



P-IRIS

Policies to improve rural areas' innovation systems by professionalising networking activities and use of innovation tools

ACTION PLAN

Central Ostrobothnia

Participants/ actors:

1. Regional council of Central Ostrobothnia
2. University Center Chydenius
3. The Polytechnic Centria
4. Entrepreneurs from Central Ostrobothnia and the Central Ostrobothnia Federation
5. Municipality of Halsua,
6. Municipality of Kaustinen,
7. Municipality of Perho,
8. Municipality of Kannus,
9. Municipality of Veteli,
10. Municipality of Toholampi and
11. Municipality of Lestijärvi

June 2019

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LUONNOS EI VALMIS

1. Background

In January 2017, P-Iris (Policies to improve rural innovation systems) projects began with a goal, in line with its title, to improve innovation systems in rural areas. The title will also continue with how improvement is accomplished: professionalizing networking efforts. The first word in the title Policies suggests that the project aims to provide frameworks and influence from high level, innovation-related policies. So in short P-Iris project: Practices for improving the innovation system in rural areas by professionalizing the operation of networks and using innovation tools. The project involves six countries all of which share a rural environment. Participants in the project represent different organizations listed in the table below.

Partner country	Organisation	Type of organisation
Norja	Sogn og Fjordane County Municipality	Regional public authority
Slovenia	Development centre of the Heart of Slovenia	Local public authority
Suomi	Regional Council of Central Ostrobothnia	Regional public authority
Kroatia	Local development Agency PINS	Business support organisation
Espanja	Society for the development of the Province of Burgos	Local public authority
Italia	Poliedra – Politecnico di Milano	Education and reserach institution

The project started with a mapping phase where each project partner surveyed the area and focused on identifying and demonstrating the region's specialties and existing networks and innovation tools. The networks that were surveyed in Central Ostrobothnia were Biolaakso, Entrepreneurs in Central Ostrobothnia and the YES Network (Promoting Entrepreneurship) (see Mapping of Regional Situation in Central Ostrobothnia). Among the way good practices are exchanged and in the end of phase one, action plan is developed in cooperation with project stakeholders.

A regional stakeholder group for Central Ostrobothnia

At the beginning of the P-Iris project, a steering group / stakeholder group composed of various actors in Central Ostrobothnia was formed. The regional stakeholder group includes representation from all the municipalities in Central Ostrobothnia (Halsua, Kaustinen, Lestijärvi, Perho, Veteli, Toholampi) and Kannus, the University Center Chydenius, the Polytechnic Centria, Central Ostrobothnia Federation for entrepreneurs, Regional council of Central Ostrobothnia, which coordinates the project and acts as secretary to the meetings. The regional stakeholder group has met regularly and the stakeholder members have been informed about the project's issues and the stakeholder members have participated in study trips. The action plan is cooperatively generated and stakeholder group is committed to execute it.

Impact on policies during phase 1

The aim of P-Iris project is to improve rural area innovation systems by professionalizing networking activities. Already during phase 1 there has been impact on policies under the themes of P-Iris project. It is not always clear what exactly has led to the results, but P-Iris has been definitely helpful in reminding not to forget the rural areas when planning actions to improve innovation systems and regional development. Lately, in our region, there has

been improvement of policy instruments through structural change: Central Ostrobothnia joined East and North Finland ELMO project for Industrial Transition process starting spring 2018 (phase 1) and continuing 2019 (phase 2). Structural change is affecting the need for larger area cooperation in developing higher value added chains to selected clusters. The aim is to react to industrial change, the change of work and digitalization. Also there has been possibilities (through surveys and meetings in influencing to ERDF program; taken into account rural area aspect, and putting more emphasis on tourism and creative industries in addition to traditional innovative and industrial project support profile of Central Ostrobothnia. Also innovation improving actions have been financed in rural areas via ERDF. 3H and 4H cooperation has been valued in project evaluation process.

LUONNOS EI VALMIS

2. Themes selected for the implementation of the Action Plan

Good Practices from Other Partners to Develop Rural Areas in Central Ostrobothnia

During the P-Iris project, several study trips have been made, which have been influencing the preparation of this action plan. Good lesson to be learned from Norway (Styrngarden), good story heard during study visit in Italy (Limes Garden), good practice learned during study visit in Slovenia (Kickstarter and Katapult).

In this action plan, we see the importance of all the actions that bring people together. Our action plan focuses on raising awareness, strengthening links and attracting young people with interesting opportunities in the countryside, but our action plan does not focus on building facilities. The main aims for the action plan is compressed in three main goals:

- 1. Keeping and attracting well-trained people in rural areas**
- 2. Strengthening and establishing links between young people with high education, entrepreneurs, businesses, training organizations and public actors in rural areas**
- 3. Raising awareness of funding opportunities, new innovations, trends in rural areas**

P-IRIS project has been influencing in the region since the beginning of the project 2017: new ideas have developed, the topics of the project have been discussed across the region on different levels. P-IRIS regional steering / stakeholder group has gathered 8 times since the project started and the ground is fertile for common action plan. In the table below we are listing what we are committed to do in the region together in order to act towards the common goal: to improve rural area innovation systems.

The action plan is developed so, that P-IRIS coordination is mainly focusing on inspiring, informing, reminding and keeping the topics on top. Each municipality and other entity in the stakeholder group is acting in their areas in order to boost the topic in concrete actions. It is also possible that the actors are developing their own projects and new common projects in order to boost the effects of the actions.

