

Policy Improvement in Kainuu, Finland

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Overview main policy instruments addressed

Number †	Name of the policy instrument	Name of the policy responsible authority	Involvement of the policy responsible authority	Investment for Jobs and Growth programme	Country
1	Regional Law 23/2015	Friuli Venezia Giulia Autonomous Region	Partner	No	Italy (Italia)
2	Veneto Region RP ERDF 2021-2027 Priority 1 - Strategic Objective 1.3 - Strengthening the sustainable growth and the competitiveness of SMEs	Veneto Region	Partner	Yes	Italy (Italia)
3	Regional Development Programme of Kainuu (Kainuu Programme)	Kainuu Regional Council	Partner	No	Finland (Suomi/Finland)
4	Regional Operational Programme 2021-2027 for Centru Region, Priority 1 - A competitive region through innovation, digitisation and dynamic businesses	Centru Regional Development Agency	Partner	Yes	Romania (România)
5	Balaton Priority Area Development Programme (2021-2027)	Lake Balaton Development Coordination Agency	Associated Policy Authority	No	Hungary (Magyarország)
6	Regional Operational Programme of Western Greece 2021-2027	Region of Western Greece	Partner	Yes	Greece (Ελλάδα)
7	Zemgale Planning Region's Development Programme (2021-2027)	Zemgale Planning Region	Partner	No	Latvia (Latvija)
8	Cultural Policy Délibération n° 16-1067 du 16/12/2016 (legal Framework Carte Blanche aux artistes)	REGION PROVENCE-ALPES-CÔTE D'AZUR	Partner	No	France (France)
9	Beleidsnota Leiedal 2020-2025	Intercommunal Leiedal	Partner	No	Belgium (Belgique/België)

Overview pilot actions

Number †	Title	Policy instrument(s) concerned
1	Testing of new PPPs financing tools for the enhancement of cultural activities	<ul style="list-style-type: none"> Regional Law 23/2015 Regional Development Programme of Kainuu (Kainuu Programme)
2	Developing new narratives and digital services for the CCIs	<ul style="list-style-type: none"> Balaton Priority Area Development Programme (2021-2027) Regional Operational Programme of Western Greece 2021-2027 Cultural Policy Délibération n° 16-1067 du 16/12/2016 (legal Framework Carte Blanche aux artistes)

Kainuu Regional Plan and Programme

- Pursuant to the Act on regional development, regional councils serve as regional development authorities. They are responsible for the general regional policy planning and programmes within their regions and in part also for the implementation of the programmes and the international connections involved.
- The set plans guide municipal planning and also set regional objectives for ERDF and other financing programmes. The plans are compiled with municipalities and stakeholders.
- Kainuu **Regional Plan until 2040** is a long-term plan articulating the vision for the future livelihoods, services and regional structure in Kainuu and setting out the region's objectives.
- Kainuu **Regional Programme 2022- 2025** is confirmed for four years (= the municipal election cycle) and contains tangible objectives and measures of Development, as well as the list of essential projects to reach the goals.
- Sectoral Strategies and Work Groups supplement and support implementation of these documents.
- More information: <https://kainuunliitto.fi/en/regional-development/kainuu-programme>

Content of the Current Kainuu Programme

Introduction

Kainuu Regional Plan Until 2040

- The Current Situation
- Critical Success Factors
- The Values of Kainuu Programme
- Vision 2040
- Goals 2040

- Welfare and Employment 2040
- Business, Know-how, and Digital Transition 2040
- Green and Just Transition 2040
- Accessibility and Regional Structure 2040

Positive regional image and reputation
as well as culture are included in the
contents under
welfare and employment.

