Elinkeino-, liikenne- ja ympäristökeskus
Närings-, trafik- och miljöcentralen
Centre for Economic Development, Transport and the Environment

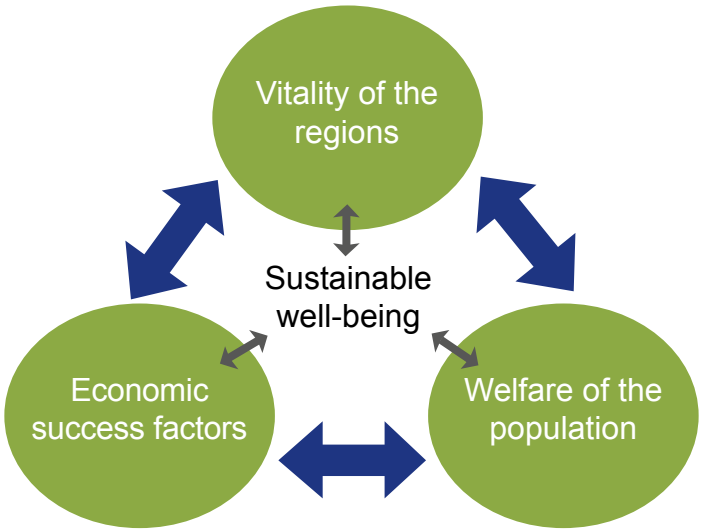
Strategy for 2012–2015

# The Centres for Economic Development, Transport and the Environment create sustainable well-being

## ELY-centres
# open up opportunities

Within their own regions, the Centres for Economic Development, Transport and the Environment (ELY Centres) develop and support economically, socially and ecologically sustainable well-being.

The Centres for Economic Development, Transport and the Environment constitute a knowledgeable and reliable regional development and service organisation. This organisation takes a customer- and citizen-oriented approach. Valued by their stakeholder groups, the ELY Centres are reliable partners and professionally run, competent and efficient actors. They are also good employers, with competent staff who enjoy their work.



## Forecasting changes in the operations of regions and companies

Globalisation, climate change and population ageing are megatrends with an impact on the ELY Centres' operating environment. At the same time, the instability of the global economy is creating uncertainty among companies and households, and in the labour market.

Divergent development between and within regions, the weakening dependency ratio and one-sided economic structure pose challenges to the vitality of various regions.

Finland needs economic growth. We need more entrepreneurs and enterprises that grow and operate in the international market. The regions' ability to support innovation and expertise creates the foundation for success. Sustainable use of natural resources, alongside material and energy efficiency, improves the employment rate and vitality of the surrounding region. Well-functioning transport and communications connections are a vital basic service for enterprises and inhabitants.

## ELY-Centres strengthen the vitality of regions

Regional vitality will be strengthened by developing business activities and competitiveness, by securing the preconditions for leading a good life and by safeguarding the public interest. The regions will identify their own strengths and employ all available resources and opportunities for development. Efforts will be made to ensure the competitiveness of cities and rural areas, while taking account of the development needs of each region.

The goal is a balanced population structure and high level of employment. To achieve this, services and urban structure in the urban regions will be developed in line with the principles of growth and sustainable development. In rural areas, good access to services will be ensured.

Availability of skilled workforce will be secured through the development of training and work organisations on the basis of forecast data.

The ELY Centres will develop energy and eco-efficient urban structures and transport systems in support of successful business activities, the everyday lives of citizens and accessibility of services. Municipalities are encouraged to employ land use policy measures, with new construction steered towards existing services and urban structure.

Sustainable use of natural resources and energy efficiency starts from the sourcing of raw material, through to the recycling and recovery of waste. Expertise in the bioeconomy, and innovation and business activities based on sustainable use of natural resources, will be strengthened. Water supply for communities, groundwater protection and the use of soil materials will be coordinated.

Action will be taken to halt the loss of natural diversity. Water planning will be made more efficient, alongside measures to attain a status of 'good' in water bodies and the Baltic Sea. In their own regions, the ELY Centres will promote advisory services and training related to wastewater management in sparsely populated areas.

## ELY-Centres promote
# successful business

New, growing companies that create jobs and economic prosperity are a prerequisite for sustainable well-being. With a declining working-age population, the importance of productivity as a source of growth will further increase. A well-functioning labour market and skilled workforce form the foundation of successful business activities.

