



# Seminar on Sustainable Tourism and the Circular Economy

**Pentti Malinen, 27.9.2023**

THE FINNISH PRESIDENCY  
OF THE BARENTS  
EURO-ARCTIC COUNCIL



REGION OF  
OPPORTUNITIES

2021-2023

27.9.2023

Kainuun liitto, Pentti Malinen

# The Barents Program 2019 –2023



**1. International competitiveness and business development**



**2. Climate and environment**



**3. Cultural, people-to-people and youth related cooperation**



**4. Infrastructure, transport and communication**

Information and promotion of the Barents cooperation, Gender equality, Indigenous aspect and traditional knowledge

# Opening of the seminar

## **BEAC co-operation: national, regional and joint co-operation**

- Finnish BEAC Presidency 2021-23
- BEAC cooperation frozen 3/2022 -> Friends of Presidency (without Russia)
- Towards co-operation of Western Barents (Fin, Swe, Nor)

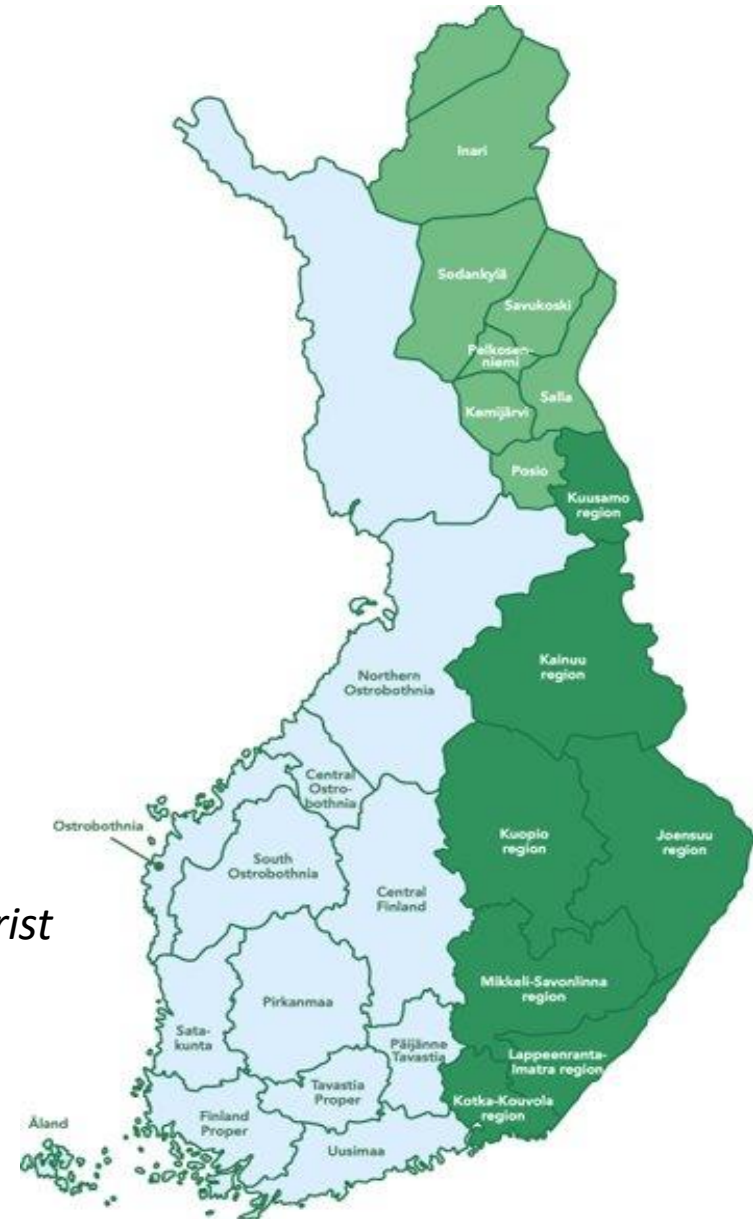
## **Impacts and consequences of the Russian invasion of Ukraine**

