

SATAKUNTA REGIONAL STRATEGY

Summary

Satakunta Regional Plan 2050
Satakunnan Regional Programme 2022-2025
Smart Specialisation Strategy 2021-2027

The Satakunta Strategy has been approved by the Regional Council on 10.12.2021



INTRODUCTION

Satakunta's Regional Strategy consists of a long-term regional plan for 2050, which describes the vision for the future, and a regional programme for 2022-2025 defining the region's development goals for the coming years. Satakunta region's Smart Specialisation Strategy required by the EU, which aims to promote innovation, is also linked to the Regional Programme. The long-term Regional Plan for Satakunta provides guidelines for the preparation of the Regional Programme and Regional Land Use Plan.

Guiding principles for strategic development

The development activities carried out under Satakunta's Regional Strategy are based on responsibility and the consideration of climate change mitigation and adaptation. The aim of Satakunta's Regional Strategy is to strengthen the vitality of the region by promoting climate change objectives that create opportunities for the development of a responsible business community and society, and sustainable reform.

Responsibility

Satakunta aims to ensure the preservation of natural values, the wellbeing and inclusion of residents, students and employees, the responsible operation of businesses and the public sector, and the fundamental conditions for pursuing a good life in Satakunta. Responsible production and a responsible community are Satakunta's competitive advantages, both from the perspective of the business community and the residents. **We are all responsible for the future wellbeing of our region.**

Consideration of climate change

The aim of Satakunta's Regional Strategy is to create an enabling environment where climate change objectives help to improve the region's competitiveness and create new business opportunities. The Regional Programme aims to promote measures to mitigate climate change and move towards a carbon-neutral circular economy, which will help improve competitiveness, reduce emissions, and increase carbon sinks or promote the sustainable use of natural resources. **The transition to a climate-resilient economy is necessary and requires everyone's effort.**

SATAKUNTA REGIONAL PLAN 2050

The Regional Plan serves as the region's long-term strategy. The Regional Plan sets out Satakunta's development goals and the main strategic guidelines for developing the region. The goals of the Regional Plan are specified in the Regional Programme and Regional Land Use Plan.

The future visions for Satakunta in 2050 are based on scenarios prepared in connection with the Regional Plan.

According to the vision for 2050, Satakunta will be characterised as follows:



Vibrant, energetic, and innovative

Prosperous and attractive



Responsible and competent

SATAKUNTA REGIONAL PROGRAMME 2022-2025

The aim of the Regional Programme is to promote Satakunta's competitiveness and vitality. It specifies the key priorities and development goals for the region. The Regional Programme focuses on different strategic development priorities to be implemented over the next four years, to which funding and other available resources can be connected at a general level. The programme provides a framework for development and collaboration at different levels.

The aim of implementing the Regional Programme priorities ("sustainable growth" and "a thriving community and environment") is to improve the wellbeing of the people of Satakunta and to promote the future visions set out in Satakunta's Regional Strategy. In order to promote the goals of the Regional Programme, some cross-cutting themes uniting all the development priorities have been identified (presented on the next page).

Resources from the EU, the state, municipalities, businesses and other actors will contribute to the implementation of the priorities and development themes of the Regional Programme.

Regional Programme 2022–2025

Priority 1: Sustainable growth

- 1.1 Smart specialisation
- 1.2 Competence
- 1.3 Entrepreneurship and employment

Priority 2: a thriving community and environment

- 2.1 A safe and healthy community
- 2.2 Smooth everyday life
- 2.3 Attractive region and an diverse and high-quality environment

Crosscutting themes: **digitalisation, internationality, accessibility, safety, resource efficiency**

Cross-cutting themes (Regional Programme)

Internationality

International activities increase competence, strengthen the region's leading industries, provide new opportunities for business and research, and support the promotion of the region's competitiveness and vitality.

Digitalisation

Digitalisation refers to the modernisation of operating methods, the digitalisation of processes, and the electrification of services. Digitalisation improves productivity and creates new value chains, business opportunities, and services. It also promotes location-independent work and entrepreneurship, and supports the possibilities for living in multiple locations. Digital skills and competencies are increasingly emphasised.

