

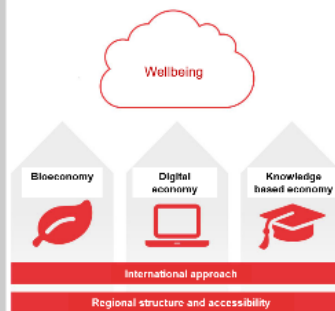
# Regional development and economy perspectives on biosphere initiatives

May 18, 2017

Regional Council of Central Finland

@HTKoponen, @keskisuomenliit

## Central Finland in a nutshell



### Strengths in economy

Forest based bioeconomy is the cornerstone in our regional economy, production of machinery related to bioeconomy has high relevance as well.

- Bioeconomy added value > 1000 M€, employment > 15 000, more than 1 100 companies
- Renewable energy (forest based majority) >40%
- Traditional forest industry with new innovations.
- Circular economy
- Knowledge and ICT as strengths

### Potential in Päijänne

Something old, something new

- Good to bioeconomy create a connection to various sectors.
- Development of existing business, including fishing, forestry, agriculture.
- Include Päijänne water cluster plan!
- Potential of tourism
- Agriculture should use innovations.
- Cooperation in rural areas, entrepreneurs



### Päijänne lake

Creates wellbeing

#### Päijänne and bioeconomy

- General interest groups, private landowners, business etc.
- Interest groups have different needs, also from
- Will landowners status create more important?
- We need to guarantee the possibilities for wellbeing in rural areas.
- Cooperation between the business is a necessity

#### Päijänne and tourism

- Great business areas, Päijänne brand is very strong yet.
- Potential exists, all your around tourism and recreation.
- Viability, lobbying.
- Cooperation between the regions is with different tourism developers, including municipalities and Vapacoli

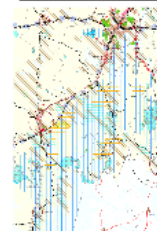
### How to unlock the potential?

How to harmonize the interests?



Common vision is required

### Päijänne in Regional land use plan



- Area for tourism and recreation
- National park, several Natura areas
- Attractive areas for housing and leisure time housing
- Culturally valuable areas
- Valuable areas for landscape, (nationally and regionally)

Päijänne is a core in recreation and wellbeing, several identified hot spots

All-year around leisure activities: sailing, fishing, ice-skating, skiing etc.

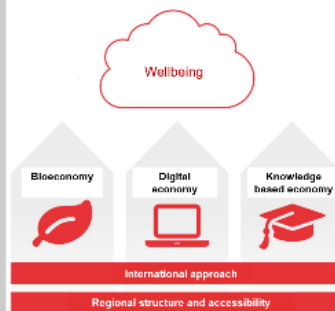
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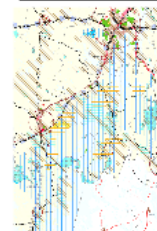
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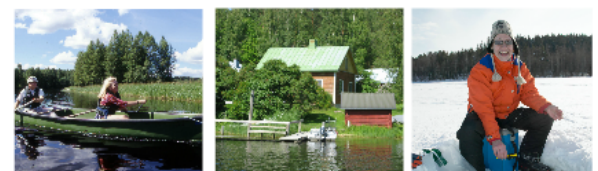
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How to unlock the potential?  
How to harmonize the interests?



# Central Finland in a nutshell

Wellbeing

Bioeconomy



Digital economy



Knowledge based economy



International approach

Regional structure and accessibility

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# Potential in Päijänne

## Something old, something new

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- Boost in bioeconomy creates a momentum for various actions.
- Development of existing business, including fishing, forestry, agriculture
- Inclusive Päijänne vision (Master plan)
- Potential of tourism
- Acceptance towards new innovations
- Cooperation in new areas, crossovers





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# How to unlock the potential?

## How to harmonize the interests?

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**Common vision is required**

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**Päijänne in Regional land use plan**

more than 1

forest based

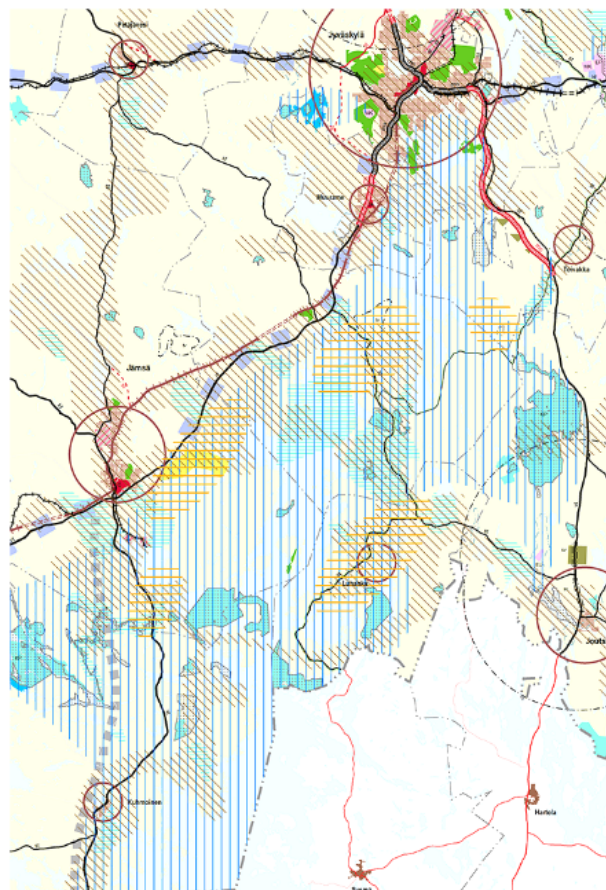
try with new

strengths

#### l tourism

ness exists, Päijänne  
very strong yet  
exists, all-year around  
and recreation  
obbying  
on between the regions &  
ent tourism developers,  
VisitJyväskylä and

## Päijänne in Regional land use plan



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# Päijänne lake

## Creates wellbeing

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### **Päijänne and bioeconomy**

- Several interest groups, private land owners, business etc.
- Interest groups have different needs, also fears
- Will biosphere status create more regulation?
- We need to guarantee the possibilities for livelihood on rural areas
- Cooperation between the business is a necessity

### **Päijänne and tourism**

- Small business exists, Päijänne brand not very strong yet
  - Potential exists, all-year around tourism and recreation  
Visibility, lobbying
  - Cooperation between the regions & with different tourism developers, including VisitJyväskylä and VisitLahti
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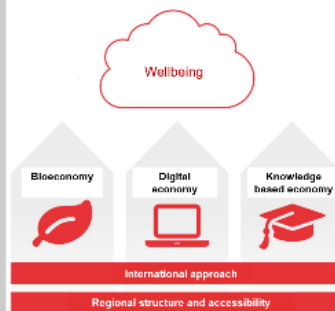
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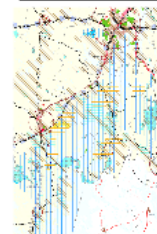
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