- Changes in the Eastern border areas and regions
- Geopolitical situation -> Northern and Eastern Finland
- Strengthening the vitality of Eastern Finland -> Government Programme (PM Orpo) "Northern Programme"

# Strengthening the vitality of Eastern Finland (2022-23)

- **An initiative** of Government of PM Marin to react the new situation and (negative) impacts of “closure” of Russian border
- New vision and regional policy action plan for Eastern border regions
- **Process** of reallocating the rest of CBC programme funding (2021-27) to Interreg Aurora and Interreg Central Baltic Programmes

*MAP: Showing the regions, where the share of Russian tourist of all foreign overnights was over 25 % in 2019*



# Opening of the seminar

## **Tourism development and future plans in East&North Finland**

- Accessibility as key question; challenges with "small" airports
- International markets; Arctic Lakeland & Lapland

## **Circular economy**

- Green and digital transition; need for supply of minerals
- Bio and forest based circular economy as a strength

## **Concluding remarks**

- Need for cooperation in current situation (2023-2025)
- Future of EU policies in Arctic and EU/Russian border regions 2028+

## LAND AREA

**22 687** km<sup>2</sup>

3rd largest region

## POPULATION

**70 521**

2022

## OVERNIGHT STAYS

**941 000**

2022

## SUMMER COTTAGES

**12 170**

2022

## RENEWABLE ENERGY

**61%**

2020

## POPULATION DENSITY

**3,5** inhab/km<sup>2</sup>

*Space, tranquil  
and clean  
environment*

## FORESTS

**1,93** M. ha

90 % of the land

## LAKES

**4 639**

12 % of the land area

## CLEAN AIR

*small particle pollution 2nd  
lowest of the provinces*



## GDP €/inhabitant

**34 923**

2020

**3**

*supercomputers*

## WORKPLACES

**27 484**

2021

## UNEMPLOYMENT

**7,9 %**

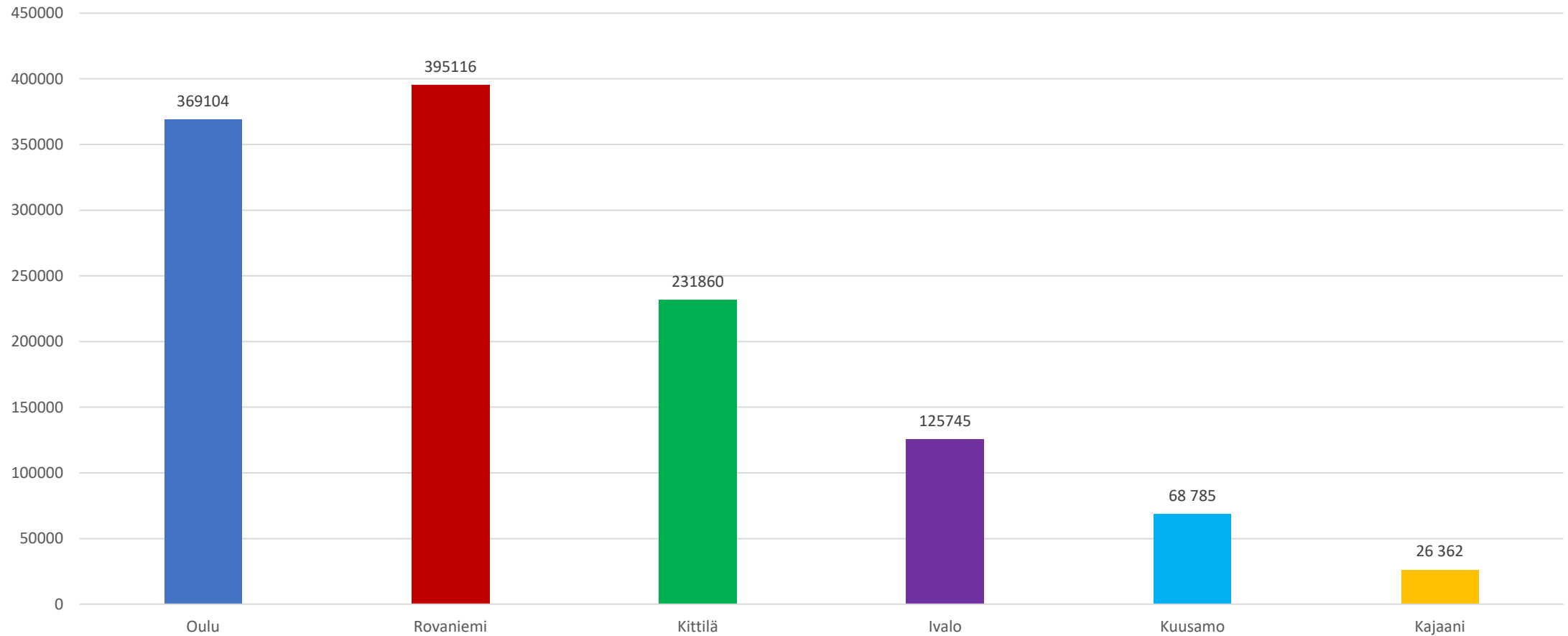
08/2023

### In Kainuu you find:

- ★ LUMI: One of the world's fastest supercomputers (Kajaani)
- ★ UNESCO literature city (Kuhmo)
- ★ 2nd best Tourist Area 2020 (Kajaani area), 3rd best Tourist area (Vuokatti)
- ★ The hiking destination of the year 2022 (Hepoköngäs, Puolanka)
- ★ Hossa National Park (Suomussalmi)
- ★ Finland's widest open lake (Oulujärvi)
- ★ Most championships in Finnish baseball (Sotkamon Jymy)



