



# RURACTIVE



## Northern Ostrobothnia, Finland

### D1 - Local Action Plan



Co-funded by  
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# 0. Reading This Local Action Plan

This Local Action Plan (LAP) documents the co-development process of solutions undertaken by each Dynamo to establish and empower its local Multi-Actor Rural Innovation Ecosystem (RIE). It is the result of a 12-month participatory and inclusive community-led process from May 2024 to May 2025, and contains both the description of the four steps taken to activate the RIE as well as the co-developed, innovative, place based solutions that will be implemented to support the just, sustainable and smart transition of the Dynamo's territory.

The solutions described in the LAP target one or more core Rural Development Drivers (RDDs, namely: Sustainable multimodal mobility; Energy transition and climate neutrality; Sustainable agrifood systems and ecosystem management; Nature-based and cultural tourism; Culture and cultural innovation; Local services, health and wellbeing) and integrate aspects from the three RURACTIVE crosscutting priorities (climate change mitigation and adaptation, social justice and inclusion, and biodiversity), and take into account gender considerations. During the co-development phase, Dynamos activated, engaged and empowered the local community through four Local Workshops (LWs) that provided support in defining their place-based solutions. This LAP presents the results of these four LWs, highlighting the crucial role of the local community in creating each solution proposal. For further reference to the methodology to activate the RIE and to the conceptual framework of RURACTIVE, the full documents are [available on the website](#).

Each LAP is organised into six main sections:

- Background and Strategic Vision – Introduces the territory, its cultural identity, socio-economic profile, and key development challenges. Further, it outlines the chosen RDDs that guided the focus of local action.
- Step 0: Getting Started – Describes the early activities to set up the foundational elements of the RIE and frame the work, including the selection of the RDDs and territories where the LAPs will be implemented, mapping of previous participatory processes, and a review of relevant local and regional policies.
- Step 1: Identification – describes the activities undertaken for brainstorming, analysing and prioritising local stakeholders
- Step 2: Engagement – explains how local actors were involved through events like Open Days and the creation of Local Task Forces (LTFs).
- Step 3: Empowerment – summarises the series of Local Workshops (LWs 1–4), the recruitment of Local Community Trainers (LCTs) for capacity building and training of local communities, how local challenges were identified, and how solutions were co-designed and refined through structured participation.
- Place-Based Solutions – Lists the key challenges identified and introduces detailed breakdowns of the main place-based solutions co-developed with RIE stakeholders to be carried forward into the implementation stage starting from September 2025

This LAP serves as both a strategic roadmap and a practical implementation tool. It is intended to guide the co-implementation of local solutions and to support replication efforts by other rural communities across Europe in the future. The LAP has been collaboratively developed by the Dynamo partner in close cooperation with their RIE stakeholders, with support and guidance from mentors at the University of Bologna and RURACTIVE project partners.

# 1. Background Information

## Uniqueness & Cultural Identity

**D1 Northern Ostrobothnia** focuses on the Iijoki river basin and particularly, it focuses on the development of remote villages, such as Livo and Panuma, that belong to the town of Pudasjärvi. The town of Pudasjärvi is well known for its 14 active villages, which have development plans of their own (<https://www.jarjenaarella.fi/ela-ihmeessa/>). The area is dominated by forested peatlands and wetlands and sparsely populated rural areas with scattered villages. Villages have a long history of farming, reindeer herding, fishing and forestry, but also have been greatly impacted by hydro power production and peat energy extraction. Some of these remote villages have active village associations that are committed to enhance rural life and develop their communities so that residents can keep living even in the most remote rural areas. These village communities are the key strengths and resources upon which future developments can and should be built. Additionally, the key tourist attraction, the Iso-Syöte ski resort, brings many tourists to the region, which might benefit tourism development also in the more remote and less connected villages of the wider Pudasjärvi rural area.



## Key Challenges

Challenges include depopulation, terminated peat energy production, changing forestry, increasing wind energy production, increased pressures for environmental restoration (e.g., EU restoration law) and local wishes for developing recreational possibilities, nature-based tourism and utilisation of variety of nature products.

The main nationwide challenge is to mitigate climate change and biodiversity loss by advancing the green transition and ecosystem restoration in economically beneficial and socio-culturally just and acceptable way. At the same time there is a need to enhance opportunities for recreational activities and create new job possibilities, especially in tourism, to replace traditional rural livelihoods that are now declining. These traditional livelihoods primarily include various forms of primary production and natural resource use, such as the now-terminated peat energy sector, intensified forestry, and scaled-up or transformed agricultural practices. Also, due to villages in Pudasjärvi being sparsely populated and distant from the economic centres, villages struggle with accessibility issues, lacking services, and having an ageing population. In terms of developing new nature-based products, gaining access to wider markets is also challenging.

## 2. Step 0: Getting started

### 2.1. Chosen RDDs

 <p><b>Sustainable agri-food systems and ecosystem management</b></p>	<p>As voluntary work, but also supported by governmental subsidies, local village associations have already restored local natural and cultural landscapes, rapids and rivers (e.g. Livo river), lakes and peat lands (e.g., round Panuma lake) and local hiking paths (Kupson kutsu-hiking path).</p>
 <p><b>Nature-based and cultural tourism</b></p>	<p>Tourism is a major development target in Pudasjärvi, but so far heavily centred on one larger centre, the Iso-Syöte ski resort. Remote rural villages have their own uniqueness and possibilities to develop new services and tourism products, but this potential is not well recognized and attached to tourism potentials.</p>
 <p><b>Local services, health and wellbeing</b></p>	<p>The focus area is very sparsely populated, and people are living in scattered remote villages far away from each other. Local logistics and services provision is lacking, although some peer-neighbour helping networks are already in place. Developing new logistics models and service provision is topical in the area.</p> <p>However, also developing tourism might support in also maintaining local services and peer help networks for elders.</p>

### 2.2. Starting to set up the RIE

The original geographical definition of the RIE area in Northern Ostrobothnia was the Iijoki river catchment area due to the local importance and overall innovativeness of the Iijoki River Agreement - Micropolis. This Agreement aims to coordinate land-use and livelihood development in a vast, yet interconnected, river basin. However, it covers several municipalities, governmental districts and even the City of Oulu, and differences between population, livelihoods, topical challenges and distances were highly varied.

After a first round of local negotiations particularly with the Iijoki River Agreement coordinator Lauri Rantala, the RIE was finally set up based on the **municipality of Pudasjärvi** which is a partner in the Iijoki River Agreement. In the municipality of Pudasjärvi, the 14 active villages have different challenges and development needs. The initial contact with the villages was through the Livo village

association *Livokas* and village collaboration officer of the town of Pudasjärvi. **Livo** is an active community of some 138 residents (2018, 73 men, 65 women.) This in addition to tourists and second-home owners, young and elderly people. The village of Livo is connected to traditional small-scale farming, forestry, reindeer herding and fishing. Additionally, other similar kinds of rural villages were contacted, such as the village of **Panuma**.

**The core of RIE** was formed around **University of Oulu**, the **development company Micropolis of the municipality of Ii**, which has had several participatory development projects in the catchment area and the **development company of the town of Pudasjärvi**, and especially with the officers responsible of tourism and village development. University of Oulu and Micropolis Ltd. that also started a Pudasjärvi focused project, MATAVA – Development of Goods Transport in Rural Areas, the local task force.

**RIE Coordinator:** Prof. Hannu I. Heikkinen took the role of RIE coordinator and local communications manager with the help of varying project members.

**RIE sites:** Onsite meetings and workshops have been organised **in the central community houses of the villages of Livo, Korpinen and Panuma**, and **all were organised hybrid due to vast distance between villages**. The core local task force has had in addition shorter online meetings whenever needed.

## 2.3. Local Policy Analysis Results

Land use and green transition policies are especially important in the RIE because nearly 50% of Northern Ostrobothnia's land area consists of peatlands, intersected by dozens of rivers. A large portion of this land has been drained primarily for forestry, but also for peat energy production. At the EU level the uttermost importance is the National implementations in the Climate plan for Land Use Sector, Finland's national Climate Act and Land Use and Building Act (132/1999). Especially the Climate Plan for Land Use Sector can turn into major challenge also for the main RIE area, the region of Pudasjärvi, since there are lots of drained peatlands and former peat energy production areas, but drained peatlands are also used extensively for farming and targeted for renewable bioenergy production.

However, there are some policies and programs that aim at restoring environments on the local level, that might create new recreation and nature-based tourism possibilities also for declining remote rural areas. The most important are the HELMI program, in which the Iijoki river's important tributary stream Livojoki and its rapids are being restored. Important are also the Nature Conservation Act and Nature Conservation Decree that have an impact on land use in or nearby nature conservation areas, such as Syöte National Park and Olvassuo Strict Nature Reserve. Many nationwide tourism strategies, such as the National tourism strategy of Finland 2022–2028, the Roadmap for the National Development of Cultural Tourism, National Nature Recreation Strategy 2030, but also the Development program of Fishing tourism 2023–2033 aim at improving nature-

based recreation and sustainable tourism businesses. Very important are also local initiatives, such as the former Regional Tourism Strategy of Northern Ostrobothnia (2021–2023), as well as more recent programs by the town of Pudasjärvi and Iijoki catchment area projects led by the development company Micropolis Ltd.



### Energy transition and climate neutrality

- land use for energy production, wind power, biomass production towards climate neutrality
- increase the energy production coming from wind power
- assess the impacts of the wind power plan to a sufficient extent (for instance with a local masterplan) in order to reconcile the needs of land use



### Sustainable agri-food and ecosystem management

- promote the reduction of emissions from land use, forestry and agriculture
- ecosystem management of forests, particularly peatland to improve them as carbon sinks
- ensure the involvement of land owners in decision-making concerning nature conservation and restoration
- build wetlands and network of resting area, restore mires and catchments, capture small carnivores to preserve biodiversity
- incentives for forest management practices
- increase fisheries tourism business



### Nature-based and cultural tourism

- land use for tourism purposes towards climate neutrality
- reduce air tourism
- protect areas of valuable landscapes shaped by human activity
- support sustainable development and inclusion through tourism
- respond to the digital transformation
- improve accessibility and cooperation within the sector
- ensure an operating environment that supports competitiveness and employment
- produce sustainable growth with focus on experiences and impacts on network basis
- develop product portfolio of cultural tourism and international cultural trails
- focus on sustainable and diverse nature recreation as a national success factor
- enhance the access and the value of nearby natural environments in decision-making
- promotion of health and wellbeing
- develop business models, marketing and economic sustainability in sustainable tourism
- improve rural tourism by stakeholders association initiatives

**What do  
our local  
policies  
tell us?**

**D1 – LOCAL LEVEL**

LOCAL POLICIES	Title of the policy in English	Date of issue	Scale
	Climate plan for Land Use Sector	2022	National
	Finland's national Climate Act	2022	National
	Land Use and Building Act (132/1999)	1999	National
	Helmi Programme	2021	National
	Decree on Voluntary Ecological Compensation	2023	National
	Nature Conservation Act and Nature Conservation Decree	1996	National
	Degree on incentive programme for forestry	2023	National
	National tourism strategy of Finland 2022–2028	2022	National
	Roadmap for the National Development of Cultural Tourism	2023	National
	National Nature Recreation Strategy 2030	2022	National
	Development program of Fishing tourism 2023–2033	2023	National
	Visit Finland strategy 2021–2025	2021	National
	Rural tourism development initiative for government	2022	National
	Regional tourism strategy of Northern Ostrobothnia 2021-2023	2021	Regional

Figure 1. Local policy factsheets based on the chosen RDDs.

