Creating a sustainable future
– for the benefit of people and regions
CHANGES IN THE OPERATING ENVIRONMENT

- Increased need for skilled labour
- Emphasis on the importance of continuous learning
- Focus on climate change mitigation and adaptation as well as the promotion of good state of environment
- Digitalisation and other enabling technologies develop strongly
- Immigration grows in significance
- Growth in regional differences in the availability of services
- Urbanisation and multi-local living increase
- Demographic change - deteriorating dependency ratio
- Changes in participation and inclusion
- Transformations of transport underway
- Changes in weather and water conditions
- Pressure to assess the state and quality of public services increases
- Security threats change in form
- Competitiveness is increasingly built on competence and investments in research and development

OUR STRATEGIC PRIORITIES

SECURING WELL-BEING AND EQUALITY
- Basic services are safe and equally available on a regional level
- Better risk management and preparedness
- Legal protection becomes more proactive, quicker and more effective
- Overall security of society is at a good level
- Inclusion and involvement increase and marginalisation declines

INCREASING VITALITY
- Employment rate will rise to 75%
- Companies will renew, grow and become more international
- Level of education and skills will increase and the availability of skilled labour will improve
- State of the environment will improve
- More and more people will be active and capable of working in a changing labour market
- Operating environment develops favourably through cooperation and competitive conditions for companies will become more equal
- Competitiveness, health and safety of food production will be improved

STRIVING FOR CARBON NEUTRALITY
- More circular and bioeconomy solutions and sustainable use of natural resources
- Biodiversity and the state of waters will improve
- Climate change mitigation and adaptation will be supported

CUSTOMER RELATIONSHIPS AND DIGITALISATION
- We plan and implement our customer solutions together with customers
- We invest heavily in reforming our activities and utilising digitalisation
- Developing our activities and services is based on foresight and up-to-date information about our operating environment, activities and customers

COMMON OPERATING PRACTICES AND PARTNERSHIPS
- We play an active role in the networks, recognising the special characteristics of the regions
- Our communications are high-quality, timely and understandable
- We work in multiple locations and shared spaces, using uniform procedures and instruments that support consistent action
- We use and develop common information systems and resources with research institutes and agencies

STAFF AND WORK COMMUNITY
- We are enthusiastic and competent reformers
- We are open and we recognise the need for change
- We will promote wellbeing and inclusion at work
OUR VALUES

CUSTOMER-ORIENTATION

WE SERVE our customers proactively, fairly, swiftly and by reconciling interests.

EXPERTISE

WE OFFER our customers the best expertise and information. WE actively UPDATE our expertise.

COOPERATION

WE WORK together effectively and efficiently across administrative boundaries. WE DEVELOP our activities openly and in interaction with partners and customers.

HOW WE MONITOR THE IMPLEMENTATION OF STRATEGY

2020
Definition of monitoring indicators

2021
First joint mid-term review

2022
Possible specification of strategy

2023
Final evaluation and launch of strategy work for 2024-2027

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