



KESKI-SUOMEN LIITTO
Regional Council of Central Finland

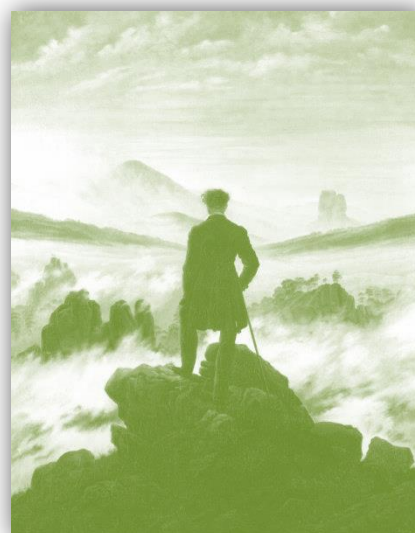
Three T
Interreg Europe



European Union
European Regional
Development Fund

Report on Territorial context analysis

Partner n. 3
Regional Council of Central Finland



... a trail brought me here

Doc. 6A-TCA-P3

11.1.2019

TABLE OF CONTENTS

1. General Description of the Region and its Demography	3
General description.....	3
Regional typology of Central Finland	6
Topography	8
2. Economy and Labour Market	10
3. Environment and Climate Change.....	12
Environment and climate conditions	12
Nature protection	14
Cultural heritage and cultural environment	17
Cultural landscape.....	17
Energy and renewable energy	20
Climate Change	21
4. Infrastructure and Mobility.....	22
Transport infrastructure.....	22
Green and Human powered mobility.....	25
Regional specificities in infrastructure and mobility.....	26
Accessibility by public transport, Regional and local soft mobility offers	28
Pricing and ticketing and Inter-modality.....	33
Digital accessibility	33
5. Tourism and Leisure	36
Tourism's significance to Central Finland's economy	36
What Central Finland offers to tourists.....	39
Leisure and sports	43
6. Existing policies related to ThreeT project features. Projects	46
Existing policies	46
Projects related to Three T.....	50
7. Stakeholders.....	52
8. S.W.O.T. Analysis.....	53

1. General Description of the Region and its Demography

General description

Central Finland is one of Finland's 18 regions (19th is Åland autonomous region), made up of 23 municipalities. In Finland regions are NUTS3 level units. Regional councils are the main bodies promoting the interests of their regions and they also act as statutory joint municipal authorities. Working in cooperation with central government authorities, central cities, other municipalities and universities in their regions and other parties involved in regional development, regional councils are responsible for the regional development strategy and overall regional development.

Central Finland's population at the end of 2017 was 276 031 inhabitants. Over the past 20 years, the population of the region has grown by about 4.3% (+11,400). In 2017 the population grew only in four municipalities. In central Finland, the population is strongly concentrated in the Jyväskylä subregion (184 333 inhabitants, or 67% of the region's population). The most populous settlement is in the Jyväskylä Urban Area. Smaller population concentrations can be found in the central areas of Äänekoski, Jämsä, Saarijärvi and Keuruu. Particularly sparsely populated areas are located in the north of central Finland and in the western and southern margins of the region. According to the forecasts, Jyväskylä subregion will also attract residents in the coming years.

Jyväskylä urban area is one of Finland's fastest growing urban areas. The population of Central Finland has steadily increased - between 1980 and 2010, with almost 62,000 inhabitants. The settlement is concentrated especially in the Jyväskylä subregion and, in addition, mainly in the suburbs of Jämsä and Saarijärvi-Viitasaari and municipalities located along the main roads. The population growth is based on the positive demographic development of the Jyväskylä region, which is based on the attractiveness of the university city as well as the region's education and job supply and a positive age structure.

Outside the Jyväskylä region depopulation and aging are in steady growth. Particularly in the small bordering municipalities of the region, the population is decreasing and aging. The number of people over the age of 65 is greater in smaller subregions. The age structure of the population in Central Finland respects the structure of the whole country. On the other hand, between the municipalities the differences in age structure are significant. In 2017, the share of children ranged from 8% to 26%, and the proportion of those aged 65 and over, from 17% to 42%. The gap between Jyväskylä subregion and the other regions in the age structure is likely to continue to grow.

Population growth has increased with the natural population increase (birth rate and mortality difference) - in the 2000s, at best 400-600 people annually. Between 2011 and 2013 natural population growth fell to about 300 people and then natural population growth has fallen completely. In 2016, the number of deaths exceeded birth rates by more than 300 and by 2017 almost 480. The underlying cause of decline is the reduction in the number of births. The number of people born in the 2010s has fallen by as much as a quarter in Central Finland.

The number of immigrants has clearly exceeded the number of emigrants (net migration), which has maintained the population growth of Central Finland in recent years. As a result of positive asylum decisions, immigration increased significantly in 2016. Internal migration, on the other hand, was scarce and has not increased the number of people in recent years.



Quantitative elements:

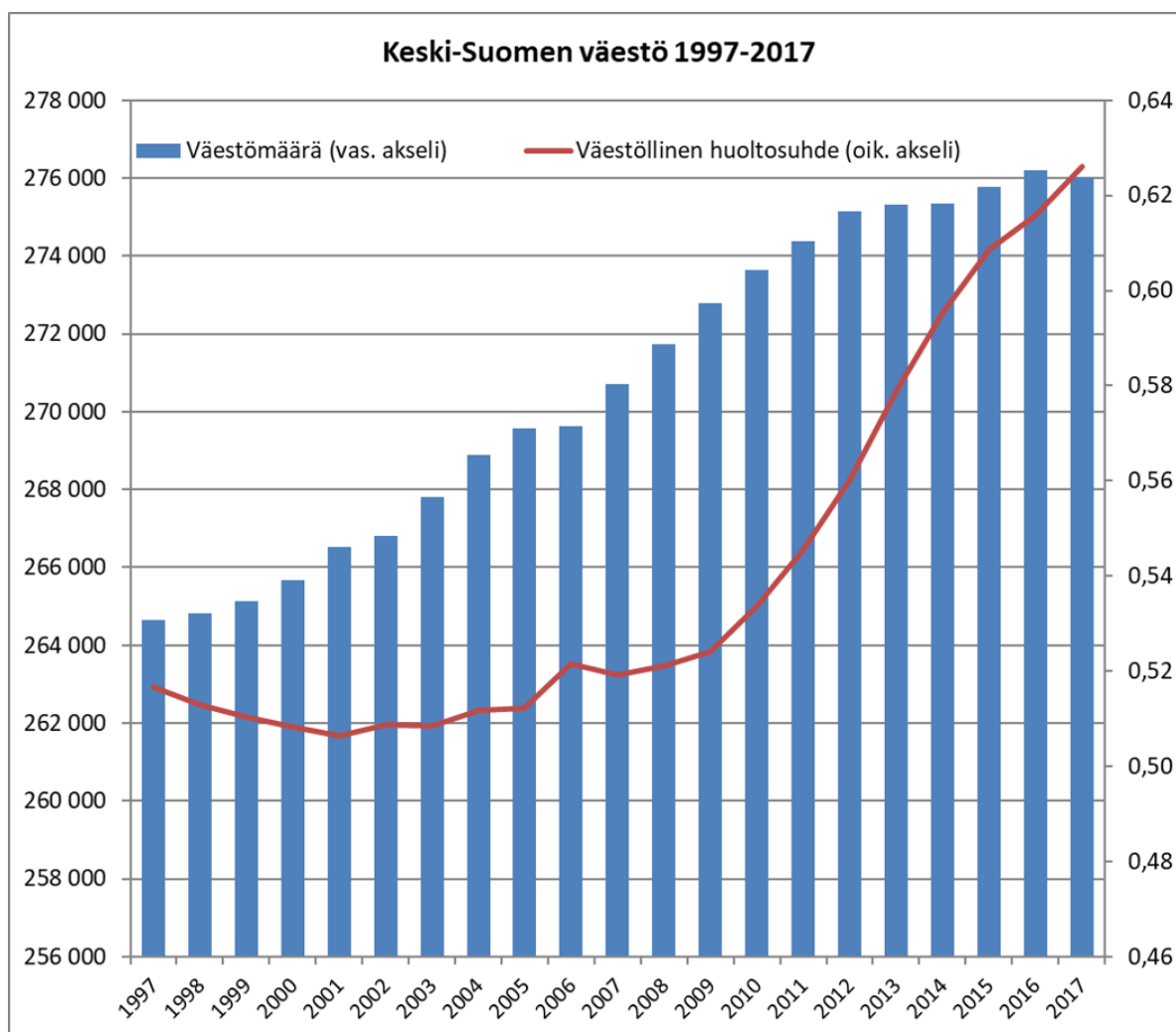
- Surface area: 19.950 km²,
- Population: 276.031
- GDP: 31.663 euro per capita.
- Average population density: 13.8 inhabitants / km

Development indicators :

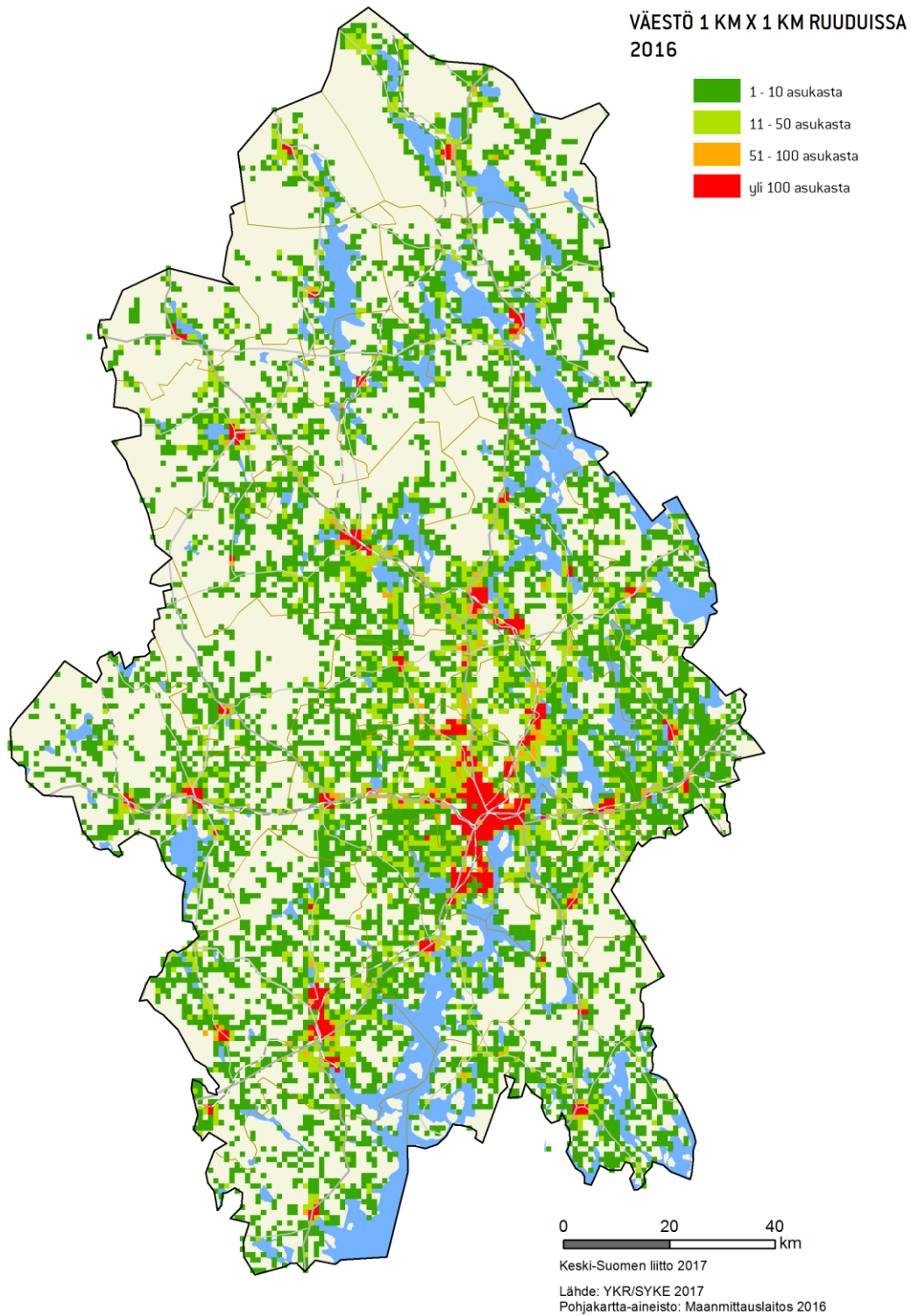
- Life expectancy of newborns: 80,91 (national 81,29),
- Population education indicator: 356 (national 361),
- Standard of living: house hold income/person: 19 120 euro (national 20 867 euro).

Väestöllinen hSuomen Ympäristö 5/ 2018, Suomen ympäristökeskus ja

Ympäristöministeriö: Suomen luonto-tyyppien uhanalaisuus 2018



The population of Central Finland, years 1997 to 2017. Red line is showing the demographic dependency ratio (*Statistic Finland*).



The population of Central Finland year 2016, located in 1 x 1 km squares, by 1 to 10, 11 to 50, 51 to 100 and over 100 inhabitants per square kilometre. (*Central Finland Regional plan*)

Regional typology of Central Finland (numbers referencing to map next page):

Regional typology of Finland (*by Finnish Environment Institute SYKE*): The regional typology review is based on a spatial data set where the land is divided into a 250 x 250 m grid and each square is classified in one of the seven urban and rural areas.

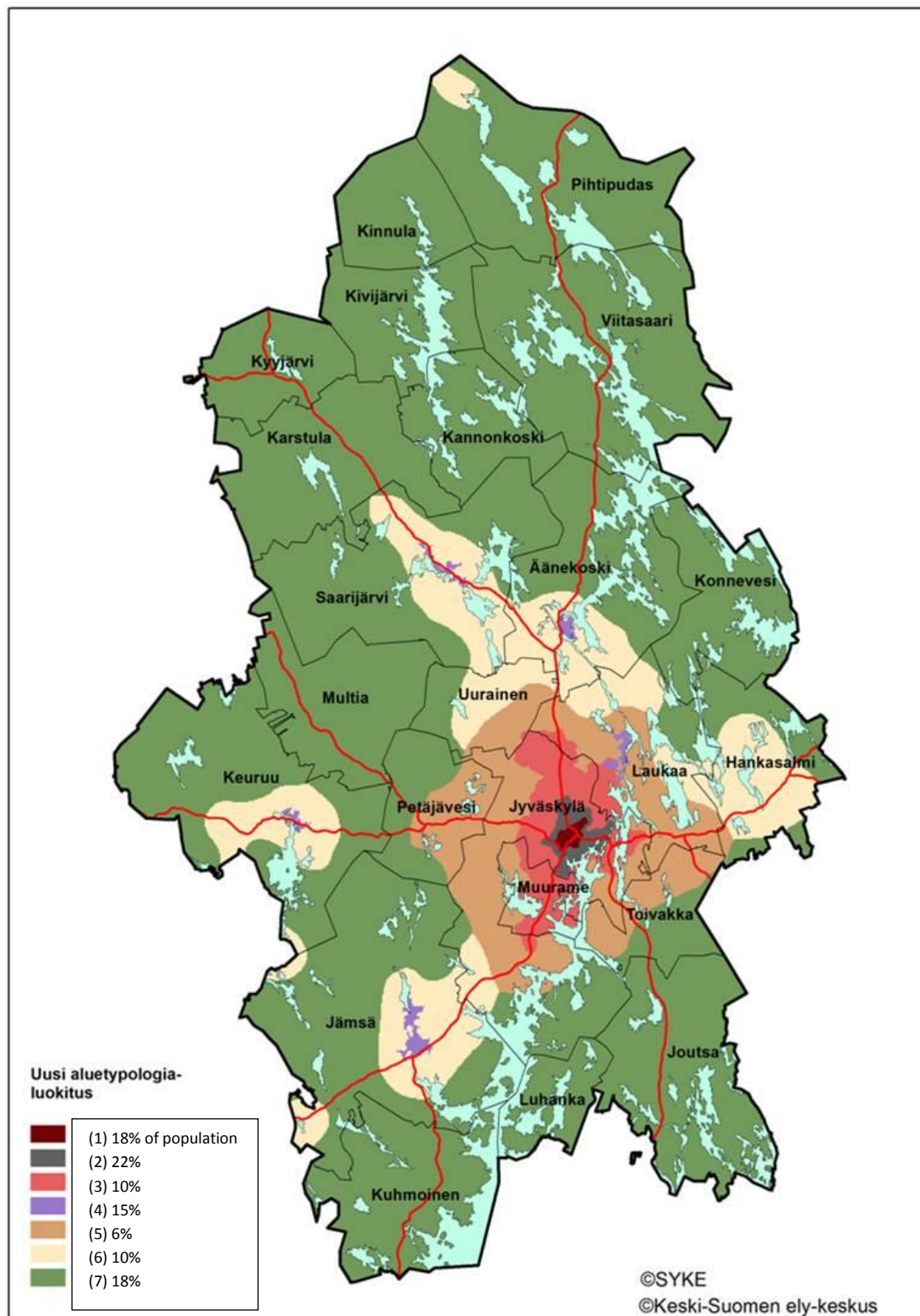
- (1) Inner Urban Area: A compact, well-constructed urban area. (18% of Central Finland's population)
- (2) Outer urban area: The area of urban efficiency extending to the edge of a continuous urban structure bordering the inner city. (22% of Central Finland's population)
- (3) City frame area: A city directly connected to the urban and rural areas. (10% of Central Finland's population)
- (4) Rural local centres: urban centres located outside larger urban areas, small towns and large villages. (15% of Central Finland's population)
- (5) The nearby countryside of the countryside: a rural area that is functionally and physically close to urban areas. (6% of Central Finland's population)
- (6) Core countryside: Intensive land use and / or local level, a relatively tightly populated rural countryside. (10% of Central Finland's population)
- (7) Sparsely populated countryside: Sparsely populated area where there are no or very small diversities of activities and are located far apart. Most of the area's land is in forests. (18% of Central Finland's population)

Urban areas: The city centre districts have agglomerations of more than 15,000 inhabitants. These are defined as the core city area, which is divided into the outer and inner urban areas.

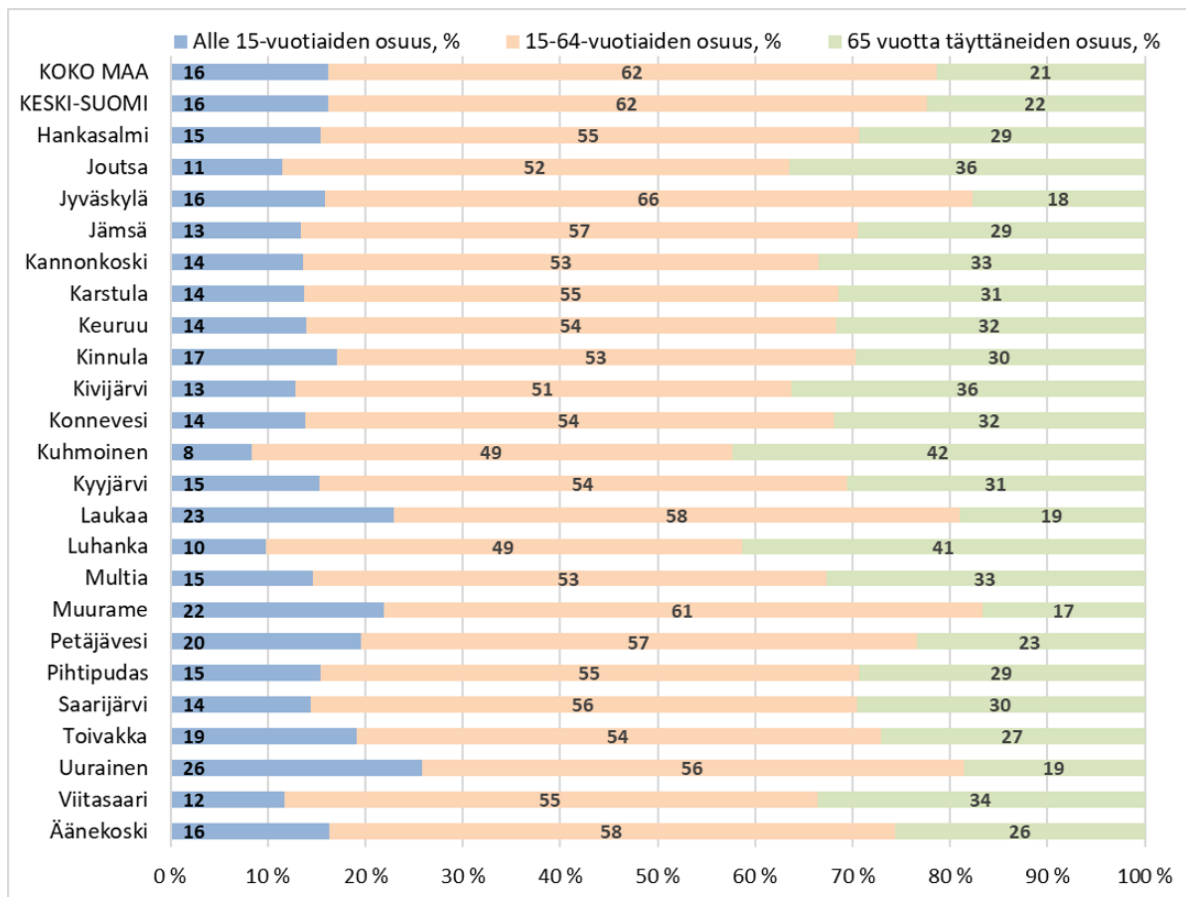
Rural areas: Rural areas are excluded from urban areas. However, the urban and rural boundaries are not unambiguous, so the classification takes a flexible look at these intermediate zones.

