, but jobs have been lost and employment in large-scale industry is forecast to decline even further. The new jobs that are key to the region's vitality will be generated in small and medium-sized enterprises. The competitiveness and vitality of Satakunta are threatened by the number of people who are not in education or employment. In particular, the consequences of the marginalisation of youth are costly, both in human and economic terms. The two development focuses of the encouraging community in Satakunta are encouraging entrepreneurship and a social inclusion guarantee for the people of Satakunta.



Focus 1 Encouraging entrepreneurship

Interest in entrepreneurship will be increased in Satakunta by means of entrepreneurial education and comprehensive and high quality advisory and support services. Together with business planning and flexible permit practices, these will create a basis for a positive climate for entrepreneurship. In Satakunta, entrepreneurial education will be carried out on a wider scale than at present at all levels of education. Expertise in entrepreneurial education through international networking will continue and be consolidated. As far as students are concerned, in addition to entrepreneurial education, key issues are improved preparedness for working life and business accelerators.

Support is available for entrepreneurs starting up and those want to develop their business and also for transfers and generational changes in ownership. Those under the threat of unemployment due to structural change are seen as potential entrepreneurs. Comprehensive services for companies support entrepreneurial success. Consolidation of business accelerators and incubators will enhance the conditions for entrepreneurship and company growth. The development of a company's business environment and networking, also internationally, improve the opportunities for growth. Entrepreneurs will be encouraged to carry out product development, network and become more international, and thus move towards growth.

The responsibility for developing the business environment and operational pre-conditions lies with companies and municipalities. Business operations are supported by the services of the Finnish Centres for Economic Development, Transport and the Environment (ELY centres) and development projects implemented by business development organizations.

Measures	Indicators/target tracking	Funding sources
<ul style="list-style-type: none"> ▪ extending entrepreneurial education to all levels ▪ organising comprehensive advisory and support services for companies ▪ developing business environments ▪ supporting networking and internationalisation, e.g. by improving know-how. 	<ul style="list-style-type: none"> ➤ entrepreneurial activeness (proportion of entrepreneurs in active population) is at least equal to Finnish average ➤ number of growth companies increases 	<ul style="list-style-type: none"> ▪ ERDF priority 1 ▪ EAFRD and Leader ▪ Central Baltic priorities 1 and 4 ▪ Ministry of Education and Culture ▪ Ministry of Employment and the Economy ▪ Finnish Funding Agency for Technology and Innovation (Tekes)

Focus 2 Social inclusion guarantee for the people of Satakunta

The aim of this strategic regional focus is prevent exclusion and utilise all of the potential workforce. The employment rate in Satakunta is amongst the highest in the country. There are a number of alternatives and individualised paths to a profession and work in Satakunta. There are fewer school dropouts in Satakunta. Young people educate themselves for professions where there are jobs.

An individualised career and study path motivates people to graduate and seek employment. Learning environments and alternative ways to take a vocational qualification or parts of it are being developed further. New kinds of contractual methods and educational pilots (e.g. an educational agreement) in work and business life, the third sector and educational institutions, offer individualised solutions for graduating and getting a job.

Improving preparedness for working life and learning driven by working life help people get into working life. Diverse support actions are directed at people not in employment, education or training (NEETs) and those in danger of being excluded, particularly young people, to ensure preparedness for working life and life management related skills.

Development requires effective networked co-operation for the entire youth demographic and consolidation of the flexible and responsive role of adult education. Development will be based on taking into account the regional needs for know-how and education, which improves the availability of labour. Implementing a social guarantee for people living in Satakunta is a joint effort by the municipalities, employment authorities and educational institutions, which needs the strong support of the third sector, business life and employers.

Measures	Indicators/target tracking	Funding sources
<ul style="list-style-type: none">learning environments and alternative ways to take a vocational qualification are being developedsupport for actions aiming at preparedness for working life and improved life managementsupport for co-operation between work and business life, the third sector and educational institutions	<ul style="list-style-type: none">employment rate amongst highest in Finlandreduction in the number of young people not in employment, education or training (NEETs)	<ul style="list-style-type: none">ESF priorities 3, 4 and 5Central BalticMinistry of Education and CultureMinistry of Employment and the Economy

Regional development theme 2 Pure vitality

The pure vitality theme will improve the vitality of Satakunta by strengthening both of the region's cornerstones: industry, which is currently undergoing structural change, and the more stable food production chain. The appeal of the region will be increased by paying attention to higher education, invest-in services, services for immigrants and the priceless natural and cultural environment.

