



Häme
Finland



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Introduction

Häme Pilot Region has a great potential due to its location in Southern Finland between Finland's biggest cities, Helsinki, Tampere and Turku. Häme Pilot Region consist of two regions; Kanta-Häme (western part) and Päijät-Häme (eastern part).

Kanta-Häme region has about 171,000 inhabitants and an area of 5700 square kilometers. Kanta-Häme region has small and medium-sized towns and many lakes, the largest of which is Vanajavesi. The Kanta-Häme regional center is located in Hämeenlinna. The population of Päijät-Häme area is over 201,000 and the total area is 6250 square kilometers. The regional center is located in the city of Lahti. Häme Pilot Region is mainly classified as rural areas close to urban areas.



Häme



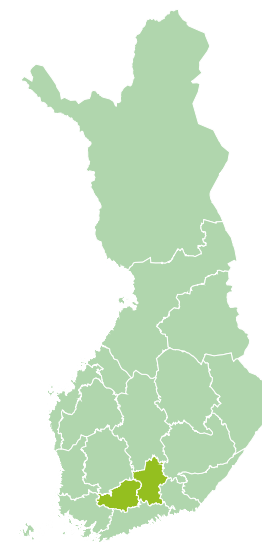
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Agriculture, the food industry and food trade are of great importance to employment and the regional economy in the regions of Kanta-Häme and Päijät-Häme.

16% of the population is employed in the food chain. The food chain's net sales were 1.4 billion euros in Kanta-Häme and 1.5 billion euros in Päijät-Häme. Indirectly, the food sector employs most in services, traffic, trade and construction.

Due to the structural change on agriculture, forestry and industry, their role as an employer has decreased in Häme Pilot Region. At the same time, the service industry, tourism, well-being, building and maintenance services have increased.

The benefits of location near metropolitan area (Helsinki region) and other close big cities have not been fully exploited and the population of the region has not increased recently. Mainly because population is ageing, and young adults are moving away from region to study and to get a job. Jobs are concentrated in cities and towns like Helsinki, Tampere, Hämeenlinna and Lahti and hence the employment in rural areas is challenging.



Vision statement

The pilot will use PoliRural results to boost the region's attractiveness by introducing business-friendly policies that can encourage new entrepreneurs to create products and services on circular-economy and well-being, which in the future may become a significant source of employment.

Expected outputs which are directly targeted to Häme Pilot Region:

- Grassroot needs & factors of rural attractiveness;
- Regional library for policy evaluation;
- Needs policy canvas;
- System Dynamics Model applied to Häme region;
- Text mining solution applied to Häme region;
- Innovation Hub applied to Häme region;
- Regional recommendations;
- Regional action plan;
- Exploitation plan.

Expected impact on Häme Pilot Region (qualitative):

- The stakeholders at the region widen and deepen their understanding and knowledge of rural attractiveness and its factors in Häme region;
- The policy makers of the Häme region get new tools to adopt data-driven decision making process;
- The cross-border cooperation, clustering and regional stakeholder cooperation generate ideas for new business opportunities and ideas in Häme region;
- Strengthen the positive brand of Häme region;
- PoliRural improves Häme region inhabitants' well-being;
- PoliRural increases the attractiveness of Häme region.