Accessibility

The aim is to safeguard the necessary conditions for competitive business and quality housing. Connections and logistics work well and services are accessible.

Safety

The aim is to improve the residents' sense of security and ensure that appropriate rescue and preparedness systems are in place (the safety of residents and businesses, environmental safety and cleanliness, security issues related to industry, energy production, food production, land transport and maritime transport, cyber security and information security).

Resource efficiency

The wise, responsible, and innovative use of resources can strengthen the regional and local economy, improve the region's competitiveness, and create new business opportunities and jobs.

Priority 1:

Sustainable growth

The main goal is to promote the vitality and modernisation of Satakunta, to strengthen the region's growth industries and knowledge clusters, and to ensure economic success.

In order to ensure the vitality and sustainable growth of the region's knowledge clusters, the operating environment should be developed in a sustainable way, taking into account the goals of green transition and growth, and the opportunities provided by digitalisation.

Strategic partnerships and networks will strengthen the region's know-how and specialisation. The value networks of renewable and responsible businesses will create jobs and attract experts, actors, and investments to the region.



Development theme 1.1.

Smart specialisation

The aim is to strengthen and reform the region's growth industries and innovation clusters, while taking into account sustainability objectives. Smart specialisation plays a key role in enhancing regional vitality, growth, and innovation. The innovation clusters outlined in Satakunta's Smart Specialisation Strategy are: technology metal, mineral and battery cluster; automation and robotics cluster; energy cluster; food industry cluster; bioeconomy and circular economy; blue economy; experience economy; welfare economy; safety and security of supply.

Development goals:

- Consolidating regional, national, and international cooperation between educational and research organisations, development institutions, municipalities, and private sector RDI activities.
- Promoting the adoption and piloting of new technologies, digital solutions, and robotics.
- Promoting the proactive, responsible, and sustainable development of innovative and intelligent solutions, approaches, piloting environments, and research infrastructures based on the needs of industry, taking into account the goals of the green transition and the opportunities provided by digitalisation.
- Developing new technological solutions and innovations relating to, for example, artificial intelligence, logistics, and resource efficiency.
- Promoting the availability of skilled labour and increasing the region's attraction and retention capacity.
- Promoting the opportunities of the data economy and business development.
- Building international business and product development networks and strengthening regional innovation systems.
- Promoting international visibility, partnerships, and project cooperation.
- Strengthening the operating environment, digital connections, and infrastructure (e.g. ports, airport, rail, and road networks) necessary for Satakunta's industry and commerce.

Development theme 1.2

Competence

The aim is to increase cooperation between the region's knowledge and innovation clusters, research and education organisations, and the business sector to promote nationally and internationally competitive innovation that takes into account climate and sustainability objectives. Education and research create a foundation that strengthens and reforms society. The introduction of new working-life operating models requires updating competencies, continuous learning, and better matching between labour demand and supply.

Development goals:

- Ensuring availability of skilled labour in anticipation of changing working life.
- Anticipating long-term and short-term skills and training needs to ensure that the training provided by municipalities meets the needs of regional actors.
- Strengthening cooperation between companies and educational institutions.
- Promoting work-based and education-based immigration.
- Providing an attractive educational path to higher education / university education.
- Ensuring flexible training opportunities, including training for young people and diverse continuing education and vocational retraining to meet the needs of the business sector.
- Implementing new training methods.
- Strengthening Satakunta's smart specialisation and the development of innovations and new solutions in a responsible and sustainable manner, taking into account the goals of green transition and the opportunities provided by digitalisation.
- Strengthening expertise on climate change mitigation and preparedness.
- Promoting the export of education and know-how.
- Ensuring the availability of skilled labour by developing learning environments and services for continuous learning, and promoting cooperation between educational institutions and companies.
- Supporting the integration of international students into the region by facilitating access to internships and jobs.

Development theme 1.3

Entrepreneurship and employment

The aim is to promote entrepreneurship, to develop business expertise that takes into account the climate and sustainable growth targets set for companies' operating environments, and to build national and international networks to promote the vitality and growth of the region. The aim is also to prevent social exclusion and harness all the labour potential.