Website and social media accounts created to support the execution of the action plan

For the inspiration and information sharing we are going to launch website www.keskipohjanmaalainenosaja.com and open Facebook site <https://www.facebook.com/keskipohjanmaalainenosaja/> and Twitter site <https://twitter.com/maalainenosaja>. The plan is to write blog for the inspiration and motivation and to remind the actors of this action plan and its sub-actions, listed below. (See layout in annex1)

Timetable for execution of action plan

The execution of action plan has started already during phase 1 and will continue until the end of the project (and hopefully actions under these themes evolve and live also after the project).

1. The website and social media accounts are open already and blog posts and social media will be updated regularly during the next two years. Coordinator will post in the blog at least with following timetable: autumn 2019 (August, September and November) spring 2020 (January, March, June). There is possibility to add content along the way.
2. Central Ostrobothnia co-working and remote working culture is arising its head and we are collecting the co-working and remote working places on a list to the website.
3. Survey for the measuring of action plan is sent in June 2019 and will be repeated in spring 2021

Measuring the results

In order to measure the results of the action plan, we are going to

1. make a survey in the end of phase 1 and repeat the same survey in the end of phase 2.
2. Also we are analyzing the visitors of the website and social media channels and report the figures in the end of phase 2.
3. We can also count the co-working and remote working facilities in the end of the project and measure how many of the premises has opened during the project (now we already have premises in Kaustinen, Toholampi and Kannus opened by the impact of the project). We are not helping financially these premises to start, only advising / listing premises.
4. One measurement of the whole project is the amount of enterprises in rural areas, which is aimed to be increased by 5 as a result of this project. The survey is made with Survey Monkey and is easily accessible online. Link to the survey is sent directly to the stakeholders <https://fi.surveymonkey.com/r/6838Z6M>.



ACTION PLAN - subactions

Target audience to reach	Message	Action	Contributors	Timetable
Young college/other students/school	Engaging young people in the region and the businesses in the region	<ul style="list-style-type: none"> - Annual / quarterly event - Creating summer jobs / part-time jobs 	<ul style="list-style-type: none"> - Coordinator: blog of the project to inspire, give ideas and remind - Business advisors (municipalities, development organisations) - Entrepreneur Organization (Keski-Pohjanmaan yrittäjät) - School Contact (Student councillor) - Coordinator 	<ul style="list-style-type: none"> - For example, the Entrepreneur's Day on September 5, 2009 (meeting young people) - Beginning of the early summer 2020 cooperation

International students in the area (mainly in Kokkola)	Information on opportunities and jobs in the surrounding countryside	<ul style="list-style-type: none"> - - Introducing international students to regional businesses - - Availability of English-language material in companies and communities - - Obtaining placements for rural businesses - - Encouraging entrepreneurs to cooperate 	<ul style="list-style-type: none"> - Coordinator: blog of the project to inspire, give ideas and remind - Business advisors - The Association of Entrepreneurs - Polytechnic contact person 	<ul style="list-style-type: none"> - Autumn 2019
People who have left the rural areas to study / work	Welcome people to move back to the rural areas	<ul style="list-style-type: none"> - Promoting open job opportunities - Rising awareness of local knowhow and talent - Arranging meetings and cherishing local history (also classmate meetings) 	<ul style="list-style-type: none"> - Coordinator: blog of the project to inspire, give ideas and remind - Municipalities - Business advisors - Schools 	<ul style="list-style-type: none"> - Launching of website keskipohjanmaalainenosaaja.com in autumn 2019 - Ongoing
Talent of the region	"You are Important part of the community"	<ul style="list-style-type: none"> - Bring forward / raise awareness of the know how of people "keskipohjanmaalineosaaja" campaign - Arrange possibilities to meet 	<ul style="list-style-type: none"> - Coordinator: blog of the project to inspire, give ideas and remind - Possibility for people to introduce themselves in public - Business advisors - Coordinators(10% work; remind, spar, 	<ul style="list-style-type: none"> - Blog - Business advisors - Possibilities for people to introduce themselves

			introduce)	
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Annex 1 Coordinating the execution of action plan : www.keskipohjanmaalainenosaja.com

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BLOGI

ETÄTYÖTILAT

OTA YHTEYTTÄ



Osaamista (Keski-Pohjan) MAALTA!

**Tämä sivusto kertoo Keski-Pohjanmaan maaseudun osaajista ja mahdollisuuksista.
Mukana Halsua, Kannus, Lestijärvi, Kaustinen, Perho, Toholampi, Veteli**

Mitä mitä! Onko maalla muutakin kuin peltoa ja suota! Kyllä! Maalla on netti! Ja ihmisiä! Ja netti tuo maalle enenevässä määrin mahdollisuuksia koulutusta, työllistystä, kansainvälistystä, verkostoitua! Keskipohjanmaalainenosaaja -sivusto kertoo Keski-Pohjanmaan maaseudun osaajista ja mahdollisuuksista. Tervetuloa seuraamaan blogia, jota päivitetään säännöllisesti! Tältä sivulta löydät myös tietoa Keski-Pohjanmaalla sijaitsevista etätyötiloista. Seuraa meitä myös somessa ja keskustellaan! Nyt verkostoitumaan ja tehdään Keski-Pohjanmaasta yhdessä erinomainen paikka tehdä töitä!

Klikkaa blogiin!

BLOGI

P.S. haluatko kirjoittaa blogiimme? Ehdota aihetta ja kirjoita meille
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