Kainuu Regional Programme 2022–2025

Welfare and Employment

- Strategic Reforms
- Development of the Social and Health Sector
- Promoting Well-being and Employment
- Equal Regional Development
- Positive Regional Image and Reputation, Culture

Businesses, know-how and the digital transition

- Entrepreneurship, Livelihoods, Investments, Digital Transition
- Skilled Workforce
- Education and Skills
- Smart Specialization

Spearheads of Business Development

- Tourism
- Technology Industry
- Bio-economy
- Mining and Chemical Industry

Green and Just Transition

Accessibility, Regional Structure, and Multi-locationality

- Accessibility with new mobility solutions and electronic services and with infrastructure investments
- Sustainable Regional Structure That Supports Location of Business and Investments
- Multi-locationality and Well-functioning Services

Ensuring the Effectiveness of the Kainuu Programme

- Internationalization
- The Analysis of Current Situation Annually Determines the Most Critical Development Activities
- Cooperation and Partnership; Regional, National, and International

Kainuu Culture Programme

The programme aims at:

- 1) supporting the recovery of the creative industry after the pandemic,
- 2) strengthening the local cultural identity, and
- 3) increasing the attractiveness of the region for tourists and potential new inhabitants.



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Culture Strategy - From Visions to Actions

- Strengthening the co-operation of cultural actors in the region
- **Availability and accessibility of art and culture** and **equal inclusion** and activity of the people of Kainuu
- **Vitality of culture** in the region
- Objectives of the strategy are in line with the regional programme described before:
 - CCI for well-being and engagement of inhabitants
 - Art & Culture for work and attraction for the region
 - CCI for export and international cooperation
- **Target Groups** include municipalities, cultural operators and residents of the Kainuu region.

Please provide an indicative list of the most relevant stakeholders (i.e., name of the organisation concerned) to be involved in the project. It is recommended to have no more than 12 entries.

You have 10 entries.