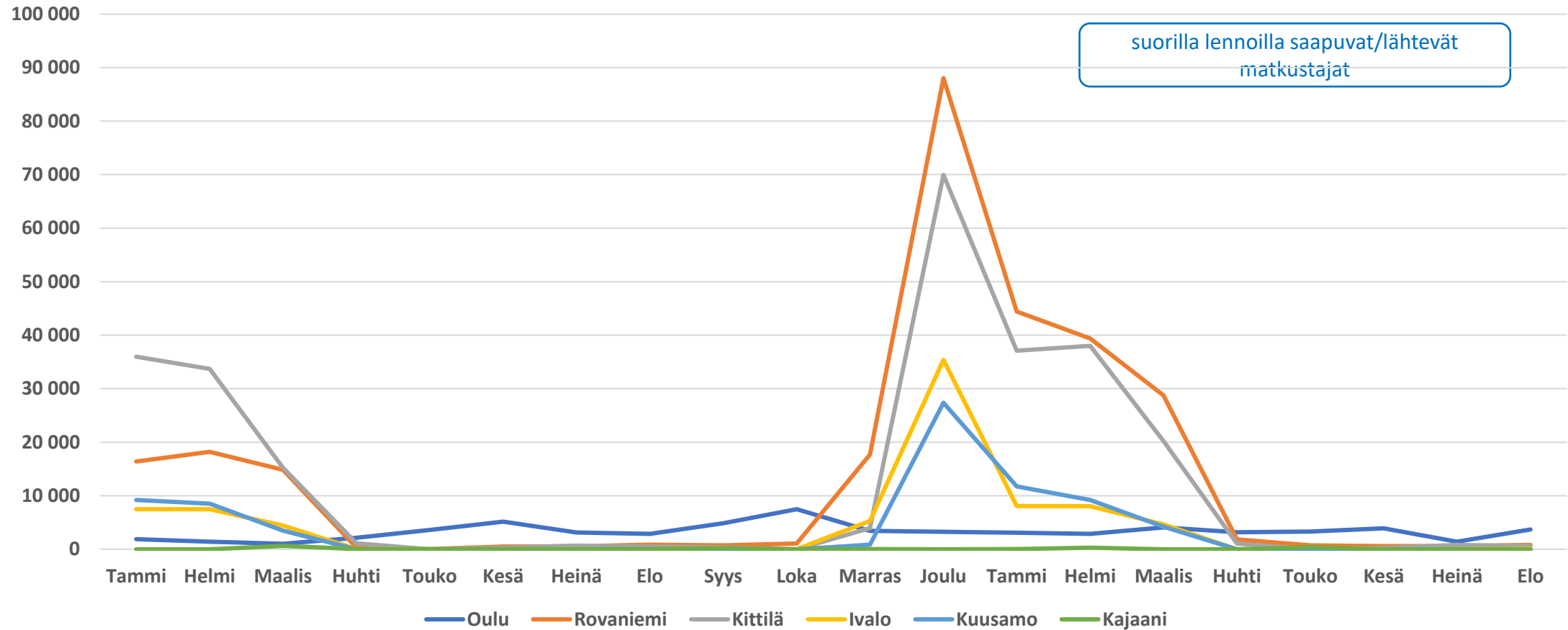
# Flight passengers, total 1- 8/ 2023



Source: Finavia



# International flight passengers by month 1/2022 to 3/2023



Source: Finavia

# Arctic Lakeland

Region with wild contrasts – Enjoy four seasons

The most forested landscape – Feel happy in our nature, lakes and ridges