According to the regional typology classification, half of the population in Central Finland lives in urban areas (central area of Jyväskylä and its immediate environment). In rural local centres - Jämsä, Keuruu, Laukaa, Äänekoski and Saarijärvi - lives about 15% of the population. Most of the Central Finland is a sparsely populated countryside. Almost a fifth of the population lives in these areas.

Sources: Urban-Rural Classification: © SYKE; Population data: © SYKE / YKR, Ympäristötietopalvelu Liiteri (Environment data service Liiteri) <https://liiteri.ymparisto.fi>, Central Finland info: <http://keskisuomi.info/avainlukuja/>, Tilastokeskus (Statistic Finland) <https://www.stat.fi>



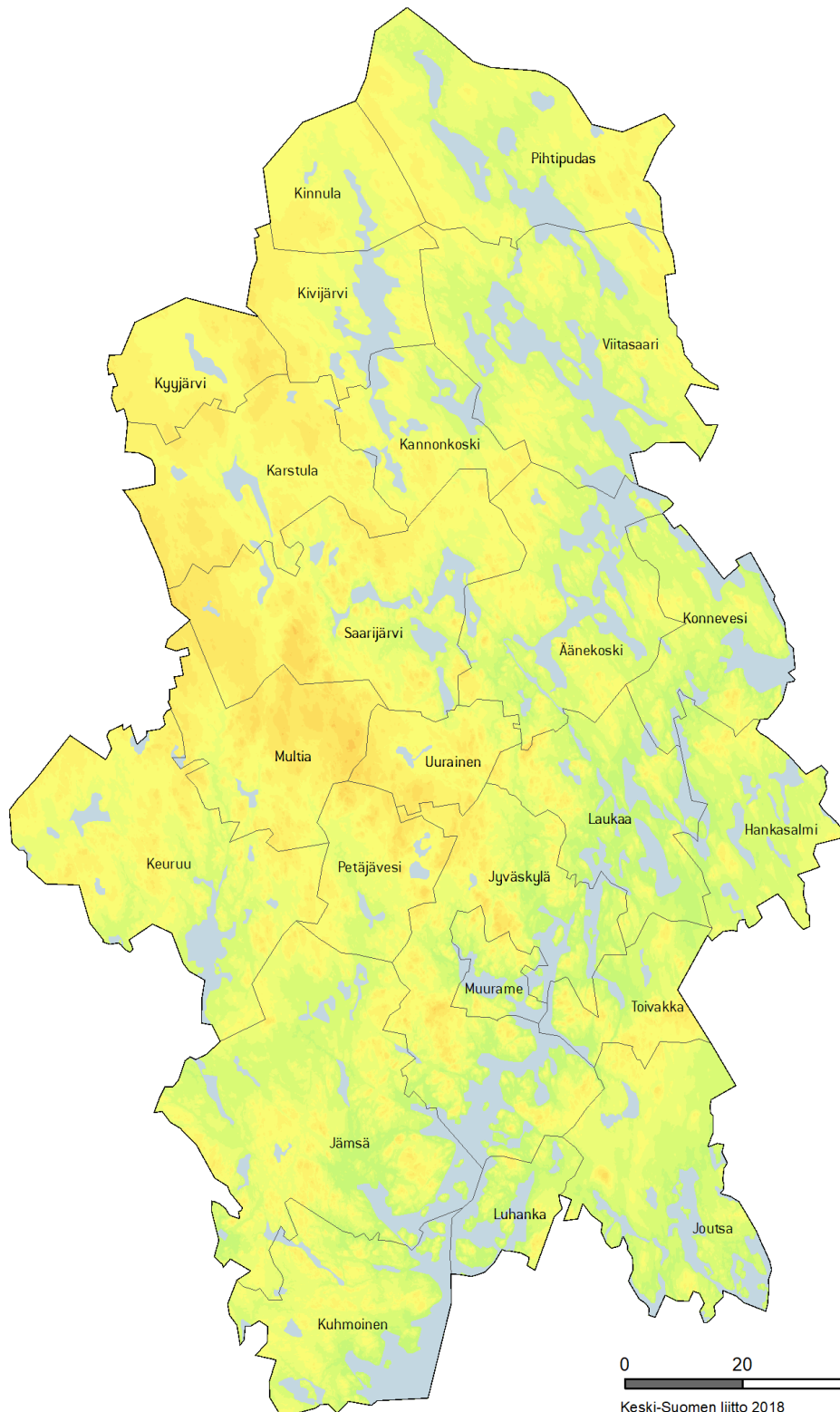
The regional typology / Urban-Rural classification of Central Finland (Source: Finnish Environment Institute SYKE 2013)



The age structure of Central Finland (second top line) and the municipalities of the region, showing the percentage of the population under 15, 15 to 64 and over 65 years. First top line shows the structure of whole Finland (*Statistic Finland*).

Topography

Central Finland is varied in topography. The biggest altitude differences are in the south of the region and Lake Päijänne area. The ground is flatter in the north, having sloping moraine hills. The highest points in the region are in its midst; Multia Kiiskilänmäki (highest point of the region), Saarijärvi Kulhanvuori and Jyväskylä Uutelanmäki reach more than 250 meters above sea level. The altitude of Lake Päijänne is 78 meters above sea level. So, altitudes in the region vary from +78 to +268 above sea level. Topography is presented on a picture next page.



0 20 40
km

Keski-Suomen liitto 2018

Pohjakartta-aineisto: Maanmittauslaitos 2018

Topography of Central Finland. Water bodies: blue, altitudes from flattest to highest areas: from green to yellow and brown.

2. Economy and Labour Market

Economy, Labour market, Regional specificities in economy and labour market

Central Finland specializes strongly in the forest and metal industry. In particular, forestry has increased its significance in recent years. The forest industry and technology industry accounted for 23% of total value added in Central Finland. The largest number of jobs in Central Finland are in health and social services. Education is also one of Central Finland's strengths. Altogether, almost one-fifth of the employment of the province is employed in these sectors. Next biggest employers are business services, retail, construction and machine and equipment industries.

The strengths of the countryside in central Finland are renewed forestry, milk production and rural tourism. Business opportunities are boosted by the demand for environmentally friendly energy and raw materials and decentralized energy production. In rural environments, it is also possible to find livelihood in service companies, for example in the care sector, telecommunications and business services. A new kind of entrepreneurship can also arise in creative fields.

The average number of companies in Central Finland in 2016 was 16 561. The largest number of companies (over 2,000) are in the fields of construction, trade and vocational, scientific and technical activities. About 62% of the company stock is located in the Jyväskylä region. Most of the growth is in companies of professional, scientific and technical activities. Most enterprises have micro enterprises of less than 10 people, 94% in central Finland and 93% in the whole country (eg agriculture, forestry and fisheries). Measured by the number of employees, the share of micro enterprises in employment in Central Finland is 31% (25% in the whole country). Small (10-49 people) employ 23%, medium (50-249) 20% and large (over 249) 25%. In recent years, the most relative growth has been in medium-sized enterprises - both in terms of companies and staff.

In 2016, Central Finland's growth was +2.6% on the previous year. The value added in Central Finland was about EUR 7.8 billion. Per capita value added in central Finland was around 28 400 euros. In 2017, the value of goods exports in Central Finland amounted to EUR 2.36 billion (4.0% of the country's total export value) and the value of imports was EUR 852 million EUR. Industry accounted for 72% of goods exports in Central Finland and 53% of imports. (Source: Customs).

In central Finland taxable income per income recipient is clearly below the average income of the whole country. Taxes are divided into earnings and capital gains. In 2016, income growth in Central Finland was 2.0%. The income level is affected eg. occupational and occupational structure, the level of education of employees, unemployment and age structure. In central Finland, wage income accounted for 58% of taxable income, 24% of pension income and 6% of capital income.

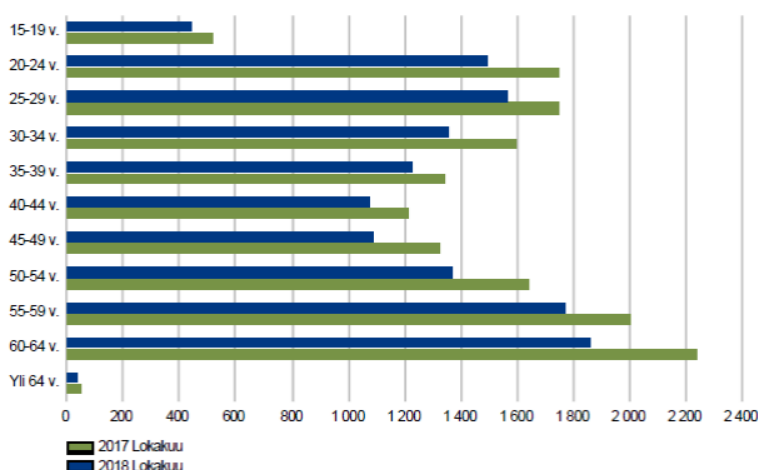
Central Finland's economy turned to strong growth in 2016, which is clearly reflected in the development of the number of jobs. In 2016, there were 104,040 jobs in Central Finland, with an increase of some 1,100 jobs over the previous year. Of the workplaces, 32% were in the public sector and 68% in the private sector. Public sector jobs declined by 1.8% from the previous year, while in the private sector, growth was 2.5%.

Of the workplaces, 19,052 (18%) were in health and social services. There were 14,713 (14%) jobs in manufacturing. In the field of trade, there were 10 930 jobs (11%). In the field of education, 9,261 employees (9%) worked.



Nearly a third of Central Finland's unemployed job seekers are long-term unemployed. As the region's weak employment situation is prolonged, the proportion of long-term unemployed has been increasing. Of the unemployed in central Finland about 15% of job seekers are under the age of 25 and about 40% are over 50 years of age. Men's unemployment has grown stronger than women. The share of unemployed job seekers in the labour force varies significantly between the municipalities in Central Finland. The proportion of unemployed jobseekers complies with a certain seasonal variation. In the summer and winter, the share typically grows, in the spring and fall it falls. There is, however, a difference between the municipalities during the seasonal variation both at the time and in the magnitude of fluctuations due to, inter alia, the industry structure. According to the Employment Service Statistics, Central Finland region faces challenges in employing especially young people. Challenges are in the transition from training to working life.

TYÖTTÖMÄT TYÖNHAKIJAT IKÄRYHMÄN MUKAAN
Keski-Suomi



Amount of unemployed jobseekers by age group in Central Finland, years 2017 and 2018 (Source: Ministry of Employment and economics).

TEM Työnvälitystilasto / Työ- ja elinkeinoministeriö, Työnvälitystilasto

Lately, One stop Guidance

Centres have been successful in decreasing the amount of unemployed young people or amount of NEET (Not in employment, education or training) young people Finland first in towns and after in bigger municipalities. There are now two centres in Central Finland and one more is just about ready to start. One-Stop Guidance Center is a place where a young person aged under 30 years can get help in matters related to work, education and everyday life. The centers aim to ensure that the young people can access the support available to them and to which they are entitled. The centers form a key principle in Finland's delivery of the Youth Guarantee. Central Finland ELY-center is co-ordinating the national developing process of One Stop Guidance centres. This practice has been published as one of the good practices in Career Guidance Development in Europe: ICDDPP Promising Practices Finland – OSGC 13 11

Sources: Central Finland info: <http://keskisuomi.info/avainlukuja/>, Tilastokeskus (Statistic Finland) <https://www.stat.fi>, Central Finland ELY-center.

3. Environment and Climate Change

Environment and climate conditions

Central Finland is a wooded region, characterized by the abundance of waterways and swamps, along with forestry. Our forests are enriched by the abundance of small water bodies and, in particular, in the surrounding lakes and cliffs. Nearly 25% of the ground area is marshland and swamps. The share of water areas in is over 16%. Biggest water bodies are lakes Päijänne (1080 km²), Keitele (493 km²) and Konnevesi (189 km²). There are a large number of smaller lakes and ponds, rivers and rapids. Geologically, Central Finland is located on Central Finland granite complex area. By vegetation the southern and eastern parts of the region are on southbound boreal zone and north-western parts on central boreal zone.

The Finnish climate is characterized by irregular rains caused by rapid changes in the weather. Only summer showers and thunderstorms show some sort of regularity, with rain occurring mostly in the afternoon and early evening. The annual precipitation in central Finland is between 600 and 700 mm in winter, the mean temperature remains below 0°C, but warm airflows can raise the daily high above 0°C at times. The annual variation in precipitation is similar throughout the country. The driest month is March. The precipitation gradually increases until July and August, or until September and October on the coast, after which it decreases towards winter and spring. Moderate winds are typical of Finland; high winds are rare, particularly inland.

Winter usually begins during November. The coldest day of winter is usually well after the winter solstice, at the end of January. In spring, the mean daily temperature rises from 0°C to 10°C. Spring begins in April. Once the mean daily temperature exceeds 5°C, the thermal growing season is considered to have begun. This takes place about one month after the beginning of spring. For the real growing season to begin the snow must melt; this depends on the amount of snow, elevation and the position of the region relative to the sea. Open areas lose their snow cover within two to three weeks of the beginning of spring, whereas on average the snow in the forest melts about two weeks later. The lakes usually become ice-free soon after the growing season in May. In summer the mean daily temperature is consistently above 10°C. Summer usually begins in June. In autumn the daily mean temperature remains below 10°C. Autumn begins in September. The growing season ends in autumn when the mean daily temperature drops below 5°C. The average length of the growing season is 140 to 175 days. The first snow falls in October. Maximum and minimum temperature in the region varies from -30 °C to +30 °C. (Source: Finnish Meteorological Institute).

Sun rises and falls in Jyväskylä year 2018:

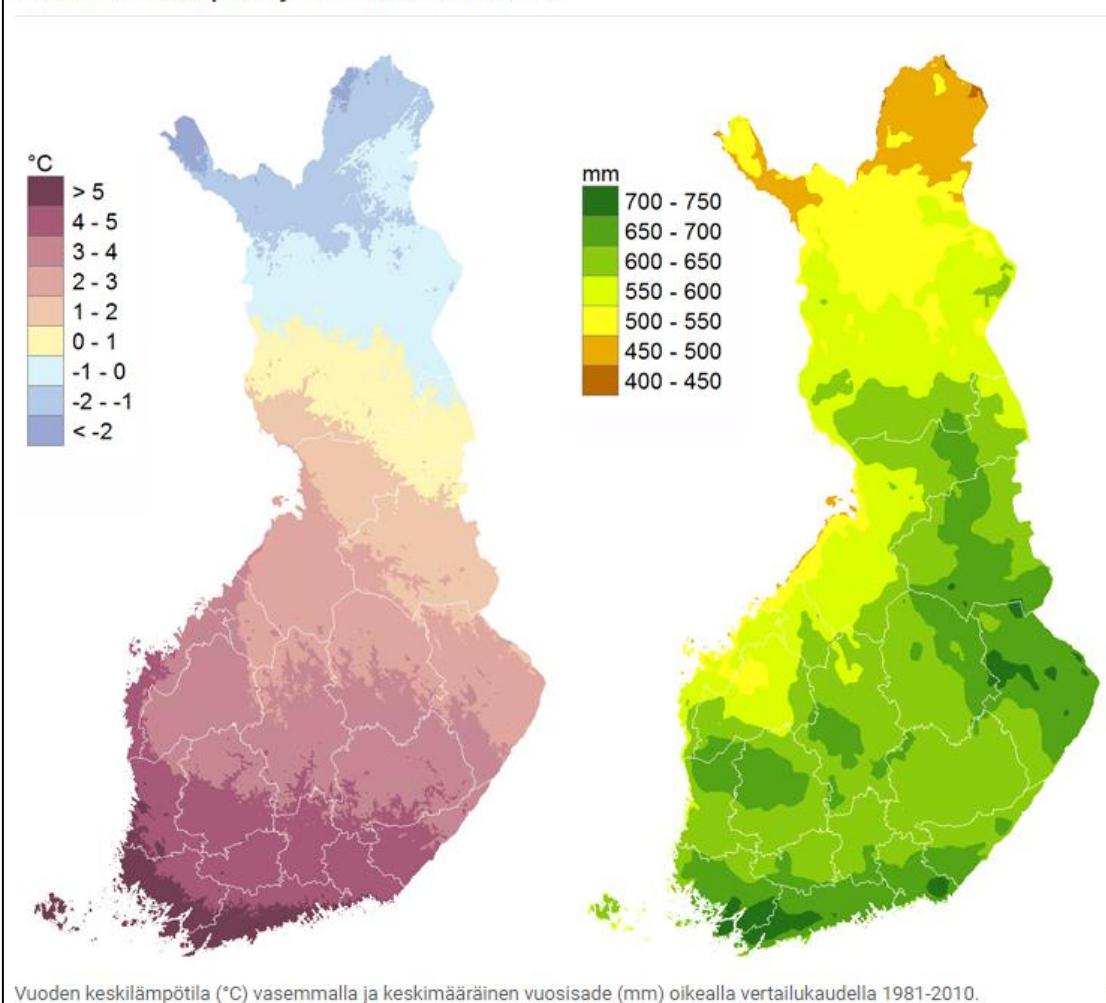
	Raise	Fall
22th December 2018	9:42	14:49
22th June 2018	3:20	23:17



Mean monthly temperatures in Jyväskylä, Year 2017

(Source: Finnish Meteorological Institute).

Vuoden keskilämpötila ja vuosisade 1981-2010



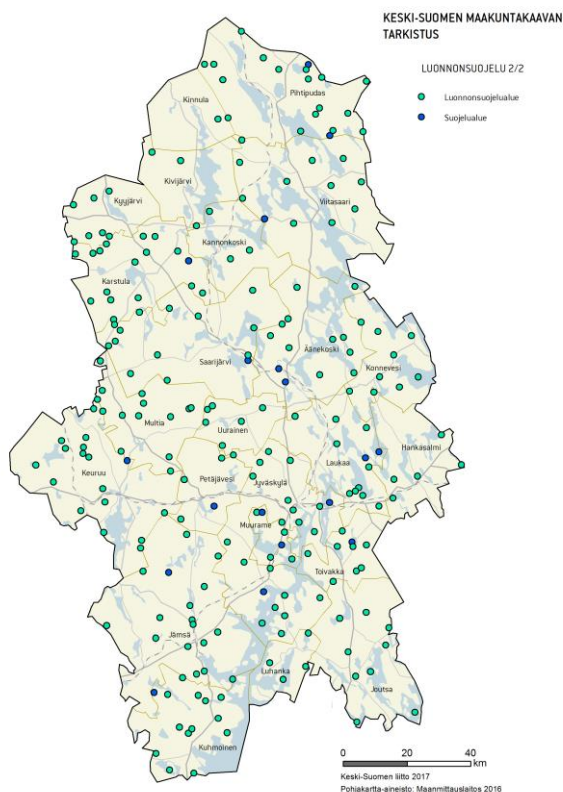
Mean yearly temperatures and rainfalls in Finland, years 1981-2010. (Source: Finnish Meteorological Institute).