The industries of the region have been built around large-scale units. The changing interfaces between sectors offer actors new business opportunities, which are supported by regional research, development and innovation activities. A diverse range of energy supply and expertise gives a strong competitive advantage to the region's energy-intensive industry. Bioenergy and wind power are included in the region's strategic choices.

A strong cluster of primary and processed food production has been developed in Satakunta. The future of the food supply chain in Satakunta is largely determined by the profitability and competitiveness of the whole value chain, so that entire food chain from field to table has to be developed under pressure from changes in the environment in which it operates.

The development of food production and improvement of the water status demand effective coordination and concrete measures. South-western Finland has a longstanding tradition of co-operation particularly in water management and protection. In fact, Satakunta has become a centre of considerable international expertise. An unpolluted natural environment, abundant forest resources and cared-for cultural environment improve the living environment and support business opportunities, e.g. tourism.

Strengthening the appeal of Satakunta is key to reversing the trend of the demographic projection, in terms of availability of labour, companies deciding to relocate, and know-how. The activities and co-operation of the universities in Satakunta is one factor in the region's appeal and increases the knowledge capital of the region. International activities increase know-how and can be expanded to open up new contacts with business life and research.

The focuses for developing pure vitality are the restructuring of industry, a strong food production chain, and the appeal of Satakunta.



Focus 3 Restructuring of industry

The objective is to grow and restructure the region’s industry. Consolidating the ability of industry to regenerate itself will secure the foundations for the vitality of Satakunta. The aim is to have one of Finland’s most diverse economic structure and to increase the region’s share of national exports .

The development of the educational and innovation environments and partnerships is crucial for export and growth industries. Regional co-operation between development actors, universities and private sector in R & D and innovation will be consolidated in Satakunta, which will enable the piloting of new technologies, for example. Networking will facilitate the promotion of the regional expertise and specialisation.

The drivers of industry’s capacity for restructuring in Satakunta will be strengthened. These include increased expertise in business, sales and marketing, as well as industry service innovations and operations. New cleantech and ICT technology solutions and innovations will be developed in Satakunta for industry, e.g. in relation to automation, materials know-how, logistics, production control and resource efficiency. The added value of industry’s products and services will be improved and conditions will be created for new business launches and thus international growth. Smart services and industrial service operations will be developed into the service industry of the future.

A wide range of know-how and training in the energy sector will be promoted in Satakunta. Energy-efficient energy and environment technology solutions for industry will be developed and their implementation promoted. The construction of an LNG (liquefied natural gas) import terminal and distribution network in Satakunta is the spearhead project for regional lobbying.

The more effective exploitation of forest resources will support the competitiveness of the forest industry and the production of bioenergy. The generation and use of renewable energy and related entrepreneurship will be encouraged. The promotion of energy- and resource-efficiency as well as local energy sources will support a low-carbon economy.

The Chambers of Commerce of Satakunta and Rauma, the City of Rauma as leader of the industrial restructuring sub-regional pilot for SMEs, and the City of Pori, with the energy and industry solutions of the Innovative Cities (INKA) programme, are all key actors in implementing this strategic regional focus. The focus of the rural development programme and its actors is the promotion of wood-based bioenergy in particular. Utilising the know-how of educational institutions and R & D organisations is vital for industrial restructuring.

Measures	Indicators/target tracking	Funding sources
<ul style="list-style-type: none"> ▪ strengthen co-operation between development actors, universities and private sector in R & D and innovation ▪ develop and pilot solutions for restructuring of industry ▪ develop and promote energy-efficient environmental technology solutions for industry and their implementation ▪ Increase share of renewable energy in consumption and production 	<ul style="list-style-type: none"> ➤ economic structure among the most diverse in Finland ➤ growth in exports of medium-sized enterprises ➤ reduction in energy consumption ➤ growth in share of renewable energy in regional energy consumption and generation 	<ul style="list-style-type: none"> ▪ ERDF Priorities 1 and 2 ▪ Central Baltic priority 1 ▪ Rural development programme ▪ Tekes (incl. INKA) ▪ Regional development grant (sub-regional town pilot) ▪ Horizon 2020

Focus 4 Strong food production chain

The objective is to develop the vitality of the region's food cluster. The aim is for companies in the food production sector to be strong both regionally and nationally, for total output and turnover to increase and to bring to market new products based on regionally sourced ingredients.

