



LAPLAND

Above Ordinary

IMPLEMENTATION OF
SMART SPECIALISATION
ARCTIC SMART RURAL
COMMUNITY



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.

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



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

Main industries in Lapland



Forest industry



Metal industry



Tourism



Trade



Mining industry



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
INDUSTRY
AND CIRCULAR
ECONOMY**

CLUSTER

**ARCTIC
DESIGN**

CLUSTER

**ARCTIC
SMART RURAL
COMMUNITY**

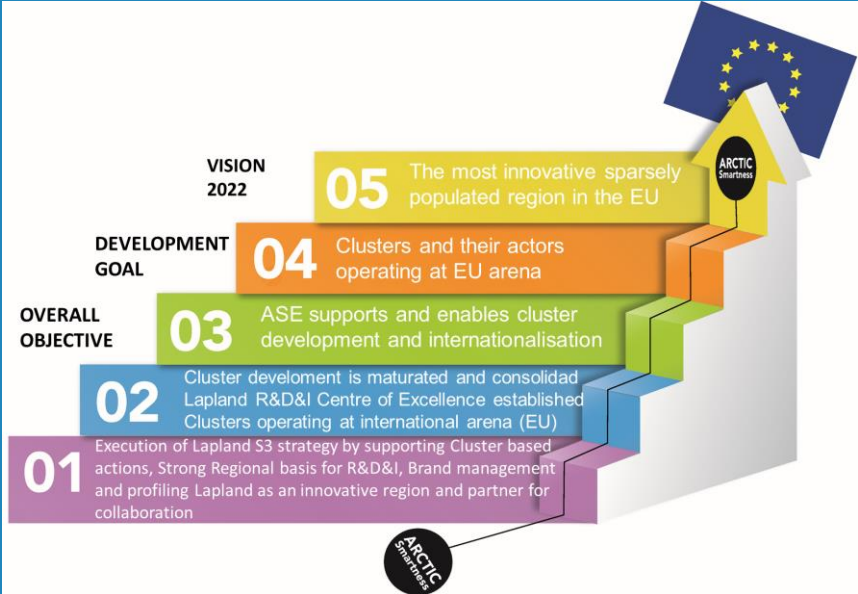
CLUSTER

**ARCTIC
DEVELOPMENT
ENVIRONMENTS**

CLUSTER

**ARCTIC
SAFETY**

CLUSTER



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A photograph of a campfire in a natural setting. A black kettle is positioned on the left side of the fire, and a wooden cup with two circular holes is in the foreground. The fire is burning brightly, and the background shows a blurred landscape with trees and a body of water.

ARCTIC SMART RURAL COMMUNITY CLUSTER

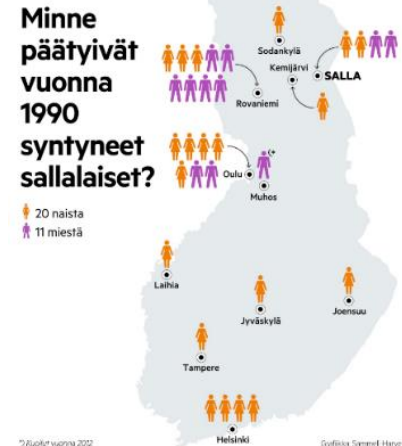
Why migration is happening in rural areas?

- 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.

