



Liiveri

16.9.2021

Air traffic and logistics development between the EU rural areas and China

ON TOP OF THE WORLD



Safest Country

Most stable country



Greenest country

Best-governed country



Most socially progressive country



Cleanest water



Smartest kids



Best place to be a mother



Most literate country

FINLAND IN FACTS

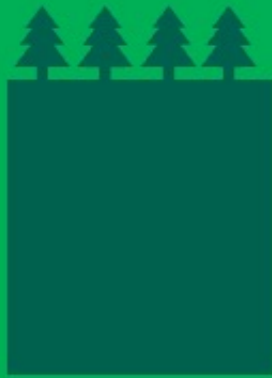
Finland is one of the most rural countries in the EU

90 %



Countryside

70 %



Forest

8 %



Agricultural land

187 888 lakes

5.4 million



1,4 million inhabitants in metropolitan area

338,440 km²

1,157 km

Official languages are **FINNISH**...
(spoken by 88.9 %)

and **SWEDISH**
(spoken by 5,3 %)

 **SOUTHERN OSTROBOTHNIA**

Capital **HELSINKI**



Independence Day
DECEMBER 6
1917



1995

SOUTHERN OSTROBOTHNIA

~200 000



60 000
inhabitants in
Seinäjoki
area



municipalities



14 000 km²



Active
villages



Strong
entrepreneurship



Hard-working
people



Funny
events



Food
production



Ability to
think big



Modern
technology



Unique
landscape

F
A
M
O
U
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LEADER IN FINLAND

54
groups

Active since
1996

Each group
covers average
50 000
inhabitants

Total funding
300
million euros

Collaboration
with over **20**
different countries



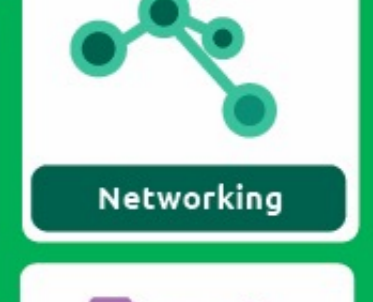
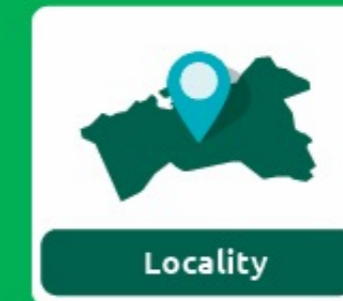
● registered associations

● develop rural areas by funding

1 local development projects and

2 supporting local enterprises

PRINCIPLES



LEADER

Liiveri

Active since
1997

65 000
inhabitant
s

3 000
companies

55
villages



PEOPLE BEHIND THE RESULTS

EMPLOYEES

MSc	Managing director Sinikka Koivumäki
MA	Development coordinator Telle Lemetyinen
MSc	Economic planner Raija Ojanemi
MA	PR officer Sonja Pitkälä
BA	Village expert Irma Kortesoja
MA	International coordinator Paula Vannesluoma

BOARD



YOUTH SECTION

Seinäjoki	Nelso Nieminen, Salla Oksa, Marjo Oksa, Tuula Niemi, Anttonen
Jalasjärvi	Hanna Kujala, Hanna Kujala, Niina Luukkainen
Ilmajoki	David Mänty, Neera Heiskanen
Hallitus	Pirkko-Jaana

ECONOMIC DEVELOPMENT SECTION

Rural Area Director and Board Member	Reijo Hämäläinen
Business Development Advisor	Rami Mattila
Expert	Eeva Jussila
CEO Enterprise Agency	Ari Loukasmäki
CEO The Regional Organisation of Entrepreneurs	Heikki Ristikko
Entrepreneur Lela & Hyvää Maust	Lela Nuottivaara
Business Development Advisor	Jussi-Pekka Kurikka

NETWORKS

- MINISTRY OF AGRICULTURE AND FORESTRY
- FINNISH FOOD AUTHORITY
- ELY CENTRE FOR ECONOMIC DEVELOPMENT, TRANSPORT AND THE ENVIRONMENT

190 MEMBERS



The Liiveri strategy was evaluated as the best in Finland.
It brought a record jackpot for the period 2014–2020.

The money will be used for the benefit of local entrepreneurs and projects

boost



small and medium enterprises

implement



local project ideas

get



new actors to developing

encourage



diverse developing

DEVELOPMENT THEMES



Home & Community



SMEs & Livelihoods



Environment & Well-being



Food & Experiences



LEADER

Thank You!