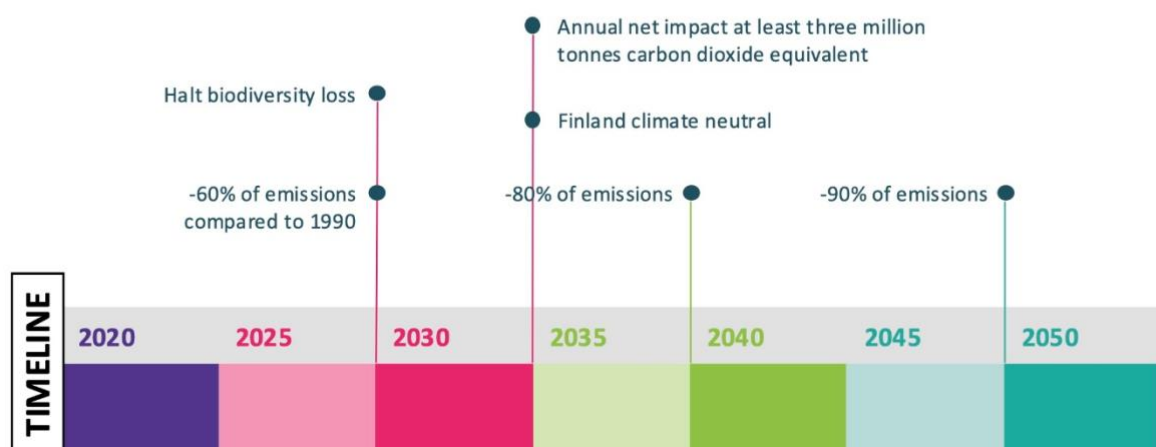
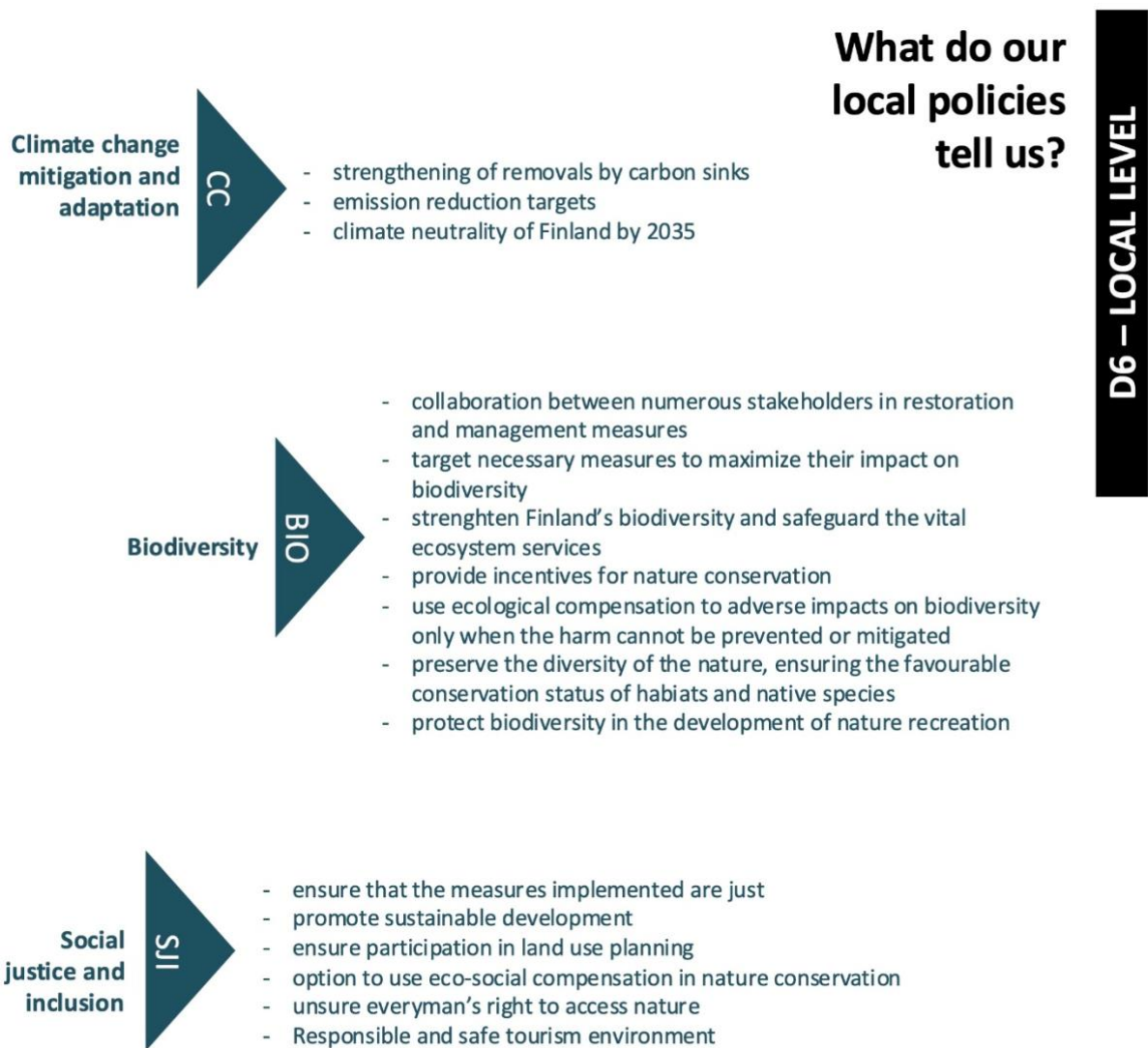
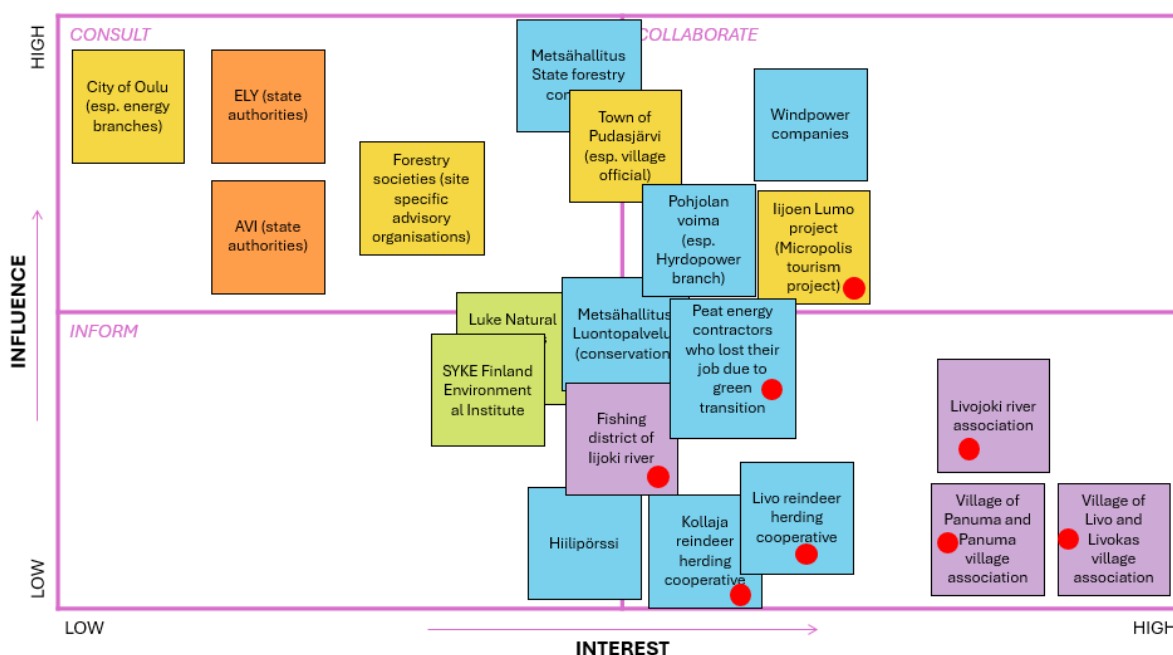


Figure 2. Local policy factsheets based on the crosscutting priorities.

### 3. Step 1: Stakeholders Identification: brainstorming, analysing and prioritising

#### 3.1. RIE composition

Stakeholder identification for Dynamo 1's RIE began by building on the existing village development networks in the municipalities of Ii and Pudasjärvi, particularly through the Pudasjärvi Development Company and Micropolis Ltd. Based on prior assessments, it was chosen to focus on the most remote villages rather than those near the Iso-Syöte tourism centre. Contacts were initiated with the Pudasjärvi Development Company, particularly with the village development officer. An initial TEAMS meeting was held with local experts, municipal officers—including the municipal leader—and with partners known from previous projects or invited through local contacts in the town of Pudasjärvi. This group later formed the core of the Local Task Force. Following this, village associations were contacted for the Open Day via the Pudasjärvi development company's official networks. Invitations to the wider stakeholder group were distributed primarily through the village development officer's channels. A special effort was put into involving farmers and reindeer herders, former energy peat producers, energy companies, and environmental restoration actors, but only a few of these actors showed willingness to engage further with the project.



**Figure 2:** Stakeholder identification matrix. Red dots represent stakeholders at risk of exclusion. The domains are represented by the colours: (National policy = orange, Local policy = yellow, Research = green, Industry/services/investors = blue, Public/user = purple).