Sports & all-year-round-winter facilities –  
Champions are made in here

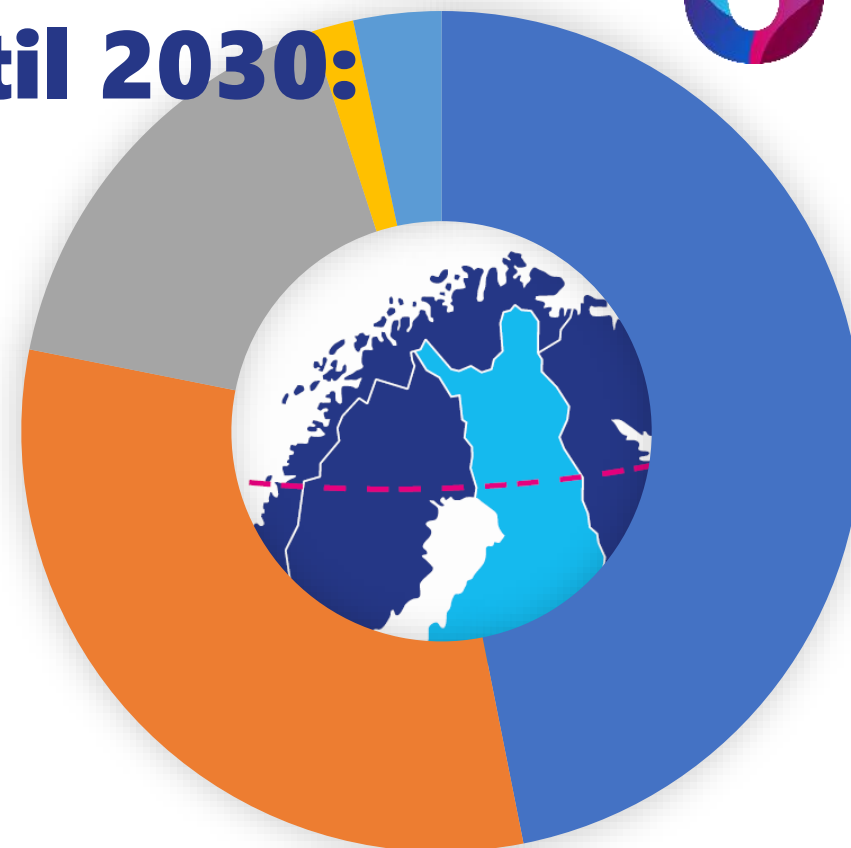
Wildlife watching and photography – See Europe's  
biggest predators in their natural habitat

Kalevala heritage and musical influence of the  
region – Explore the unique culture

