

SOUTH OSTROBOTHNIA OF SMART SPECIALISATION

South Ostrobothnia is a smart and outstanding province with a versatile industrial structure and where strong sectors form an intertwined, dynamic entity. Furthermore, the strengths of South Ostrobothnia are, a distinctive operation and development culture and active regional, national and international networking.

The goal of smart specialisation is to promote the regeneration of business life and to answer future challenges in selected thematic business sectors in which South Ostrobothnia has indisputable strengths. There are recognisable focus sectors within these broad thematic business sectors, which are distinguished by narrow specialisation, particularly high skills and substantial growth potential. Through these strengths, actors in South Ostrobothnia create answers to national, European and global challenges. The thematic business sectors are the following:



SUSTAINABLE FOOD SYSTEMS AND NEW SOLUTIONS FOR THE BIOECONOMY

South Ostrobothnia wants to be actively involved in solutions for the food sector and rising bioeconomy global challenges.



SMART AND ENERGY EFFICIENT SYSTEMS

South Ostrobothnia is committed to the regeneration of industry, construction and the service sector to be smarter and more resource efficient.



REGENERATION OF SERVICE AND EXPERIENCE PRODUCTION

South Ostrobothnia fully utilises possibilities in the growth in service and experience production.

DOWNLOAD STRATEGY: www.epliiitto.fi/upload/files/Strategy_for_Smart_Specialisation_web.pdf

The strategy for smart specialisation encourages companies and other actors to internationality and growth. The goal is to build a high level ecosystem in selected specialisation sectors, which especially supports the creation of new companies, growth and internationalisation. South Ostrobothnia is committed to developing its own trade and industry through interaction with existing service and skill entities, so that the region's business life, innovation activities and internationalisation would develop as a synergic entity. The following are the service and skill entities:

START UP AND GROW UP!

South Ostrobothnia seeks firm international interactions in order to create operations and policies which support the creation and growth of new companies.

INNOVATE!

South Ostrobothnia wants to contribute to the construction of the European Innovation Union.

GO GLOBAL!

South Ostrobothnia commits to sustainable bidirectional international co-operation in thematic business sectors and to the improvement of its prerequisites.

GET TALENT!

South Ostrobothnia invests in education at all its levels as a prerequisite for the improvement of the skill level of the province and through that also smart specialisation.

The achievement of the goals of the strategy requires operating principles and modes of operation, which promote competitiveness. The operating principles for the smart specialisation of South Ostrobothnia are:

BILATERAL COMPARATIVE LEARNING

South Ostrobothnia utilises dense synergy and learning potentials, which are made possible by the close-knit province, as efficiently as possible.

EFFECTIVE RESOURCE UTILISATION

Development policies and development tools are combined efficiently, creatively and intelligently.

SPEED, FLEXIBILITY AND IMPARTIALITY

All possibilities are grasped with an entrepreneurial spirit.

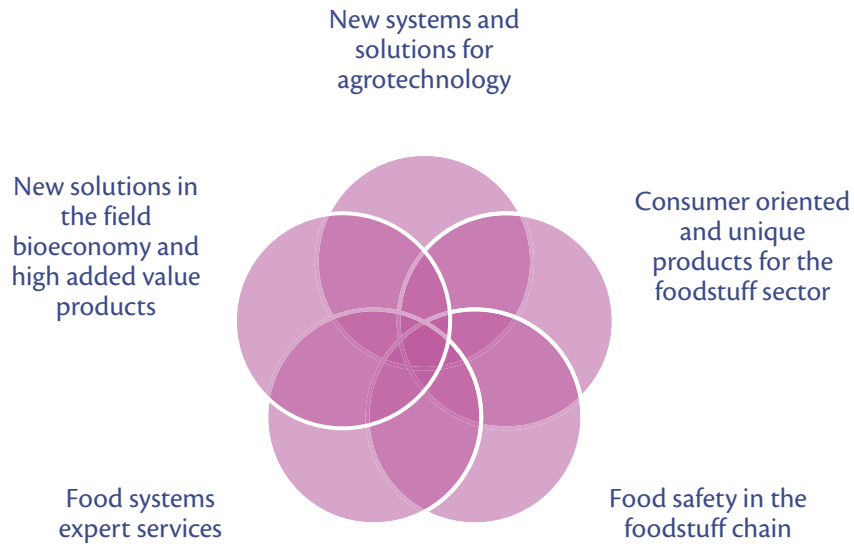
FAIRNESS AND RELIABILITY

South Ostrobothnia refines the principles of fairness and reliability into a competitive advantage in smart specialisation, which penetrates business operations and also business development and higher education operations