Nature protection

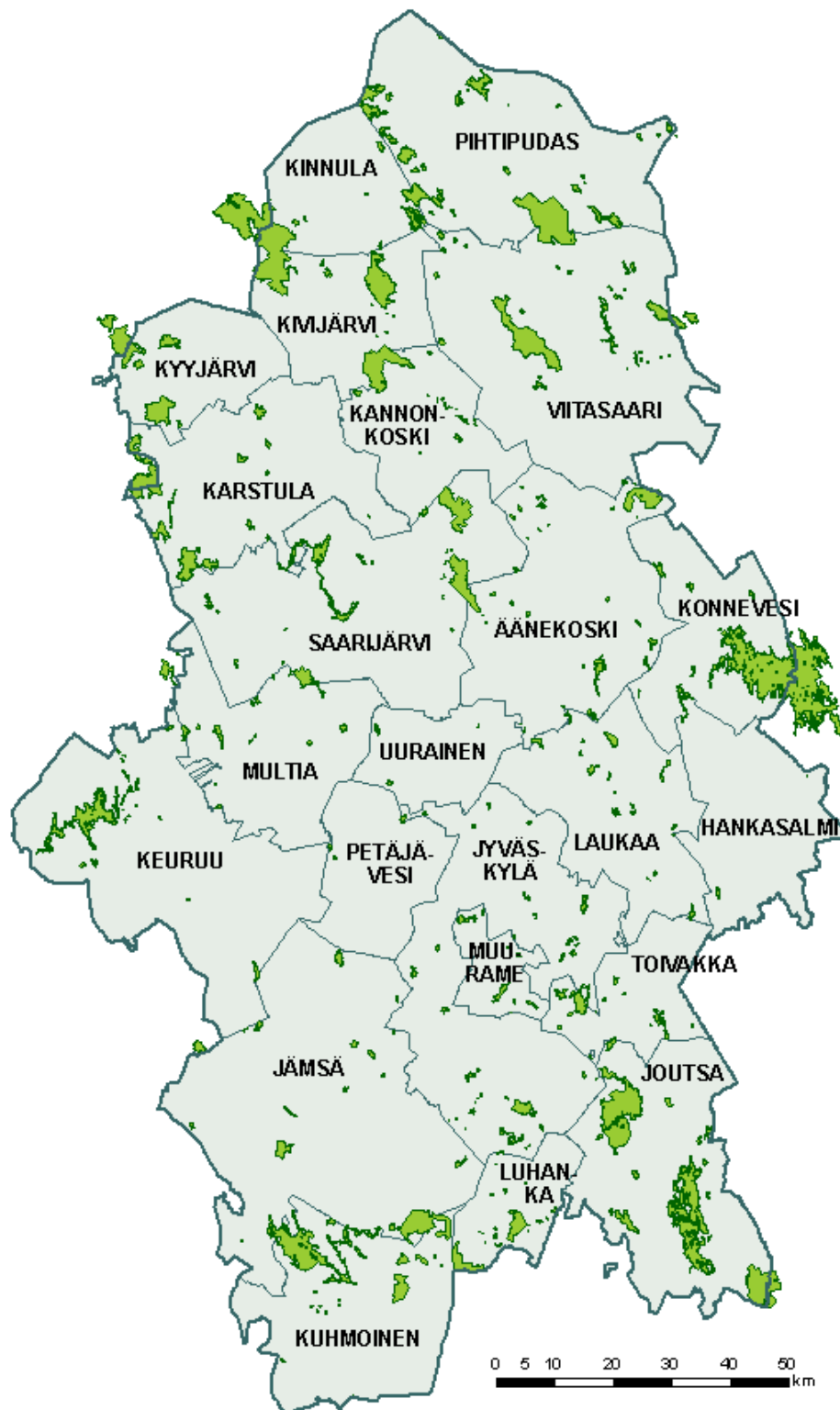
In Central Finland there are a total of 1 447 protected areas, totalling some 48 000 hectares (ha) (*Source: 2016, Central Finland ELY Center*). There are 1 065 (10 450 ha) private protected areas. The Natura 2000 network includes a total of 148 Natura areas in Central Finland and covers a total of 85 000 hectares, including both the Habitats Directive and the Birds Directive. Approximately 35% of Natura 2000 areas are included in the national protected area network as already set up as nature conservation areas or reserved areas for nature conservation areas. Many of them are small or are made up of several small objects. The size is 1 ha - about 7 700 ha. (*Sources: Ministry of Environment, Ymparisto.fi 2017*)

The protection network consists of nationwide protection programs approved by the Finnish Government. In addition to the Salamaperä Nature Park and the five National Parks of Salamajärvi, Pyhä-Häkki, Leivonmäki, Isojärvi and Etelä-Konnevesi, there are 27 programs for the protection of the marshland (4,851 ha), 13 bird protection programs (1,488 ha), 20 plans for protection of herbicide (125 ha), 15 (6,853 ha) of the shore conservation program and the 74 old forest conservation program (4,151 ha). A national forest protection program, including five Central Finland sites (1,070 ha), is not a conservation program in accordance with the Nature Conservation Act.

The five National Parks and one Natural Park have an important role in the nature of the region. The national parks are important for tourism and as recreation areas. The main emphasis is on nature tourism and environmental education. They have a total area of about 10 500 ha and they also make a significant contribution to forest biodiversity.



Nature protection areas (*Central Finland regional plan 2018*)

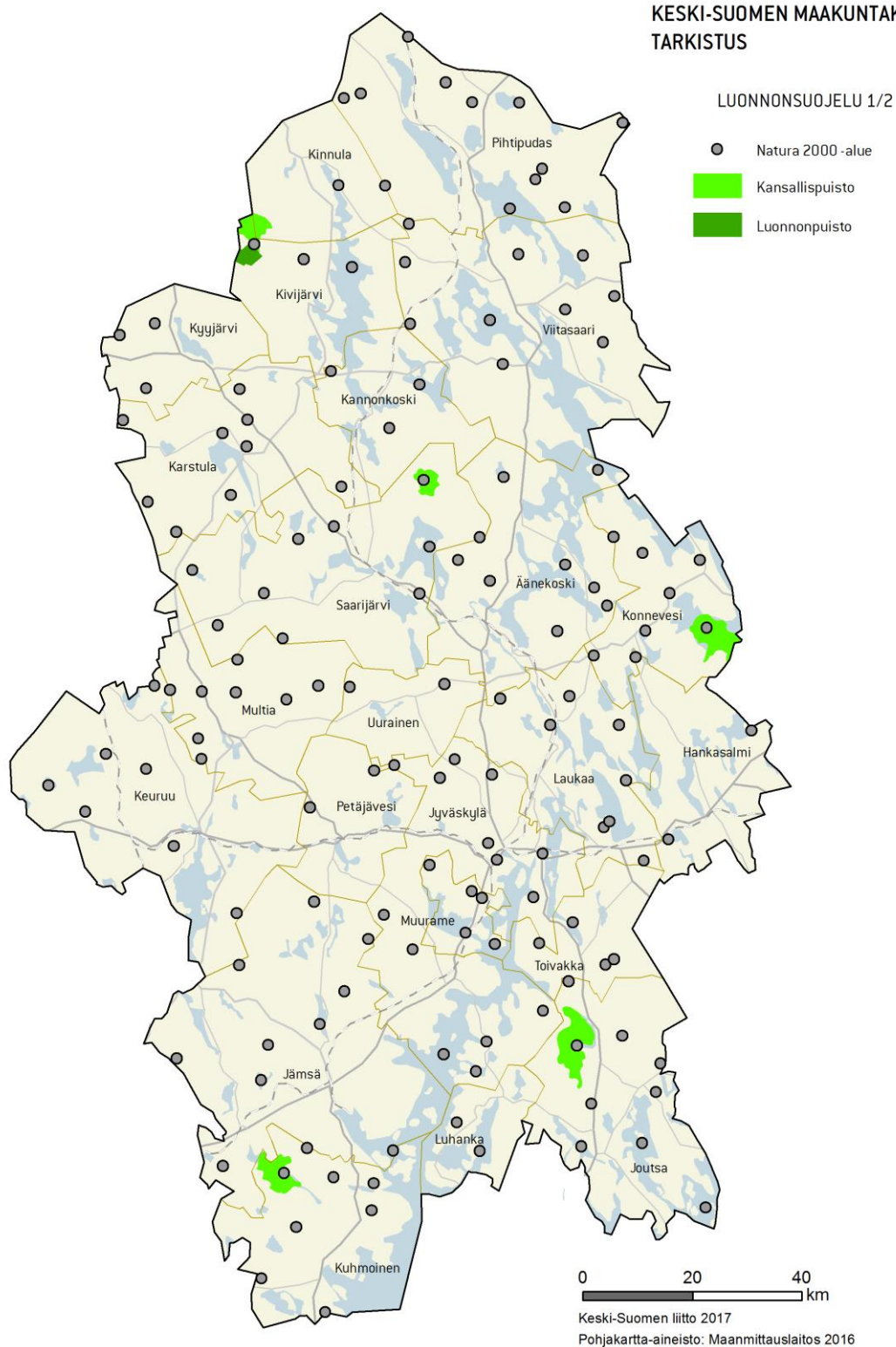


© Maanmittauslaitos lupa nro 7/MYY/09

Natura 2000 network and areas in Central Finland (Source: Central Finland ELY-center 2017)



KESKI-SUOMEN MAAKUNTAKAAVAN TARKISTUS



Natura 2000 areas, National parks and a Nature reserve (*Central Finland regional plan 2018*)

Cultural heritage and cultural environment

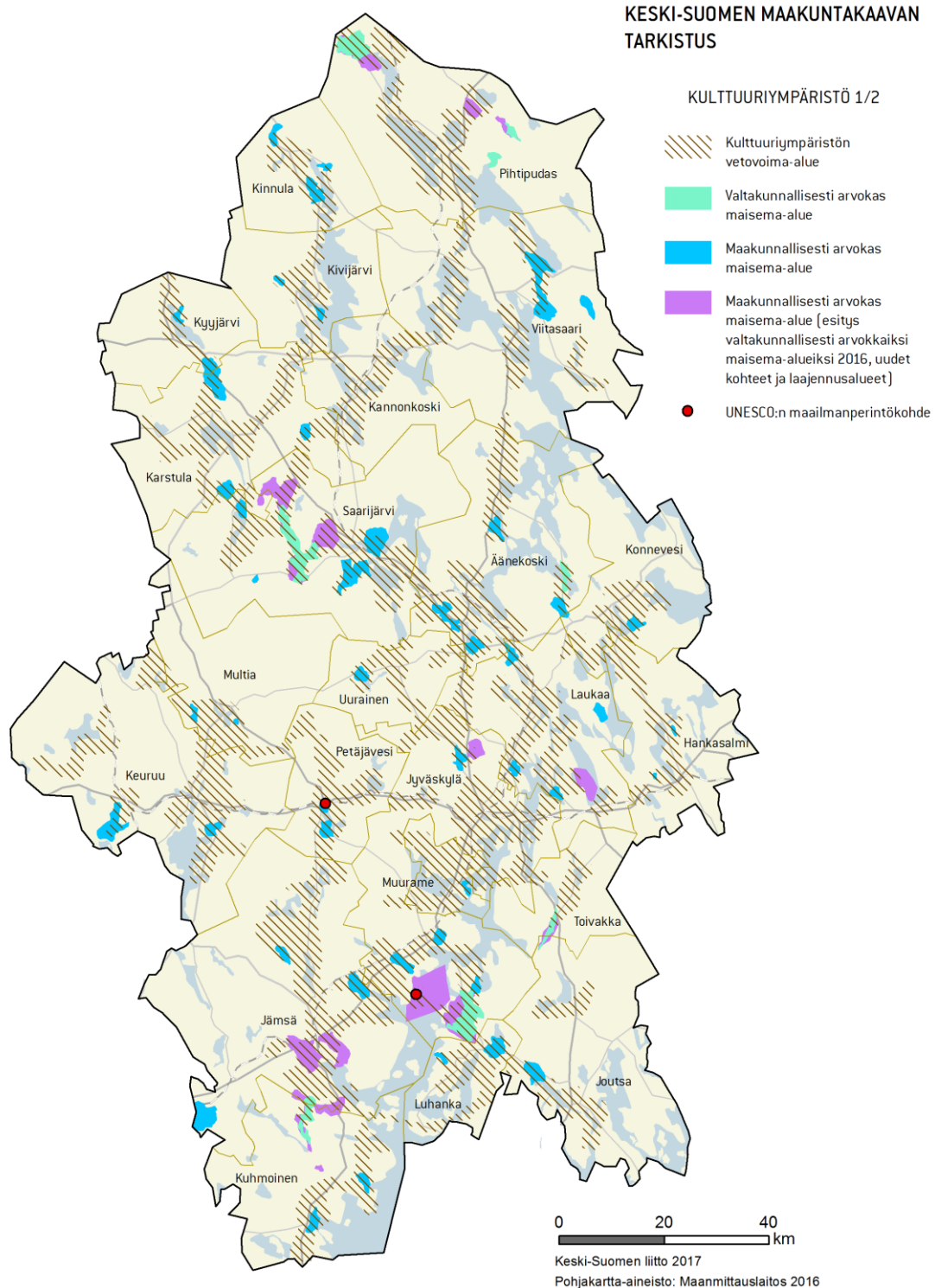
The region of Central Finland has been the crossroads of several national cultural influences. Our building heritage is characterized by diversity and variability. Especially in peasant construction, the cultural influences of both Eastern and Western Finland can be seen. As representatives of modern architecture, many works of architect Alvar Aalto are internationally known. There are two Unesco World heritage sites in Central Finland: Petäjävesi old wooden church and Oravivuori point of Struve Chain. There are 31 old wooden churches from 18 th century to year 1917 that are protected by Finnish Church Act. Wooden railway stations from 19 th century and early 20's are characteristic for the region. There are 54 sites or buildings in the region of national importance as Finnish built heritage.

The archaeological heritage of the region is typically boreal stone age culture. In central Finland there are also important rock paintings from stone age that are typical to the Taiga region of that age.

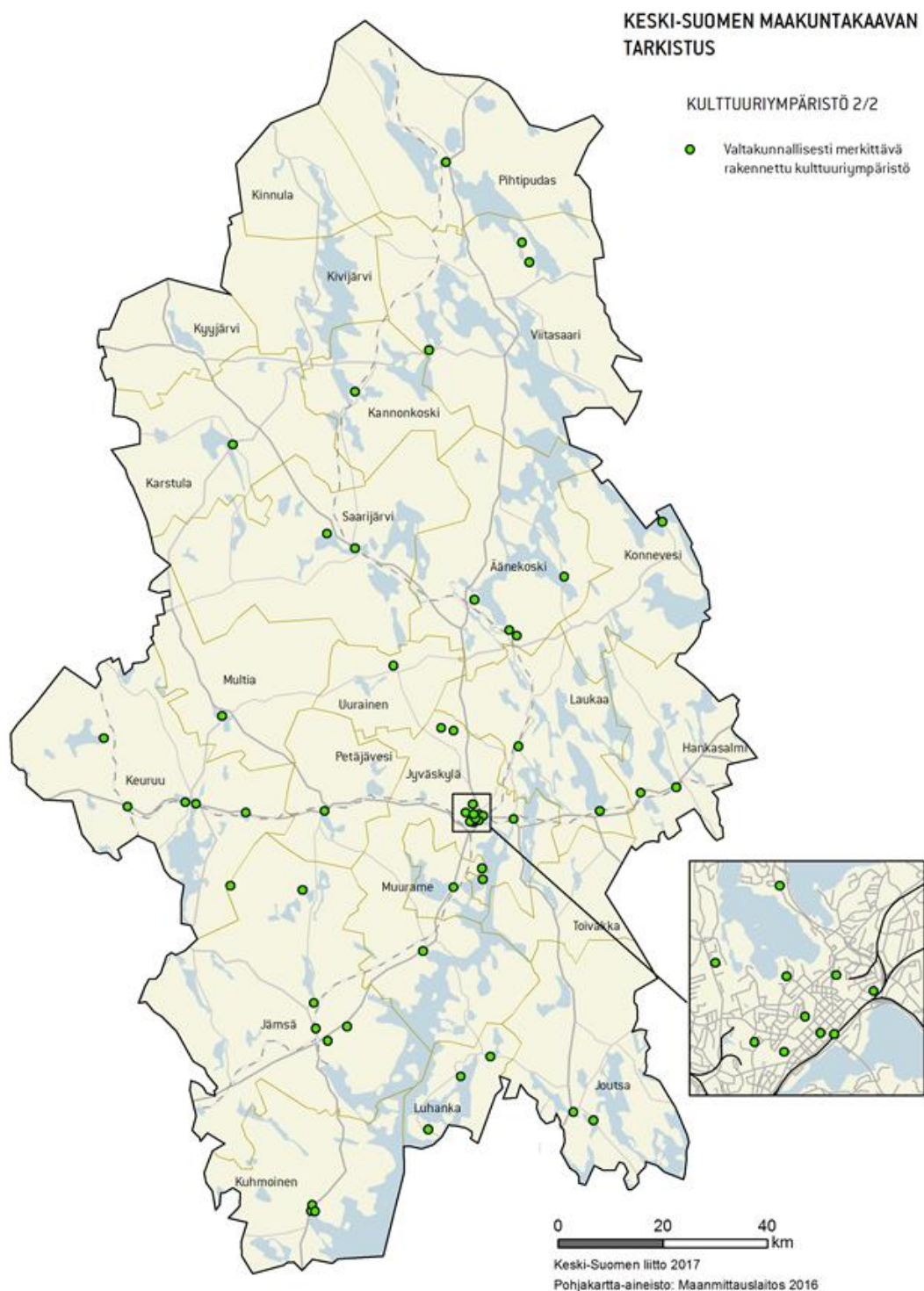
Central Finland region is also famous for the sauna culture and variety of traditional saunas, both public and private, that are mainly located on the shores of lakes and ponds. There is a sauna village with a collection of old Finnish saunas in Juokslahti, Jämsä.

Cultural landscape

Typical to Central Finland landscape are small features and multitude of cultural effects. Numerous waterways and the dense terrain dominate the landscape. There are lots of forests and only some fields or meadows. Cultivated areas have spread fragmentally to the watercourses, ridges and later also on peatlands. The settlement has been located on hills and near waterways. Small scale farming, cattle-breeding and forest industry have shaped the landscape. There are 8 nationally important cultural landscape areas in Central Finland.



Nationally and regionally valuable cultural landscape areas and Unesco World heritage sites in Central Finland (*Central Finland regional plan*).



Location of 54 nationally important built cultural environments in Central Finland (Sources: Central Finland regional plan, The Finnish Heritage agency <https://www.museovirasto.fi/en/>)

Energy and renewable energy

The total energy consumption in Central Finland year 2016 was 17,3 TWh. 9,3 TWh of total energy production was from domestic energy sources. Of this, 7,6 TWh was renewable energy. The main users of energy are Jyväskylä urban area and big forest industries in Äänekoski and Jämsä. The use of renewable energy has grown 14% from year 2004 to year 2016.

Use of municipal waste as an energy source and also biogas production is growing. Biogas production in year 2016 was about 37 GWh (equivalent to 3.7 million oil litres). Biogas has mostly been used for the production of electricity and heat, the share of traffic-use year 2016 was about 2-3 GWh. In the near future there will also be some minor windmill energy production areas in the region.