Municipality of Suomussalmi

27/300

Municipality of Ristijärvi

26/300

Municipality of Kajaani/Kaukametsä Culture Conference Centre

60/300

Juminkeko Foundation/UNESCO Creative City of Literature Office of Kuhmo

71/300

Municipality of Puolanka

24/300

Municipality of Paltamo

23/300

Chamber Music festival of Kuhmo

31/300

Municipality of Kuhmo

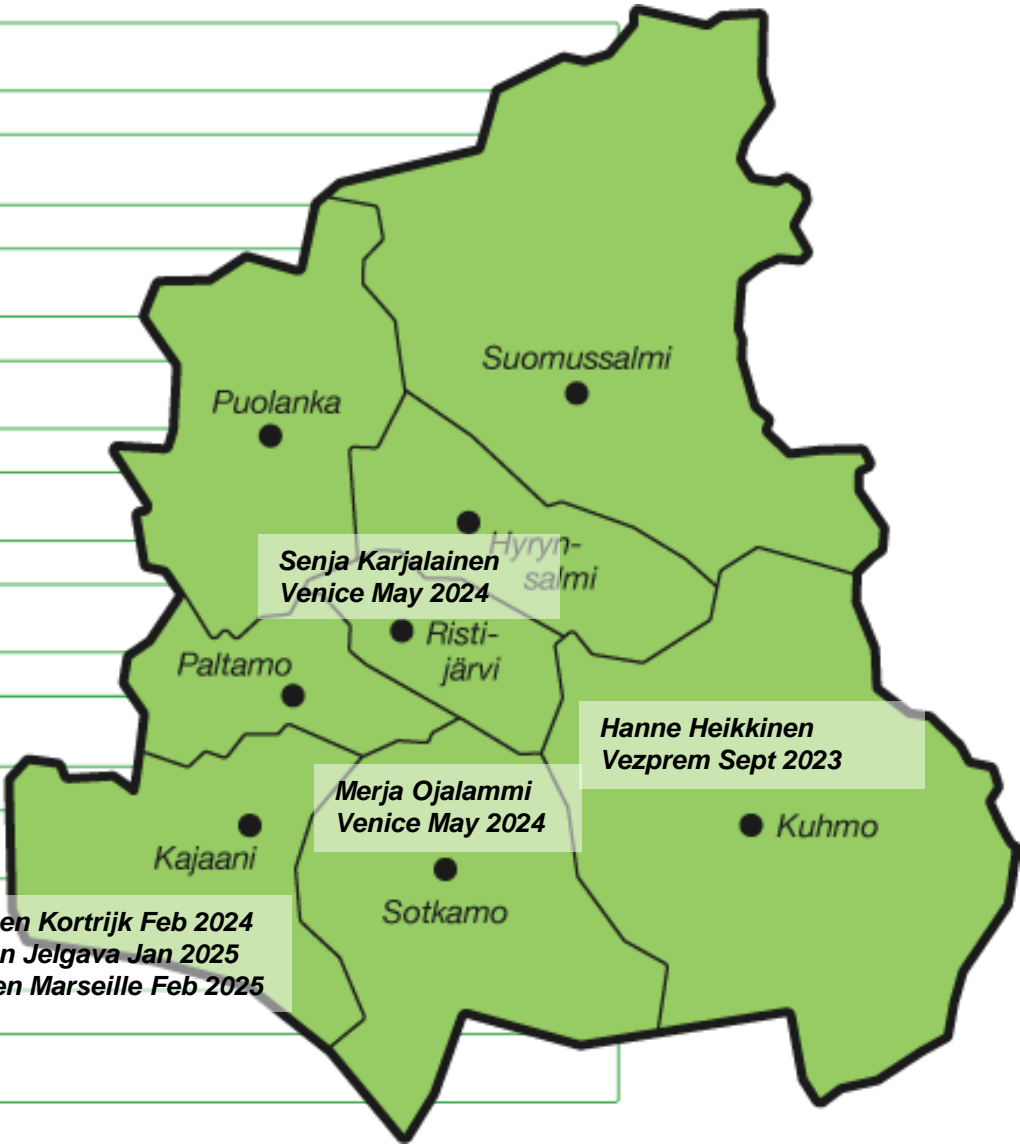
21/300

Kajaani City Theatre

20/300

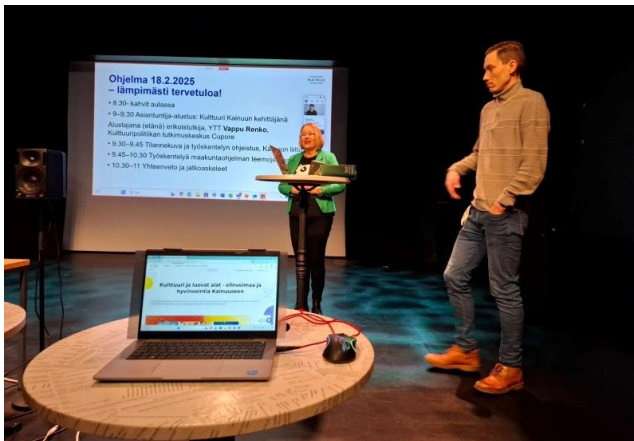
Municipality of Sotkamo

23/300



What has been going on in Kainuu?

- The work on updating the Kainuu Programme (regional plan and programme) has been launched in spring 2024, and the goal is for the **Regional Plan 2045** and the **Regional Programme 2026-2029** to enter into force on **1 January 2026**.
- A HowSpace platform has been used for including as much of different opinions as possible, and there has also been an own page in use for cultural operators.
- A cultural themed workshop was organised on 18th February 2025 by the Regional Council of Kainuu and CHERRY project was involved in this.
- A plenty of materials have been gathered and it has been used to draft the cultural contents of the programme. There are good contents available also for updating the Kainuu Culture Strategy.



Now what? The Situation of Pilot Actions in Kainuu

- The call was open until 6th May 2025
- There was a total of 25,000 euros available for small pilots.
- 12 applications were received, 8 cultural experiments were chosen for funding
- They all have now been contracted, and the selection has been published
- A joint Teams meeting was organised on Monday the 16th June
- The pilots will be finished by the end of reporting period



CHERRY

making Culture tHe N°1 ally of European Recovery

- 1: Juminkeko säätiö/
Juminkeko foundation
- 2: Kainuun museo/
Kainuu museum
- 3: Luovan toiminnan tila Ränttälä/
Creative activity space Ränttälä
- 4: Paltamo-seura/
Paltamo society
- 5: Kajaanin kaupunginteatteri/
Kajaani City Theatre
- 6: Oulujärvi Leader/
LAG Oulujärvi Leader
- 7: Sotkamon kunta/
Sotkamo municipality
- 8: Kainuun lasten- ja
nuorten kulttuurikeskus Kulttura/
Children's and Youth Cultural
Center Kulttura

Tapio's Call – A Forest Escape Game in the Spirit of Kalevala

The Juminkeko Foundation is creating a forest escape game presenting Kainuu's nature and the mythical heritage of Kalevala from the perspective of youth and immigrants. This interactive game experience invites players to explore natural heritage sites and ancient stories in a new way.