Development actions will be aimed at profitable primary production, adaptation of raw materials production in response to climate change, water protection, availability of labour, more efficient logistics solutions, consumer-driven product development as well as innovative and sustainable production methods and technologies (e.g. recycling of nutrients, food chain side streams).

The appreciation for locally sourced food will increase demand for food from Satakunta. Access to international markets will raise the profile of the food production chain in the region. In Satakunta, know-how will be improved in primary production and in processing companies, efforts will be made to grow the added value of products and promote the use of local food. The market-driven development of direct sales, short production and supply chains, as well as organic production and healthy food will be supported. In addition to consumer marketing, the key method will be to influence public procurements and increase procurement know-how. Procurement and marketing know-how improve a company's competitiveness. Further processing and new products open up new markets. The image of Satakunta's food sector will be strengthened nationally and internationally.

Water-related research and innovation activities, water protection and the co-operation involved will be further consolidated, also through international networks. The focus will be on improving the condition of the Bothnian Sea and inland waterways by restoring the water ecosystem as a whole. Restoration will include the overall planning of fisheries, removal of barriers to upstream fish migration, monitoring of fish stocks and other biota, and land use of the catchment area. The viability on commercial fishing in the Bothnian Sea will be ensured.

There are two development organisations in Satakunta focusing on the food production sector, Satafood ry and Pyhäjärvi Institute, which work in conjunction with associations, primary producers and companies in the industry. Co-operation is done across regional boundaries, particularly with South Ostrobothnia, Tampere Region and Southwest Finland.

Measures	Indicators/target tracking	Funding sources
<ul style="list-style-type: none"> ▪ support networking, also internationally ▪ promote the use and appreciation of locally-sourced food ▪ increase procurement and marketing know-how ▪ support innovative and sustainable product development ▪ implement water protection measures ▪ overall restoration of ecosystems of inland waterways 	<ul style="list-style-type: none"> ➤ increase in food sector output and turnover ➤ increase in food exports ➤ generation of new companies in the food sector ➤ improved condition of surface water 	<ul style="list-style-type: none"> ▪ Rural development programme, Leader ▪ Maritime and fisheries fund ▪ Central Baltic priorities 1,2 ▪ Horizon 2020, EIP (ERIAFF) ▪ EMFF priority axis 2 ▪ Ministry of the Environment ▪ Life+ ▪ Baltic programme

Focus 5 The appeal of Satakunta

The objective is to strengthen the appeal of Satakunta in order to attract new students, residents, workers, companies and tourists to the region.

The operational and financial position of the universities and university units located in Satakunta will be strengthened through lobbying. Collaboration and the internationalisation of Satakunta's universities will be supported with the aim of increasing their profile and appeal.

The "Invest in" initiative will be activated and strategies will be developed that will utilise international companies as a channel to market. The know-how and value networks of the restructured industrial sector will attract more actors to the industrial parks.

The regional portal of Satakunta (www.satakunta.fi) will be developed as a platform for regional marketing and communications in collaboration with regional actors. Work to attract new residents and a skilled workforce will continue. Services aimed at immigrants will be developed and adopted which will have a significant effect on attracting foreign labour and settling in the region.

Company-driven co-operation on Satakunta tourism will be developed. Tourism will be developed through the packages and key themes selected in the implementation plan (2012): Nature and experiences, culture, events and vitality. The emphasis is on developing marketing and sales, year-round tourism, commercialisation, service quality, know-how, infrastructure and internationalisation. Satakunta's culture strategy (2015) defines the main objectives for culture development.

The development of the Bothnian Sea National Park is a key project for regional lobbying. The development targets include service structures related to excursions and tourism and buildings of significant cultural and historical value. The objectives of the National Park and growing numbers of visitors, in addition to the other needs to use the marine area, constitute a challenge for optimising marine conservation and making inventories of the underwater marine environment in the Bothnian Sea.