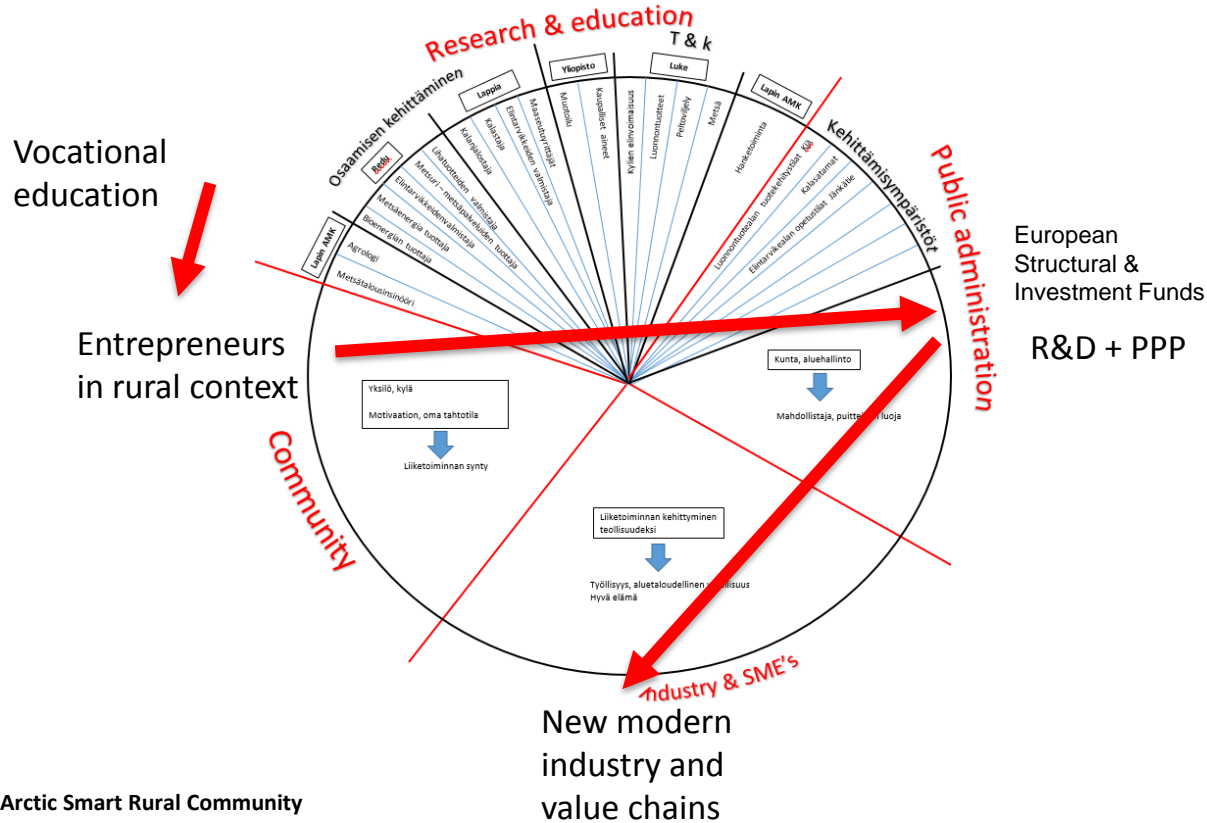
How we can help people to be happy where they want to be?



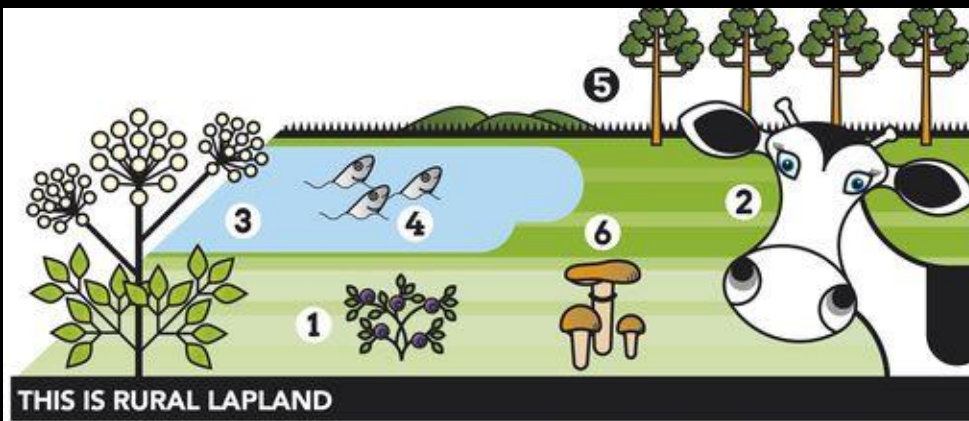
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SMART RURAL
COMMUNITY