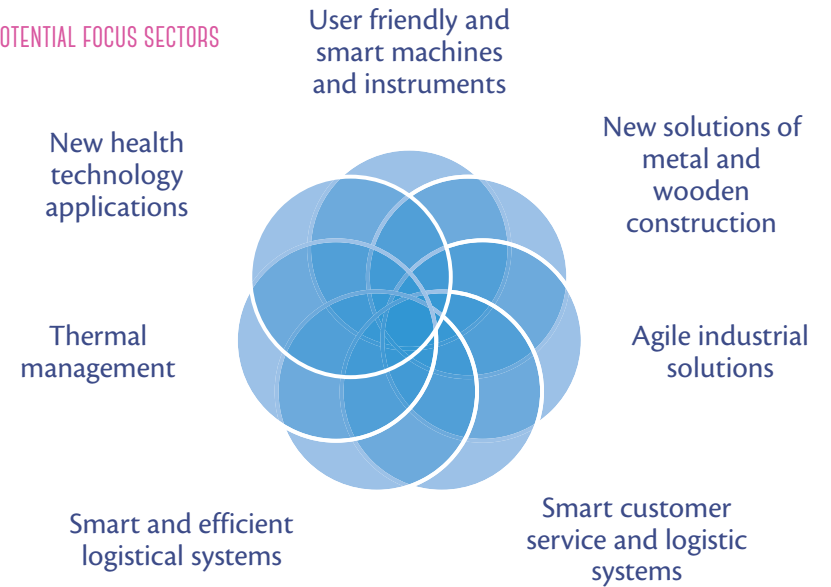
SUSTAINABLE FOOD SYSTEMS AND NEW SOLUTIONS FOR THE BIOECONOMY

POTENTIAL FOCUS SECTORS



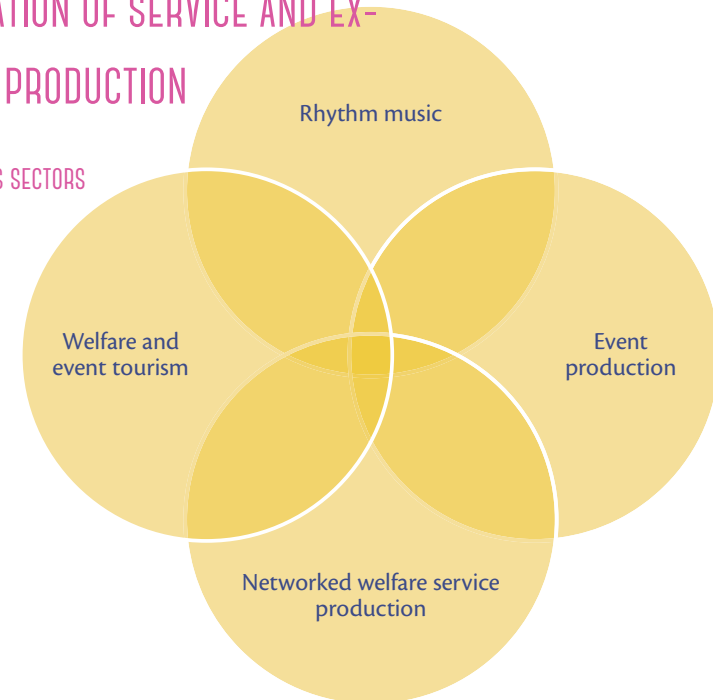
SMART AND ENERGY EFFICIENT SYSTEMS

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REGENERATION OF SERVICE AND EXPERIENCE PRODUCTION

POTENTIAL FOCUS SECTORS



SMART SPECIALISATION THEMATIC

BUSINESS SECTORS

SOUTH
SMART

OSTROBOTHNIA
OUTSTANDING

SURFACE AREA 13 444 km²

percentage of the total surface area of Finland 4,4 %

POPULATION 193 977

percentage of the total population of Finland 3,6 %

POPULATION DENSITY 14,43/km²

in the whole of Finland 17,9 /km²

FINANCIAL DEPENDENCY RATIO 1,4

in the whole of Finland 1,3

UNEMPLOYMENT RATE 7,6 %

in the whole of Finland 8,2 %

POST SECONDARY SCHOOL QUALIFICATION

has been completed by 85,6 % of the province's 20-59 years olds

in the whole of Finland 83,5 %

8,2 COMPANIES per 100 residents

in the whole of Finland 5,9

A good education system, a highly educated population, a secure society and institutional stability as well as a close proximity to clean nature does not distinguish one Finnish region from another. Many regional strengths are also present in the whole of Finnish society. However, there are differences between regions. South Ostrobothnia stands out with one of the highest numbers of companies per capita in the nation. It has specialised more smartly than can be interpreted from a first glance at the statistics. The business structure of the province is versatile, but not dispersed: Strong sectors form interwoven entities, which in this strategy are called thematic business sectors. As a whole these form the basis for the regeneration of South Ostrobothnia's business structures. The strengths of South Ostrobothnia are distinctive regional operational culture and internal networking. Furthermore, it has been managed to create notable national and international networks with a sense of purpose in the province.

