

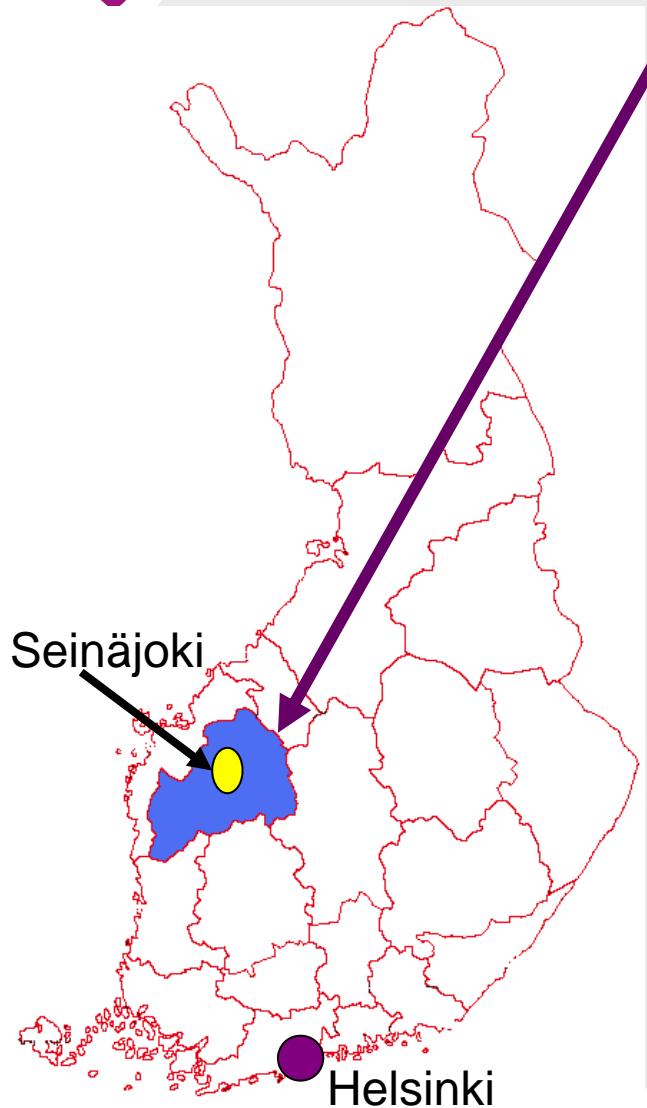


ETELÄ-POHJANMAAN LIITTO  
REGIONAL COUNCIL OF SOUTH OSTROBOTNIA

# South Ostrobothnia - a region of green resources

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Region Mayor



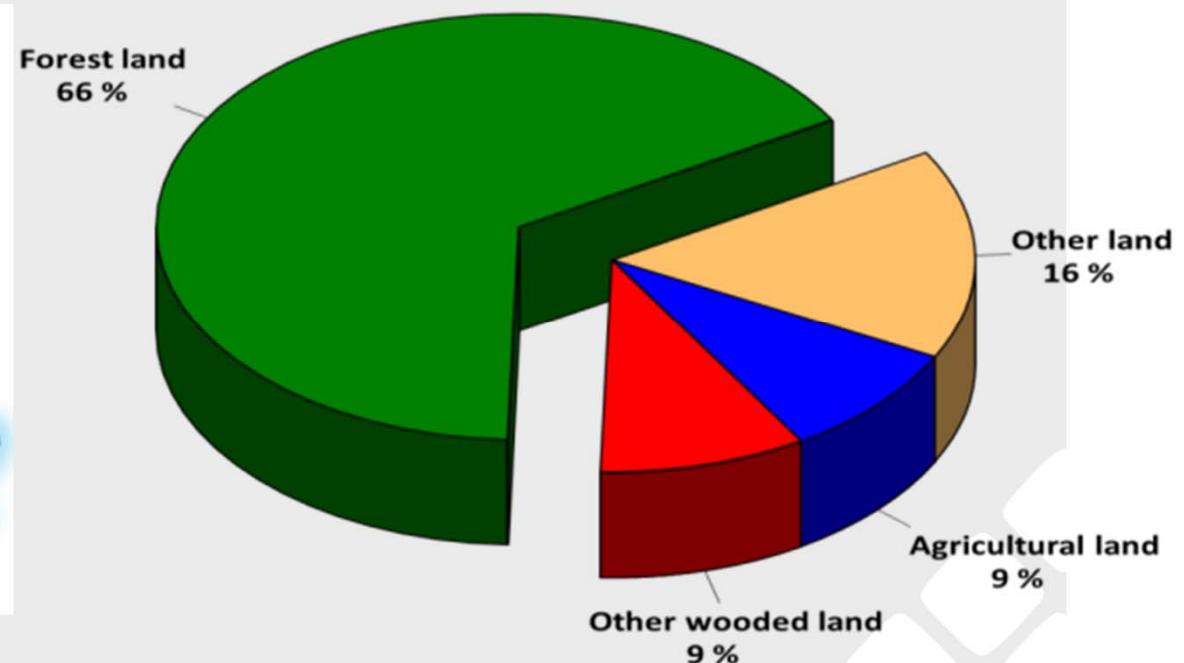
## South Ostrobothnia

- 194 000 pers. / 13 400 km<sup>2</sup> (= 14,4/ km<sup>2</sup>)
- Share of agriculture and forestry: 12 % => **Food Province** of Finland
- **Main economic pillars:**
  - Food (agric. and processing = **25%** of regional GDP)
  - Wood (houses, furniture etc.)
  - Metal and technology
- Region of **entrepreneurship** (esp. SMEs or even micro enterprises)



# Land use (and green resources) of Finland

Total land area 30 million ha (forest 20 million ha)



The area of Finnish forests is about the same size as Great Britain



Region of fields and "flat land" – but some lakes, too.

Traditionally, the South Ostrobothnian character has been associated with outspokenness, diligence, uprightness and courage.





## People in S0B are regarded as (?)...

- ✓ **entrepreneurial** (we want to do things in our own way)
- ✓ **independent** (we don't like bosses...)
- ✓ **straight and honest** (promises have to be kept)
- ✓ **stubborn** (never admit if we are wrong...)
- ✓ **rural** ("country boys and girls")
- ✓ **old-fashioned / conservative / traditional**
- ✓ **we want to do things better than our neighbours**
- ✓ **not very international** (so far... but improving!)

=> *one of the most unique regions of Finland ☺*



# Green Care and Finland (or SOB)

- In the core there is the role and importance of nature for the well-being of a person => good opportunities for this everywhere in Finland (almost all Finns are more or less close to the nature...)
- Different aspects: care... empowerment... activities...
- Social and health care plus education
- Can bring new sources of livelihood especially in rural areas (full-time or part-time)
- What is "nature"?? => everything that is green OR trees and forests OR animals OR untouched landscape vs. cultivated fields OR...
- Worth promoting and developing but is also demanding



# Challenges of Green Care

- Need for expertise and professionalism (= must have professional and educated personnel) => NOT for everyone (either customers or entrepreneurs)
- Many times big investments (lots of euros) are needed - but not necessarily
- Responsibility towards the nature has to be kept in mind
- Overwhelming bureaucracy, lots of detailed norms and legislation...
- Huge reform of social and health care in Finland in the near future => is there room and demand for small and local producers of services?



South Ostrobothnia

*Thank you for your  
attention!  
...and welcome!*