## Unique selling points



# Investments in North Finland, North Sweden and North Norway until 2030: 160 miljard euros! \*

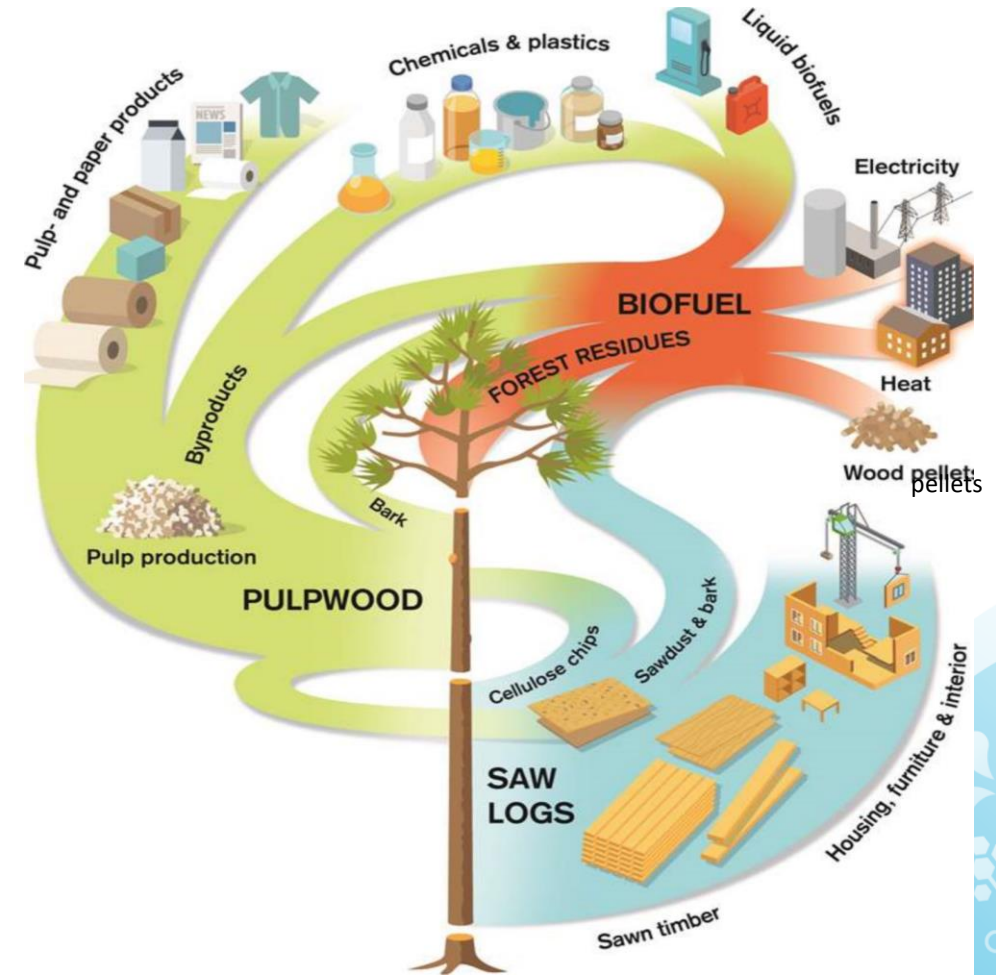


\*Source: *Lapin kauppakamari*: Briefing paper: Investments in the Barents region, business prospects and potential, Korkia Consulting Ltd 8 February 2022

