

LEADER



MAASEUTU.FI

RETERURALE  
NAZIONALE  
20142020



Speed Dating Event in Rome  
Italy-Croatia-Finland

**Koillismaan Leader ry**

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



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



## Description of the territory

LEADER

### Koillismaa



- Population: 23 000 inhabitants
- Extension: 12 011 km<sup>2</sup>
- Consists of three municipalities: Kuusamo, Posio and Taivalkoski
- Rural heartland and sparsely populated rural areas with lots of hills, lakes and forests
- National parks in area: Oulanka, Riisitunturi and part of Hossa
- Kuusamo town as economical center of area
- Services and tourism as a main industry, agriculture and

## Description of the strategy

- Objective of the strategy is to develop Koillismaa as a safe, appreciated area to live, where unique nature is strongly present, well taken care of and sustainably utilized. Vitality of the area is based on entrepreneurship that represents and combines both traditional and new livelihood. Effective data network enables services and working opportunities despite long distances.

### *Themes*

- Vital entrepreneurship: Development of small businesses and extent of value added, founding of new businesses, horizontal entrepreneurship
- Inspiring environment: Taking care and enhancing the environment, improving possibilities of recreation, supporting local culture
- Active communities: Developing local associations and other communities, enhancing villages, increasing involvement of young people
- National and international cooperation: Building new networks between businesses and communities, learning from good practices

## Description of LEADER cooperation

### Thematic areas of interest

- Sustainable tourism, wellness, wild food
- Youth in rural areas
- Cultural heritage
- Improvement of local services

### Brief description of the project ideas

- Create a network of businesses and associations that utilize and treasure cultural heritage
- Activate young people living in rural areas to develop and appreciate their homestead
- Etc.

## Contact details

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## My LAG in pictures

