IMPLEMENTATION OF SMART SPECIALISATION
ARCTIC SMART RURAL COMMUNITY

LAPLAND
Above Ordinary
Lapland

Population in Lapland 2014
181 748 inhabitants (as many reindeer as people)

Under 1 % of Lappish people speaks Sámi language as their native language, 74 % of them lives in Northern Lapland. Sámi people are only indigenous people in the European Union.

Main industries in Lapland
- Forest industry
- Metal industry
- Tourism
- Trade
- Mining industry

Lapland is the the largest region in the world to harvest organic natural products

99%

Lapland has been proven to have the purest air in the world

Snow 210 days/year, Northern lights 200 days/year
Polar Nights and Midnight Sun 2 months/year
What is Arctic Smartness?

- It’s a brand name for Lapland Smart Specialisation Implementation
- It’s known from 5 clusters
- New kind of way to work - COOPERATION
ARCTIC SMART RURAL COMMUNITY CLUSTER
Why migration is happening in rural areas?

- People are following the money, in rural are lack of working places - entrepreneurship or commuting

What people are needing to be happy? Energy, food, work, communality and services.

How we can help people to be happy where they want to be?
Entrepreneurial challenge

Vocational education

Entrepreneurs in rural context

New modern industry and value chains

Public administration

European Structural & Investment Funds
R&D + PPP

CLUSTER

Arctic Smart Rural Community

31.3.2017
Big question

...how to transfer our nature raw materials for added value to local economies

Finland 2016:
Export of berries about 16 million kg
Value 35 million € => about 2.2 € / kg
What if added value would be 200 €/kg
=> 3.2 billion €
Structure of modern regional development cluster model

Companies

- Food
  - 100
- Energy
  - 30

Establishing entrepreneurs and support existing ones

Clusters are not organizations, it's a model for cooperation.

Business orientated

Resources

- Food
  - Rauno Kuha
  - National Research Institute
- International
- Energy
  - Tuomas Alakunnas
  - UAS Lapland

Knowledge development
Anne-Mari Vaisanen

Regional development
Tanja Häyrynen

Univ. Lapland
Univ. of Applied Sciences
Vocational schools

Education
Short courses
Knowledge transfer
- Student
- Researcher
- Commercial

Knowledge transfer outside of Lapland

31.3.2017

16.3.2017
Business development

Companies

- Food
  100

- Energy
  30

Establishing entrepreneurs and support existing ones

2017 goal is to get 100 food and 30 energy companies to join the cluster

Interviews started Feb2017:
- Now 20 food sector companies has joined
- Purpose is to activate stakeholders to collect data
  - 105 public business advisors
Knowledge development

Goal 1: Central booking station for rural knowledge

Goal 2: Educational process to rise new entrepreneurs
Regional development

63 organisations

98 participants

45 participants

31.3.2017
**Lapland food club**

Product development, pilots, scaling up

- Semi-finished products / components
- Raw materials (agro-food, fish and forest products and processing)

**Agrocenter and AgroHub**

- Biobased and biorefinery
- Biorefinery, bioeconomy, bio-products
- Biorefinery, bioeconomy, bio-based products
- Biorefinery, bioeconomy, bio-based products

**Food house**

Elintarvikeatalo

- Elinkeinoeläin ja Suomenn
- Suomen talous
- Taloudellinen kehitys
- Talenti
- Talent
- Talent
- Talent
- Talent
- Talent
- Talent
- Talent

**Arctic Smart Rural Community**

Cluster
Role of stakeholders

Knowledge development

Region

Municipality

Leader

Village

Infrastructure, livelihood, services – technical development

Activating, networks - social development

Support

People
LEADER – SMART SPECIALISATION
FORCE OF THE FUTURE IN LAPLAND

Building bridges (– not burning them) in cooperation with the joint visions
• Energy sufficiency / Maximizing food potential locally

• Events and meetingpoints in the communities
  • making it possible – LEADER
  • providing experts – CLUSTER

• Knowledge development
  • Need from the communities – LEADER
  • Knowledge center – CLUSTER

EMPOWERMENT of the COMMUNITIES