1 Town of Pudasjärvi	Villages and communities cooperations and projects coordinator in Municipal level (Municipal officer)
2 Village of Livo and Livokas association	Rural village with 138 people (2018, 73 men, 65 women.). Village association 'Livokas' represents village.
3 Iijoki river association	Fishing district leader also active in fishing tourism and wetland restorations projects.
4 Village of Panuma and Panuma association	Rural village with some 46 permanent resident, 25 in neighbourhood and 100 second home inhabitants. Panuma village association represents Panuma village.
5 Fishing district of Iijoki river	Fishing district leader, and whole family active also in Panuma village association, reindeer herding co-operative and tourism business.
6 Iijoen Lumo -project	Iijoki river catchment tourism project of Municipal development company Micropolis
7 Hillipörssi Ltd. (Carbon stock exchange company)	Carbon trading/restoration/compensation company
8 Yhteistuuli Ltd. (Windpower company)	Wind energy company which is planning wind park close to Village of Livo for example.
9 Puhuri Ltd (Electric consortium)	Electric company consortium specialised in wind and hydropower.
10 Pohjolan Voima Ltd	Electric company, including hydropower
11 Metsähallitus / Talousmetsät	State forestry company
12 Metsähallitus / Luontopalvelut	State nature conservation company
13 Metsähallitus / Laatumaa	State property sales company
14 Metsähallitus / Morenia	State cravel etc. Sales company
15 Noeva (former VAPO peat energy company)	State peat energy company
16 Turveruukki Ltd. (City of Oulu peat energy company)	Part of Oulun energia / Energy of Oulu electricity company. City of Oulu owns and is responsible of former and closed peat energy production sites.
17 City of Oulu / Oulun energia electricity company, and land	City has expanded now to Iijoki river, when old rural municipalities had to join bigger city.
18 ELY center / Centre for Economic Development, Transport and Infrastructure	State authority for licencing and planning land uses. Both state level and regional level agencies
19 AVI / Regional State Administrative Agency	Land, industry and resources licencing authority
20 Luke / Natural resources institute Finland	State research / monitoring institution
21 SYKE / Finland Environmental Institute	State research / monitoring institution
22 Pudasjärven Livo paliskunta	Local reindeer heding cooperative in Livo village area
23 Kollajan paliskunta	Local reindeer heding cooperative in Panuma village area
24 Forestry societies	Site specific Foresry advisory organisation for forest owners
25 Ex-peat energy contractor	Lookin for other possibilities than peat energy for his earth work
26 MTK Agricultural interest organisation, local branch	Farmer and developer activist
27 Micropolis Ltd. Iijoki river agreement controller	Coordinate projects along Iijoki river
28 Town of Pudasjärvi	tourism development officer
29 University of Oulu/Micropolis	MATAVA project is ESR funded project of Micropolis and University of Oulu which seeks to find new logistic solutions to remote rural areas.
30 Village of Korpinen	Korpinen village is another remote village in Town of Pudasjärvi, whom invited us to organise next event there

**Figure 3: Prioritised stakeholders and their relevance**

## 4. Step 2: Stakeholders Engagement: local task force and involving stakeholders

### 4.1. LTF composition

The Local Task Force is a composed of 9 different members that are experts from various sectors and are distributed in the Quadruple Helix. The team includes professionals from research, development, Environment and most notably local village associations and village representatives. Currently, about 45% of the members are female.

The LTFs are listed as follows:

1. Sinikka Mosorin, Service designer (Development company of Pudasjärvi)
2. Markus Pyttynen, Tourism development officer (Development company of Pudasjärvi)
3. Lauri Rantala, Iijoki river catchment coordinator (Micropolis)
4. Anni-Inkeri Törmänen, chair of village association Livokas of Livo Village
5. Veikko Pekkala, University of Oulu researcher in MATAVA project
6. Aino-Maija Vuori, University of Oulu researcher in MATAVA project
7. Risto Tahkola, Sarakylä village representative
8. Eero Oinas-Panuma Village of Panuma Representatives.
9. Taimi Oinas-Panuma, Village of Panuma Representatives.

### 4.2. Open Day

On 8th August 2024, the Open Day of the RURACTIVE project at the Village House - old school in Livo was held with success. During the Open Day, the first meeting with local participants and the

presentation of the RURACTIVE project took place. In total, there were 15 participants (8 male and 7 female) mostly representing different village associations.

In the event it was discussed the future project developments and activities and what are the challenges to tackle in Pudasjärvi. In addition, other projects that had already been developed were discussed, along with the possibilities for building upon them. Finally, the next steps for the upcoming year in addressing local challenges together were considered. Many of the local participants committed to working with the Dynamo later in the process.



*Figure 4. Moments of the Open Day in the Livo Village house*

## 5. Step 3: Stakeholders Empowerment

### 5.1. LCT Recruitment



Elina Isoaho is doing her master's thesis in cultural anthropology at the University of Oulu, in a topic related to the RURACTIVE project. She is working as a research assistant in the project, and she also continues to engage with the stakeholders through interviews (research material generation for the thesis), making her a great candidate for the work as the LCT

*Figure 5. Elina Isoaho, Local Community Trainer (LCT) of D1.*

Previous education: forestry engineer (2002) and physiotherapist (2008). I have over 10 years of work experience in physiotherapy including 1.5 years in England. My first language is Finnish, and I am fluent in English. At the moment I am doing my master's studies in Cultural Anthropology. I have previously been working part time in the department of computer sciences. My job was to gather data for VR technology user studies. I am interested in IT technologies and what you can do with them, but I do not understand how they work and cannot do any programming.

## 5.2. LWs1 Vision and Challenges



**Figure 6:** Village house of Village of Korpinen, where LWs1 was held

Local Workshop 1 (LWs1) was held on 3rd October 2024 in Korpinen. In the workshop, the concrete challenges that the local participants potentially would like to address during RURACTIVE project were formulated. Also, it was created a vision for Pudasjärvi villages and their development. Based on the discussions, in total, 10 different challenges were formulated for future consideration. Based on these challenges, 5 of them were prioritized for the following workshop based on their feasibility.

A total of 16 participants attended the workshop including 6 new contributors who had not participated in previous events. Between the participants that filled in the templates for data collection, data indicate that the group was diverse in age, with the majority between 50 and 65 years old, and fairly balanced in gender (6 men and 4 women). There was a good distribution between RDDs and domains.

During the LWs1, a vision was produced discussing with all participants:

*Pudasjärvi and the surrounding rural area continues to be lively and safe place to live. New livelihoods and ways to do business and utilise local natural resources are developed for local needs. New livelihoods could relate to nature-based tourism, distributed energy production, local services, locally produced food, and small-scale manufacturing. Community based services and peer and neighbour help networks support elderly peoples' continued residency in their home regions while younger people find opportunities for employment through the community networks. Development direction leads to a future where people have pleasant everyday life, possibilities to get by with the support of their own work, and services will be organised in such a way that the villages stay viable.*

List of challenges	
Challenge 1– place based	<b>Eco-social compensations of energy projects</b>
Challenge 2 – place based	<b>New carbon sequestering farming methods and technologies for drained peatland fields</b>
Challenge 3 – place based	<b>Bureaucracy buster</b>
Challenge 4 – place based	<b>Vision for EU to move from an obstacle and preventer of creativity to enabler for innovation.</b>
Challenge 5 – place based and open call	<b>Village janitors (funding and organization)</b>
Challenge 6 – place based and open call	<b>"Local services" logistics portal for remote rural small-scale service providers and customer</b>
Challenge 7 – place based	<b>New bioenergy business ecosystems and organization models for utilization of excess biomass</b>
Challenge 8 – place based	<b>Absolution for the image of cows as climate change producer</b>
Challenge 9 – place based	<b>Diversified renewable rural energy business ecosystems and organization models</b>
Challenge 10 – place based	<b>Monetary compensation for recycled plastics as raw material</b>

### 5.3. LWs2 Learning from others

Local Workshop 2 (LWs2) took place on January 27, 2025, at the well-known Poro-Panuma Reindeer Farm, a local tourism hub. The workshop brought together 15 participants, including two new community members. The agenda included a project update, an introduction to the workshop format, and a collaborative session focused on identifying and prioritizing place-based challenges and solutions. Building on input from the Local Task Force and Dynamo's assessments, the previously identified challenges were narrowed down to five feasible ones. In the workshop, these 5 challenges were discussed, together with possible solutions found in the RURACTIVE solutions catalogue. While the workshop didn't immediately lead to ready-to-implement solutions, it successfully highlighted a shared priority among participants: the development of local, nature-based tourism. This focus aligned well with available resources, community interests, and the RURACTIVE project timeline.



**Figure 7.** Poro-Panuma Reindeer Farm where LWs2 was held

Recognizing the need to further developed this solutions proposal, a follow-up meeting was organised with the core stakeholder group, many of whom are active in local tourism. Based on this discussion, a single tourism development solution focusing on learning from already successful community-based tourism entrepreneurs, for the benefit of local village association members and potential tourism entrepreneurs around Pudasjärvi, was refined.

Later, with the support of UNIBO mentors and the Local Task Force members, the inputs received in LWs2 around the development of local, nature-based tourism was further developed into two solutions proposals while an additional one came from ongoing discussions between the LCT and the village associations members.



**Figure 8.** Moment of Lws2

List of challenges	
Challenge 1	<b>Lack of fair eco-social compensation for local communities impacted by large scale energy projects.</b>
Challenge 2	<b>Lack of subsidies and organizational models to revitalize village janitor services</b>

Challenge 3	<b>Developing and marketing new local products and improve branding of existing products and activities</b>
Challenge 4	<b>Lack of integrated local services and transportation logistics models</b>
Challenge 5	<b>Lack of sustainable, decentralized and community based small scale energy networks</b>

<b>List of solutions proposals</b>	
Proposal 1	<b>Fieldtrip and workshop for rural villages and entrepreneurs in tourism</b>
Proposal 2	<b>Branding and piloting sustainable village tourism products (later elaboration)</b>
Proposal 3	<b>Co-designed Digi-Guide booklet to address digital divide (later elaboration)</b>

## 5.4. LWs3 Fine-Tuning

Local Workshop 3 (LWs3) was organized on March 24th, 2025, at the Livo community house where the Open day was held the previous summer. 11 people attended the workshop and all of them had worked with the Dynamo before. Therefore, it was possible to enter quickly into the discussions about the solutions proposals. Three groups were formed based on the 3 chosen solutions and proceeded to note down information as it was laid out on the Canva template provided by UNIBO. These templates helped transform previously sketched out ideas into actionable solutions, fostering shared ownership and realistic implementation planning.

Discussions were lively and detailed, and most of the information based on the Canva were filled out. Only one of the small groups used the Canva directly. Others used a separate word document and used the Canva as a discussion tool. Because of time constraints and due to the task being rather complicated, some details related to e.g. budgeting were not completed fully based on the workshop discussions. Thus, additional information was gathered later in separate discussions with the participants, either in person or online.

**D1 Pohjois-Pohjanmaa Ratkaisu**

**SYNERGIAT**  
Mihin ratkaisuihin?

Avoimeen kilpailutukseen? Muut paikalliset hankkeet? Paikalliset ja EU-tason toimenpideohjelmat? Paikalliset kumppanit ja sidosryhmät?

