

# LAPLAND

Above Ordinary

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LAPIN LIITTO

Vipuvoimaa

EU:lta

2007-2013



Euroopan unioni  
Euroopan aluekehitysrahasto

# LAPLAND

Above Ordinary

Lapland is above ordinary - spiritually, geographically  
and in everything it does.

## Rich in Nature

Lapland is rich in nature. People living in the towns or countryside feel close to nature - it feels like a second home for many.

## Pure Madness

Positive originality, which is contagious. Everyone is uniquely individual.

## Open and Arctic

Lapland is an international meeting point without borders. This has created a culture of transparency. The very best Arctic region.

## Arctic Magic

In Lapland there is a strange kind of magic that cannot be described in words alone. It can only be experienced.

## Consider it done!

In Lapland brisk bold ideas and expertise go hand in hand, in an international yet local environment.





## Lapland - Above ordinary

- Most sparse populated area in European Union
- Land area bigger than Luxemburg
- One of the most potential areas with natural resources (forests, minerals)
- International county – land border with Sweden, Norway and Russia
- Only area in European Union with indigenous people (Sami people)
- Real arctic area

## Change of perspective

- Climate change → arctic ice coverage in high north is melting
- Melting
  - enables the use of natural resources
  - opens up new possibilities to global trade and logistics
- European high north and arctic has changed from peripheria to the center of development

## Future is in arctic!

Towns and industrial activities in the Arctic



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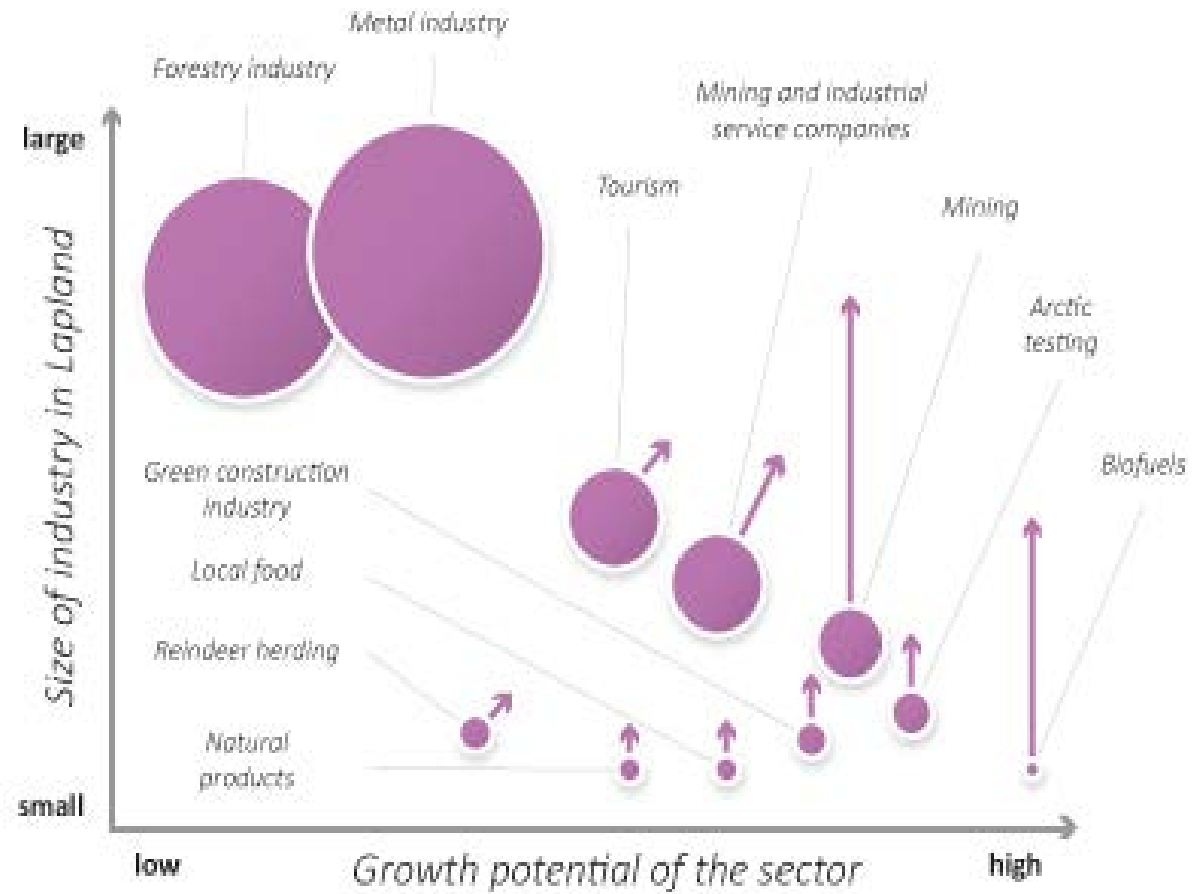
Etunimi Sukunimi



## Few facts about high north

- 90% of Europe's iron ore and major part of critical mineral elements comes from Fennoscandian area
- World's biggest natural gas resources and major amount of oil still to be found
- Barents area is EU's biggest paper and forestry production exporter
- 23% of European hydro power is produced in Barents area
- EU is now and especially in the future strongly dependent on exported raw-materials
  - Big part of natural resources in Barents area are still hidden
  - Importance of area is going to grow inevitably

## Growth potential



## But in the same time...

- Aging and migration
- Global economical crisis
- Big challenges in public sector, especially for municipalities
  - Municipalities are in charge of major part of public services
- Need to make renewals to social and healthcare system
  - Historical projects are just now going on



## Needs to be done

- In Lapland we believe, that the answer is not only the change of productive system, but change of
  - Attitude
  - Way of acting

**→ Development of Wellbeing and Civil Safety in Municipalities**

**→ Next steps:**

- integration to system renewal**
- international co-operation and benchmarking**

A vibrant green aurora borealis (northern lights) displays in a dark, star-filled sky. The aurora forms a bright, flowing band that curves across the upper right portion of the frame. Below the sky, a dark, silhouetted mountain range stretches across the horizon. The foreground is a snowy, undulating landscape, possibly a tundra, with patches of snow and dark ground visible. The overall scene is serene and majestic.

Thank  
you!