Development goals:

- Promoting new responsible and sustainable business that takes into account the goals of the green transition and the opportunities provided by digitalisation, as well as start-ups, light entrepreneurship, business growth, internationalisation, and digitalisation.
- Strengthening the operating environment and infrastructure of Satakunta's business sector (e.g. ports, rail and road networks, airport, telecommunications).
- Promoting the development of comprehensive and high-quality business consultancy and support services.
- Supporting the development of working-life quality and productivity among SMEs, the training of staff and entrepreneurs, and the development of tailor-made training programmes in growth industries and sectors undergoing restructuring.
- Improving the business skills of entrepreneurs.
- Increasing interest in entrepreneurship through entrepreneurship education and promoting the development of entrepreneurship education.
- Promoting the development of new solutions, operating models, and multi-channel advisory and guidance services, and the development of networks and business cooperation between different actors.
- Supporting the development of service models and networks that facilitate access to the labour market for young people and other vulnerable groups. Supporting the development of service models to prevent the exclusion of disadvantaged groups in the labour market.
- Supporting the employability and integration of immigrants and developing recruitment services for immigrants.
- Supporting cooperation between the labour and business sector, the third sector, and educational institutions, and promoting education pilot schemes.
- Supporting flexible and responsive adult education and continuing education.
- Developing alternative ways to complete a degree. Supporting labour-intensive training opportunities, especially for young people, and the studification of workshop activities (e.g. providing the possibility to complete a degree or study module through workshops).
- Supporting measures to improve employability, life management skills, and wellbeing at work.
- Promoting a smooth transition from one stage in education to another and from education to working life.
- Promoting labour and student mobility.

Priority 2:

A thriving community and environment

Satakunta's main goal is to provide residents with a smooth everyday life in a safe, healthy, and high-quality living environment.

We take responsibility for social, environmental, economic, and cultural sustainability, and our common future. "A good life in Satakunta" is the key idea behind the development themes in this priority.



SATAKUNTALIITTO
Regional Council of Satakunta



Development theme 2.1

A safe and healthy community

The aim is to ensure the wellbeing of the people of Satakunta and to provide them with the necessary conditions for leading a good life. The wellbeing of residents is key to the region's vitality. We want to make sure that everyone is taken care of. The establishment of the new wellbeing services county (the wellbeing services county of Satakunta) also contributes to the region's vitality.

The key elements that promote wellbeing in Satakunta include the following: the availability and accessibility of services, diverse educational services, a comfortable built environment, and a diverse natural environment. Measures related to the promotion of wellbeing are comprehensively targeted at all people in Satakunta, including children, young people, families with children, the working population, and the elderly.

Development goals:

- Promoting a welfare economy by investing in measures that support wellbeing and health, and reduce the need for different services. Promoting multidisciplinary development and cross-sectoral cooperation between municipalities, the business sector, research and educational institutions, organisations, and other actors to develop the welfare economy.
- Promoting the development and effectiveness of the wellbeing services county's activities.
- Promoting the development and productisation of wellbeing and health technology innovations and strengthening know-how and entrepreneurship in the field.
- Developing and implementing new effective ways to promote health and wellbeing, promoting active and healthy lifestyles and community spirit, maintaining high-quality cultural, sports, and leisure services and structures, and investing in the quality of the built environment.
- Developing solutions to tackle inequality and promoting inclusion and integration. Strengthening service chains to prevent exclusion.
- Promoting the development of services related to nature, culture, sports, and wellbeing.
- Promoting the active engagement of businesses and third and fourth sector actors and recognising their importance as a resource for promoting wellbeing and inclusion. Developing structures and tools to promote cross-sectoral cooperation.

Development theme 2.2

Smooth everyday life

The aim is to ensure the conditions for a smooth everyday life in Satakunta. This requires ensuring the availability and functionality of services, a well-functioning infrastructure, and efficient connections throughout the region.