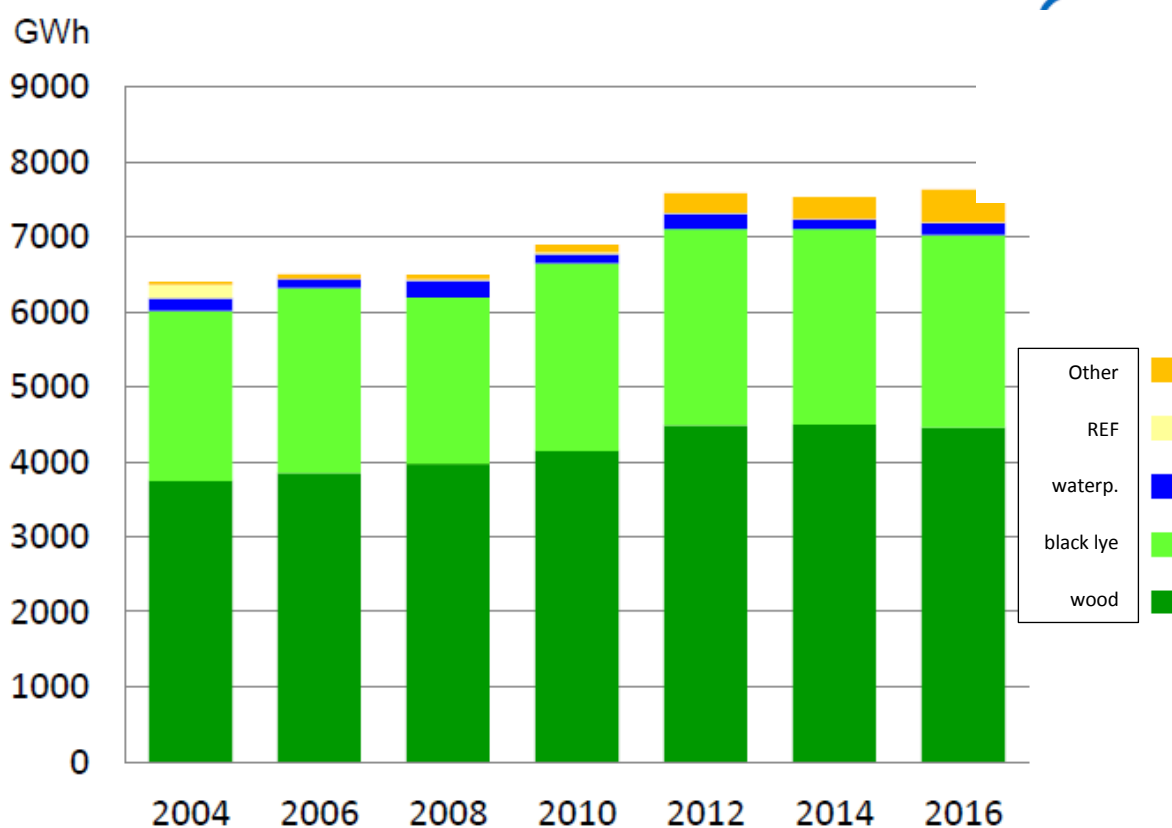
Energy production sources in central Finland, year 2016, total 17,3 TWh:

Oil 22%, coal 0,1%, peat, wood-based fuel stock 26%, black lye 15%, REF and others 2%, water power 1%, Exported electricity 24%.

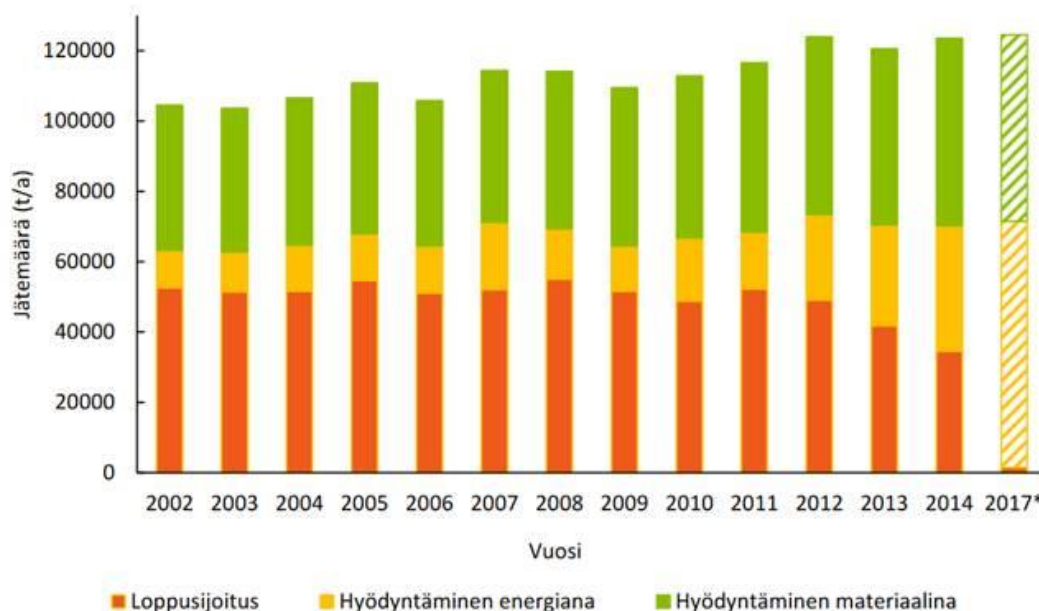
Energy consumption in Central Finland, year 2016, total 17,3 TWh:

Industry 48%, heating energy (buildings) 28%, building, housing, farming and services 8%, traffic 17%.

(Source: Central Finland energy Office, Circwaste -project)



Renewable energy in Central Finland. Category Other includes biofuels, biogas, earth heat, wind power and solar power. (Source: Central Finland energy Office)



Use of municipal waste, years 2002 to 2017. Yellow pillar shows the use in energy production.
(Sources: Circwaste -project, Life 15 IPE FI004, Regional Council of Central Finland)

Climate Change

Climate change can be felt in Finland. The average yearly temperature has risen by about 0.9 °C in the last hundred years (1909-2009) and more than 2 °C from the mid-19th century, when regular temperature measurements started. Warming has been strongest in winter season. In northern Europe, rainfall is generally increased, but the amount of rainfall varies naturally very strongly, so the observed changes do not necessarily always relate to climate change (Intergovernmental Panel on Climate Change, IPCC 2013). (Source: Suomen Ympäristö / Finnish Environment 5/2018. Finnish Environment Institute and Ministry of the Environment: Endangered nature types of Finland 2018.)

In Finland, climate change is predicted to affect so that the winters are warmer, and rainfall is increasing. The biggest phenomena of climate change in the region are growing possibilities for heavy rains and spatial flows. Central Finland's waters are characterized by their abundance of lakes, the river sections of which are generally short. Water is stored in the lakes during flooding, which reduces flood peaks. In Central Finland, therefore, occurrence of serious floods is not in a high level.

4. Infrastructure and Mobility

Transport infrastructure

According to the population projection, the population of Central Finland will increase by some 20 000 by 2040. Population growth is strongest in Jyväskylä city. In the rest of the region, apart from the Jyväskylä region, the population is declining and focuses on rural areas. Demographic changes have a strong impact on the traffic demand of the region.

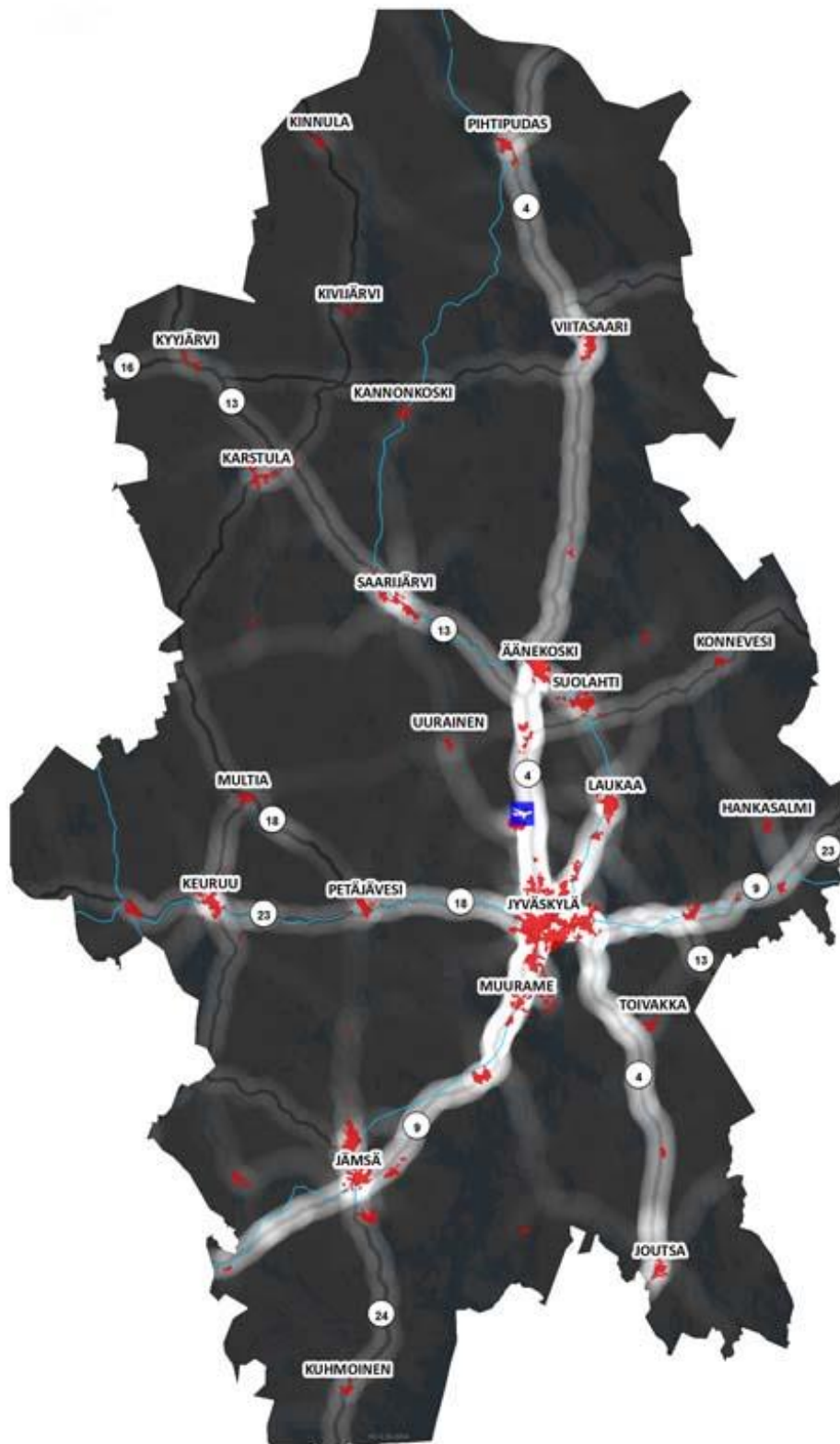
Central Finland transport system of national or regional importance is described on Regional Plan of Central Finland (2018). Highway 4 in the EU's TEN-T core network is the North-South highway of the nation and connects Central Finland on to the Helsinki metropolitan area and the south coast ports and to the north of Finland. Highway 9 is part of Europe's comprehensive TEN-T network. The road 24, which is closely linked to this road, is an important link to southern Finland. Other important corridors are highways 9, 13 and 23, operating to the southwest, west and northwest, and complementary roads 16 and 18 connecting the west coast of central Finland to the southeastern border, and further to the St Petersburg area.

Securing the interchangeability of highways crossing Jyväskylä is one of the key local development objectives of the transport system. Along with supervisory measures, the congestion of nearby roads in the center can be curbed by developing street traffic, network traffic and attractiveness of public transport, cycling and walking so that the use of the road network for short-distance traffic is reduced. At the same time, the relative greenhouse gas and particulate emissions of transport are also reduced.

Sources:

Regional information, Central Finland / www.ymparisto.fi

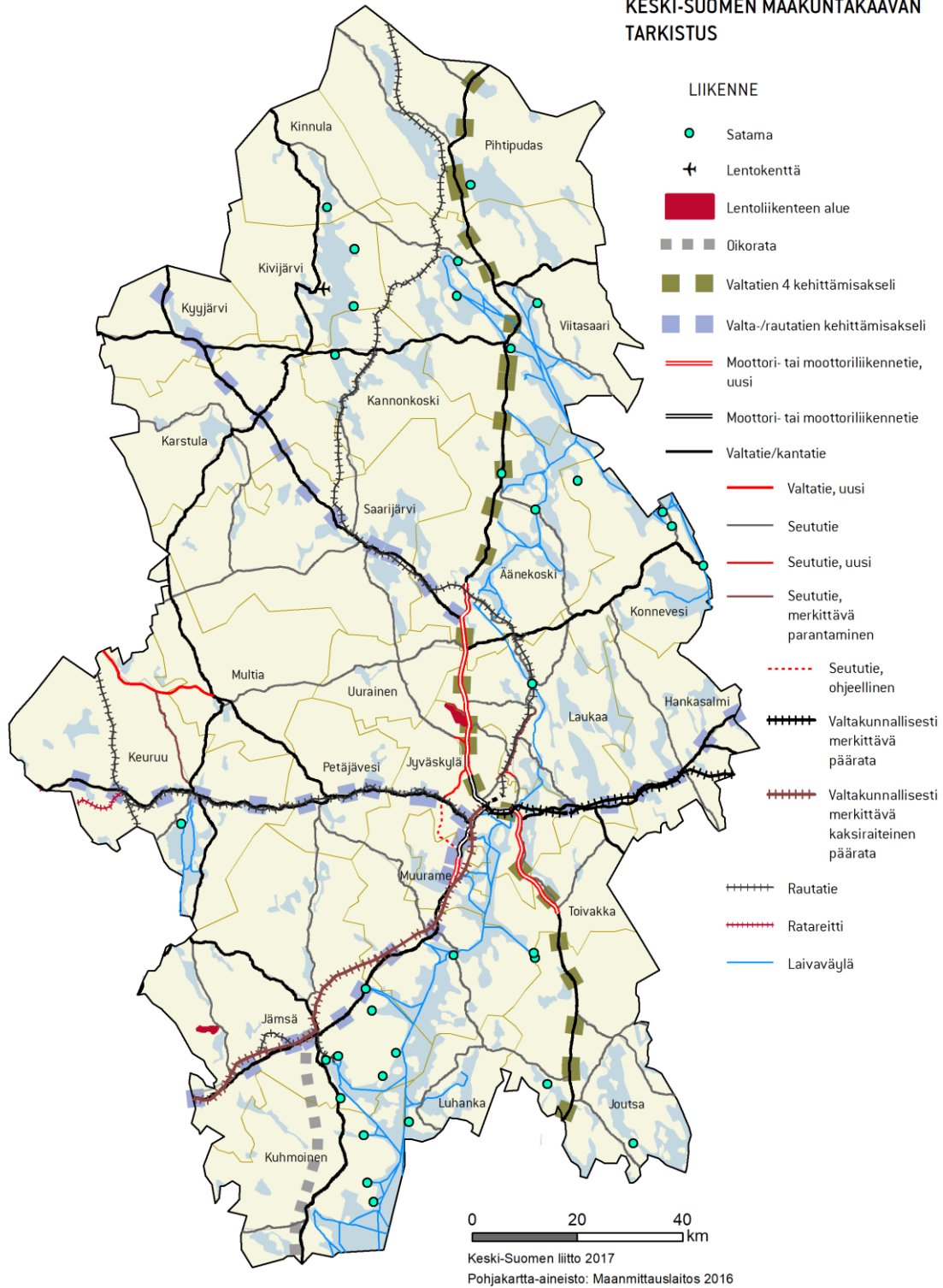
Central Finland regional plan, Alueellista tietoa keski-Suomi



Central Finland Road and Infrastructure and airport Location. The average daily traffic in the provincial road network has been described with white color. (Central Finland ELY-center)



KESKI-SUOMEN MAAKUNTAKAAVAN TARKISTUS



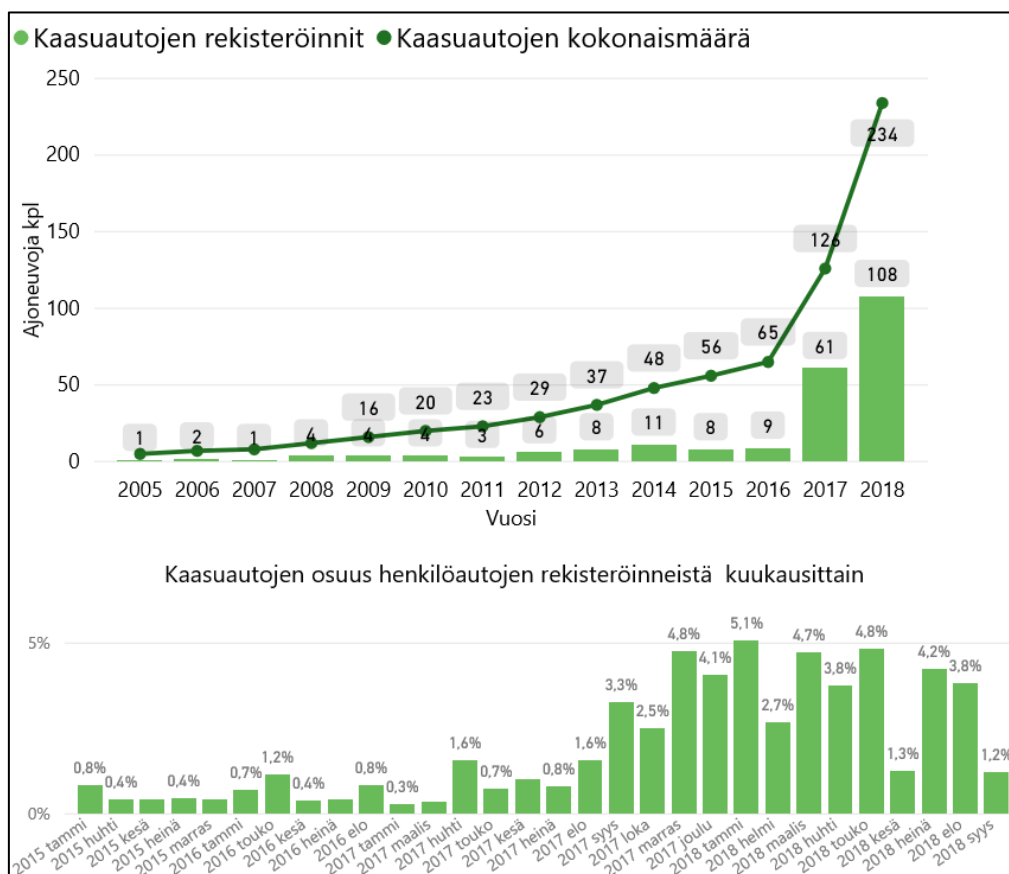
Main transport corridors and international connections (Central Finland Regional Plan 2018)

Green and Human powered mobility

Biogas as a part of regional development in Central Finland

Biogas potential in Central Finland is approximately 460 GWh in year, corresponding to 18 % of energy used in traffic sector. Currently ca. 10 % of the potential is in use. However, in recent years the interest to invest in biogas production has risen. Biogas is currently mainly used in heat and power production, but upgrading to vehicle fuel is getting more space. In Central Finland there is no natural gas grid. There is already some good examples how to use public procurements to increase the biomethane use in transport. Central Finland is participating in Circwaste project, which is aiming to boost recycling and improve circular economy. Circular economy roadmap made in the project is focusing on four themes, one of which being biodegradable waste, biogas and nutrient recycling.

Regional transport system plan is going to be revised in 2019. Effects on climate change is going to be involved in the plan. In addition to that, regional transport system plan is taking into account the need to develop alternative fuel network in Central Finland. There has been good co-operation in Central Finland regarding biogas production and use. Main stakeholders have been involved. Communication has a key role in developing the biogas ecosystem in the regional level. There is still a lot of work to do to increase the biogas production close to the production potential in the area in sustainable way.



Above: Number of gas-powered private cars of all registrations in Jyväskylä, years 2005 to 2018.

Under: Monthly registration numbers of new gas-powered cars in Jyväskylä and percentage of all registrations, year 2018 (Source: Finnish transport Safety Agency Trafli)



Regional specificities in infrastructure and mobility

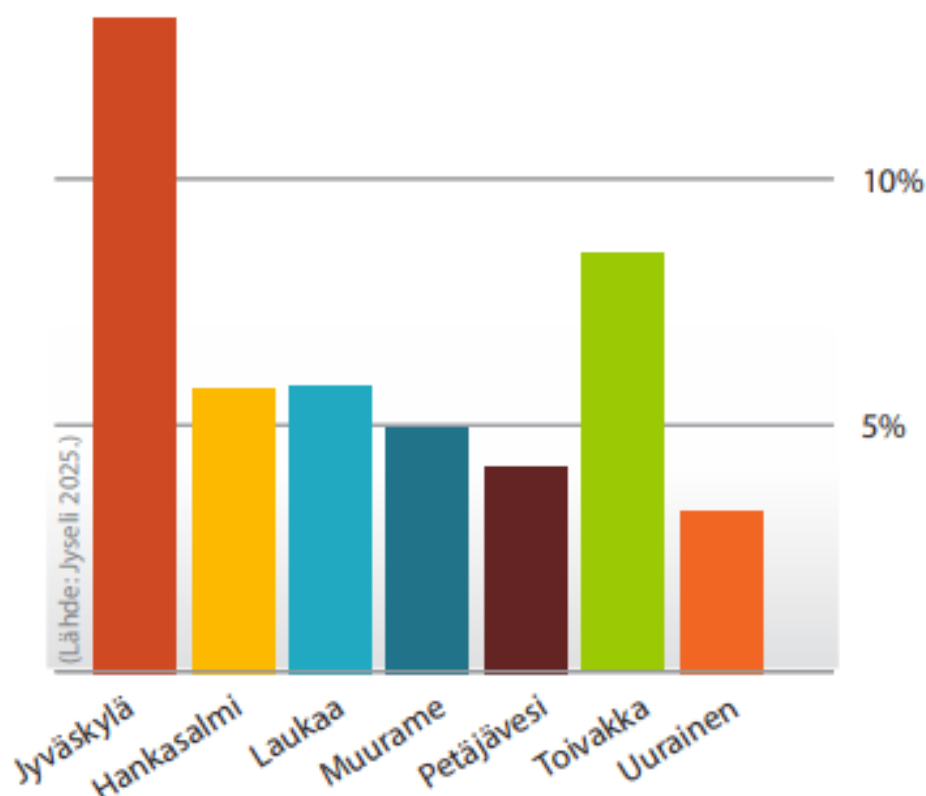
Water routes

The Keitele channel connects lakes Päijänne and Keitele. The route includes five channel locks. The width of the route is 45 km and the difference in levels is total 21 meters. It is open to public from May to October. Lockings on Keitele channel in 2013 (numbers) : Vaajakoski 2 109, Kuhankoski 1 308, Kuusa 1 115, Kapeenkoski 840, Paatela 656 (Source: The Finnish Transport Agency).