Strengthening the appeal of the region is influenced by several actors: municipalities, companies, associations and educational institutions. The key player in developing the national parks is Metsähallitus (Forestry Administration).

Measures	Indicators/target tracking	Funding sources
<ul style="list-style-type: none"> ▪ support for the higher educational institutions of Satakunta and co-operation between them ▪ develop immigrant recruitment services ▪ develop companies' invest-in activities ▪ continue networking development and marketing of regional portal ▪ strengthen co-operation in tourism ▪ support measures to attract new residents ▪ support actions to promote development of Bothnian Sea National Park ▪ support development of sustainable tourism 	<ul style="list-style-type: none"> ➤ growing numbers of applicants to study at higher educational institutions of Satakunta ➤ required labour successfully recruited from abroad ➤ new companies relocate in Satakunta ➤ increase in number of visitors to Satakunta regional portal ➤ increase in number of overnight visitors in Satakunta ➤ improved tourism services at Bothnian Sea National Park 	<ul style="list-style-type: none"> ▪ ERDF: priorities 1, 2 ▪ ESF: priority axis 3 ▪ Central Baltic priorities 1,2 ▪ Rural development programme, Leader ▪ Maritime and fisheries fund ▪ Ministry of the Environment ▪ Life+

Regional development theme 3 People-oriented solutions

The people-oriented solutions theme will safeguard living standards: availability of services, security, as well as the functionality of IT communications and transport connections during changes in public services.

The capacity of society to handle services in the conventional manner will decline. At the same time the number of old people will grow. Changes in municipal and service structures along with the withdrawal of State authorities from rural areas and sub-regional centres will force society to seek new solutions for the provision of services. Traditional representative democracy no longer meet people's need to participate and different kinds of local participation models have to be tried out.

The feeling of safety has decreased both in rural areas and city centres. Climate change and the resulting variable weather conditions will increase the tangible risks to safety that threaten people's everyday lives. There are some major flood risk areas, large industrial plants, the Olkiluoto nuclear power plants and two army garrisons in Satakunta, so special attention has been paid to risk management in various forms and risk management know-how has been built up.

Accessibility is crucial to the development of Satakunta. Shortcomings in accessibility hamper the chances of mobility for people living in Satakunta and pose a major obstacle for companies and people moving to the region, and to tourists. The links required by business life to key transport nodes must be safeguarded, particularly to the Ports of Pori and Rauma and the major industrial clusters of the region. The network of minor roads plays a central role in terms of transporting raw materials for the food industry, timber, peat, etc.

The priorities for developing people-oriented solutions are everyday services and safety and good connections.



Focus 6 Everyday services and safety

The aim of this strategic development focus is to maintain service availability at least at present levels, to raise their user-orientation and resident participation, to increase people's feeling of safety and for the rescue and emergency preparedness systems to function in the event of a risk situation in Satakunta.

New - particularly mobile - service solutions, combining different sectors (public organisations, entrepreneurs, associations) will be piloted in Satakunta. Creating new methods in service provision will be encouraged by promoting use of contracts and by developing the know-how in associations.

To allocate public resources and services, innovations are being sought for supporting elderly people to cope at home, e.g. by utilising technology and developing new service concepts. In Satakunta, experience gained in user-driven wellbeing service design will be exploited and expanded in international co-operation.

Resident-oriented local development and planning will be supported in Satakunta and grassroots democracy mechanisms will be initiated to enable better interaction between resident associations and municipalities.

Risk management know-how and security sector planning and training will be developed further. Regional collaboration to maintain and improve everyday safety will be increased. The prevention of safety risks for residents, organisations and communities will be promoted through safety planning. Improving everyday safety is a wide-ranging collaborative effort between authorities, and is bound up with active local development. The public, private and third sector are all needed in order to develop services.