The ELY Centres will provide and purchase services aimed at strengthening the competitiveness of enterprises. New, emerging sectors will be strengthened in particular, with support for the growth, cooperation and internationalisation of companies. The quality of worklife and productivity will be improved, while promoting well-being at work and the prolongation of working lives.

The ELY Centres will reform and develop diversified entrepreneurship in the rural areas. They will also promote the competitiveness of agriculture and the Finnish food chain, along with generational transfer and know-how.

New entrepreneurs and recipients of business transfer will be provided with entrepreneurship training. To foster growth entrepreneurship, the business skills of SMEs will be enhanced and the operations of business incubators and business accelerators promoted. New growth will be sought by expanding innovation activities.

The cultural sector and creative economy will be supported as an element of regional development and competitiveness.

Efficient public services are also an important competitive factor for the business sector.

The ELY Centres will invest in the development of work organisations. In steering the workforce, a life-long learning perspective will be adopted.

The social guarantee for young people will be implemented so that each young person under 25 and recently graduated persons under 30 will be offered a job, on-the-job training, a study place, or a period in a workshop or rehabilitation, within three months of becoming unemployed. Long-term unemployment and structural unemployment will be reduced, and immigration will be developed to match the needs of the labour market.

In situations of structural change, companies and public actors will engage in a rapid, joint reaction to changes effected by the markets. Change security will be used to support the rapid re-employment of employees who are temporarily laid off or made redundant, in cooperation with the employer and the employment and economic development administration.

The ELY Centres monitor compliance with environmental permits, through anticipatory steering. They also promote the use of environmental systems and the environmental responsibility of companies. In addition, they steer assessment of the environmental impacts of large projects.

The ELY Centres will undertake measures to increase the use of renewable energy and the adoption of new energy technology, improve the energy efficiency of construction and reduce environmental damage caused by the generation and use of energy. Increased use of wind power will be promoted by encouraging rapid progress in land use planning, while taking account of the environmental and economic aspects.

Development of the business sector will be supported by means of an anticipatory land use policy and the development of housing, transport, telecommunications and services. In planning transport systems, and in road management falling within their sphere of responsibility, the ELY Centres will take account of accessibility and good logistical functioning.

## ELY-Centres
# build our well-being

A pleasant, safe and healthy environment, opportunities for work and study, as well as good recreational amenities, play an important role in the everyday lives of people living in the region. Good connections and access to workplaces and services, well-functioning transport and telecommunications connections, as well as water and energy supply, are further elements that create a smooth everyday life.

The ELY Centres monitor the implementation of environmental legislation and take preventative action with respect to environmental damage. Promotion of climate protection and monitoring of climate protection provisions is aimed at reducing air pollution, particularly concentrations of fine particles. In terms of waste management, the amount and harmful impacts of waste will be reduced and recycling increased. Systematic efforts will be taken to decrease the amount of organic waste deposited in landfills.

The ELY Centres will take measures to decrease exposure to noise and safeguard the preservation of quiet areas. In addition, they will promote the protection and maintenance of cultural environments. Preconditions for the recreational use of nature will be supported and natural settings close to population centres preserved.

The ELY Centres provide and distribute topical information on the state of the environment and work to improve environmental awareness. In the event of natural and environmental disasters and in other, exceptional circumstances, the ELY Centres are key actors as public authorities and expert organisations.

In cities, the operational conditions for public transport, as well as walking and cycling, will be improved. In sparsely populated areas, a cars is often almost the only means of travel. Low-volume roads must therefore be kept in adequate condition.

Food safety is founded on the expertise and responsibility of actors in the food chain. The ELY Centres monitor production sites and products to ensure a high quality of

agricultural production, good plant health, reliable organic production and well-functioning traceability in the food chain, from farm to fork. For their part, the ELY Centres will promote the competitiveness of the food industry, production of organic and local food, along with security of supply.

Cultural, library and sports services will be employed in increasing the welfare of people to foster their well-being at work, their sense of social inclusion and ability to lead a good life, and to prevent social exclusion.

The integration of young people into society will also be supported by means of developing information, advisory and guidance services for young people, in cooperation with the municipalities and educational institutions within the region. Representation of young people's opinions and their participation will be increased and encouraged, by supporting the ways in which they use the Internet, for instance.