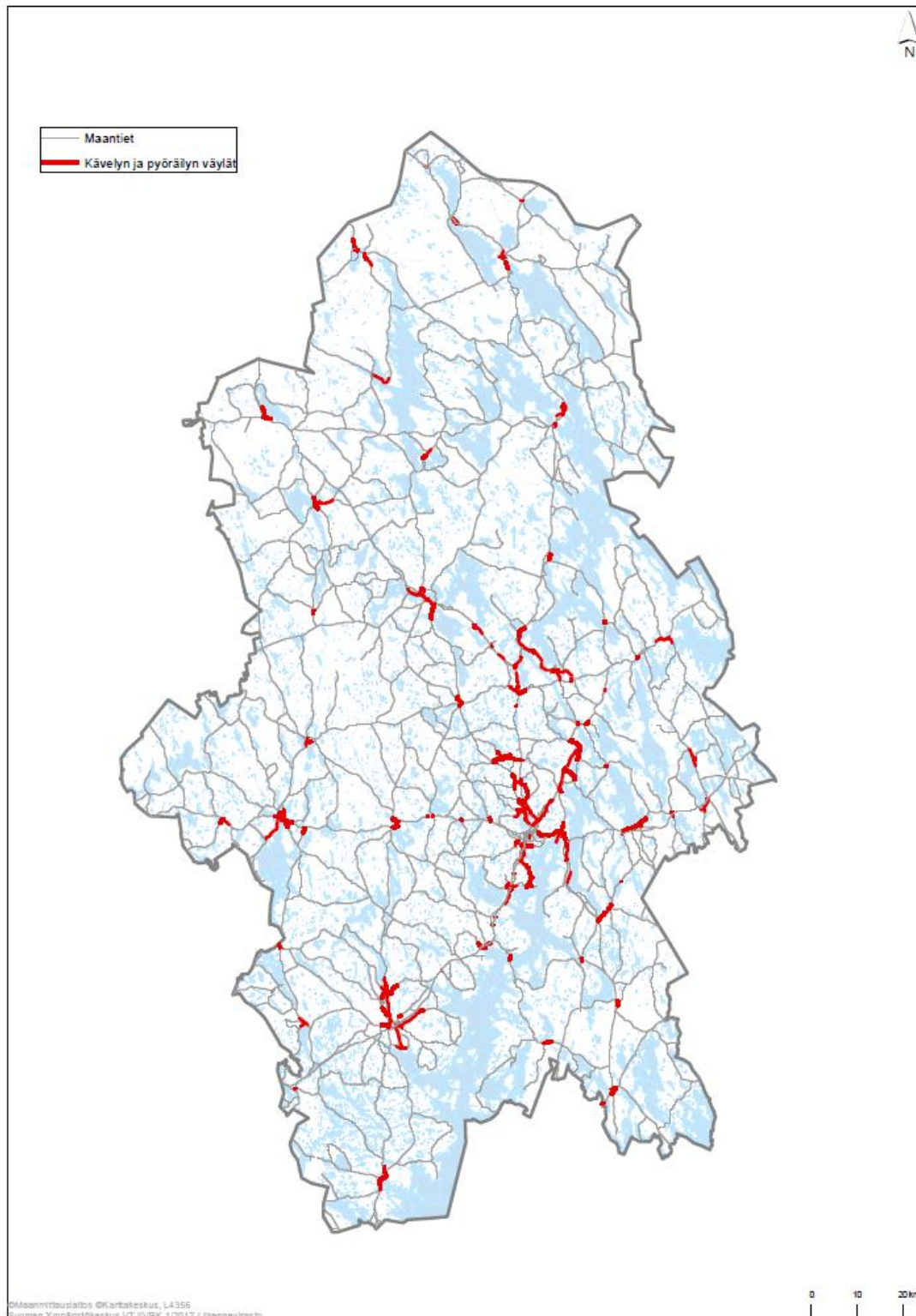
Soft mobility – cycling

According to Central Finland Cyclig programme 2018-21, the percentage of cycling varies from 1% to 20% on a national level. Cycling is most popular with trips of 1 to 3 km. Of these, the percentage of buses is 13-17%. Walking and cycling are the most common in big cities, in the inner urban area and in rural local centres. There is no region-wide, real-time information available of the percentage of population riding a bike in Central Finland.

Pyöräilyn osuus kulkumuodoista vuonna 2009:



The graph shows a percentage of population riding a bike in Jyväskylä region year 2009 (7 of 23 municipalities). (Source: Central Finland cycling programme 2018-21).

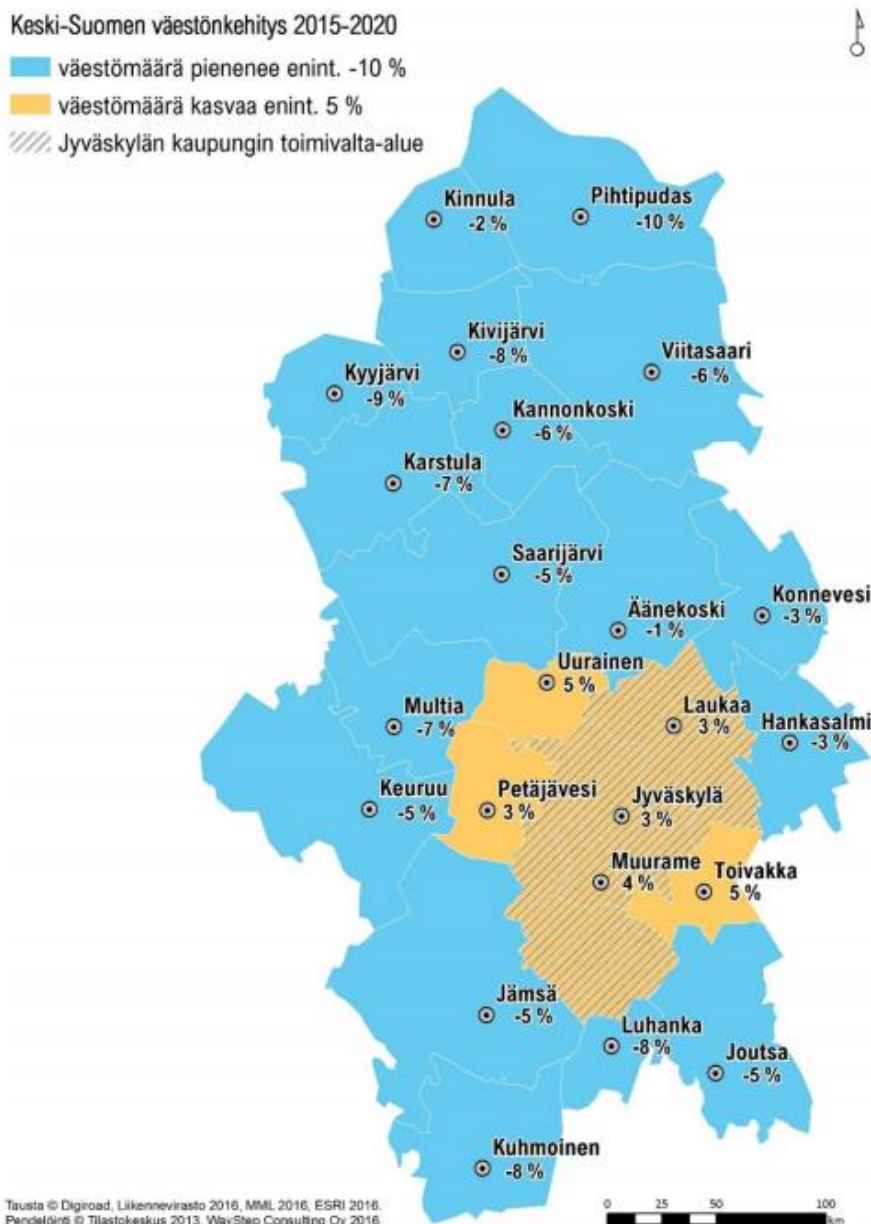


Red lines show pedestrian and cycling routes along the public roads in Central Finland. Their length is total of 433 km. In addition to these, there are numerous pedestrian and cycling routes in the centres of cities and municipalities. (Source: Central Finland ELY-center 2018)

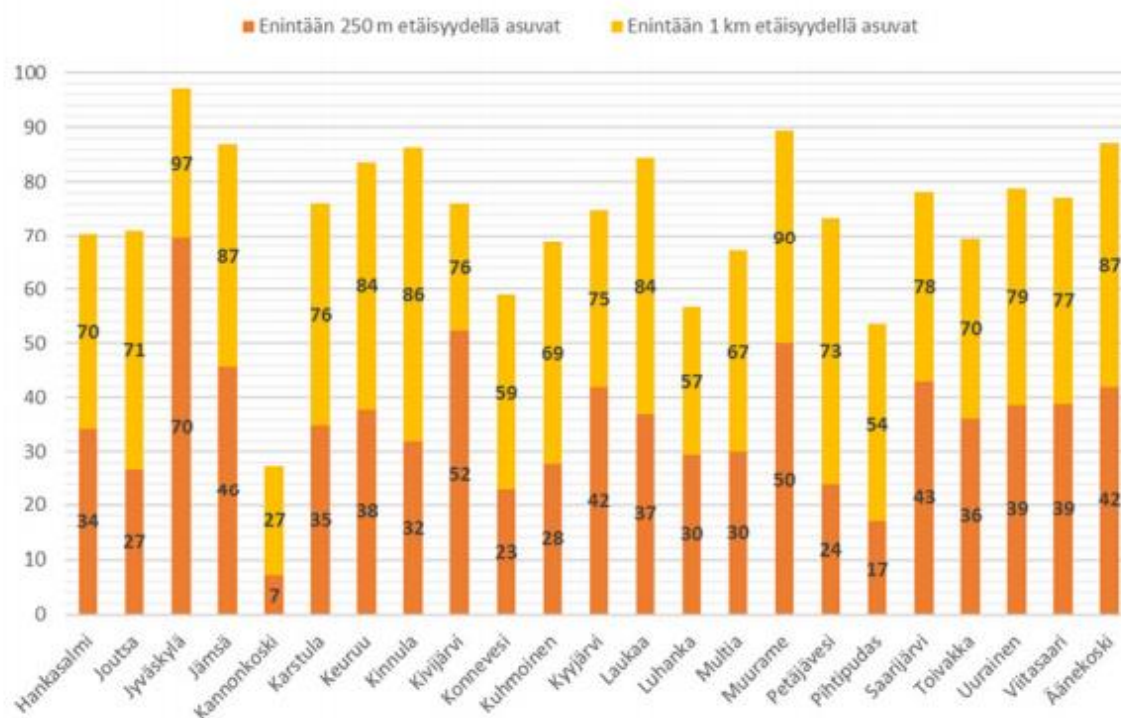


Accessibility by public transport, Regional and local soft mobility offers

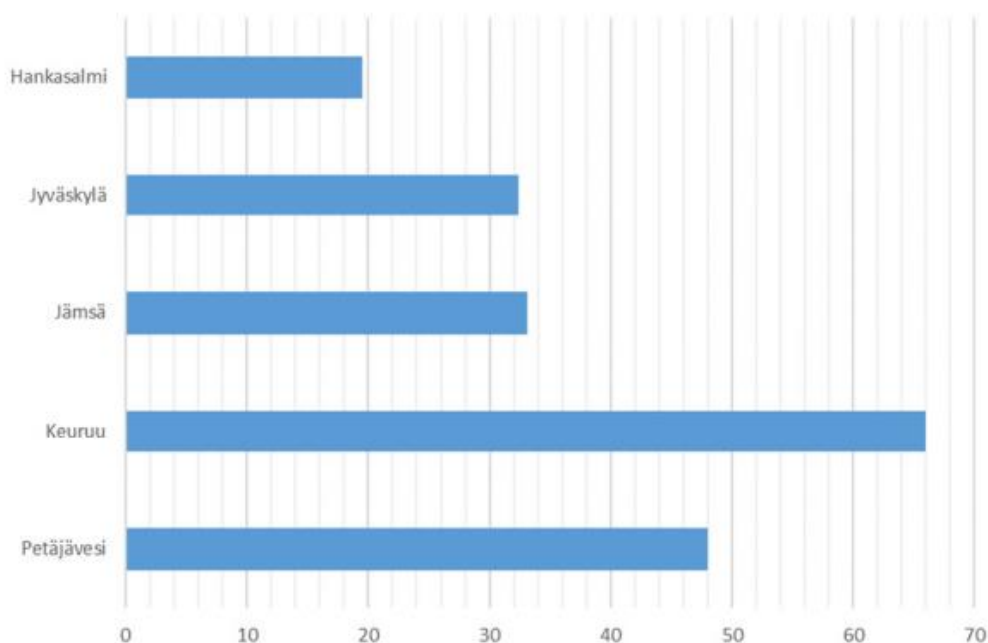
In Finland, organizing a well-functioning public transport system is estimated to require a minimum population density of 20 inhabitants / hectare. In Central Finland in 2015, only in Jyväskylä city area more than half of the population is living in such an area. In other parts of the region, in 10 municipalities of total 22, 5-25% of the inhabitants live in areas with population density allowing public transport. In the remaining municipalities (12 of 22), the population density is lower in its entirety. (Source: Central Finland ELY-center 2017, Climate program 2030, 2018).



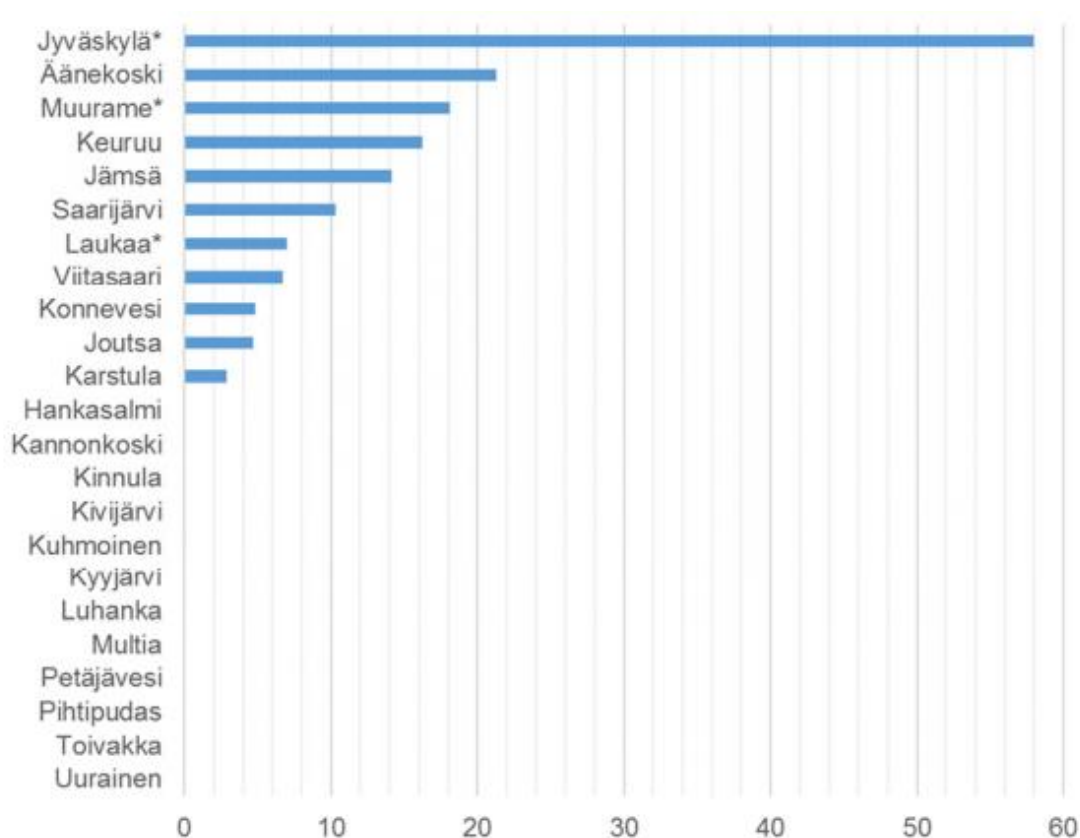
Development of population in Central Finland, years 2015-2030 (Statistic Finland 2016). In blue areas population is decreasing by max. 10%, in yellow areas population is growing by max. 5%.



Percentage of people of the region (in municipalities) living near a bus stop in central Finland (Source: Liiteri 2016). Orange pillar: distance max. 250 m, yellow pillar: distance max. 1 km.



Percentage of people of the region (in municipalities) living in max. 2,5 km distance of a railway station (Source: Liiteri 2016)

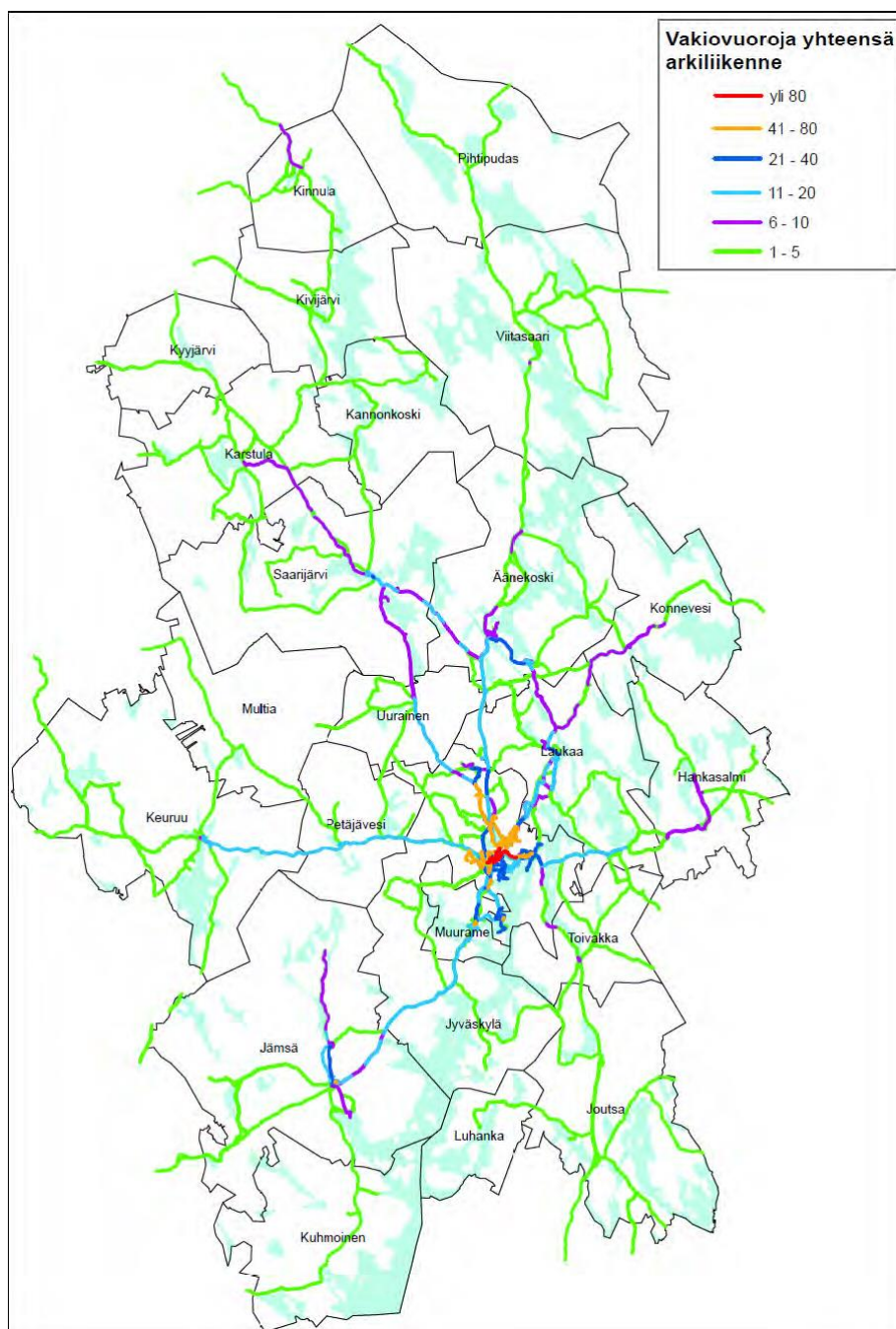


Percentage of inhabitants by municipalities, living in areas fulfilling the conditions for well-functioning public transport - Only 9 of 23 municipalities. (Source: Central Finland ELY-center, report 6/2017)

By public means of transport, the travel time between Jyväskylä and Helsinki is about three to four hours. Jyväskylä is connected to Helsinki-Vantaa airport by plane-train connection. Travelling time from Jyväskylä/Tikkakoski airport to Helsinki – Vantaa airport by plane is about half an hour. There are daily connections. There is no regular local public transport connection to Tikkakoski airport.

