



Centre for Economic Development,
Transport and the Environment



Strategy for 2012 to 2015

ELY CENTRE FOR UUSIMAA

— An active player from rural areas to the metropolis



Well-being and impact through cooperation network

The operating environment of the Centre for Economic Development, Transport and the Environment for Uusimaa is unique in Finland. Our area of operation extends from rural areas to the only metropolitan area in the country. As a regional player covering a large field of activities, we take into account the special features of different areas and agree upon the goals in cooperation with the different actors in the region.

We execute the duties of central government as a strong operator in the field of regional development and implement the structural and regional policies of the European Union. Important cooperation partners for us include regional councils, municipalities, ministries, companies, associations, organisations, government agencies and institutes. Together with our cooperation partners, we seek solutions for the balanced development of different areas, well-being based on sustainable development and the growth of the economy.

The main themes of our strategy for 2012 to 2015 are as follows: *A developing metropolitan area – dynamic countryside, Successful economic life and Thriving population*. The strategic themes are concretised through six strategic spearheads presented in this brochure. The central aim of the strategy is to foster economically, socially and ecologically sustainable development in the region.

Values of the ELY Centre for Uusimaa

Customer-orientation
Competence
Cooperation
Openness

Vision 2015

The ELY Centre for Uusimaa promotes the vitality of the region and the well-being of both people and the environment.

Tasks of the ELY Centre for Uusimaa

Economic Development

- Financing and development services for companies
- Rural entrepreneurship and the vitality of the countryside, the fisheries industry
- Developing the economy and innovation environments
- Activities of the labour market and employment
- Competence and culture, vocational education, construction of educational institutions
- Library, physical recreation and youth service responsibilities
- Immigration, social integration and employment of immigrants

Transport

- Operational transport system
- Traffic safety
- Road and traffic conditions
- Road maintenance
- Organisation of public transport
- Handling of transport permit issues

Environment

- Environmental protection
- Guiding planning of land use, community structure and construction
- Environmental Impact Assessment (EIA)
- Protection of biodiversity and sustainable use of natural resources
- Use and management of water resources
- Monitoring of the state of the environment, generating environmental information and promoting environmental awareness

The strategic themes of the ELY Centre for Uusimaa for 2012 to 2015 are:

- A developing metropolitan area – dynamic countryside
- Successful economic life
- Thriving population

The strategic themes are concretised through six strategic spearhead goals.

Strategic spearhead goal:
Towards a carbon-neutral metropolis

We work towards the goal by, for example

- promoting work to develop a climate strategy and producing information on CO₂ emissions and carbon storages
- promoting and guiding the planning of land use and the transport system in order to create a more compact community structure, reduce the volume of traffic and increase the use of sustainable modes of transport
- preventing waste and promoting its utilisation through regional waste planning and the control of environmental permits
- supporting energy efficiency and the use of renewable energy sources through guiding construction and land-use planning and through the targeting of aid related to energy and entrepreneurial activity

Strategic spearhead goal:
Improving the state of the Baltic Sea

We work towards the goal by, for example

- planning water protection and management measures and agreeing upon their implementation with interest groups – particular focus will be placed on reducing the load caused by agriculture, scattered settlement and spillovers from wastewater treatment plants
- planning risk management in flood risk areas and preventing oil and chemical spills in the area of the Bay of Finland
- managing the fish populations and their living environments and regulating and controlling fishing
- monitoring and assessing changes in the ecological status of waters

Strategic spearhead goal:
Sustainable growth for companies

We work towards the goal by, for example

- promoting a positive atmosphere towards entrepreneurs and generating viable business activities
- supporting the healthy growth of companies through increasing the significance of the qualitative aspects of working life for the business and competence development of companies
- taking into account the viewpoint of economic life in the planning of the transport system and land use
- identifying and supporting central growth clusters in the region