**1 SUUNNITTELU**

PÄÄTAVOITE 1.a TOIMENPITEET 1.b OSATAVOITTEET 1.c SIDOSRYHMÄT JA NIIDEN ROOLIT 1.d RATKAISUSTA HYÖTYJÄT SÄÄNNÖT 1.e

**2 RESURSSIT**

KULTTUURI 2.a LUONTO JA YMPÄRISTÖ 2.b YHTEISÖ 2.c TYÖVOIMA 2.d RAHOITUS 2.e

**3 RATKAISUMALLI**

UUDISTUKSEN ALA

Digitaalinen ja teknologinen ratkaisu Rahoitus- tai liiketoimintaratkaisu SUKUPUOLTEN TASA-ARVO RYHMÄT

**4 LÄPILIEKKAAVAT TEEMAT**

ILMASTONMUUTOKSEN HILLINTA JA SOPEUTUMINEN LUONNON MONIMUOTOISUUS SOSIAALINEN OIKEUDENMUKAISUUS JA OSALLISUUS

**5 TOTEUTUS**

AKATAULU TOIMENPITEET 1 TOIMENPITEET 2 TOIMENPITEET 3

BUDJETTI JA KULURAKENNE

KESTÄVYYS / JÄRKYYS

Figure 9. Example of Canva used in LWs3

The solutions developed through the Canvas, in its different formats, in LWs3 were:

- Learning to imagine sustainable local new tourism possibilities course –
- Branding and piloting sustainable village tourism products (later elaboration)
- Co-designed Digi-Guide booklet to address digital divide (later elaboration)

## 5.5. LWs4 Co-Tuning

Local Workshop 4 was organized 23 May 2025, at Livo school/community house. 4 people from the Local Task Force attended LWs4 in addition to the Dynamo's team. Three different SMEs were present to pitch their solutions to the local group. Two SMEs were from Helsinki, Finland and one from Athens, Greece. In total, there were 11 people present in the workshop. One applicant was addressing challenge 2: "Lack of subsidies and organizational models to revitalize village janitor services" and two were offering solutions to challenge 4: "Lack of integrated local services and transportation logistics models".

The meeting developed first with a presentation from each innovator, a communal lunch and later a detailed review of how the solutions addressed all requirements of the challenge, including technical feasibility & Integration Plan. It concluded with sketching out an action Plan and setting the next steps.

Open Call for innovators: Selected Solutions Stage 1		
Proposal 1	<b>Vilhelp - Village Help and Services</b>	<b>Good House Oy</b>
Proposal 2	<b>Puddes - Pudasjärvi Delivery System</b>	<b>CoReorient Oy</b>
Proposal 3	<b>R-LOP – Rural Logistics Optimization Platform</b>	<b>Cyclefi Private Company</b>

## 6. List of Solutions and action plan of implementation

Through the 3 participatory workshops, local actors have united and discussed around a main ambition: to revitalise rural life through sustainable nature based and cultural tourism, addressing local entrepreneurs, also young ones, and provide services for and with the rural population, particularly the elderly. The result has been the co-creation of three place-based solutions ready to be implemented, elaborated with the local stakeholders in Pudasjärvi. Solutions 1 & 2 are related to developing tourism businesses based on local authentic everyday practices and environments in and around remote rural villages of Pudasjärvi. Solution 1 consists of field visits to tourism sites, where everyday life has been successfully branded as tourism products, leading to a workshop imagining similar possibilities in other areas as well. With solution 2, it was pursued the branding and tourism development efforts by organizing a specialized tourism branding exercise workshop led by professional tourism developers and entrepreneurs leading finally to piloting of selected tourism products.

Solution 3 addresses the digital divide in rural areas especially when it comes to elderly people living by themselves in remote areas and who would greatly benefit from better skill in utilizing digital services. A digital skills booklet was co-designed and produced with relevant stakeholders in Pudasjärvi, so that digital skills needed especially in local villages in the area were addressed. This solution is also integrated with the Local Community Trainer initiative in the RURACTIVE project. The LCT will take the lead in the first part of the design and eventually contribute to the dissemination of the booklet.

<b>Solutions N.</b>	<b>Solutions' title</b>	<b>Related challenge/s</b>
1	<b>Learning to imagine sustainable local tourism, a pilot course</b>	Developing and marketing new local tourism products and activities

2	<b>"Bread &amp; Experiences" (B&amp;E): process to commodify local everyday life and restored local nature for sustainable and locally acceptable tourism</b>	Developing and marketing new local tourism products and activities
3	<b>Co-designed Digi-Guide booklet to address digital divide</b>	Lack of integrated local services and transportation logistics models

## 6.1. Learning to imagine sustainable local tourism, a pilot course

### Solution 1 Title: Learning to imagine sustainable local tourism, a pilot course

<b>Objectives of the solution</b>	<ul style="list-style-type: none"> <li>To encourage remote rural village dwellers in Pudasjärvi to imagine how their local everyday environment and culture could be turned into thriving, but locally sustainable tourism business.</li> <li>Through village-based authentic and localised tourism specialities, also villages far from the main tourism centres, such as <a href="#">Iso-Syöte</a>, will have their slice of tourism economy for their local products and services, which creates new ways to utilize their restored local environs that has been removed from traditional rural economies, such as farming, forestry and peat production.</li> </ul>
<b>Brief Description (max 250 words)</b>	<p>This solution aims to encourage remote rural village dwellers in Pudasjärvi to re-imagine how their everyday culture and local environment could be turned to thriving tourism business.</p> <p><b>This is done by developing and testing a model for a practice-based program</b> which brings together nature-based tourism entrepreneurs and local inhabitants (e.g. village associations) to learn about sustainable commodification and branding of local cultural and environmental resources from successful tourism entrepreneurs. The program will be documented and reflected with the help of feedback surveys in guidelines for the replication of the model in other rural contexts.</p> <p>Participants to the program are inspired by practice-based learning from successful rural nature-based tourism entrepreneurs on branding of local eco-cultural everyday resources. The excursions planned in the course are accompanied by a program in which the participants will not only visit the tourism sites but use the occasion as a learning event to reflect and imagine how their own village environments could be branded as tourism products. The reflections of the participants are supported by branding task after the visits, paving the way for enhancing their ideas. In addition to the learning experience for the participants, also the entrepreneurs who host the course will benefit from having new paying customers in their tourism program and feedback from participants.</p>

During the course, the participants gain experience on how it feels like to be a tourist and visit an enterprise that utilises local eco-cultural everyday products and experiences in tourism. In this way the program showcases how the experiences that are “all-too-familiar-for-locals-to-be-recognised”, such as walking(hiking)/fishing/berry picking/animal care, can be made interesting for paying customers. As a result of the course the reflections of the participants are gathered in written form, so that the lessons learned can be utilized later when new village-based tourism brand ideas arise.

**The final revised model of the course will be offered to be replicated in the downstream villages of the Iijoki –river catchment, in the Municipality of Ii during the project.** However, the course model can be applied also elsewhere for developing sustainable and locally acceptable local nature-based and cultural tourism, and by this way offer possibilities to work, stay and live in remote rural villages. This is an important ultimate aim because of the ongoing processes of rural shrinkage and fast urbanization in Europe and elsewhere in general.

<b>Relevant RDD and RDD subcategory</b>	<ul style="list-style-type: none"> <li>• Nature-based and cultural tourism</li> <li>• Sustainable agri-food systems and ecosystem management</li> </ul>
<b>Relevant Challenge/s</b>	Developing and marketing new local tourism products and activities
<b>Specific Activities</b>	<p><b>1. Preparing the Pilot Excursion</b></p> <ul style="list-style-type: none"> <li>• Preparatory meetings were organised with the entrepreneurs collaborating in the program to plan all the upcoming activities and discuss especially about including sustainability aspects in the program regarding social justice and inclusion and ecological sustainability. Initial discussions are held with the development company of Pudasjärvi about educational needs of entrepreneurs and other potential support that could be offered to them.</li> <li>• Laying out the structure of the course.</li> <li>• Preparing the communication material for the participants (target company managers, people of rural villages in Pudasjärvi, municipal youth organisations particularly younger women).</li> <li>• Contacting the local guides/contributors.</li> <li>• Contacting and involving participants.</li> <li>• Renting the bus.</li> </ul> <p><b>2. Realizing the Pilot Excursion</b></p>

- Organizing a guided tour to restored peat energy production area or something similar (<https://palapohjolaa.fi/pudasjaumlrv.html>).
- Conducting a training session about restoration considering biodiversity and climate change mitigation and adaptation.
- Visiting Poro-Panuma Reindeer Farm in Panuma village (<https://www.poropanuma.com>).
- Conducting a training session about tourism entrepreneurship designed for local context considering biodiversity and climate change mitigation and adaptation.
- Wrap-up: Writing down main points

### 3. Develop the guidelines for potential tourism sites and activities

The survey is realized via email and postal questionnaire as well as phone calls.

- Draft of guidelines for potential tourism sites and activities.
  - Analysing the feedback from the survey.
- Finalizing the guidelines for potential tourism sites and activities by incorporating the participant feedback to the draft created during wrap-up in sub activity 2.5.

### 4. Replicating the Pilot Excursion in the municipality of Ii

- Conducting second pilot in another municipality using the same layout. Potential interested villages are Olhava and Yli-Olhava, and the development company Micropolis of the Municipality of Ii.

#### Targets

1. At least 30 people from rural remote areas in Pudasjärvi interested in tourism development participate in the course. At least 50% of the participants are women and young adults who also represent the remote villages that easily drop out from the regional tourism development.
2. At least 10 concrete ideas about local culture and nature-based tourism products are produced during the reflection phase after the field visit (Q&A sessions and the workshop).
3. A guideline for replicating the course is compiled
4. Results of mapping new potential local rural tourism products can be used in planning sustainable tourism by development company Pudasjärvi. Feedback will be gathered one month after the program. 5 new tourism product ideas are produced.
5. Replication of the program will be discussed with other interested parties after the results. Starting with the Ii municipality and the development company of Ii, Micropolis. Program will be replicated after one year in Olhava, Yli-Olhava or other areas agreed upon later. The course is replicated at least once in a different area.