At the moment, it is not possible to determine the total number of regional passengers using public bus transportation.

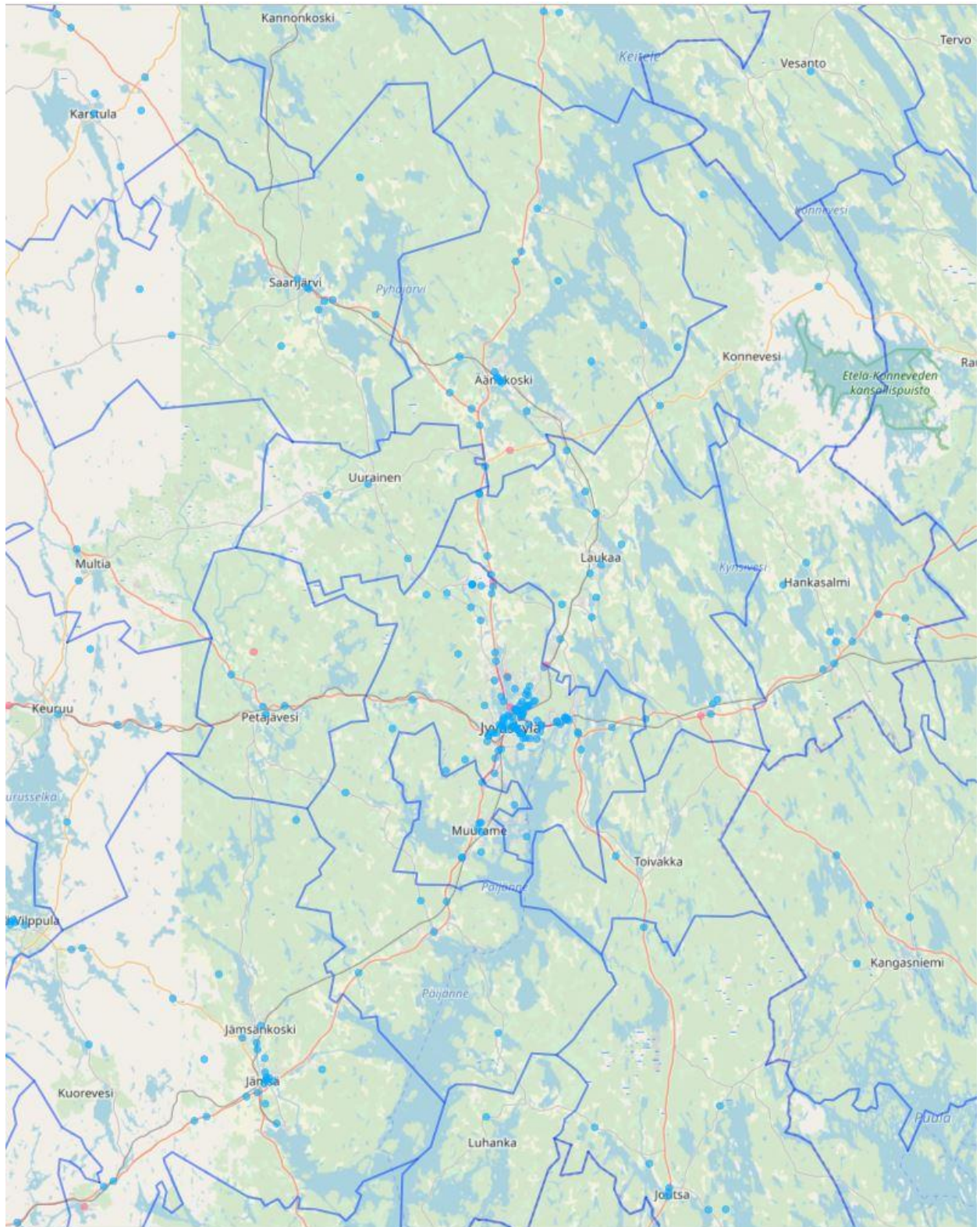
Train network mostly benefits travelling in and out from the region. There is a local train connection from Jyväskylä to Petäjävesi and Keuruu, to Jämsä and to Hankasalmi. Main public transport station of the region is in Jyväskylä.



Bus connections on winter working days, year 2011, both directions, summit.

Traffic accidents causing personal injuries and the consequences on the roads in Central Finland, years 2016-2017 (source: Finnish Transport Agency 2017):

Year	fatal accidents	accidents with injuries	personal injuries	deaths	injured persons
2016	7	163	170	7	237
2017	9	178	187	10	253



Scenes of traffic accidents that caused death or injuries in Central Finland year 2017. (Source: <http://apps.strafica.fi/onn/> Strafica, Statistic Finland: Road accidents 2013-2017.)



Lake routes

Päijänne-Risteilyt Hilden Oy has operated ships across the length and breadth of Lake Päijänne waterway since 1963, starting running a water bus service in the immediate Jyväskylä area, ferrying people to their summer houses on various islands and across the lake in Jyväskylä to the Ainola dance pavilion. Major efforts were required in the 1970s and 80s to ensure the shipping business as a whole surviving on Lake Päijänne. At the present time the company operates vessels throughout the Lake Päijänne area – from Lahti, Heinola and Jyväskylä and, with the completion of the Keitele canal, also to Laukaa and Äänekoski. The company has five vessels. (Source: <https://www.paijanne-risteilythilden.fi/en/lake-routes/>)

Pricing and ticketing and Inter-modality

At present, there is a national ticketing system “eWaltti” which is valid in local public bus transport in Jyväskylä region and in the public traffic between Jyväskylä and Hankasalmi. The most important development targets for the public transport services are ticket system and information evolution - creating inter-modality. The goal is a shared ticket system for all public transport in the area. Travelers with season tickets are the most committed public transport users.

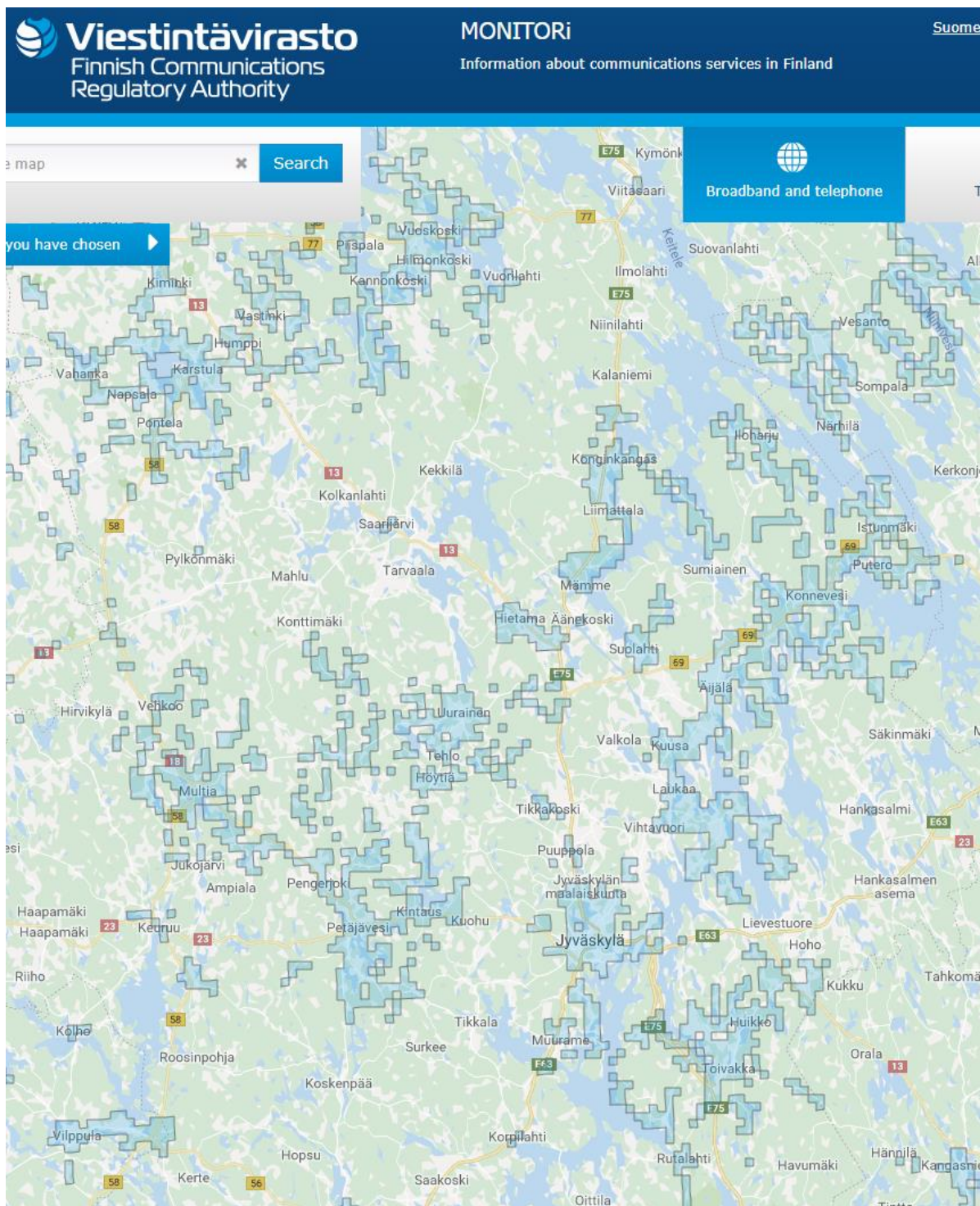
The Reittiopas.fi and Matka.fi by HSL and the Finnish Transport Agency are online since February 2017. The code is open-source. Address: <https://digitransit.fi/en/>. In Jyväskylä region there is a digital public transport transit service <https://jyvaskyla.digitransit.fi/>.

There are also several mobile route services available, for example the ones created in *Seinätön Museo* -project in co-operation with museums in Jyväskylä region and GoKeuruu – application in Keuruu region. Thematic trails can also be found in CityNomadi-service <https://citynomadi.com/get-started>

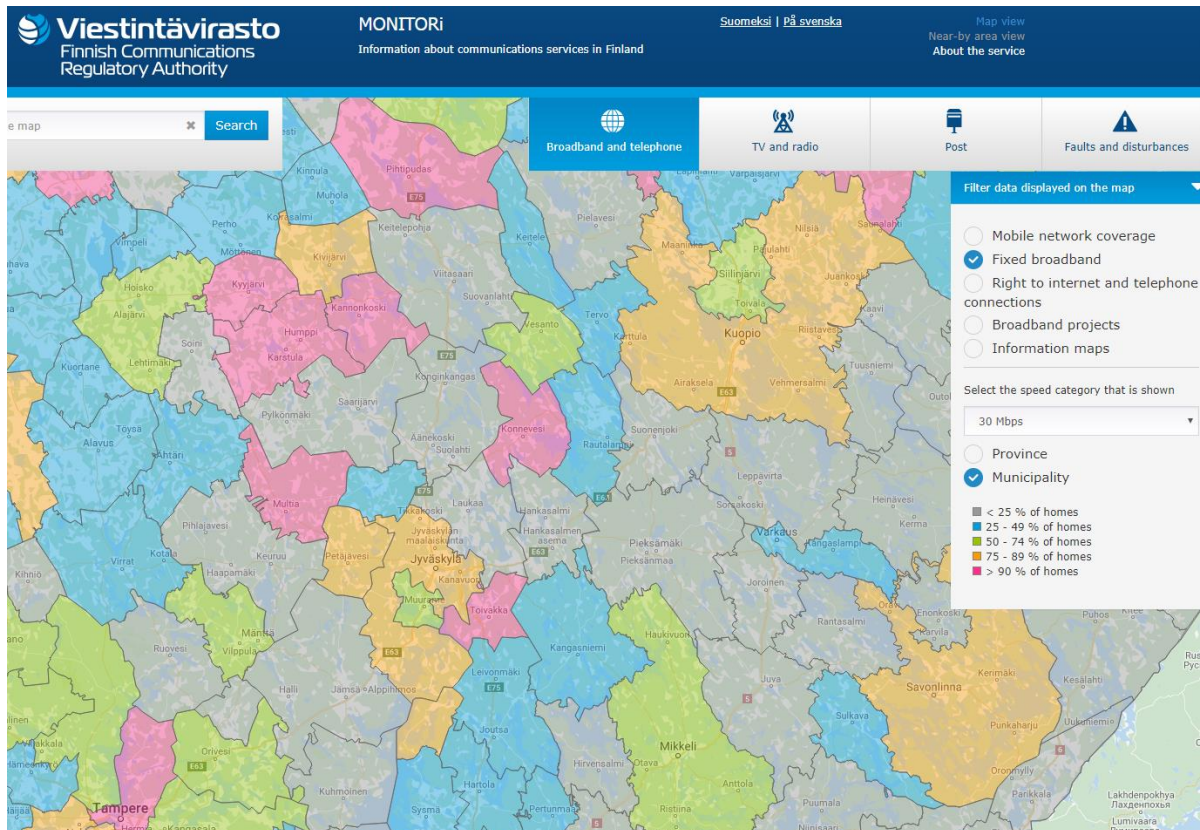
Digital accessibility

All Finns are entitled, regardless of their place of residence, to obtain at home or place of business a functioning telephone connection and 2 Mbps broadband. In addition, persons with hearing and speech impairment are entitled to broadband and a text message service enabling a video connection. FICORA secures the rights of users by designating a telecommunications operator as a universal service provider to provide these services in the areas where the supply is otherwise insufficient.

Around 1.74 million households in Finland have access to fixed broadband with download speed of 30 Mbps or more. This represents 66 per cent of all Finnish households. The number has increased by roughly 8 per cent compared to one year earlier, which means that fibre deployment has led to around 130,000 additional households gaining access to high-speed broadband in 2016. (Source: <https://www.viestintavirasto.fi/en/statisticsandreports/reviewsandarticles/2017/fibre-guarantees-access-to-high-speed-broadband.html>)



The map above is showing the areas where at least some of the households had access to a fibre-optic subscription on 31 December 2017. Due to the rough geographic division (1x1 km grid), the availability information is indicative. (Source: Finnish Communications Regulatory Authority, <https://eservices.ficora.fi/monitori/area>)



The percentual coverage of fixed broadband network, in 30 Mbps speed category in municipalities is shown on a map above (Source: *Finnish Communications Regulatory Authority*, <https://eservices.ficora.fi/monitori/area>)

Sources:

Determining public transport service level Central Finland's public transport, Central Finland ELY-center, report 6/2017

Central Finland cycling program 2018-21, 2018

Central Finland Climate programme 2030, 2018

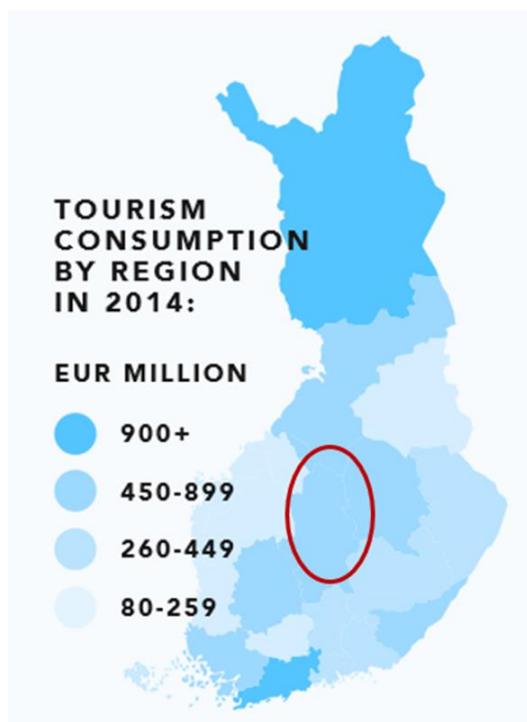
Finnish Transport Agency

Finnish Communications Regulatory Authority, MONITORi – information about communications service in Finland <https://eservices.ficora.fi/monitori/area>

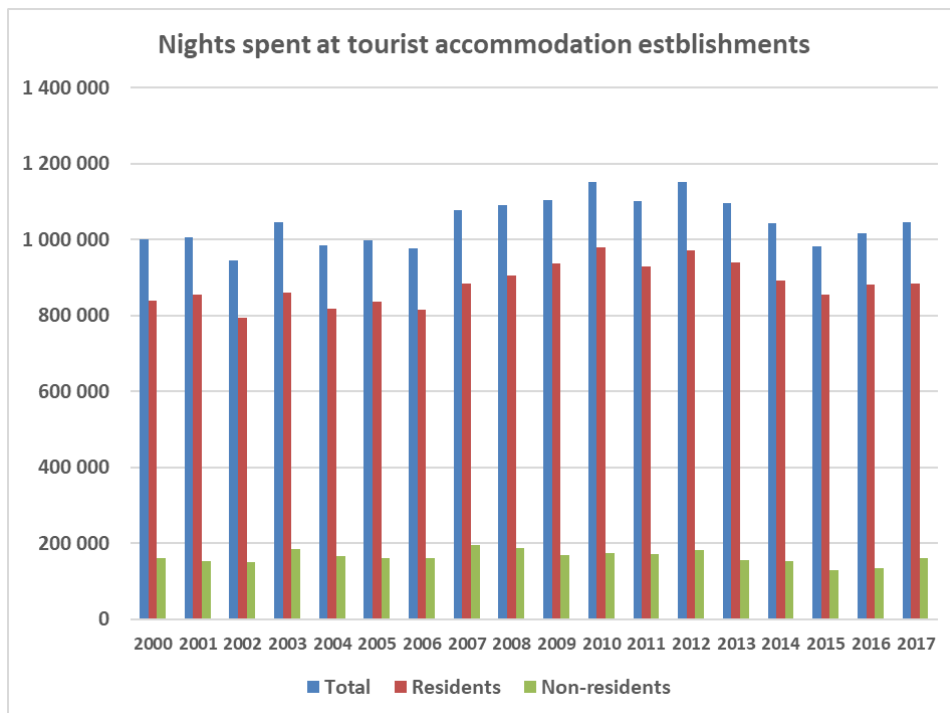
5. Tourism and Leisure

Tourism's significance to Central Finland's economy

In 2016, tourists spent a total of euro 482 million in Central Finland. This includes the consumption expenditure of Finnish and foreign tourists. Foreign travelers accounted for 11 % (euro 51 million) of total tourism consumption. Tourism's contribution to the GDP is 2.3 %. Total employment in the tourism sector was 2500 people in 2016.