Strategic spearhead goal:
Raising the employment level

We work towards the goal by, for example

- investing in youth employment and implementing the social guarantee for young people in order to promote employment and education for young people through the use of new service models and network cooperation
- investing in the employment of the labour force reserve through helping people with partial work ability and those affected by structural unemployment to find employment in the open job market through new service models and by increasing the knowledge-level of employers
- improving the integration and employment of immigrants, e.g. through education and guidance
- anticipating changes in competence-related needs, developing the competence of the labour force and encouraging ageing workers to continue working

Strategic spearhead goal:
Easy and safe travel

We work towards the goal by, for example

- reconciling land use and transport planning and steering land use towards a more harmonious and compact community structure
- ensuring the trafficability of the road network throughout the year and around the clock
- promoting traffic safety through such means as maintaining the road network, making decisions concerning speed limits and impacting attitudes
- improving the effectiveness of travel and transport chains and the attractiveness of public transport, for example by offering ticket subsidies for public transport and by being involved in the development of public transport services
- creating the preconditions for making walking and cycling more popular and preventing noise pollution from transport

Strategic spearhead goal:
From exclusion to inclusion

We work towards the goal by, for example

- developing opportunities and methods for citizen participation through such means as making information, services and platforms for discussion available online
- steering municipalities towards increasing interaction and supporting youth parliaments and projects in the field of environmental education
- organising services for young people into clusters of services that support attachment to society
- coordinating cooperation between the state and municipalities in supporting the employment and integration of immigrants
- preventing social gaps between residential areas and increasing the opportunities of residents for participation, e.g. through the allocation of money from structural funds to support activities in urban areas

Strategy for the
ELY Centre for
Uusimaa
2012-2015

When will we have succeeded?

Our strategy is concretised in our daily work. Below, you can find examples of the kind of situations and cooperation we use to implement our goals and carry out our tasks.

1 Improving the state of the Baltic Sea through protection zones

Protection zones that reduce the load to surface and ground waters caused by agriculture indicate the farmers' willingness to support water protection. Protection zones are required particularly on slanted, flooding and collapsing fields located next to a body of water, in areas adjacent to main drains and in groundwater areas. With the help of a special subsidy based on agri-environmental aid, farmers have so far established approximately 1,400 hectares of protection zones in the Uusimaa region. In cooperation with municipalities and farmers, the ELY Centre prepares general plans for the protection zones focusing on waterways. The plans seek to establish the fields located in the shore areas upon which the establishment of protection zones will prove the most beneficial.



2 Growth from the export of environmentally responsible innovations

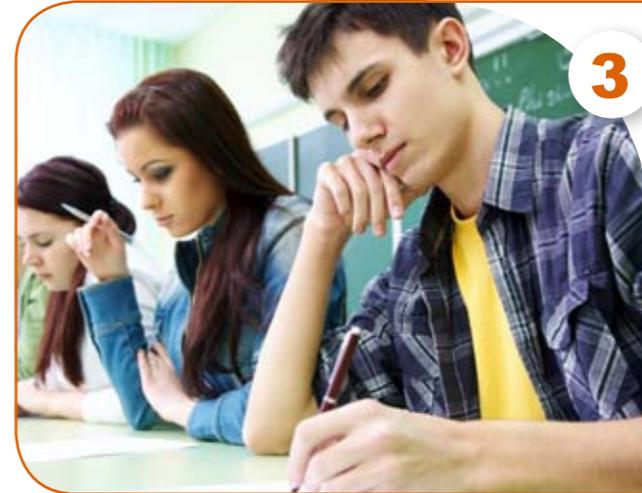
Environmentally friendly and energy efficient products and solutions can create a competitive advantage on the international market and generate significant growth and employment opportunities for Finland. The ELY centre supports the access of advanced innovations in the field of environmental and energy technology to the international market. The commercialisation and success of the innovations is supported with different forms of aid and various development programmes as well as logistic solutions.



3 Path to working life for young people

Path to working life for young people

The ELY Centre and the Employment and Economic Development Office target resources for guidance and advisory services that help young people find employment and develop their competence. One example of this cooperation is the largest employment project in Uusimaa that targets young people, the Petra young people to work and to school project, which is being implemented in Vantaa. The activities of the project were financed by the European Social Fund, the ELY Centre and the City of Vantaa. A personal plan is prepared for the young customers that helps them to access the right services, such as working life coaching, practical training or vocational guidance.