The Centres for Economic Development, Transport and the Environment create sustainable well-being

- with a customer-oriented approach
- transparently
- with expertise
- in cooperation with other actors

Immigrants' own resources and expertise will be leveraged in the integration process. Settling immigrants into a municipality forms the basis of their integration. Immigrants' employment will be supported through employment and entrepreneurship services. The focus of integration efforts will be on young people. Interaction between immigrants and the local population, and participation by immigrants, will be fostered by means of art, culture, sports and youth work.

## Customer needs
### as a starting point

ELY Centre customers comprise people, companies and organisations living, operating and travelling in the region. Their needs form the starting point for the operations of ELY Centres. In their work to develop their regions and serve customers, ELY Centres engage in broad-based cooperation with regional councils, municipalities, regional state administrative agencies, educational institutions, organisations, forest centres and many other parties.

The Centres of Economic Development, Transport and the Environment are part of regional state administration, and their operations are steered by six ministries: Ministry of Employment and the Economy, the Ministry of Transport and Communications, the Ministry of Agriculture and Forestry, the Ministry of Education and Culture, the Ministry of the Interior and the Ministry of the Environment. Further actors steering ELY Centres' operations are the Finnish Transport Agency, the Agency for Rural Affairs, the Finnish Food Safety Authority Evira and Tekes – the Finnish Funding Agency for Technology and Innovation.

The ELY Centres steer the local Employment and Economic Development Offices (TE Office) operating in their regions. To improve the quality, effectiveness and efficiency of customer service, the ELY Centres will develop the network of TE Offices, alongside customer relationship management, a multi-channel service model and service provision.

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ELY Centre for Uusimaa
ELY Centre for Häme
ELY Centre for Southeast Finland
ELY Centre for Kainuu
ELY Centre for Central Finland
ELY Centre for South Savo
ELY Centre for North Savo
ELY Centre for North Karelia
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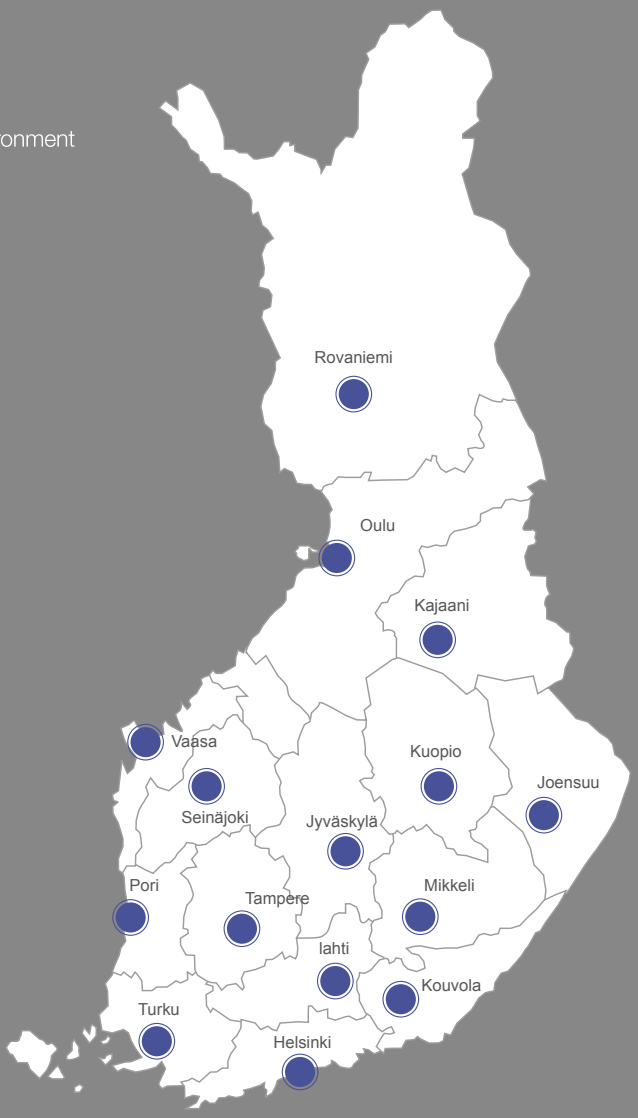


This brochure is based on the Strategy Document for the Centres for Economic Development, Transport and the Environment for 2012–2015. The strategy document (MEE Publications 36/2011) is available in Finnish at www.tem.fi/julkaisut and in Swedish (with the title Strategidokumentet för närings-, trafik- och miljöcentralerna/ANM 37/2011) at www.tem.fi/svenska > Publikationer

**www.ely-keskus.fi/en**

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