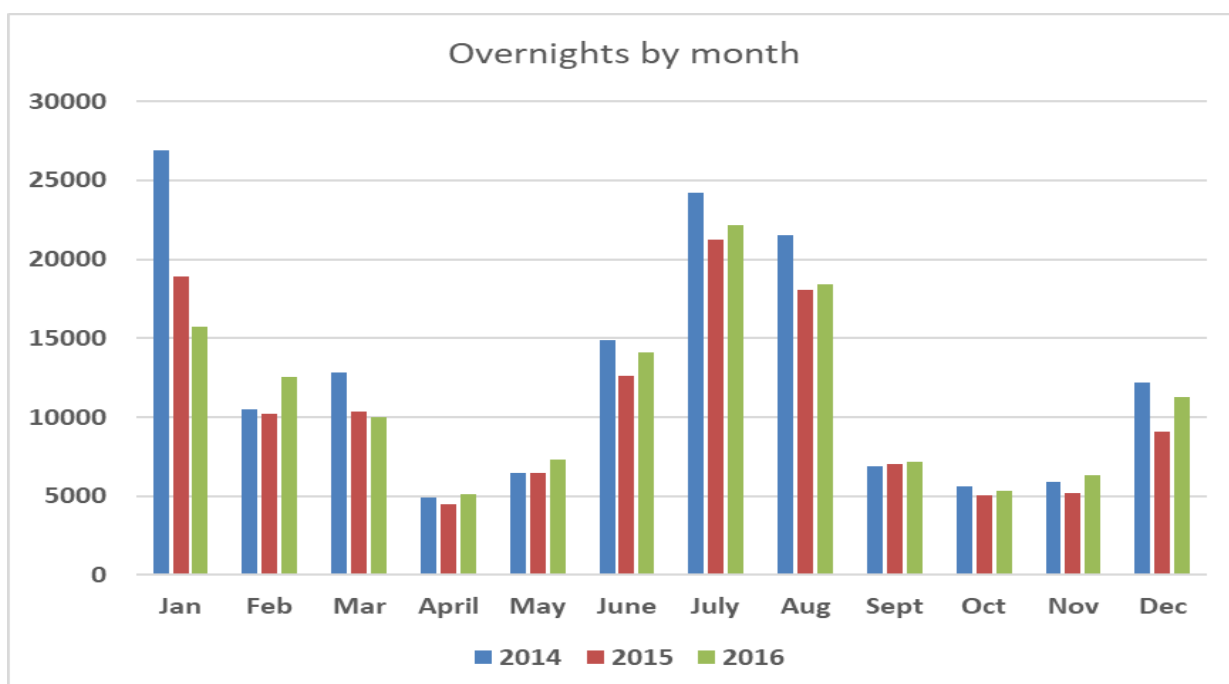
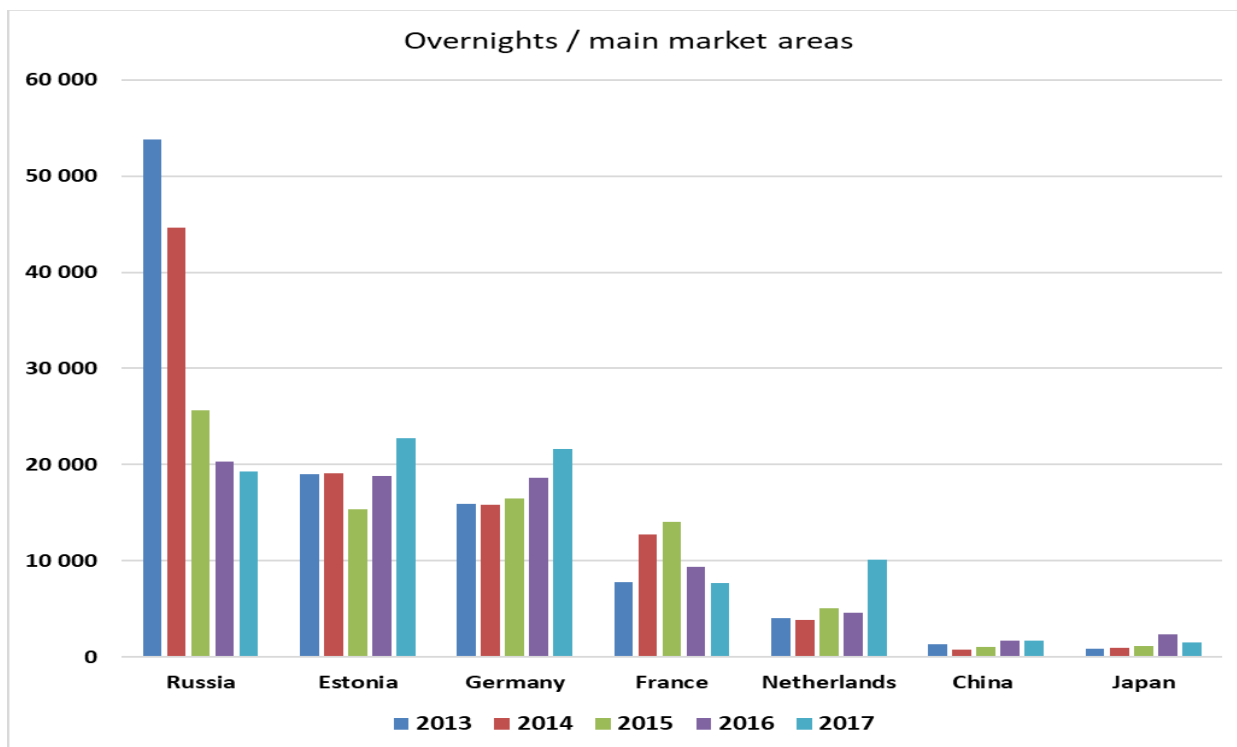
The total amount of overnights at accommodation establishments is little over 1 million. Central Finland's market share of Finland's total overnights is about 5 %. More than 80 % of the overnights at accommodation establishments comes from Finland and only 16 % comes from abroad. Therefore the main objective of the tourism strategy is to increase the number of foreign tourists in the region.



At the moment, Central Finland's main market areas are Russia, Germany, Estonia, France and the Netherlands. In the coming years, there will also be more customers from the Asian market. Finland has very good flight connections to the Asian countries. Russians and Estonians are having their holidays in Central Finland mainly in winter (downhill skiing, skiing, cottage holidays) and Germans



and Dutch in summer. In Central Finland we have tourism all year round. The busiest months of Central Finland are June-August and January-March.



What Central Finland offers to tourists

The region of Central Finland lies in the western part of the Finnish lake district. In the area of Central Finland, water areas account for a good 16% and the total number of lakes is 3700. We have five national parks, plenty of high class holiday cottages to rent and farm holiday locations, four winter sports and downhill skiing centres, spa hotels, golf courses, large area of inland watercourses for fishing, boating and paddling. Lake Päijänne is Finland's longest (120 km) and second largest lake. The water is drinkable clean and the drinking water in Helsinki is taken from the lake Päijänne. Central Finland is the sauna region of Finland with plenty of rental saunas by the lakes and also sauna industry. In the region there are 36 000 summer cottages of which several hundred are for rent to tourists.

Jyväskylä, the capital city of Central Finland, is a combination of nature and cultural services. In Jyväskylä you will find the largest number of buildings in the whole world designed by the world-famous architect and academician Alvar Aalto. Jyväskylä houses also the Alvar Aalto Museum, The Craft Museum of Finland, Art Museum, The Museum of Central Finland and Finnish Airforce Museum. There are two UNESCO world heritage sites in Central Finland: the Petäjävesi church, built in 1764 (example of Finnish timber construction) and Struve geodetic arc measuring point. Jyväskylä hosts a large variety of events: Jyväskylä Arts Festival, the oldest festival in Finland, the world championship rally "Neste Rally Finland", the biggest annual motor sports event in the Nordic countries, The Alvar Aalto symposiums, City of Light -event. Jyväskylä is also the location of many congresses, trade fairs and meetings.

Jyväskylä is a popular sports city. The University of Jyväskylä is home to the only Faculty of Sport and Health Sciences in Finland. Research in sport and physical recreation is conducted by KIHU (Research Institute for Olympic Sports), LIKES (Foundation for Sport and Health Sciences) as well as the Sports Laboratory of the University of Jyväskylä.

CENTRAL FINLAND / Accommodation	2017
Accommodation establishments	53
Rooms	3 192
Room occupancy rate %	49,7
Average room price euro	91,09
Beds, number	9 055
Average bed occupancy rate %	30,4
Average price of overnight, euro	52,05
Rental cottages	several hundreds

Marketing

In Jyväskylä region, Visit Jyväskylä is responsible for outlands tourism and marketing.

Travel brochure 2017: <https://visitjyvaskyla.fi/filebank/4518->

Visit Jyvaskyla matkailuesite 2018 ENGLANTI.pdf

Alvar Aalto

Jyväskylä is the capital city of Alvar Aalto's architecture. In Jyväskylä, you'll find the largest number of masterful buildings in the whole world designed by the world-famous architect and academician

Alvar Aalto. The impressive portfolio of 28 locations includes, for instance, the Alvar Aalto Museum, Muurame Church and Säynätsalo Town Hall, which is regarded as one of Aalto's finest works. In Jyväskylä it is possible to tread in the master's footsteps from classicism to functionalism and from architecture in brick to monumentalism. Guide bookings can be made at Tourist Information. There are also thematic Aalto Tours available. At the Jyväskylä Region Tourist Office, it's possible to buy a brochure about sites designed by Alvar Aalto. (Source: Visit Jyväskylä, <https://visitjyvaskyla.fi/en/alvaraalto>)

National parks

The national parks are extensive nature conservation areas with the crucial task of ensuring biodiversity and giving people the opportunity to relax and enjoy nature. The parks have marked hiking routes, nature trails and campfire sites. Visitors can also stay overnight in the national parks at designated camping sites or shelters and huts. There are 40 national parks in Finland and five of them are located in Central Finland. Metsähallitus is in charge of managing National parks and their facilities.

There are several nature centres in Finland, related to national parks. There is no visitor centres in Central Finland. In Isojärvi national parks there is a historical site, Heretty loggers' cabin. It was built during the winter of 1946 - 1947 as a base for forestry work, where forestry site workers could stay. Today visitors can learn about the history of forestry in the area through a photography exhibit on the topic housed at the cabin. There is a cafe in Heretty during summertime. You can also hire a row boat, a canoe, a kayak or accommodation. Heretty cabin is accessible to the public when the summer cafe is open.

Also, there are several marked hiking trails connected to national parks. One of them, Peura-trail, passes through Central Finland area. Peura Trail's 115 km long route travels in Northern Ostrobothnia and Central Finland across the rugged Suomenselkä watershed area.

National parks in Central Finland:

Park	Municipality	size km ²	visitors/year 2017
Leivonmäki	Joutsa	30	20 100
Isojärvi	Kuhmoinen	22	17 800
Southern Konnevesi	Konnevesi	15	30 000
Salamajärvi	Kivijärvi, Kinnula	62	17 400
Pyhä-Häkki	Saarijärvi	13	21 000

Accessibility

According to Metsähallitus web-sites, none of Central Finland natural parks are accessible by public transport. In Southern Konnevesi, Leivonmäki and Salamajärvi national parks some parts of the marked trails are accessible by wheel chair users.

(Sources: Metsähallitus, <http://www.nationalparks.fi/hikinginfinland/facilities>)



National parks in Finland. Central Finland area marked with red line.

(Source: Metsähallitus (Finnish Forest Administration) 2017, <http://www.nationalparks.fi/>).

Everyman's right

People of all nationalities have the right to enjoy the Finnish countryside freely under the traditional Finnish legal concept known as "everyman's right". But together with these wide-ranging rights comes the responsibility to respect nature, other people and property. Special regulations in national parks and many nature reserves additionally limit activities such as camping, hunting, the use of motor vehicles, and access to sensitive areas during the nesting season. Such restrictions are listed separately for each area.

The list below summarises the main rights and responsibilities within everyman's right:

You may	You may not
<ul style="list-style-type: none"> walk, ski or cycle freely, except very near people's homes, or in fields and plantations which could easily be damaged. camp out temporarily, at a reasonable distance from homes pick wild berries, mushrooms and flowers, as long as they are not protected species fish with a rod and line use boats, swim or bathe in inland waters and the sea walk, ski, (or drive a motor vehicle) or fish on frozen lakes, rivers and the sea. 	<ul style="list-style-type: none"> disturb people or damage property disturb reindeer, game, breeding birds, their nests or young let pets off leash cut down or damage trees collect moss, lichen or fallen trees from other people's property light open campfires without permission, except in an emergency disturb people's privacy by camping too near them or making too much noise leave litter drive motor vehicles off road without the landowner's permission hunt without the relevant permits fish with nets, traps, or a reel and lure without the relevant permits

(Source: Metsähallitus, luontoon.fi)

Principles of sustainable tourism

The following principles are intended to guide the sustainable tourism operations in all national parks, nature sites and historical sites managed by Parks & Wildlife Finland. These principles are implemented also in all UNESCO World Heritage Sites in Finland. Each principle is followed by more detailed objectives helping in implementing the principles in practice. We promote sustainable tourism. In order to achieve this goal, we cooperate to:

1. Support the preservation of valuable features at the sites and promote their protection
2. Minimise the load on the environment
3. Strengthen local aspects
4. Promote use of the sites to increase health and well-being
5. Promote growth and job creation in the local economy
6. Communicate together the values and services of the site

More information: <http://www.metsa.fi/web/en/sustainablenaturetourism>

Silent areas

As a part of regional planning process, Regional Council of central Finland has investigated the silent areas of the region. They are not presented in the Regional plan but they have been notified when defining the Tourism and recreational attraction areas in Central Finland. Silence and the



purity of nature are key factors for Finnish tourism. In silent areas no human sounds should exceed 35 decibels. In the selection of silent areas also connection with nature recreation and nature tourism was a relevant factor. Silence connected to nature values and tourism and recreation potential offers more value and significance to the region.

Sauna region of the world

The heart of Finnish sauna culture lies in Central Finland, called the sauna region of the world. The region is specialized in offering authentic sauna experiences next to a lake. The world's largest smoke sauna is located in Laukaa municipality, Tupaswilla resort. There are also sauna-related well-being experiences available in the region, like sauna yoga, log cabin sauna, sauna in a tent, sauna with spells and charms or a sauna journey. One of the regional specialities is "Sauna marathon" which is organized every summer by local villagers in Kuohu village, Jyväskylä. The location of 61 public saunas can be found on a map: <https://www.keskisuomensaunat.fi/en>. Sauna know-how is one of the strengths of the region: <https://visitjyvaskyla.fi/en/sauna>

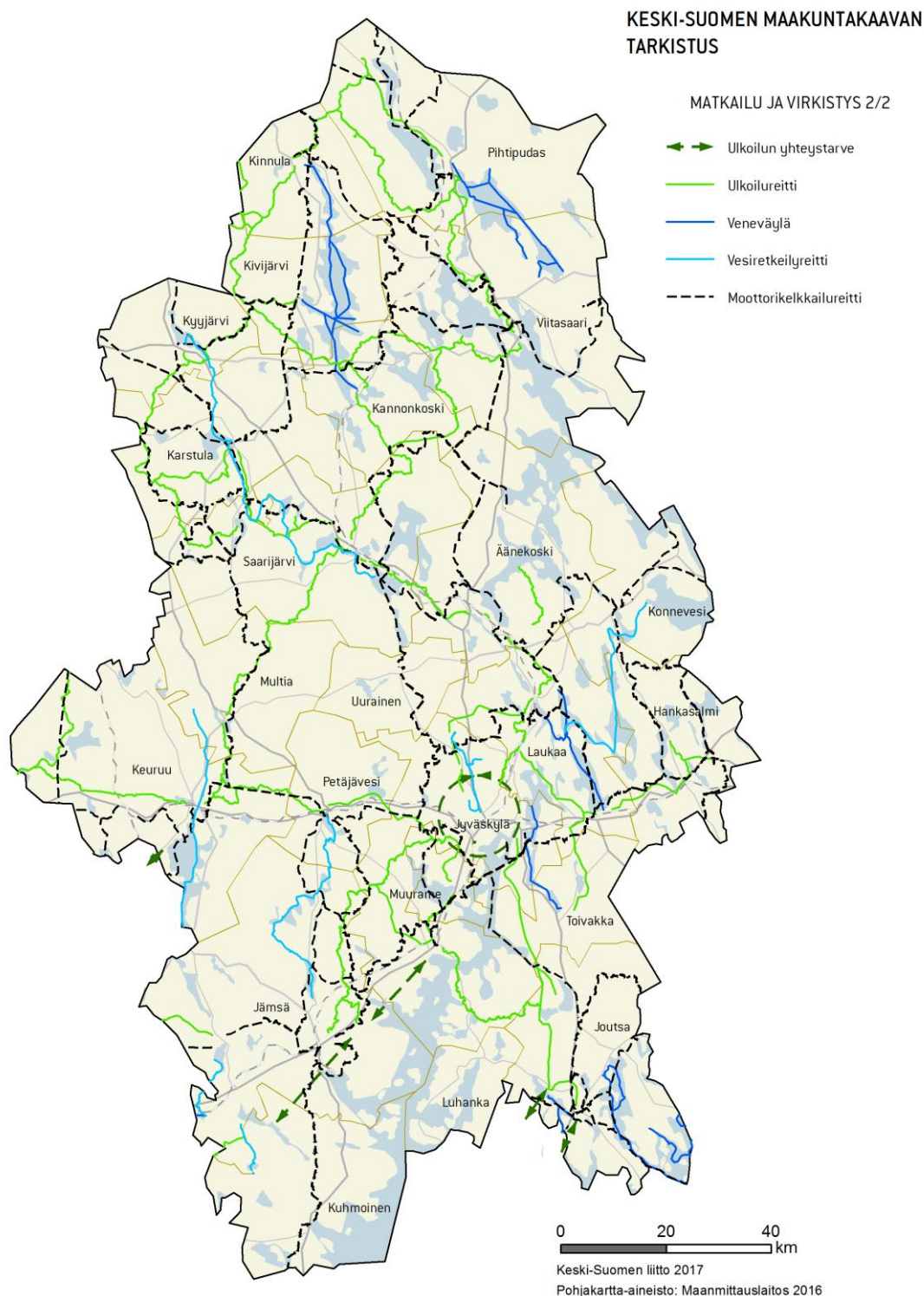
Leisure and sports

In Finland, the municipalities are offering free space for leisure activities in their nearby nature: hiking and cross country skiing tracks, a variety of areas for all-year-round sports and free and maintained beaches along inland waters. There are also boat harbors in practically every municipality having lakes or ponds in their area. Biggest municipalities have public swimming halls and ice stadiums. Most of the municipalities also offer a safe possibility for open-air winter swimming. According to *Finnish Land Use and Building Act*, a sufficient part of the shorelines have to be left free from other land use, to ensure free public access to watersides and to ensure a relative standard of nature conservation. Finnish beaches, winter swimming possibilities and swimming halls on map: <https://uimaan.fi/>

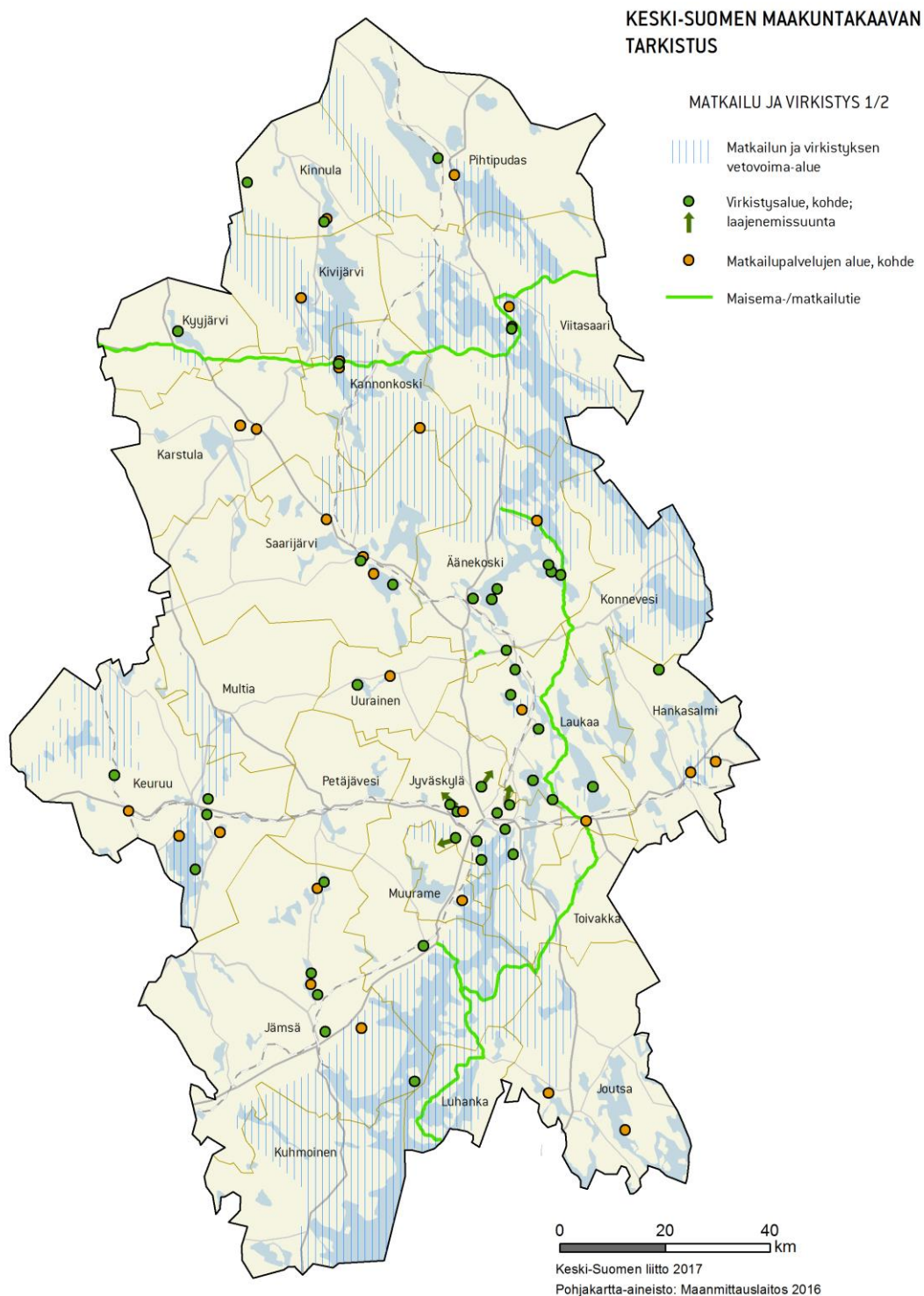
The biggest sports and skiing centers having also all-year-round tourism attraction in Central Finland are Himos Center in Jämsä, Laajavuori Ski Centre in Jyväskylä and Häkärinteet in Hankasalmi. Jyväskylä has about 360 facilities for everyday physical recreation, 500 kilometres of fitness and cross-country trails and 230 sports clubs.