Museum Bus – Discovering Kajaani

The Kainuu Museum is organizing a museum bus tour, transporting new Kainuu residents to the Riihipiha Museum. There, participants can dive into Kainuu's cultural history through a new kind of immersive tour developed and get to know their new home region.

Riemurätke – Art and Community in Suomussalmi

The creative activity space Ränttälä ry brings vibrant cultural programme into the municipal centre, with the goal to engage a large number of community members, especially youth from remote areas, immigrants, and children and adults in need of support, giving them a voice through creative activities.

Riihipiha Mysteries – Local Culture Digitally

A youth-planned escape game at the Riihipiha Museum combines local cultural traditions and digital stories. Collaborating with young participants, the game will narrate the everyday history of Kainuu through storytelling.

Kainuu Wolf School – Community and Adventure

The City Theatre of Kajaani and the Toisissa Tiloissa association train people to create interactive experiences as a “wolf pack” and to take participants to natural heritage sites, where they hear stories and connect with the area's history and ecosystem in a new way.

Illuminating Vuokatti Station's Water Tower

The municipality of Sotkamo will celebrate the 100th anniversary of Vuokatti Railway Station by clearing its surroundings, illuminating the water tower with artistic lighting, and organizing a community event in September to prepare for Oulu2026.

History Comes Alive in Paltamo

The Paltamo Local History Museum offers a new kind of experience by projecting photos, created in collaboration with youth, onto the museum's windows. Artistic lighting and photographic displays at the museum provide a fresh way to experience the museum and its cultural heritage, drawing new visitors and offering familiar guests new perspectives.

Art Education Seminar

In the fall, the Kulttura Cultural Center invites educators to explore art-based pedagogy at Kajaani's Art Campus workshops. Participants will engage in hands-on workshops focusing on cultural heritage, literature, and various art education methods.

Next Steps?

- On Monday the 25th of August there will be a workshop "Attraction from culture and events"
- Kainuu stakeholders, pilots, but also CSI as a larger group are invited.
- Stakeholder meeting in the afternoon.

Tervetuloa Kainuun luovien alojen ja tapahtumien vetovoimatyöpajaan 25.8.

Tule mukaan kehittämään Kainuun tapahtumatuotantoa ja kulttuurin vetovoimaa!
Ideoimme Kainuun tapahtumatuotannon uutta suuntaa 25.8.2025 klo 9–12 järjestettävässä työpajassa. Tule mukaan keskustelemaan ja verkostoitumaan kulttuurin, liikunnan ja luovien alojen toimijoiden kanssa!

Työpaja tarjoaa olavan mahdollisuuden nostaa tapahtumien roolia alueen elinvoiman kasvattajana. Yhdessä suunnittelemme, miten tapahtumat ja luovat alat voivat vahvistaa paikallista talouskasvua ja tehdä Kainuusta vetovoimaisen keskuksen. Olitpa tapahtumajärjestäjä, kulttuuritoimija, liikunnan ammattilainen tai luovien alojen yrittäjä, tämä työpaja on juuri sinulle. Työpajan fasilitoi Paju Consulting Oy Kuopiosta. Työpajan ja lounaan jälkeen olet tervetullut myös Cherry-hankkeen sidosryhmätilaisuuteen klo 13.–14.00. Paikka päivittyy vielä.

Ilmoittaudu mukaan viimeistään 21.8.2025 ja varaudu innostavaan keskusteluun ja konkreettisiin kehittämisaskeliin! Lisätietoja ja ilmoittautumislinkki:
<https://link.webropol.com/ep/kainuuntapahtumat>

Ilmoittaudu nyt

"The workshop offers a great opportunity to raise the role of events as a generator of the region's vitality.

Together, we will plan how events and creative industries can strengthen local economic growth and make Kainuu attractive.

Whether you are an event organizer, cultural player, sports professional or creative industry entrepreneur, this workshop is just for you. "

Interreg
Europe



Co-funded by
the European Union

CHERRY

Thank you!

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