

LEADER



MAASEUTU.FI

RETERURALE  
NAZIONALE  
20142020



Speed Dating Event in Rome  
Italy-Croatia-Finland

Päijänne-Leader

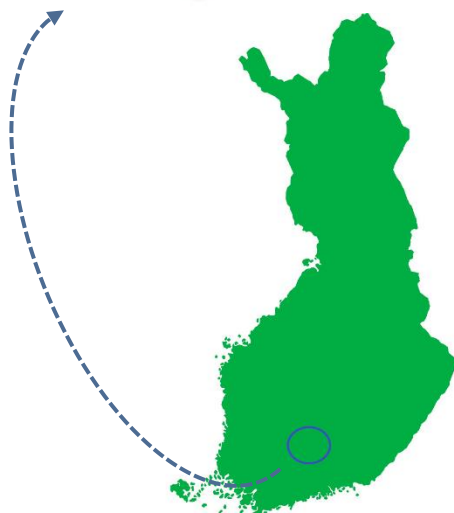
Rome, 4<sup>th</sup> of April 2019



**mipaft**  
ministero delle politiche agricole  
alimentari, forestali e del turismo



# Päijänne



## Description of the territory

*Brief description of the characteristics of the territory (preferably with bullet points)*

- Part of the beautiful Lakeland of Finland (24% of LAG's area is lakes)
- Agriculture alongside with Nordic forests and lakes are the fundamentals of the scenery
- Sparsely populated
- Maybe the biggest challenge is that young people migrate toward bigger cities (mainly to Helsinki, the capital of Finland)

## Description of the strategy

### **Locality**

*Focus is on local products, service innovations and trusting in own potential.*

### **Communality**

*The aim is to increase communality, develop living villages and support volunteer work.*

### **Tourism**

*Supporting collaboration of the entrepreneurs in The Great Päijänne lake area and developing their professional skills.*

### **New forms of rural housing**

*Ecovillages, community garden and community living society are examples.*

### **Youth and Internationality**

## Description of LEADER cooperation

*We are looking for partners interested in:*

- *environmental education (clean environment)*
  - *How to reduce eco-anxiety? How to fight back?*
- *circular economy (common ownership etc)*
- *youth projects (coaching entrepreneurs)*

***Environmental education project – From zero to hero! Focus on local aquatic environment.***

***1. Learning to know lakes, rivers or sea around us***

- *School visits, workshops*
- *Monitoring status of nearby water*
- ***2. Action -> How to protect, how to live sustainable life?***
  - *Restauration projects (selling local fish burgers..)*

*How to beat eco-anxiety and fight back?*

## Contact details

*Päijänne-Leader ry*

*Kustaankuja 2, 17200 Vääksy, Finland*

*Joonas.karhinen@paijanne-leader.fi*

*+358447671314*

*Skype for business: joonas.karhinen@paijanne-leader.fi Skype basic: joonastallaaja*

*Päijänne-Leader ry*

*Maiju.puranen@paijanne-leader.fi*

*+358447440396*

*Skype for business maiju.puranen@paijanne-leader.fi*

## My LAG in pictures