Konnevesi-Laukaa canoe trail (59,9 km), Wäinölä canoe trail (69,2 km) and Haukisaari canoe trail (7,5 km) in Southern Konnevesi national park are the best known water trails of the region, though there are several other local trails. More information: <https://www.outdooractive.com/en/kayak-trails/finnish-lakeland/kayak-trails-in-finnish-lakeland/117330925/>

More information of the trails developed in Central Finland hiking trails out into the world -project by Jyväskylä university of applied sciences years 2016-19 can be found from web page <http://www.outdoorsfinland.com/>



Regional recreational routes, water recreation routes, waterways and optional snow mobile routes
in Central Finland regional plan



Regional tourism and recreation attraction areas, recreation destinations, tourism service destinations and tourism and landscape routes in Central Finland regional plan.

6. Existing policies related to ThreeT project features. Projects

Existing policies

Central Finland strategy 2040

The Regional Strategy 2040 is a strategic instrument directing the use of public funding (ESF, ERDF) in the region. It defines the most important development efforts in the region, identifies long-term development objectives and indicate economic sectors in which development is prioritized. The Regional Strategy 2040 indicates tourism, bio economy, digital economy, knowledge economy and well-being initiatives as the priority areas for development. It also covers land use planning, accessibility and regional transport where the main priorities are energy efficiency measures and sustainable green modes of transport such as biogas. The main strategy is also complemented by The Regional Cultural Environment Programme and the Regional Tourism Strategy. Local and national government authorities must take account of the Council's plans and programmes in their own operations and other actions.

The strategy, however, lacks a concrete plan of action to become operative and its effectiveness is curtailed. Areas of possible improvements consist of the development of water/river routes, sport and nature routes, in view of their tourism potential and the fact that they constitute green modes of transport.

Central Finland's vision 2040:

Central Finland is a prosperous, international region. Knowledge, especially in bioeconomy and digital economy creates wellbeing. The main goals of the development are that in 2040 there are 295 000 inhabitants and 125 000 jobs in Central Finland and a train ride from Jyväskylä to Helsinki takes 2h 15min.

Central Finland Strategy is implemented by Regional Programme (four-year periods) and Regional Programme Implementation Plan (two-year periods), which describes the most important measures implementing Regional Programme and promotes current and valid regional development goals. Another legal tool for implementing the strategy is the Regional plan.

Three T- perspective can be included in all Regional Strategy 2040 priorities; the strongest connections are with Tourism, Wellbeing and Regional structure and accessibility.

Tourism Strategy 2020

The objectives of the Central Finland Tourism Strategy 2020 are to double the number of nights spent by international tourists and to increase the market share of Central Finland from 6% to 6.5%. Tourism has a lot of potentials and attractiveness in Central Finland, but further development is needed for development and international marketing.

The strengths and attractiveness of the province are largely based on nature, forests and lakes. Events, the sauna and Alvar Aalto are part of our unique offer. Using these elements, companies are actively developing new types of year-round wellness and tourism services.

Access to tourism services will be improved by making more efficient use of electronic distribution and marketing channels. The accessibility of tourist destinations and services will improve in the coming years through the development of track and road infrastructure. Flight connections must

also remain at least at current level. In international marketing, we are part of Lakeland Finland complex in Visit Finland's campaigns.

In the tourism strategy, the development principle is corporate orientation, so that development-oriented investments are funded mainly by corporate own funds. Where appropriate, public support is sought for joint international measures. Public actors develop the prerequisites for tourism, for example by regional and municipal planning and maintaining trail network and infrastructure.

The Central Finland Tourism Board is developing the competitiveness of the tourism industry and to strengthen its operating conditions in Central Finland. The activities of the Tourist Board relate to topical tourism and tourism themes. In addition to business presenters and visitors, the Tourism Board annually introduces a visit to an advanced tourist destination. The Tourist Board is one of the stakeholders in Three T -project.

Culture environment programme

Regional culture environment programme has been updated year 2017 to meet the aims of National Culture environment strategy 2014-2020. Main regional focuses are:

- Enhance cultural environment education and environmental consciousness
- The cultural environment as an entity (built heritage, cultural landscapes, ancient monuments)
- Cultivating UNESCO sites and enhancing international co-operation
- Enhancing cooperation and civic activity in the region
- Enhancing sustainable, innovative use of cultural environments in business activities

Central Finland Board of Culture Environment, called MAKU, is working actively in implementing the Cultural environment programme. In MAKU-group there are about 20 representatives from several public authorities, universities and other stakeholders in charge for cultural environment matters. MAKU-group is responsible for updating and implementing Regional culture environment programme. MAKU-group is one of the stakeholders in Three T -project.

Central Finland cycling programme 2018 -2021

Central Finland's Cycling Program was established in May 2018. It is the first regional cycling promotion program in Finland. Cycling Program is guiding the various stakeholders to work as a network and to produce an impressive and continuous cycling policy that is strongly related to municipal decision making. It aims to achieve long-term goals for increasing cycling and reducing private car traffic. An important part for achieving the vision is municipal cycling promotion programs or sustainable mobility programs.

Central Finland Exercise association KESLI was in charge for drafting the Cycling programme. The program is designed to guide regional action to increase the percentage of cycling and to promote cycling through public debate. KESLI is one of the stakeholders in Three T -project.

Central Finland climate programme 2030

The Central Finland Climate Program 2030 was established on November 2018. it aims at a 40% reduction in greenhouse gas emissions from the 2005 level by 2030. Climate is not a separate matter - all actions and decisions affect the climate. The climate program approaches emission reductions through concrete measures. Good practices presented in the Climate programme are mainly regional examples of existing measures to mitigate or adapt to climate change. Measures are divided into four thematic categories – Energy, Mobility, Production and Adaption. The Central

Finland Climate Program 2030 was made in 2018 as part of the Baltic Energy Areas - A Planning Perspective (BEA-APP) project funding program of the Interreg Baltic Sea Region.

olla vastuussa

Central Finland Regional plan

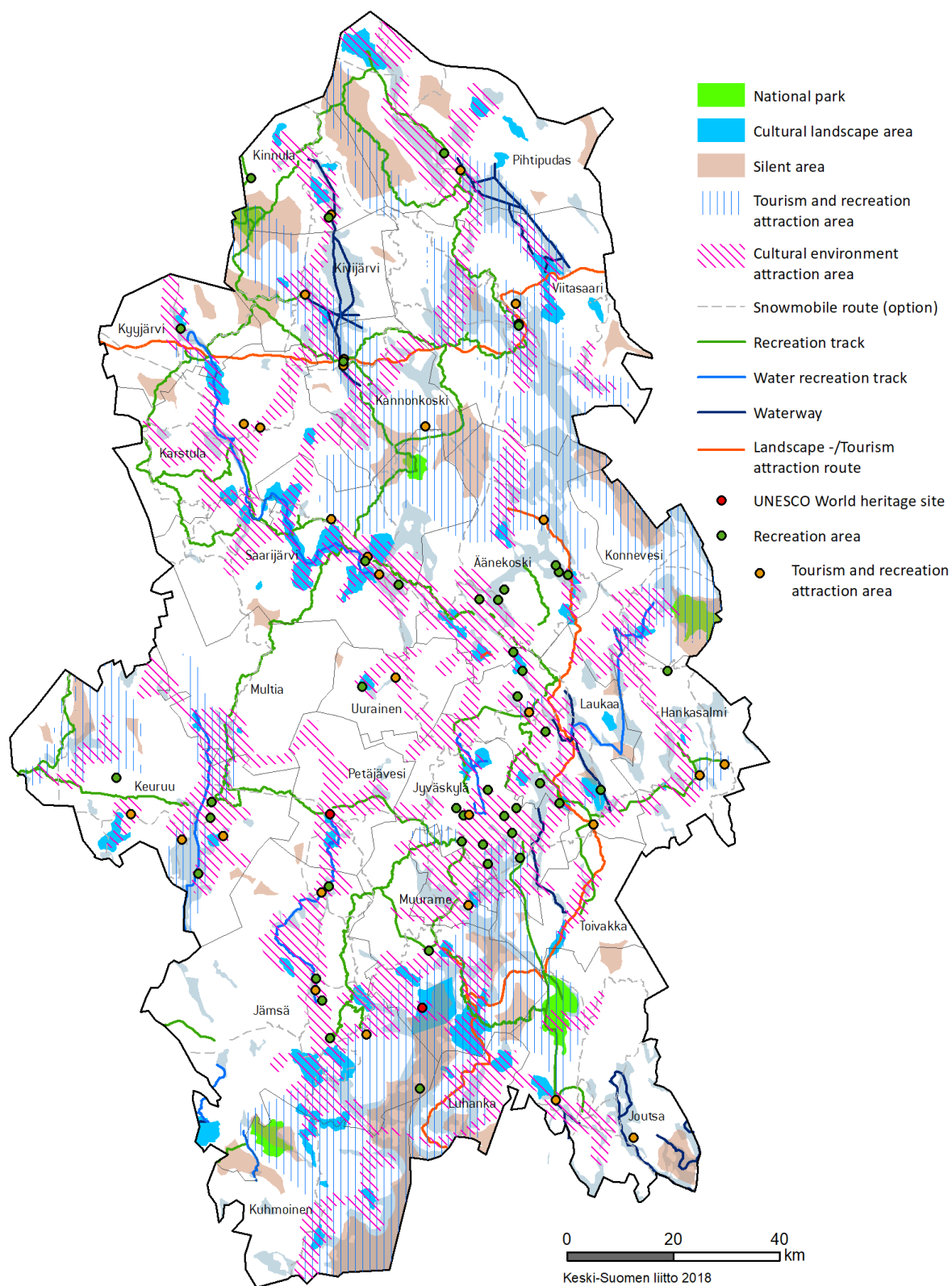
According to *Finnish land use and building Act (132/1999)* the regions are responsible for regional planning. The regional council must see to it that a regional plan is drawn up as needed and that it is kept up-to-date and developed. Regional planning includes the regional scheme, the regional plan which steers other land use planning, and the regional development programme. The regional scheme indicates the regional development goals. The regional plan sets out the principles of land use and community structure, and designates areas as necessary for regional development.

In planning, special attention shall be paid to the following: 1) appropriate regional and community structure of the region; 2) ecological sustainability of land use; 3) environmentally and economically sustainable arrangement of transport and technical services; 4) sustainable use of water and extractable land resources; 5) operating conditions for the region's businesses; 6) protection of landscape, natural values, and cultural heritage; and 7) sufficient availability of areas suitable for recreation.

Central Finland regional plan was updated in years 2016-17 and was established 26.1.2018. Regional Plan shows (among other factors) regionally and nationally important cultural and natural heritage, tourism and recreation attraction areas and trails and their potential. Likewise regional strategy, also regional plan aims at year 2040.

Main targets and trails with nature- or culture -related tourism potential in Central Finland regional plan and silent areas ~~and~~ are presented on a picture next page. The map lacks Alvar Aalto -sites and old (before year 1917) wooden churches since they are not presented in the regional plan.

Central Finland region is in charge for coordinating the national environmental education. Central Finland Environmental education Group KYKY is co-operating in the field. In the region, there is an active network for developing environmental education. KYKY -group is one of the stakeholders in Three T -project.



Central Finland Regional plan 2018: Silent areas and main targets and trails with nature- or culture-related tourism potential

Projects related to Three T

International:

Circwaste (LIFE15, 2016-2023) promotes circular economy and efficient use of material flows. One of the key focus areas in Central Finland is promotion of biogas production and use. Circwaste promotes circular economics and implements a national waste plan. The aim is to increase material efficiency, prevent waste generation and encourage the utilization of various by-products.

Creadis3 (Interreg Europe, 2017-2019) integrates culture and creative economy with economic policy instruments, including regional strategies.

Certess European Cultural Routes (Interreg IVC, JAMK Jyväskylä university of applied Sciences, 2012-14)

Regional:

Central Finland hiking trails out into the world, (JAMK Jyväskylä university of applied sciences, 2016-19) The project strengthens the nature tourism of Central Finland by improving the awareness of the main hiking trails, service capability and co-operation between actors. Main outcomes:

1. Development of key hiking trails in Central Finland from a tourism perspective, while at the same time promoting local people's local opportunities
2. Strengthening the vitality of the nature tourism business and creating new business opportunities

World Heritage boost to local services (HUMAK University of applied Sciences, 2016-18) Together with local actors, the project aimed to lay a foundation and to develop action models for increasing the utilisation and visibility of the two World Heritage Sites. A central part of the project is to strengthen the collaboration between entrepreneurs, educational institutions and the third sector. Enterprises, NGOs and local people were invited to participate in the project to reflect on how these two World Heritage Sites could be utilised, especially in developing and marketing the local services in the municipalities of Korpilahti and Petäjävesi as well as the region of Central Finland.

Lake Keurusselkä trails and harbours, Keuruu (Keulink development company, 2018) The purpose of the project is to create a complete picture of the harbours and routes of the Keurusselkä region. The project will make plans for both ports and the rehabilitation of routes - what, with what time, by whom and with what funding will they be restored. Plans are designed to create a functional model for the development and maintenance of ports and routing. The project has clarified the possibilities for the Mänttä-Vilppula and Keuruu cities to implement and publish a mapping application that includes the terrain and waterways of the Keurusselkä area, breaks and services.

Lake Päijänne as a brand (JAMK Jyväskylä university of applied sciences, 2018) Project aimed to strengthen and promote sustainable development and responsible activities on Lake Päijänne region and explore the conditions for applying for UNESCO biosphere region.

Central Finland New Hospital Concept “Hospital Nova”, Central Finland Hospital district 2016-2020. Hospital district is implementing a completely new hospital. Hospital Nova's interior design is inspired by the Central Finland National Parks. The aim is to bring the nature theme of the national parks to the hospital's customers and staff close to, among others, interior design, shapes and colours. The theme of the National Park is also supported by the Future of Art, Picture and Sound and Lighting of the Hospital. Hospital Nova project is taking an increasing interest in Central Finland and by Finnish and international stakeholders. In response to growing interest, there is an open showroom for visitors or visitor groups, where the project can be introduced. The concept is realised in co-operation with Central Finland hospital district and Metsähallitus (Forest Administration of Finland).

The knowledge center of wellbeing KEHO brings together experts, experts and actors from Central Finland's social and health care, sports and sports and welfare sectors into a multidisciplinary network. There are experts from 16 organizations involved in the group. Meijän polku (Our path) - Move and relax in Central Finland - is a promotion of public health and well-being aimed at a 30-year time span. The main themes of Meijän polku are exercise, rest, nature and co-existence. Meijän polku is part of KEHO group activity.

Adjusting central Finland national parks -project is about to start its actions in improving services and recreation infrastructure in central Finland national Parks (Metsähallitus)

Indicators, PP3: The aim is to increase visit / year by 10 000.

7. Stakeholders

The **Key Stakeholder Group** is having meetings and is in online co-operation through the project. The members are representing regional organizations in charge for implementing the regional strategies in the project. The group can be enlarged or members can vary, according to the needs of the project. The members are representing both the key organizations and the key regional boards of the region, which are mentioned as stakeholders.

- Regional Council of Central Finland / Liisa Bergius, Raija Partanen, Leena Pajala
- Central Finland Centre for Economic development, Transport and the Environment (ELY-center) / Soili Katko, Liisa Horppila-Jämsä, Lea Goyal, Tanja Tuulinen
- Central Finland Regional Museum / Miikka Kumpulainen
- Metsähallitus, Parks&Wildlife Finland / Tuula Peltonen
- JAMK University of applied sciences / Susanna Nuijanmaa
- HUMAK University of applied sciences / Annamari Maukonen
- Visit Jyväskylä / Susanne Sarvilinna
- Meijän polku / Pirjo Vuorinen, Central Finland Health Care District

Stakeholders are engaged during the project by assessing the suggested Good Practices, implementing the regional strategies, designing the toolkit for the Action Plan as well as implementing the action plan. They are the ones most likely to benefit from networking and learning from other partners and their stakeholders, attending and organizing the study visits and workshops organized by ThreeT project. There are also some organizations on a national level that have interest for the project.

- Development companies of the region
- Central Finland Board of Culture Environment
- The Central Finland Tourism Board
- Central Finland Exercise association KESLI
- Finland Environmental education Group KYKY
- Central Finland Transport System Group
- The knowledge center of wellbeing KEHO
- Ministry of The Environment
- Ministry of Education and Culture
- Visit Finland
- Municipalities and entrepreneurs of the region
- Local people

8. S.W.O.T. Analysis

SWOT analysis has been accomplished together with stakeholders in three meetings, held on 12.12., 18.12. and 20.12.2018. Participants: HUMAK university of applied sciences, Regional Council of Central Finland, Central Finland Regional Museum, Central Finland ELY-center, Metsähallitus, Parks&Wildlife Finland, JAMK University of applied sciences, Visit Jyväskylä, Keuruu Development company, Central Finland Health Care District.

Strengths

Good and adaptive comprehension of the responsibilities and possibilities of sustainable tourism

Every man's rights related to every man's responsibility and sustainable use

Silence as a nature and cultural reserve

Good and experienced public actors' and educational institutions' network connected to regional boards and associations. Local activity.

Modern architecture and Alvar Aalto, Unesco Word Heritage sites

Sauna culture and sauna know-how

Capital of sports and wellbeing

Good infrastructure for everyday sports and leisure in every municipality

Safety, pure nature

According to the statistics – a Region of Happy Inhabitants

Four seasons,

language skills, English materials

Scale – small-size-environments, no crowds or traffic jams

Regional rail connections

Opportunities

Involving locals – local networks created in ongoing and previous projects (1)

Digital accessibility and digital know-how

Excellent individual local products and services

Lakeland -brand

Boreal cultural and natural heritage

Musical heritage, choirs

Athens of Finland (education)

Pure nature and food connected to silence and wellbeing



Ecotourism

Green networks and ecological connections ongoing from Jyväskylä urban area to the countryside

Weaknesses

Accessibility by public transport is restricted – private car reliance

Human powered mobility: climate conditions (winter), topography, demography and relatively long distances: No reality in developing region-wide high scale human powered tourism

Weak abilities in merchandising and selling local services

Lack of visibility (local services)

On local level, lack of will in networking internationally

No standards for the quality of local individual services

Threats

Maintenance of trails and other sites

Challenging climate conditions

Ongoing expenditure - the final cost payer is hard to find

Sustainability – limits of tolerance of nature and culture heritage

Demography – Depopulation and aging of rural villages: lack of local services, changing of cultural landscapes

Small Scale local services: Aging, hard to involve the next generation to continue the work

Mites and mosquitos (if you are not used to beware)