CLUSTER

Entrepreneurial challenge



Big question



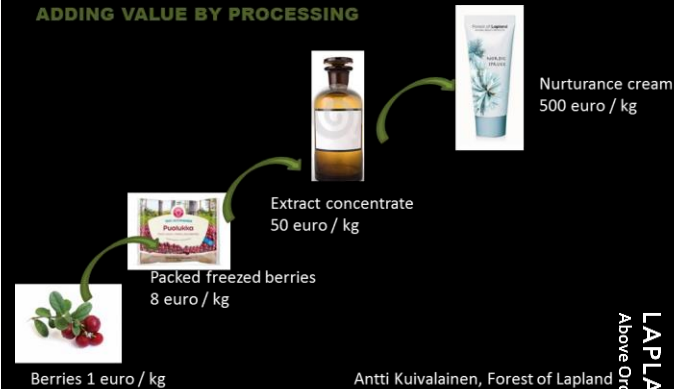
THIS IS RURAL LAPLAND

TODAY			TOMORROW		
<p>1. Blueberry</p> <p>It is estimated that about 10 percent of the blueberry crop is harvested each year. Blueberries are exported to China and elsewhere, where they are used in the manufacturing of health products.</p>	<p>2. Milk</p> <p>In Lapland, 2.5 times more milk is produced than is consumed. Processing is done at a few farm dairies.</p>	<p>3. Angelica</p> <p>Wild angelica is harvested to some extent. It is used in jams, sweets, health products and other products.</p>	<p>1. Blueberry</p> <p>Blueberries from Lapland are valued and harvested more than before. Blueberries are processed into a variety of natural products, most of which are exported.</p>	<p>2. Milk</p> <p>Only a fifth of the milk produced in Lapland is processed outside the region. Lapin Maito Oy is a new and growing dairy company.</p>	<p>3. Angelica</p> <p>Angelica is grown on fallow fields. Processed special products have gained strong international recognition. The plant is protected under EU name protection similarly to the "Lapin pukula" potatoes from Lapland and reindeer meat.</p>
<p>4. Freshwater fish</p> <p>1.8 million Finns go fishing as a hobby. 75% of the fish eaten in Finland is imported from abroad. Selective fishing is done to manage fish stocks. Substantial amount of valuable protein ends up in landfills.</p>	<p>5. Wood</p> <p>Less than half of the yearly growth of forests is utilised mainly by the large industry. Timber is used for the firewood and sold as raw material. Forestry is mainly seen as a source of one product.</p>	<p>6. Mushroom</p> <p>Small quantities of mushrooms that have grown in the cleanest air in the world are harvested from Lapland's forests. Only a fraction of the mushrooms are exported.</p>	<p>4. Freshwater fish</p> <p>The most common recreational fishes become professional fishermen. More Finnish fish is consumed than imported fish. The formerly so-called coarse fish and processed fish products are exported to gourmet kitchens of Central Europe.</p>	<p>5. Wood</p> <p>Lapland's modern construction elements. The Kemijärvi bioproduct mill utilises wood in an innovative manner. Biodiesel is produced from tall oil and new bio-based products are developed.</p>	<p>6. Mushroom</p> <p>Many mushrooms have found their way to gourmet kitchens. The products are sold on the market. Even small companies have begun to offer mushroom safaris.</p>

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

Forest of Lapland

ADDING VALUE BY PROCESSING



Berries 1 euro / kg

Antti Kuivalainen, Forest of Lapland

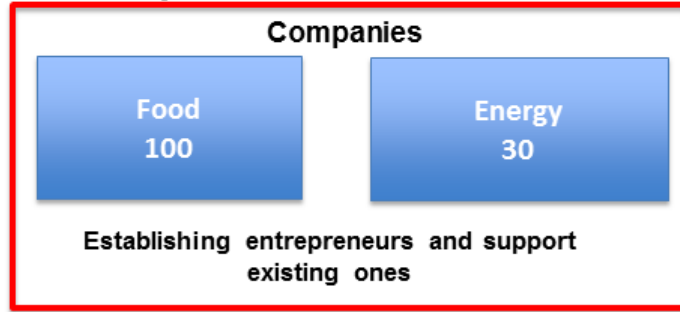
Finland 2016:
Export of berries about 16 million kg
Value 35 million € => about 2,2 € / kg