<b>Location of implementation</b>	<ul style="list-style-type: none"> <li>• Municipality and town of Pudasjärvi</li> <li>• Region Northern Ostrobothnia, Iijoki river basin</li> <li>• Country Finland</li> </ul>
<b>Geography and territorial context</b>	<ul style="list-style-type: none"> <li>• Flat</li> <li>• River</li> </ul>
<b>Integration of relevant crosscutting</b>	<p><b>Social justice and inclusion:</b> Developing local nature-based and cultural tourism offers possibilities to work, stay and live in remote rural villages for younger women and men, whom otherwise must move away to bigger cities due to abandoned traditional rural economies (forestry, farming and peat production). Populated villages can better guarantee fair availability of local services and peer support, but tourism must be developed locally acceptable way that does not disturb local social or natural environments. Integration of social sustainability is ensured by involving these aspects in trainings and discussions during the course.</p> <p><b>Biodiversity:</b> Nature-based tourism, but also local recreation is often dependent of restoration of local environments, which in the Pudasjärvi area is often done as collaborative voluntary work of both younger and elder local villagers. The training session during the course will involve linkages of biodiversity and ecological sustainability in tourism in the program.</p> <p><b>Climate change mitigation and adaptation:</b> Many of the potential nature and culture-based tourism potentials in Northern Ostrobothnia rely on peatlands and waterbodies that have been or will be restored to increase carbon sinks for climate change mitigation and for enhancing biodiversity values. Locals can benefit from restored areas in tourism, improving attitudes towards nature conservation efforts and restoration in general. The training session during the course will involve linkages of CCM and CCA in tourism in the program.</p>
<b>Forms of Innovation considered</b>	<p><b>Social, organisational and governance innovation:</b> Practice based pilot course is new innovative way to encourage people living in remote rural villages to rethink their own everyday environments and cultural practices as potentially interesting for paying customers and how the utilisation in tourism could be organised in economically, environmentally and socio-culturally in sustainable way. This way the remote rural villages whose population is in general in risk of exclusion, especially the elderly populations, can be supported to be included in regional development and to become partners with other related stakeholders in the area in tourism. Enhancing local benefits of nature and culture-based tourism also supports goodwill to overall local restoration aims as opposed to extractive land use practices.</p>

<b>Gender Sensitive Planning aspects</b>	<p>Contrary to traditionally male dominated rural industries, many of the involved and potential stakeholders in nature-based tourism, such as village association activists and leaders, but also acting and potential entrepreneurs in tourism are women. In addition, women are often better educated and proficient in languages compared to rural men. The natural and cultural landscapes that might be utilized as tourism infrastructure or products are as well often maintained by these women led groups.</p> <p>However, to fully utilize the potentials of rural women and reminding younger generations, the solution will begin by active informing of local youth organizations by woman led village associations of the forthcoming practice-based tourism course. Target is that at least half of the participants would represent women and young adults (yr. 20-40).</p>
<b>Resources/Capitals needed</b>	<p><b>Cultural capital:</b> local cultural history and traditional occupations, including small scale farming, forestry, reindeer herding, fishing, hunting, wild berry and mushroom picking and handicrafts based on natural resources.</p> <p><b>Natural capital:</b> Restored and maintained cultural and natural landscapes in the vicinity of key villages of Livo, Korpinen, Jonku and Panuma. Key local natural interest is on conditions of peatlands and water bodies.</p> <p><b>Built capital:</b> Restored and maintained traditional farms, such as Poropanuma Reindeer farm and Livo, Korpinen, Jonku and Panuma village related infrastructures, such as animal pens, saunas, baker tents and village schools, which often serve today as multiuse communal village infrastructures.</p> <p><b>Social capital:</b> voluntary work tradition for local communal spaces and for communal activities, such as summer-time village celebrations (mid-summers eve and autumn feasts, moose hunting feasts, fishing contests).</p> <p><b>Human capital:</b> Voluntary workforce, employees of the development company of Pudasjärvi town.</p> <p><b>Financial capital:</b> RURACTIVE project will cover the course activities. For additional iterations funding is negotiated with interested partners such as Pudasjärvi development company and Micropolis Ltd (li municipal development company.)</p>
<b>Main stakeholders involved and</b>	<ul style="list-style-type: none"> <li>• Village activists of the village associations of Livo, Korpinen, Jonku and Panuma.</li> <li>• Elderly village dwellers</li> </ul>

<b>their contribution</b>	<ul style="list-style-type: none"> <li>• Worklife aged villagers, young adults, unemployed and other potential entrepreneurs</li> <li>• Entrepreneurs of Poropanuma reindeer farm, particularly Taimi and Eero Oinaspanuma, and their sons and daughters with their spouses and children.</li> <li>• Nature guide entrepreneur to be contacted later when exact date can be negotiated. (Names will be disclosed when the agreements are made)</li> <li>• Development company employees of Pudasjärvi town and employees of development company Micropolis of the municipality of Ii. They are key stakeholders for activating local entrepreneurs and village network but also enhance tourism and village development in long-term basis, organise entrepreneur and financing courses etc.</li> </ul>
<b>Main and other Beneficiaries</b>	<ul style="list-style-type: none"> <li>• All other rural dwellers would benefit of strengthening of local services due to increased service needs of rural tourism.</li> <li>• Peatland and other cultural environment restoration promoters</li> <li>• Tourists who search for new authentic, but not mass tourism experiences</li> </ul>
<b>Target groups at risk of exclusion</b>	<ul style="list-style-type: none"> <li>• Women</li> <li>• Young people</li> <li>• Older people</li> </ul> <p>Women and young adults are at risk of exclusion and out migration if new jobs are not created locally. Nature and culture-based tourism is obvious possibility for both. Older people are at risk of exclusion if they are left alone in rural villages with depleted services.</p>
<b>Timeframe (M to M)</b>	<ul style="list-style-type: none"> <li>• <b>June-August 2025</b> Initial contacting and planning with local work group.</li> <li>• <b>August 2025</b> contacting key stakeholder enterprises for settling dates for main visits</li> <li>• <b>August 2025</b> detailed planning of visits with entrepreneurs and contacting Pudasjärvi youth organisations and village associations for participants.</li> <li>• <b>September 2025</b> site visits on restored environs and workshop in Poropanuma reindeer farm. Survey on participant experiences and improvement suggestions for the course.</li> <li>• <b>October-December 2025</b> negotiating with Micropolis Ltd. if the pilot course would be beneficial to arrange also for the villages in the Municipality of Ii.</li> <li>• <b>January-May 2026</b> Negotiating with Micropolis Ltd. and villages and stakeholders of Municipality of Ii where and how to duplicate the pilot course.</li> </ul>

<b>Indicative cost</b>	<ul style="list-style-type: none"> <li>• <b>Activity 1.</b> No costs</li> <li>• <b>Activity 2-3.</b> Bus rent 500, nature guide 500 =1000, -</li> <li>• <b>Activity 4-5.</b> Tourism program and catering from Poro-Panuma reindeer farm 1500,-</li> <li>• <b>Activity 6-7.</b> rent of conference room, plus coffee 500</li> <li>• Subtotal 2500,-</li> <li>• <b>Activity extension 8. in the year 2026</b></li> </ul> <p><b>Subtotal 2500,-</b></p>
<b>Indicative funding sources</b>	RURACTIVE project including worktime allocation from University of Oulu. In kind time allocation from Micropolis Ltd and development company of Pudasjärvi town.
<b>Long Term Impact Assessment</b>	<p><b>Economic:</b></p> <p>All, or at least most of the villages of Pudasjärvi belong to tourism network of region and particularly <a href="#">Iso-Syöte</a> tourism centre marketing channels</p> <p><b>Environmental:</b></p> <p>Promotion of natural and cultural environmental restoration activities by successful and local benefiting projects. Local attitudes towards nature conservation and restoration efforts are dominantly positive</p> <p><b>Social:</b> Villages are habited, local employment possibilities in tourism have increased, woman led entrepreneurship has increased</p> <p><b>Cultural:</b> locals value their natural and cultural heritage and young adults stay and found families in local villages</p>
<b>Communication and Engagement</b>	<ul style="list-style-type: none"> <li>• Through networks of development company of Pudasjärvi town and Micropolis Ltd.</li> <li>• Local newspaper “Pudasjärveläinen” and regional newspapers, such as Iijokiseutu and Kaleva.</li> </ul>
<b>Sustainability consideration</b>	<ul style="list-style-type: none"> <li>• Pilot course is single time based, but aims at long term and locally led sustainable tourism businesses</li> <li>• Repetition of pilot course model elsewhere creates continuation and out-scale benefits</li> <li>• Strengthening tourism business and community development by local stakeholders</li> </ul>
<b>Synergies with other solutions</b>	<p>Solution 2 is intended to continue the work started in solution 1 by going further and in-depth to concrete tourism product ideas. Reversely, solution 1 is an essential starting point to rethink local resources and to activate and build village-based networks of people interested in developing local tourism in practice.</p> <p>Solution 3 is related to advancing digital skills of the remote populations of Pudasjärvi, particularly elderly and disabled people. However, enhancing digital skills and narrowing the digital gap in rural villages in general makes it</p>

	easier for the villagers to engage in organizing and supporting tourism activities or volunteer work that requires digital communication skills.
<b>Synergies with local policies</b>	<ul style="list-style-type: none"> <li>• Pudasjärvi town development company has officers focused on e.g. developing village co-operation and tourism</li> <li>• Iso-Syöte tourism platform <a href="#">Iso-Syöte   The winter in Iso-Syöte is full of experiences!</a></li> <li>• Pudasjärvi development company <a href="#">Pudasjärvi   Pudasjärven Kehitys</a></li> <li>• Pudasjärvi village network (Järjen äärellä platform) <a href="https://www.jarjenaarella.fi/">https://www.jarjenaarella.fi/</a> .</li> <li>• Villages have development plan of their own</li> <li>• Visit Oulu and Visit Finland networks <a href="https://visitoulu.fi/en/">https://visitoulu.fi/en/</a></li> <li>• LUMO project (Iijoki river basin scale tourism networking project) <a href="#">Iijoen lumo - a networking project for operators in the tourism industry - Micropolis</a></li> <li>• Iijoki agreement (organizing economic/ecological/social development on river basin scale) <a href="#">Iijoki River Agreement - Micropolis</a></li> <li>• Leader project for Fishing developments <a href="#">Kala-Dealer 1.5.2024-30.4.2025   Pudasjärven Kehitys</a></li> </ul>
<b>Synergies with EU policies when relevant</b>	<ul style="list-style-type: none"> <li>• <a href="#">Oulujärvi Leader</a> regional EU leader development community and project, which aims also at developing village-based tourism, but also fishing, hunting and other recreation and tourism potential businesses,</li> <li>• Leader program can be used to develop individual tourism initiatives but also supporting environmental restoration efforts</li> <li>• ESR / EAKR EU funding and projects</li> <li>• European Rural Vision 2040 to make rural areas stronger and prosperous.</li> </ul>

## 6.2. ‘Bread & Experiences’ (B&E): process to commodify local everyday life and restored local nature for sustainable and locally acceptable tourism