Measures	Indicators/target tracking	Funding sources
<ul style="list-style-type: none"> ▪ support pilots combining various actors, e.g. mobile services ▪ support participation of local organisations in providing services ▪ support resident-led planning and development ▪ support trial and implementation of grassroots democracy mechanisms ▪ increase regional safety co-operation 	<ul style="list-style-type: none"> ➤ service innovations and contract models made and adopted (projects) ➤ projects to develop residential areas and strengthen grassroots democracy have been started ➤ co-operation on regional safety is well-established ➤ in risk situations, rescue and emergency preparedness systems have been effective 	<ul style="list-style-type: none"> ▪ Rural development fund, Leader ▪ Central Baltic: priority 2 ▪ ESF: priority axis 5 ▪ EMFF: priority axis 2 ▪ Ministry of the Environment, Ministry of Social Affairs and Health, Ministry of Defence

Focus 7 Good connections

The objective is that all the development measures written in the state's transport policy report for highway 8 will have started, the decision to speed up the rail link to Tampere and Helsinki will have been taken, air traffic between Helsinki and Pori will be operating, the network of minor roads will withstand commercial transportation and that data communications work across the entire region. Close co-operation will be carried out in Satakunta on lobbying to influence Finland's above-mentioned and future transport investment solutions.

By the end of the programming period, improvements will have begun on highway 8 at the following locations in Satakunta: the Isomäki flyover, Niittymaa-Pinomäki cycle path, Niittymaa junction, Hangassuo overtaking lanes, road lighting between Laitila and Vermunttila. Improvement of the Turku - Pori section of highway 8 will continue pending new decisions. The opportunities presented by being an area of acute structural change will be exploited; the key project being the Luostarinkylä interchange to ensure connections to the Lakari logistics park. The implementation of points north of Pori on highway 8 will be promoted (e.g. the Söörmarkku and Merikarvia Tuorila junctions and the stretch between Hyvelä and Söörmarkku). The planning for highway 2 will be kept up-to-date. Lobbying will be done to increase national funding for road maintenance and improvement projects.

Investments (approx. €100 million) in the Pori-Tampere rail link required for high-speed passenger transport will be included in the next transport policy report. The introduction of other rail connections will be promoted in cross-regional co-operation. The network of minor roads will be repaired; the resurfacing and upgrading of trunk road 44 is a priority project. The deepening of the Rauma maritime fairway will be fast-tracked (implementation scheduled for 2012-2015). The position of Pori airport in the regional structure and the transport system will be publicised and the airport services promoted. The Pori-Tampere railway, Pori airport, and the status of the Ports of Pori and Rauma will be utilised as part of a comprehensive European TEN-T transport network.

The building of high-speed data networks in areas of low population density will be promoted.

Highway 8, Pori-Helsinki rail connection, Ports of Pori and Rauma and basic road maintenance funding are the key projects for regional lobbying.

Measures	Indicators/target tracking	Funding sources
<ul style="list-style-type: none"> ▪ Influence content of transport policy report and increasing national funding of minor road network ▪ Implement Highway 8 improvements in Satakunta ▪ Repair trunk road 44 in Satakunta ▪ Implement highway 8 Luostarinkylä interchange ▪ deepen Rauma maritime fairway ▪ continue building data communication networks ▪ develop local traffic 	<ul style="list-style-type: none"> ➤ implementation and planning status of improvement targets on highway 8 ➤ status of air connections ➤ status of deepening of Rauma maritime fairway ➤ content of Finland's next transport policy report (e.g. passenger traffic on Pori-Tampere railway) ➤ planning readiness and implementation status in the work programmes of the Transport Agency and the ELY centre ➤ improved level of funding for basic road maintenance for Satakunta ➤ coverage of data communication links 	<ul style="list-style-type: none"> ▪ Ministry of Transport and Communications (LVM), Ministry of Employment and the Economy (TEM) ▪ Central Baltic: priority 3

Monitoring the regional programme

The monitoring and implementation of the regional programme are served by regional foresight and RDI (research, development and innovation) co-operation. Satakunta's regional foresight annual clock consists of five regular events for monitoring and forecasting regional development:

- A regional foresight forum is arranged in spring, offering a forum for debate on regional planning and foresight development work.
- Regional development perspectives are reviewed twice a year coordinated by the Satakunta ELY centre in the form of district co-operation. The Regional Council of Satakunta participates in compiling the regional development perspective.
- The Regional Council of Satakunta coordinates the compilation of know-how and labour requirement review in the autumn. The compilation process includes the implementation of specialist workshops and material analysis. The review is part of the long- and medium-term coordinated forecast for regional educational requirements and the preparation of regional educational targets as part of education and research development planning.
- The Regional Council of Satakunta arranges a 'Future Forum' in the autumn, which will examine topical themes of regional development and foresight themes for the coming year as a basis for regional development.

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