What if added value would be 200 €/kg
=> 3,2 billion €

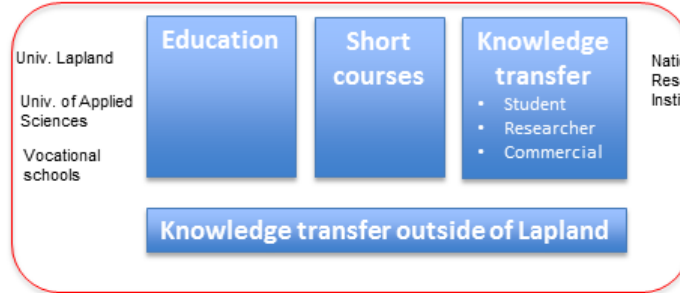
Structure of modern regional development cluster model



Business development
Johannes Vallivaara

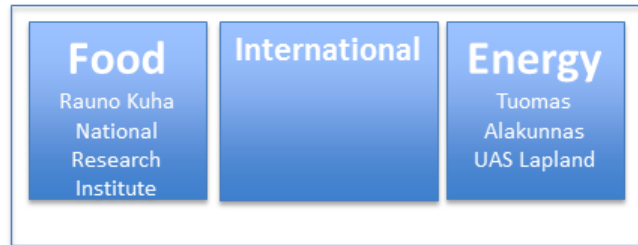


Knowledge development
Anne-Mari Väisänen



Regional development
Tanja Häyrynen

Resources



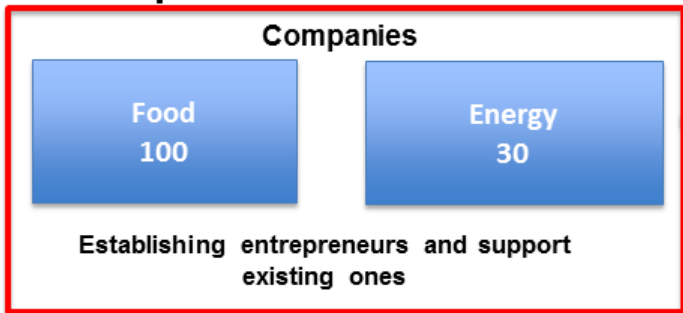
Cluster is not an organization,
it's a model for cooperation

Business orientated



31.3.2017

Business development



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

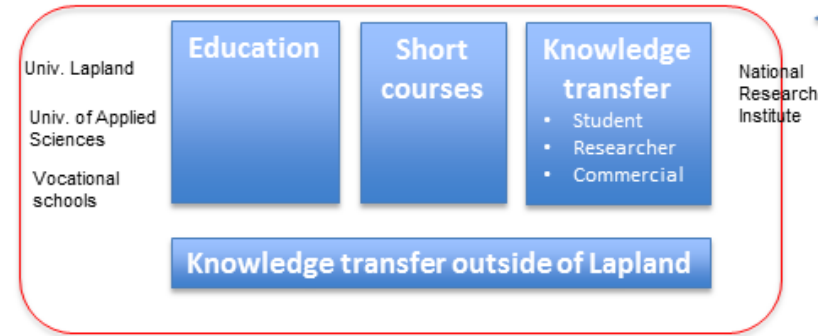
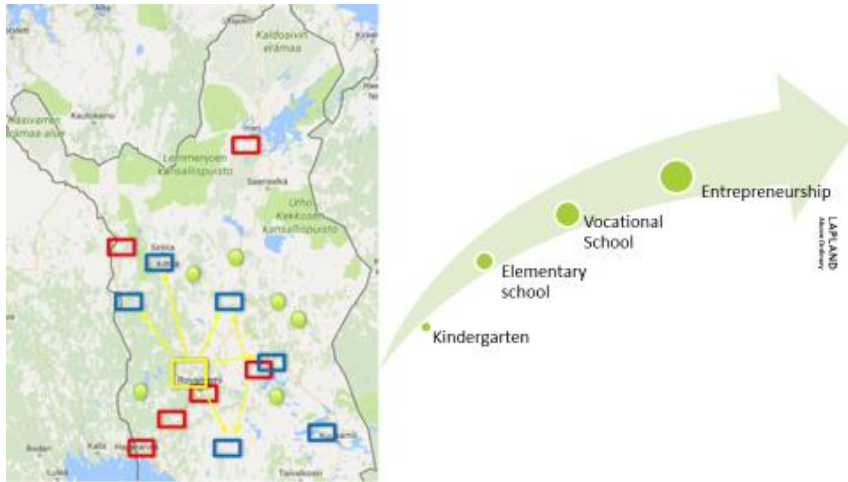