Solution 2 – “Bread & Experiences” (B&E): process to commodify local everyday life and restored local nature for sustainable and locally acceptable tourism	
<b>Objectives of the solution</b>	<ul style="list-style-type: none"> <li>• To plan and test a process to commodify local everyday life and local nature and finally pilot selected new services and products in tourism. The stepwise process will be documented and related guidelines will be produced for replication elsewhere.</li> <li>• To create capacities in rural communities to develop sustainable B&amp;E tourism products for an additional source of income.</li> </ul>
<b>Brief Description (max 250 words)</b>	The B&E solution is a participatory rural tourism branding process... The solution develops branding workshops with the product card exercise method that leads to initial practical tourism products to be tried by test

	<p>audience, professional tourism developers and tourism entrepreneurs. After initial testing, 1-2 sustainable village tourism products will be collaboratively selected and piloted. These products are based on local everyday environments and activities and information sharing of local way of life and environmental histories including current efforts to restore local environments for challenges including ageing and land abandonment, climate change and biodiversity loss.</p> <p>The B&amp;E branding process's main steps are.</p> <ol style="list-style-type: none"> <li>1) Product narrative development workshop which utilises product card method developed in the previous Ijoen Lumo -project of Micropolis Ltd for branding sustainable and locally acceptable tourism products (<a href="#">Ijoen lumo - a networking project for operators in the tourism industry - Micropolis</a>)</li> <li>2) Developing tourism trial products on the basis of the most potential product card drafts in collaboration with project team.</li> <li>3) Testing chosen products with test audience and tourism entrepreneurs</li> <li>4) Developing marketing strategies with professional tourism developers (professionals from development company of Pudasjärvi and Micropolis Ltd.)</li> <li>5) Piloting 1-2 collaboratively selected sustainable tourism products</li> <li>6) Feedback survey and revising model to be replicable elsewhere.</li> </ol>
<b>Relevant RDD and RDD subcategory</b>	Nature-based and cultural tourism
<b>Relevant Challenge/s</b>	Developing and marketing new local tourism products and activities
<b>Specific Activities</b>	<p><b>1. Planning the workshop</b></p> <ul style="list-style-type: none"> <li>• Planning and negotiating time and place for product narrative development workshop with village associations, development company of Pudasjärvi and invited tourism developers and entrepreneurs. A tourism entrepreneur was involved to run the workshop whose selection is based on previous knowledge and experience on organising nature and culture-based tourism. While invite participants to the course keeping in mind the inclusion of the target groups in risk of exclusion. At least half of the participants should be younger women or elderly people from remote rural villages.</li> <li>• Drafting guidelines for the workshop and design the program and the schedule.</li> <li>• Contacting and involving the participants.</li> </ul>

## **2. Realising the workshop**

- Developing tourism product narratives via product card method (using brainstorming) in workshop facilitated by tourism developers and an entrepreneur experienced in nature- and culture-based tourism.
- In the workshop ideas are brainstormed and narratives are drafted into product cards including catchy title, presentation of unique selling points, narrative description of the experience offered by the product, pricing and target group suggestions, and proposed visualizations supporting the narrative (e.g. photos, videos).
- The drafts will be finalized with the guidance of professional tourism developers and a hired nature- and culture-based tourism entrepreneur. Sustainability aspects are emphasized especially when it comes to biodiversity, nature conservation and cultural/social responsibility.

## **3. Developing tourism trial products and identifying relevant tourism businesses**

- Choosing the most potential product cards.
- Developing tourism trial products based on the most potential product cards drafts in collaboration with project team including Municipal tourism developer.
- The real-world trial tourism products will be presented to regional tourism actors and entrepreneurs for commenting and validating their potential and development needs.
- Choosing and finalizing one or two tourism trial products for testing in practice.
- When the tourism products are ready, relevant tourism businesses will be identified from the existing catalogues in the city of Pudasjärvi and Iso-Syöte tourism resorts websites:  
<https://www.pudasjarvi.fi/matkailu/>  
<https://syote.fi/alueinfo/palveluhakemisto/>

## **4. Testing the trial products.**

- The best and most feasible ideas will be finalized and operationalized and experimented with a test group. For example, neighboring villages could reciprocally test neighbours tourism ideas and practices.
- Feedback will be collected.

	<ul style="list-style-type: none"> <li>• Tourism products are finalized based on feedback from the test group.</li> </ul> <p><b>5. Developing marketing strategy for the chosen products.</b></p> <ul style="list-style-type: none"> <li>• The marketing strategy will be developed in collaboration with Municipal development company and regional tourism actors. The aim is to build links and marketing channels through the platforms of the biggest regional tourism operator <a href="#">Iso-Syöte</a>.</li> </ul> <p><b>6. Pilot the chosen tourism product</b></p> <ul style="list-style-type: none"> <li>• The chosen product(/s) is piloted in real-world situation with normal paying tourism customers. (Could be e.g. guided hiking visits to restored areas with narration, village fishing contests, wood carving camps or berry and mushroom picking tours).</li> <li>• Feedback is being collected from all stakeholders involved and paying costumers</li> </ul> <p><b>7. Creating guidelines for branding process and explore research on locally acceptable tourism</b></p> <ul style="list-style-type: none"> <li>• Creating guidelines for branding process for potential replication elsewhere, considering as well research outcomes</li> </ul>
<b>Targets (based on LWS 3 and participants targets)</b>	<ul style="list-style-type: none"> <li>• Participants from at least three villages of Pudasjärvi; at least 20 participants, and 7 product narratives developed.</li> <li>• At least half of the participants belong to target groups at risk of exclusion (e.g. young women, elderly people in rural villages)</li> <li>• At least 2 new products tested</li> <li>• Marketing strategies developed for the selected 2 products.</li> <li>• 2 Pilots prepared and carried out.</li> <li>• 1 set of guidelines produced about the workshop structure. Guidelines are prepared to be accessible online but also in printed format.</li> <li>• At least 30 tourists/visitors are reached with the piloted tourism product initially.</li> </ul>
<b>Location of implementation</b>	<ul style="list-style-type: none"> <li>• Municipality of Pudasjärvi</li> <li>• Northern Ostrobothnia</li> <li>• FINLAND</li> </ul>
<b>Geography and territorial context</b>	<ul style="list-style-type: none"> <li>• Flat</li> <li>• River</li> </ul>

<b>Integration of relevant crosscutting</b>	<p><b>Social justice and inclusion:</b> Developing local nature-based and cultural tourism offers possibilities to work, stay and live in remote rural villages for younger woman and men, whom otherwise must move away to bigger cities. If younger generations stay in villages also possibilities for elders to stay in their original homes improves. Populated villages can better guarantee fair availability of local services and peer support, but tourism must be developed locally acceptable way that does not disturb local social or natural environments. Integration of social sustainability is ensured by involving these aspects in training and discussions during the workshop.</p> <p><b>Biodiversity:</b> Nature-based tourism, but also local recreation is often dependent of restoration of local environs, that has been previously utilised in traditional economies, such as forestry, farming and peat production. Restoration is often done as collaborative voluntary work of both younger and elder local villagers. Local conservation and restoration work benefits simultaneously also biodiversity aims, and by offering direct benefits to local communities, it can promote voluntary conservation efforts also elsewhere. The training session during the course will involve linkages of biodiversity and ecological sustainability in tourism in the program.</p> <p><b>Climate change mitigation and adaptation:</b> Many of the potential nature and culture-based tourism potentials in Northern Ostrobothnia rely on peatlands and waterbodies that have been or will be restored to increase carbon sinks for climate change mitigation and for enhancing biodiversity values. If locals can benefit of these restored areas in tourism, this will improve attitudes towards nature conservation efforts in general, and restoration of former productive lands improves also adaptation possibilities for climate change impacts, such as floods and dry seasons. The training session during the course will involve linkages of CCM and CCA in tourism in the program.</p>
<b>Forms of Innovation considered</b>	<p><b>Social, organisational and governance innovation:</b> B&amp;E process is innovative and participatory way to create bottom-up manner local rural sustainable tourism.</p> <p><b>Financial and business model innovation:</b> B&amp;E process is innovative and participatory way to create, test and put in practice bottom-up manner new locally acceptable business ideas and practices for sustainable tourism.</p>
<b>Gender Sensitive Planning aspects</b>	<p>Contrary to traditionally male dominated rural industries, many of the involved and potential stakeholders in nature-based tourism are women.</p>

	<p>In addition, women are often better educated and proficient in languages compared to rural men. Also, the natural and cultural landscapes that might be utilized as tourism infrastructure or products are as well often maintained by women led village associations volunteer work.</p> <p>However, to fully utilize the potentials of rural women and remaining younger generations, the solution will begin by active informing of local youth organizations by woman led village associations of the B&amp;E process and piloting of best tourism ideas. Target is that at least half of the participants would represent women and young adults (yr. 20-40).</p>
<b>Resources/Capitals needed</b>	<p><b>Cultural capital:</b> local cultural history and traditional occupations, including small scale farming, forestry, reindeer herding, fishing, hunting, wild berry and mushroom picking and handicrafts based on natural resources.</p> <p><b>Natural capital:</b> Restored and maintained cultural and natural landscapes in the vicinity of key villages of Livo, Korpinen, Jonku and Panuma. Key local natural interest is on conditions of peatlands and water bodies.</p> <p><b>Built capital:</b> Restored and maintained traditional farms in vicinity of Livo, Korpinen, Jonku and Panuma villages, and related infrastructures, such as animal pens, saunas, baker tents and village schools, which often serve today as multiuse communal village infrastructures.</p> <p><b>Social capital:</b> voluntary work tradition for local communal spaces and for communal activities, such as summer-time village celebrations (mid-summers eve and autumn fests, moose hunting feasts, fishing contests).</p> <p><b>Human capital:</b> Voluntary workforce, employees of the development company of Pudasjärvi town</p> <p><b>Financial capital:</b> RURACTIVE project will finance the workshop and piloting of the selected tourism products. Possible continuation and its financing is negotiated with interested entrepreneurs and Pudasjärvi development company and Micropolis Ltd (Municipal development company of Ii).</p>
<b>Main stakeholders involved and their contribution</b>	<ol style="list-style-type: none"> <li>1. Village activists of the village associations of Livo, Korpinen, Jonku and Panuma.</li> <li>2. Elderly village dwellers</li> <li>3. Worklife aged villagers, other young adults, unemployed and other potential entrepreneurs</li> <li>5. Nature- and culture-based tourism entrepreneur(s) to facilitate workshop and polish local tourism ideas, narratives and product cards. (Names will be disclosed when the agreements are made after current initial talks).</li> </ol>