4 A pleasant, comfortable and functional environment for residents of the municipality

Land-use planning is complex work, which is the responsibility of the municipalities. The different experts at the ELY Centre support municipalities in the different stages of land-use and traffic planning. The ELY Centre also grants funding for different projects serving the residents of the municipality being implemented by such actors as a library, physical recreation and youth services. We encourage municipalities to organise planning in ways that enable their residents to have an impact on the decisions being made and that ensure the smooth running of their daily lives. Our activities have been successful when services can be accessed locally, when public transport is functional, when cultural environments and biodiversity remain unharmed and when citizens are not affected by noise pollution.



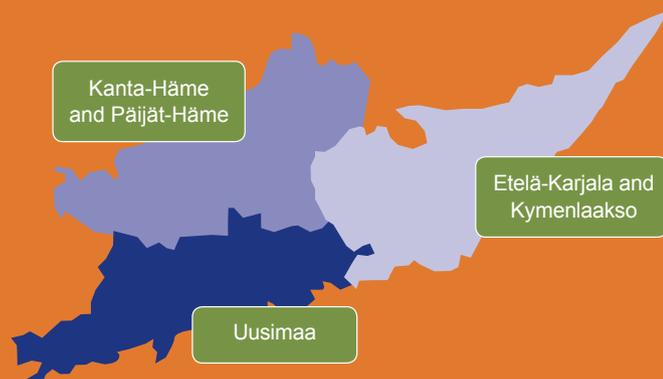
5 Safe journeys to school

Safe journeys to school

The plan for sustainable and safe transport prepared by individual municipalities and the ELY Centre supports the aim of safe journeys to school. The ELY Centre supports the establishment and activities of traffic safety groups in municipalities. Central aspects in the work of the group include education and information provided to residents of the municipality regarding traffic safety. The ELY centre also carries out actions that promote traffic safety, such as the construction of central islands for pedestrian crossings. The islands enable pedestrians to cross the street in two phases, and improve the safety of children and the physically-impaired in particular.



The operating area of the ELY Centre for Uusimaa



- Promotion of economic activities and employment
- Library, youth and physical recreation services and the construction of educational institutions
- Immigration
- Transport and infrastructure
- Environment and natural resources
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The ELY Centre for Häme also operates in the areas of Kanta-Häme and Päijät-Häme, and the ELY Centre for Southeast Finland also operates in Etelä-Karjala and Kymenlaakso.

Operating environment of the ELY Centre for Uusimaa in figures

Uusimaa		Share of Finland in total
Population	1,5 million	29 %
Population growth forecast for the year 2040	350 000	57 %
Foreign citizens	95 000	52 %
Swedish-speakers	134 000	46 %
Land area	9 096 km ²	3 %
Field area	180 000 ha	8 %
Forest area	550 000 ha	2 %
Water area	6 961 km ²	8 %
Length of shoreline	10 500 km	3 %
Land area of protected areas	30 000 ha	
Employed population*	793 000	32 %
Unemployed population*	49 000	23 %
Employment level (15- to 64-year-olds)*	73,9 %	
Unemployment level	5,8 %	
Company establishments	98 000	28 %
Persons with higher education degree	443 000	36 %
Gross National Product (GNP)	€63,000 million	36 %

*Statistics Finland, Labour Force Survey 2011

Uusimaa, Kanta-Häme and Päijät-Häme

Highways	9 200 km	12 %
Traffic performance per year	10,600 million vehicle km	29 %

Funding channelled through the ELY Centre for Uusimaa (€million per year)

Employment	112
Entrepreneurship	7
Traffic and infrastructure	120
Environment and natural resources	7
Development of rural areas and energy	17
Aid to farmers (in total via municipalities and ELY)	125
Competence and culture	23
Project funding from the EU	17
Total:	€428 million



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P.O. BOX 36, FI-00521 Helsinki
tel. +358 (0)295 021 000
www.ely-keskus.fi/uusimaa