Knowledge development

Goal 1: Central booking station for rural knowledge

Goal 2: Educational process to rise new entrepreneurs

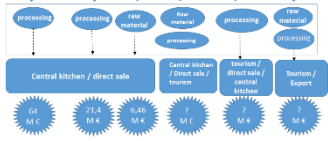
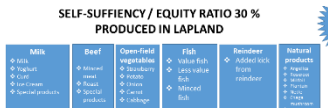
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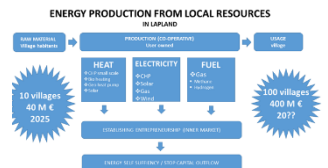
Regional development



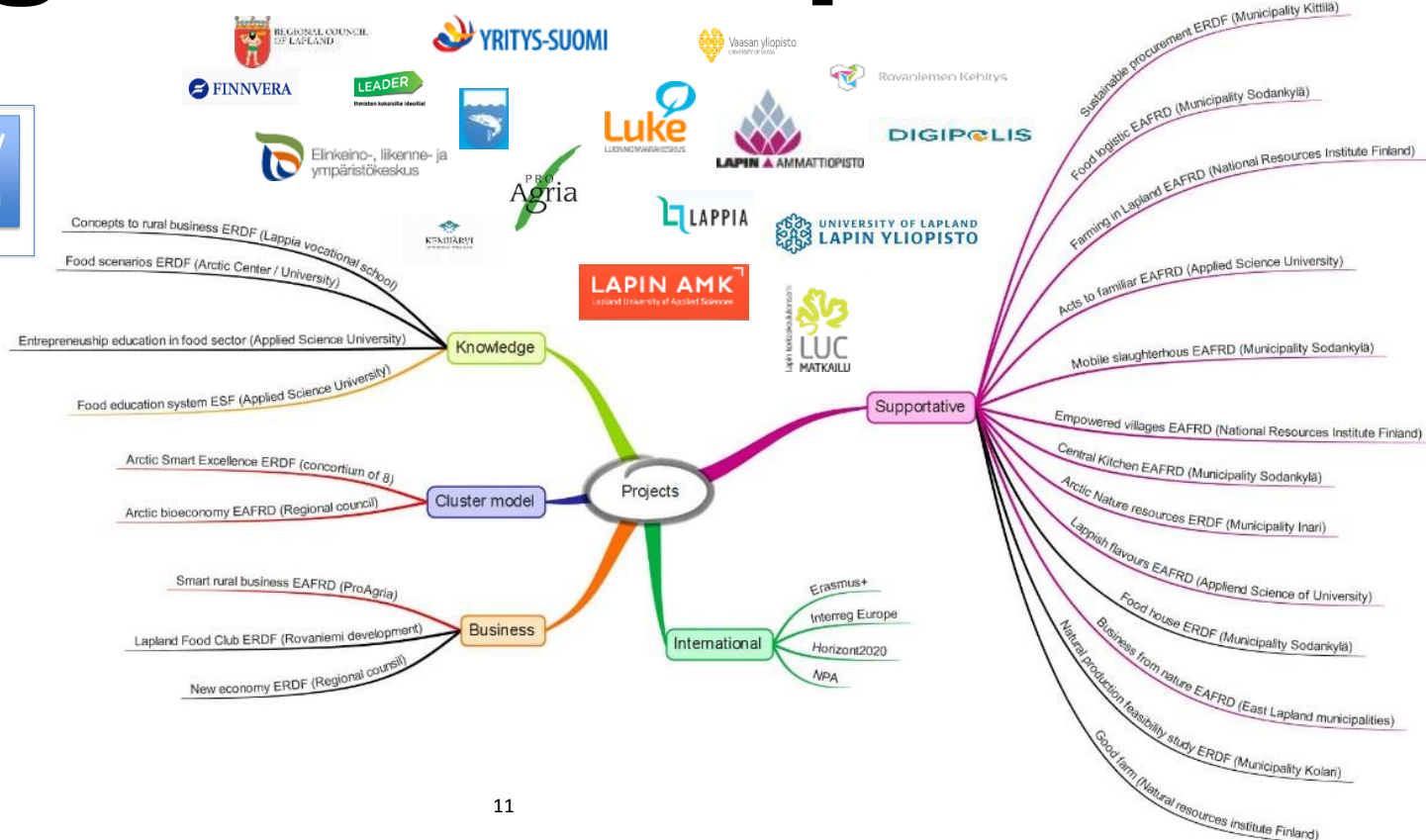
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98 participants