	<p>6. Development company employees of Pudasjärvi town and employees of development company Micropolis of the municipality of Ii. They are key stakeholders for activating local entrepreneurs and village network but also enhance tourism and village development in long-term basis, organise entrepreneur and financing courses, help with marketing etc. Aim is also to encourage planners and developers of tourism centre <a href="#">Iso-Syöte</a> to take part particularly marketing efforts via their platforms.</p>
<b>Main and other Beneficiaries</b>	<ul style="list-style-type: none"> <li>• Local people</li> <li>• Tourism entrepreneurs</li> <li>• Regional enterprises</li> <li>• Visitors</li> </ul>
<b>Target groups at risk of exclusion</b>	<ul style="list-style-type: none"> <li>• Women</li> <li>• Young people</li> <li>• Older people</li> </ul> <p>Women and young adults in general are at risk of exclusion and out migration if new jobs are not created locally. Nature and culture-based tourism is obvious possibility for both. Older people are at risk of exclusion if they are left alone in rural villages with depleted services. Economic development is lacking in remote rural villages. Inclusion in regional development can be enhanced by establishing new services in tourism.</p>
<b>Timeframe (M to M)</b>	<ul style="list-style-type: none"> <li>• <b>June-August 2025</b> Initial contacting and planning with local work group.</li> <li>• <b>June-August 2025</b> contacting key stakeholders, developers and enterprises for initial interests and discussions.</li> <li>• <b>August-September 2025</b> detailed planning of workshop, setting dates and reserve spaces for workshop. Hiring tourism entrepreneur for facilitating workshop.</li> <li>• <b>September – October 2025</b> contacting Pudasjärvi youth organisations, village associations and Pudasjärvi development company for encouraging participants.</li> <li>• <b>December 2025</b> Workshop</li> <li>• <b>January-February 2026</b> testing, polishing and selecting the most potential tourism ideas</li> <li>• <b>March-May 2026</b> Building marketing strategy for selected pilots.</li> <li>• <b>June-December 2026</b> Piloting selected tourism product.</li> <li>• <b>January-August 2027</b> Revising collected feedback of the project and efforts for replicating process elsewhere.</li> </ul>
<b>Indicative cost</b>	<ul style="list-style-type: none"> <li>• Activity 1. No costs</li> </ul>

	<ul style="list-style-type: none"> <li>• Activity 2. Rent for Workshop space and catering 1000€, costs for hiring tourism Entrepreneur who has successfully branded rural tourism products for facilitating, evaluating and polishing initial local tourism ideas 750€. Other facilitator will be a tourism developer of the Pudasjärvi development company.</li> <li>• Activity 3. Successful tourism entrepreneur will be paid for developing selected tourism activities further, consultation fee 750€.</li> <li>• Activity 4) No costs of testing of selected tourism products,</li> <li>• Activity 5) Consult marketing specialists 500€.</li> <li>• Activity 6) Support selected pilot(s) for building first real-world customer programs (fishing contests, village festive etc.) 7000€</li> <li>• Activity 7) No costs</li> </ul> <p><b>Subtotal 10.000 Euros</b></p>
<b>Indicative funding sources</b>	<ul style="list-style-type: none"> <li>• RURACTIVE project worktime allocation from University of Oulu</li> <li>• In kind worktime from Micropolis Ltd and development company of Pudasjärvi town.</li> </ul>
<b>Long Term Impact Assessment</b>	<p><b>Economic</b> : benefits for remote rural villages and new sources of income; If successful, the tourism in the municipality and tourism centre Iso-Syöte can benefit from new products and product families allowing to tailor routes and packages including several activities. Services are kept up also in remote villages due to needs of tourism.</p> <p><b>Environmental</b>: Local nature is valued also as an attraction for visitors and attitudes towards environmental restoration and conservation are positive in general.</p> <p><b>Social</b>: Pride about own culture and local nature:</p> <p><b>Cultural</b>: way of life in remote villages is continuing.</p>
<b>Communication and Engagement</b>	<ul style="list-style-type: none"> <li>• Through the networks of development company of Pudasjärvi town and Micropolis Ltd.</li> <li>• Local newspaper “Pudasjärveläinen” and regional newspapers, such as Ijokiseutu and Kaleva.</li> </ul>
<b>Sustainability consideration</b>	<ul style="list-style-type: none"> <li>• The branding workshop is single time based, but polishing of product cards to piloted new tourism products aims at long term and locally led sustainable tourism businesses, which can be run by old or new entrepreneurs or village associations,</li> <li>• Repetition of branding exercise model elsewhere would create continuation and out-scale benefits,</li> </ul>

	<ul style="list-style-type: none"> <li>• Strengthening tourism business and community development by local stakeholders is relatively sustainable option for tourism development,</li> <li>• The B&amp;E solution aims at organic bottom-up growth of local tourism after RURACTIVE project is finished. The aim is to create sustainable and locally led development and business models to be replicated by all interested tourism entrepreneurs and locations in the future.</li> </ul>
<b>Synergies with other solutions</b>	<p>Solution 2 is intended to benefit the seeds sowed with the solution 1 by going further with practicalities and necessities of operational tourism product ideas. Reversely, solution 1 is an essential starting point for rethinking "all-too-familiar-to-be-recognized" as an asset for tourism and for building village-based networks of people interested in developing local tourism products.</p> <p>Solution 3 is related to advancing digital skills of the disadvantaged populations of Pudasjärvi, mainly elderly and disabled people. Enhancing digital skills and narrowing the digital gap in rural villages makes it easier for the villagers to engage in organizing and supporting tourism activities that requires digital communication skills.</p>
<b>Synergies with local policies</b>	<ul style="list-style-type: none"> <li>• Pudasjärvi town development company has officers focused on e.g. developing village co-operation and tourism</li> <li>• Iso-syöte tourism platform <a href="#">Iso-Syöte   The winter in Iso-Syöte is full of experiences!</a></li> <li>• Pudasjärvi village network (Järjen äärellä platform) <a href="https://www.jarjenaarella.fi/">https://www.jarjenaarella.fi/</a>.</li> <li>• Villages have development plan of their own</li> <li>• Visit Oulu and Visit Finland networks <a href="https://visitoulu.fi/en/">https://visitoulu.fi/en/</a></li> <li>• LUMO project (Iijoki river basin scale tourism networking project) <a href="#">Iijoen lumo - a networking project for operators in the tourism industry - Micropolis</a></li> <li>• Iijoki agreement (organizing economic/ecological/social development on river basin scale) <a href="#">Iijoki River Agreement - Micropolis</a></li> </ul>
<b>Synergies with EU policies when relevant</b>	<ul style="list-style-type: none"> <li>• Leader program can be used to develop individual tourism initiatives and supporting environmental restoration efforts</li> <li>• ESR / EAKR EU funding and projects</li> <li>• European Rural Vision 2040 to make rural areas stronger and prosperous.</li> </ul>

### 6.3. Co-designed Digi-Guide booklet to address digital divide

Solution 3 - Co-designed Digi-Guide booklet to address digital divide	
<b>Objectives of the solution</b>	<ul style="list-style-type: none"> <li>Co-design a physical and digital “Digi-Guide” with local working group to address digital divide in rural villages of the town of Pudasjärvi.</li> <li>Empower local communities in gaining new skills and confidence in using digital tools and services.</li> <li>Improve inclusion of the general population and particularly in rural villages: women, elderly populations and people with disabilities.</li> </ul>
<b>Brief Description (max 250 words)</b>	<p>The solution is to co-design a digital skills booklet (digital and physical version) to address the lack of digital skills, especially of women and elderly populations and people with disabilities living in remote rural villages of Pudasjärvi which are recognized in the design process of the Digi-Guide.</p> <p>The contents of the Digi-Guide will be decided collaboratively with local stakeholders, especially the local council of elderly and disabled people and the local village association representatives to address the local needs.</p> <p>The Digi-Guide will include guidance for the usage of various digital services needed in everyday life such as digital communication, banking services, remote health care systems, digital safety, where to find help etc. The aim is to lower the digital gap in using digital devices and services.</p> <p>The Digi-Guide will be simple and easy to understand for people who are not tech-savvy.</p> <p>Important synergies are to be found with the LCT activity for the duration of the RURACTIVE project. The distribution of the Digi-Guide and the training involved will be designed in conjunction with the LCT activities and their timelines are synchronized.</p>
<b>Relevant RDD and RDD subcategory</b>	Local services, health and wellbeing
<b>Relevant Challenge/s</b>	Lack of integrated local services and transportation logistics models
<b>Specific Activities</b>	<p><b>1. Surveying the specific needs for digital skills locally</b></p> <ul style="list-style-type: none"> <li>A survey is conducted to gather information on local digital skills, digital device usage and local needs for developing the contents of the Digi-Guide. Survey is targeted especially to the target population of the Digi-Guide (e.g. elderly, people lacking digital skills)</li> </ul>

- Analysing the answers from the survey.

## **2. Assembling a multiskilled local working group**

- Working group will consist of of graphic designer, librarian, community college representative, City of Pudasjärvi representative, IT-specialist, Council of elderly and disabled people's representative, Finnish language teacher and Village associations of Livo, Korpinen, Jonku and Panuma, LCT and LTF.

## **3. Designing the content for the local needs**

- Co-design content with the local working group referring to the information collected through the survey phase.
- During the design phase the Oulu team will gather locally relevant information about climate change mitigation and adaptation that could be considered in the contents of the Digi-guide.
- Finalizing the content with External experts. The experts needed are determined during the design phase (e.g. IT experts)

## **4. Producing the Digi-Guide booklet (paper and online)**

- The Digi-Guide is produced in web format and in physical form by the hired external experts.
- Testing the Digi guide with a selected group of users
- Feedback from test users is collected
- Feedback is used to revise the final product.

## **5. Dissemination of the Digi-Guide**

- The web version of the Digi-guide is launched into the City of Pudasjärvi website
- The physical version is disseminated according to the needs of the local population determined in the design phase.

## **6. Trainings are organized**

- 4-5 training sessions with local people lacking digital skills (elderly, people with disabilities). Trainings are organized in the central library of Pudasjärvi and in the villages of Livo, Sarakylä, Korpinen and Jonku. LCT will lead the dissemination and training sessions locally.
- Feedback is collected during the training sessions especially about the accessibility of the Digi-Guide and its content.