Development goals:

- Promoting the accessibility of services (digital services, mobile services, innovative solutions for the provision and accessibility of services, service chains) and cooperation and integration in service provision across sectors, e.g. between municipalities.
- Promoting national and international connections in the labour, business, and housing sectors.
- Promoting the establishment of a sustainable community structure through land use planning.
- Promoting energy-efficient transport, the development of intelligent, low-carbon, low-emission transport, mobility and logistics solutions that enable seamless connections between goods, information, and people, the development of seamless transport chains, and the development of low-emission energy sources for transport.
- Promoting the sustainability, accessibility, quality, and availability of local nature sites.
- Promoting security and preparedness cooperation and the development of innovations.
- Supporting the development of service concepts that promote material sorting, recycling, and sustainable logistics chains.

Development theme 2.3

Attractive region and an diverse, and high-quality environment

The aim is to increase Satakunta's ability to attract new residents, workers, returnees, labour and educational migrants, internal migrants, companies, and tourists. Fostering the unique characteristics and strengths of the region's environment will support the maintenance of the region's vitality and attractiveness, as well as its environmental sustainability.

Development goals:

- Strengthening the region's living environments and providing opportunities for multi-locality in urban and rural areas.
- Identifying cultural and natural environment values and ensuring the conservation of these values and biodiversity, the recovery of ecosystems, the sustainable and responsible use of natural resources, and the promotion of recreational use of nature resources and practices aiming to improve the state of the waters.
- Promoting the responsible and sustainable development and production, accessibility, safety, quality, and digitalisation of experience services (tourism and cultural services and events), and improving know-how and internationalisation capabilities in the field. Developing competitive, high-quality services and products that meet the needs of domestic and international demand, and strengthening the tourism and events industry clusters, cooperation, and cross-sectoral expertise.
- Improving the availability and accessibility of culture, arts, and welfare services. Developing local services (e.g. culture, arts, and sports).
- Consolidating networking, expertise, and innovation activities related to tourism, culture, arts, creative industries, sports and wellbeing to promote the vitality and growth of the region.
- Strengthening the region's common message about the region's strengths, knowledge clusters, and unique characteristics, and promoting them in Finland and abroad.

Satakunta region's Smart Specialisation Strategy for 2021–2027

Under the EU cohesion policy, national and regional authorities are developing research and innovation strategies for Smart Specialisation (S3) to make better use of European Structural Funds and to increase synergies between EU, national and regional policies, and public and private investments.

Smart specialisation is about identifying the unique characteristics, resources, and competitive advantages of each region, and bringing regional stakeholders together to support the future vision for the region. It also means strengthening regional innovation systems, maximising information flows, and spreading the benefits of innovation throughout the entire regional economy.

Smart Specialisation Strategies are based on location-based implementation and management to help increase regional competitiveness. In Satakunta, the preparation of regional strategies for the development of regional innovation activities is guided by the Satakunta Regional Programme. Responding to change requires development that identifies the unique characteristics and strengths of the region.

The preparation of Satakunta's Smart Specialisation Strategy has included identifying knowledge and innovation clusters that can help support the region's growth and economic activities in accordance with the climate and sustainable growth objectives, and create new technologies and businesses of international interest (Figure 5). The aim is to strengthen and reform the region's growth industries and innovation clusters, while taking into account climate and sustainability objectives.

The innovation clusters and development goals outlined in Satakunta's Smart Specialisation Strategy are:

- **Technology metal, mineral, and battery cluster**
- **Automation and robotics cluster**
- **Energy cluster**
- **Food industry cluster**
- **Bioeconomy and circular economy**
- **Blue economy**
- **Experience economy**
- **Welfare economy**
- **Safety and security of supply**



Satakunta Regional Strategy

Guiding principles: Consideration of climate change and responsibility

Regional Plan: Satakunta 2050

Vibrant, energetic, and innovative

Prosperous and attractive

Responsible and competent

Regional Programme 2022–2025

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Smart Specialisation Strategy 2021–2027

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Food industry cluster
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Blue economy

Experience economy
Welfare economy
Safety and security of supply