



Local and regional strategies

Case Lahti-Nastola

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SPT-E1070 Planning Studio, Assignment 1

Vision 2030: We will thrive internationally as a bold environmental city for people and businesses!



Strategic goals of the merger agreement

1. More jobs in the private sector

2. More people (1 % annual growth)

3. Sustainable city budget

4. Sustainable urban structure

5. Efficient and effective services

6. Resident participation and greater effectiveness

7. City for young adults/people

8. Strengthening the national negotiation position

People and services

- Decreasing unemployment and enhanced working ability
 - Tackling and prevention of social exclusion, poverty, health inequalities
 - Working ability and physical exercise -> productivity
- New user-driven public services and service design
 - Flexibility and effectiveness
 - Co-operation of different actors
- Focusing on children, young people and families with children
 - Also elderly and immigrants
- Encouraging self-responsibility and participation
- Leisure activities (eg. culture, exercise)



Environment and sustainability

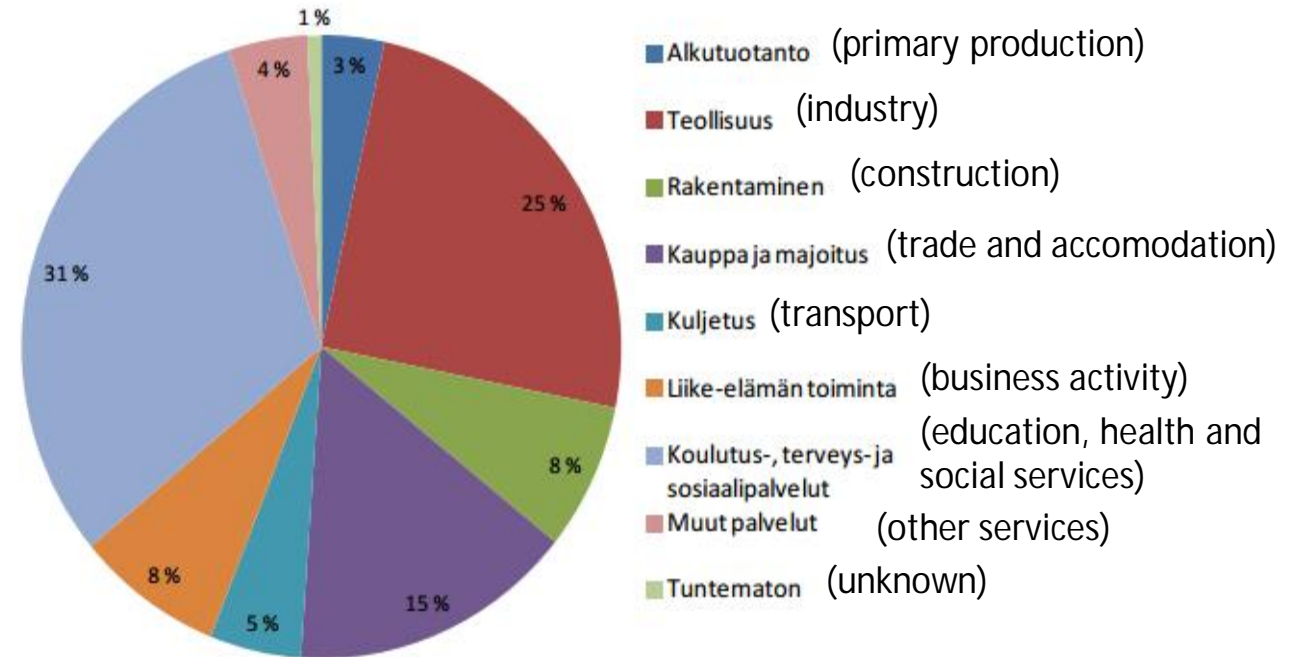
- Diverse and resource efficient living environments
- Developing railways station areas
- Sustainable transport and increased accessibility
 - Walking and cycling
 - Well-functioning public transport, using the same ticket system in Lahti and Helsinki metropolitan area
 - Developing the street network in the Lahti city centre
 - Lahti southern ring road (highway 12)
 - Safety
- Low-carbon lifestyle and sustainable use of natural resources
 - Promoting low-carbon economy and renewable energy
 - Energy and material efficiency, recycling
 - Research and economic evaluation of ecosystem services
 - Ground water, surface-water bodies and water-based businesses
 - Wood and forest industry
 - Biodiversity



Economic Structure

Economy and competitiveness

- The industry is still a significant economic sector but the number of industrial jobs is decreasing
- The replacing jobs will be created mainly in the service sector and high value-added industry
- In order to succeed in international competition resources should be focused on the core sectors



Kuva 1: Päijät-Hämeen elinkeinorakenne työpaikkojen mukaan 2008 (Verkkotietokeskus)

(The economic structure of the Päijät-Häme Region according to the number of jobs in 2008)

The Spearheads of Strategic Know-how

Economy and competitiveness

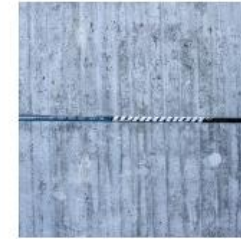
1. Environment

- Aalto University, University of Helsinki, and Lappeenranta University of Technology operate in Lahti University Campus
- Environmental ecology and engineering is the key researching and teaching area alongside commercial and industrial management

2. Design

- Lahti is a significant center of design know-how in Finland
- The region is profiled specially in the industrial design
- The Institute of Design is internationally renowned and it operates in close cooperation with Aalto University School of Arts and Design

3. User-oriented innovation activity



Source: www.muotsikka.fi

The Future of Business Premises Construction

Economy and competitiveness



- The development projects focus on certain areas (city center and junctions of the highways)
- The demand of new premises is low
- Many hotel projects but their realization is very uncertain
- The conversion of old industrial premises to other purposes will continue (Isku, Askon alue...)

Wipak Starts Operation of New Packaging Line in Finland

23.9.2016

This is one of the biggest single investments ever taken in the history of the Wipak Group. About 20 million Euros have been invested by Wipak in Nastola for the expansion of production capacities. The new line has been officially put into operation in early September. Approximately 200 guests from politics and business had been invited to join the ceremony, including Finland's prime minister Juha Sipilä, as well as numerous customers and employees.



www.wipak.com

Source: Investointi- ja toimitilakatsaus 2016 (mm. Lahden seutu), Arviointitoimisto Oy Mikko Helenius & Co

Travel and tourism

- Cultural tourism
 - Finnish way of living
 - Design and architecture
- Wellness tourism
 - Finnish sauna
 - Unpolluted nature
 - Local and organic food
- Nature tourism
 - National parks
 - Easily accessible activities



Travel and tourism

- International potential/goals (Internationality)
 - Utilizing being near Helsinki metropolitan area and St. Petersburg
 - Branding products and services to serve international interests
 - Arranging visits for media
 - Creating international tourism brand
- Making Lahti area the outdoor activity, welfare and event tourism region of southern Finland

Questions?

Thank you!

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