	<ul style="list-style-type: none"> <li>Feedback is analysed to gain information on how to organize training sessions even better in the future should a need for more training arise.</li> </ul>
<b>Targets</b>	<ul style="list-style-type: none"> <li>Compile numerical information by the beginning survey about the distribution of digital devices and assess the skill level of the target groups in rural villages of Pudasjärvi, emphasizing local groups in risk of exclusion (i.e. women, elderly and people with disabilities).</li> <li>A multi-skilled working group is formed to design the Digi-Guide. The focus is on the inclusion of groups in risk of exclusion. The group includes representation from all the relevant stakeholder groups (listed above in the objectives) emphasizing participation of rural remote village representatives. The co-design process will include approximately 10 participants.</li> <li>Co-design the content and the format of the Digi-Guide booklet for different platforms among the established working group and based on the local needs assessed in the survey conducted in phase one. The design will be conducted with inclusivity and accessibility in mind e.g. using simple language and clear visual design. Climate change mitigation and adaptation are targeted by enabling people living in remote rural areas to use digital services as an alternative of driving long distances.</li> <li>When the Digi-Guide is ready for the first tests feedback from 10 test users is gathered and a reiterated version is produced within one month.</li> <li>Based on feedback the Digi-Guide product is finalized and published as a web version and in physical format (min. 250 copies). Physical copies are printed only in required amounts (separately assessed in the design phase) to reduce carbon footprint. The final Digi-Guide is disseminated on the website of Pudasjärvi and in physical format in the library of Pudasjärvi and the village community houses around the municipality. Data regarding distribution is gathered based on the number of downloads in the web version and amount of distributed physical copies.</li> <li>When the Digi-Guide is finalized, 4-5 training sessions are organized in the central Library of Pudasjärvi and the selected villages. Qualitative feedback is gathered after the dissemination to do final modifications if required. During the training sessions data regarding the participation were collected (amount of people reached, gender distribution, age etc.)</li> </ul>
<b>Location of implementation</b>	<ul style="list-style-type: none"> <li>Municipality of Pudasjärvi (Northern Ostrobothnia Finland)</li> </ul>

<b>Geography and territorial context</b>	<ul style="list-style-type: none"> <li>• Flat</li> <li>• River</li> </ul>
<b>Integration of relevant crosscutting</b>	<p><b>Social justice and inclusion:</b></p> <ul style="list-style-type: none"> <li>• Through the Digi-Guide booklet digital services become more accessible and less intimidating for people lacking digital skills, especially women, elderly and people with disabilities. People in rural villages are empowered and become more self-sufficient and active in digitalizing society.</li> <li>• As the physical services are diminishing in rural areas, enhanced knowledge and digital skills are a requirement for sustaining quality of life.</li> </ul> <p><b>Climate change mitigation and adaptation :</b></p> <ul style="list-style-type: none"> <li>• Contents of the Digi-Guide booklet are designed with climate change awareness in mind e.g. providing information about climate-friendly ways of using various services and finding alternatives for unnecessary driving, reducing traffic and pollution and even the need for owning private cars.</li> </ul>
<b>Forms of Innovation considered</b>	<p><b>Social innovation</b></p> <p><b>Digital innovation</b></p>
<b>Gender Sensitive Planning aspects</b>	<p>Many of the disadvantaged elderly and people with disabilities living in remote rural areas are women. These include the village association activists who provide peer support to other local people with their everyday challenges. This solution enhances elderly women's societal inclusion. The elderly women engaged in peer support and village association activities are in an essential role while disseminating the Digi-Guide locally in the remote village areas. Information about people participating in the dissemination efforts is gathered (e.g. gender distribution, number of people, age etc.)</p>
<b>Resources/Capitals needed</b>	<p><b>Built capital:</b></p> <p>Village houses and the central library work as platforms for kick off events and some of the other dissemination efforts of the Digi-Guide booklet. Initially these spaces need to be rented.</p> <p><b>Social capital:</b></p> <p>Social networks in Pudasjärvi area provide the knowledge about specific needs regarding digital skills development. The town of Pudasjärvi is an essential hub for social networks, through which to access the target population. The village associations operating around the Pudasjärvi area, especially in the villages of Livo,</p>

Korpinen, Jonku and Panuma, are essential while designing and disseminating the Digi-Guide.

#### **Human capital:**

RURACTIVE dynamo group is the core of the working group in the beginning with the support of the LTF and LCT. In the design phase external consultants need to be hired. The welfare district of Northern Ostrobothnia can bring their experts to help with the design as well. Also, the expertise of the Town of Pudasjärvi employees is needed. Village association activists and the members of the elderly and disabled peoples' council are essential as well when gathering knowledge and building networks from the beginning to the end of the project.

#### **Financial capital:**

The RURACTIVE project covers the initial costs of the design, production, and dissemination of the Digi-Guide booklet. Additional resources are planned for ensuring the solutions' continuity

#### **Data:**

Information about the potential end users is needed when it comes to their existing skills, needs for skills development and access to required devices.

<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>• City of Pudasjärvi: Getting local context, access to other stakeholders and assembling the multiskilled team</li> <li>• Council of elderly and disabled people of Pudasjärvi: Providing information about the local specific needs regarding digital skills. The needs are assessed through a survey conducted by the UOULU team, and the LCT.</li> <li>• Rural village associations: Providing information about the local specific needs regarding digital skills. Also providing a platform for disseminating the Digi-Guide. Access to target groups will happen mainly through the associations</li> <li>• MATAVA project: Another university led project which develops logistics solutions in Northern Ostrobothnia. Providing background expert assistance when it comes to the design of the booklet.</li> </ul>
<b>Main and other Beneficiaries</b>	<ul style="list-style-type: none"> <li>• People with challenges regarding digital skills, especially the senior citizens and people with disabilities living in remote rural villages in Pudasjärvi area.</li> <li>• People for whom the services in the centre of Pudasjärvi are not accessible due to long distances and lack of possibilities to commute.</li> </ul>

	<ul style="list-style-type: none"> <li>Digital support providers, who can spread the knowledge around after learning the contents of the Digi-Guide booklet themselves.</li> </ul>
<b>Target groups at risk of exclusion</b>	<ul style="list-style-type: none"> <li>Older people</li> <li>People with disabilities</li> <li>Women</li> <li>Long-term unemployed</li> <li>People without access to the internet</li> </ul>
<b>Timeframe (M to M)</b>	<p>Plan for year 2025</p> <p><b>May:</b></p> <ul style="list-style-type: none"> <li>A survey to people in Pudasjärvi to find out the local digital skills level.</li> <li>Local working team ready in Pudasjärvi.</li> <li>Meeting with the local working team.</li> <li>Meeting with Elderly and disabled council.</li> </ul> <p><b>June:</b></p> <ul style="list-style-type: none"> <li>Analyzing the results from the survey.</li> <li>Designing the content for the booklet.</li> </ul> <p><b>July:</b></p> <ul style="list-style-type: none"> <li>Creating the content for the booklet.</li> </ul> <p><b>August:</b></p> <ul style="list-style-type: none"> <li>Creating the content for the booklet.</li> </ul> <p><b>September:</b></p> <ul style="list-style-type: none"> <li>Creating the content for the booklet.</li> <li>Visual design for the booklet with graphic designer.</li> <li>Planning the delivery of the paper version of the booklet.</li> <li>Designing the digital version of the booklet.</li> <li>Testing the booklet with test users.</li> </ul> <p><b>October:</b></p> <ul style="list-style-type: none"> <li>Testing the booklet with test users.</li> </ul> <p><b>November:</b></p> <ul style="list-style-type: none"> <li>Alterations according to the feedback from test users.</li> <li>Launch and kick-off meetings.</li> </ul> <p><b>December:</b></p> <ul style="list-style-type: none"> <li>Launch and kick-off meetings continuing to the year 2026</li> <li>Feedback is collected after the kick-off</li> </ul>
<b>Indicative cost</b>	<p>Most of the cost comes from the design of the booklet</p> <ul style="list-style-type: none"> <li>Activity 1: Designing the survey and organizing meetings to gather information. Can be integrated into the LCT initiative. Includes travel fees and premises rents. 1000€</li> <li>Activity 2: Doesn't require funds</li> <li>Activity 3: External consult costs: Web version design 1000€; physical version design 1000€, visual content design 1000€</li> </ul>

	<ul style="list-style-type: none"> <li>Activity 4: Printing the physical Digi-guide (250 copies) and producing the web version 1000€</li> <li>Activity 5: Dissemination activities (kick-off meetings, marketing) 1000€; Distribution of the physical copy 750€</li> </ul> <p><b>Total: 6750€</b></p>
<b>Indicative funding sources</b>	<p>All funding needs are covered from RURACTIVE budget assigned to the D1 dynamo for covering costs for fieldwork and implementing solutions. Continuation of the solution and its' funding after RURACTIVE project needs to be planned during the design process.</p>
<b>Long Term Impact Assessment</b>	<p><b>Economic</b></p> <p>Social and health services can be produced with lessened costs if elderly people learn how to use various digital services. Learning these skills enables people to find the information they need more easily, and the needed assistance can find them better.</p> <p><b>Environmental</b></p> <p>Need to commute by car lessens if people use digital services more instead of travelling to the centre. Adaptation to climate change: it is beneficial for the people living in remote areas to reach information regarding sudden weather events and other emergencies, or preparation.</p> <p><b>Social</b></p> <p>Elderly people can better communicate with their peers and families if they become more skilled in using digital platforms. Increased self-sufficiency when in getting information and using digital services can improve quality of life</p> <p><b>Cultural</b></p> <p>Empowering people to become more confident in using digital services can make it easier for them to participate in society. This can improve the cultural environment more broadly. Communicating citizens can claim the cultural values of their areas as their own better.</p>
<b>Communication and Engagement</b>	<p>In the beginning phase of dissemination of the Digi-Guide booklet the LCT plays a central role. Kick off meetings in the villages will be organized so that information finds the people in need and initial problems can be assessed together on the spot.</p> <p>Ideally after this the villages will have volunteer “digihelpers”, who will study the contents of the Digi-Guide more closely and can help others later on.</p> <p>The town of Pudasjärvi’s website is used to host the booklet and information about it is relayed through the town’s existing communication channels.</p>
<b>Sustainability consideration</b>	<p>Continuity of the Digi-Guide booklet needs to be planned during the design process. Ideally the booklet is revised yearly and the town of Pudasjärvi takes responsibility of hosting the booklet online. Also, the knowledge about the</p>

	<p>booklets’ existence is disseminated regularly among the people. Minor updates to the contents of the digital version can be done, when necessary. The physical version is updated only if a need arises to very drastically change the contents. Through the village associations special “web evenings” can be organized in suitable frequency, where the information is disseminated and skills are learned.</p>
<b>Synergies with other solutions</b>	<p>Enhancing digital skills and narrowing the digital gap in rural villages makes it easier for the villagers to engage in organizing or supporting various activities, including environmental restoration or tourism activities that benefit of or require digital communication skills. In this way the solution 3 supports the solutions 1 and 2.</p>
<b>Synergies with local policies</b>	<p><a href="#"><u>Interreg Northern Periphery and Arctic - Council of Oulu Region</u></a></p>
<b>Synergies with EU policies when relevant</b>	<p><a href="#"><u>Digitalisation – Recovery and Resilience Plan - Valtiovarainministeriö</u></a>  <a href="#"><u>A Europe fit for the digital age - European Commission</u></a>  <a href="#"><u>Digital inclusion   Shaping Europe’s digital future</u></a>  <a href="#"><u>Digital inclusion - Employment and social inclusion indicators - Employment and social inclusion indicators - Eurostat</u></a></p>