45 participants



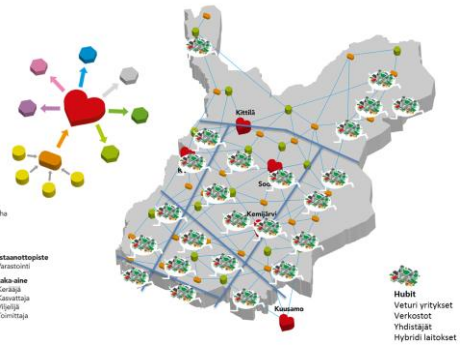
63 organisations

Food house

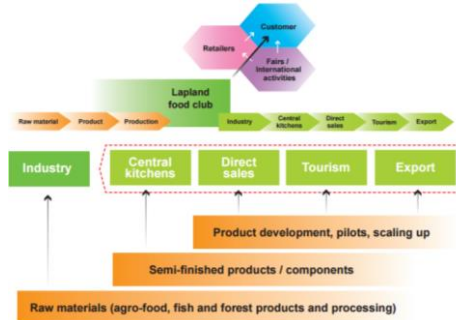
Elintarviketalo

- Sähköinen verkko ja Internet-yhteys talojen välillä
- Verkoston jäsenet viestivät keskenään
- Hyvä logistinen suunnittelu takaa tuotteiden nopean toimituksen tilaajille
- Elintarviketalo hajautettu Lapin alueelle raaka-ainesaatavuuden mukaisesti

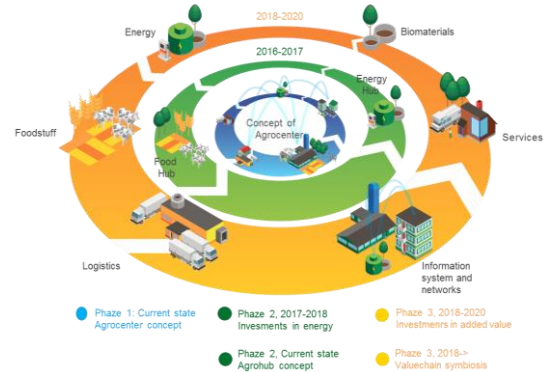
- Elintarviketalo**
 - Elintarvikkeen jalostus
 - Maataloustuotteet, meikki, lila
 - Keräyslaitokset, marjat, yrtit
 - Juustot
 - Kala, lila
- Toimijat**
 - Jäsenet
 - Keskittämö
 - Myyjät
 - Vienti
 - Matkailu
- Vastanottopiste**
 - Varasto
 - Keskittämö
 - Keräyslaitos
 - Vienti
 - Toimittaja
- Ruoka-aine**
 - Keskittämö
 - Keräyslaitos
 - Vienti
 - Toimittaja



Lapland food club

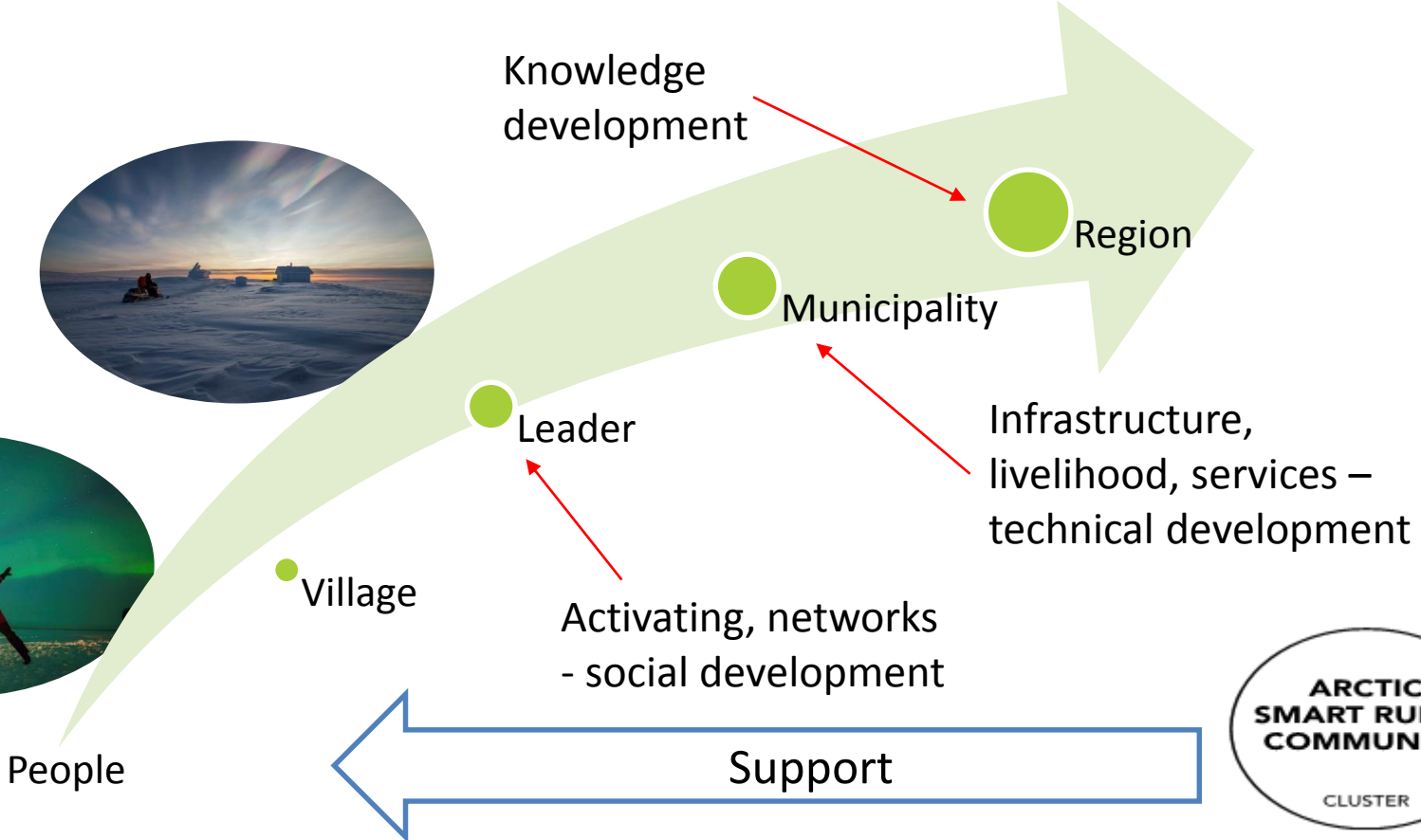


Agrocenter and AgroHub



Role of stakeholders

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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

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31.3.2017

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