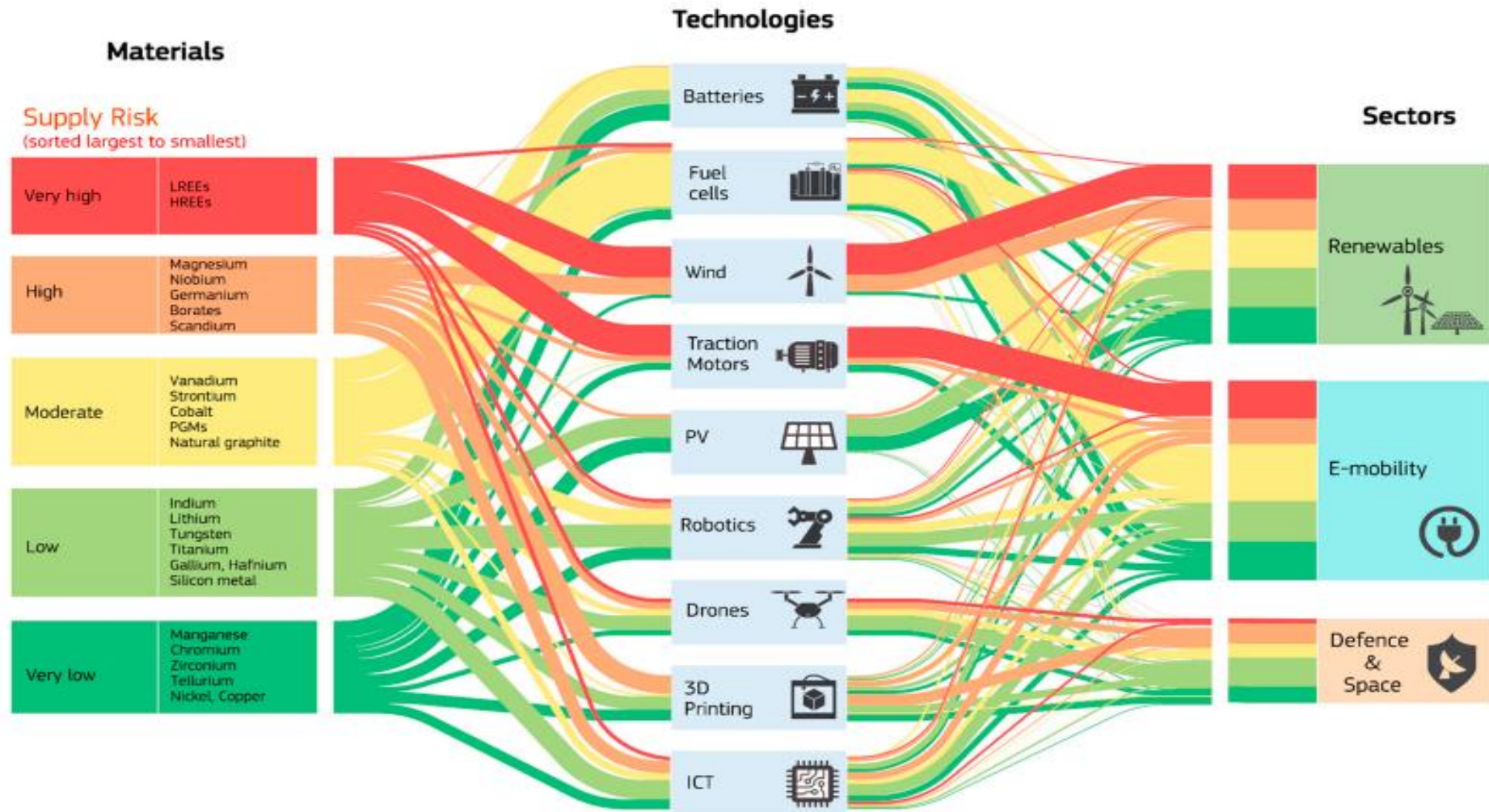
# Forest and bioeconomy



- Forest coverage is 77% of the Eastern and Northern Finland's area.
- The annual growth is 65.5 million cubic metres and the annual felling is 44 million cubic metres.
- The number of private forest owners by place of residence in the eight ENF regions is 213 780.
- The forest sector employs around 60 000 people throughout Finland, paying an average of €2.2 billion in wages and salaries each year.
- In 2020, renewable energy consumption in Finland was 44.6%, of which 71% came from biofuels. They account for 28% of Finland's total energy consumption and were thus the most used energy source.
- East and North Finland has strong forest expertise (Luke + higher education institutions).



# Clean and digital technologies are heavily dependent on critical raw materials



# Opening of the seminar

## Concluding remarks

- Need for co-operation in current situation (2023-2025)
  - "Western Barents" continues because
  - Russia has decided to withdraw from the Barents Euro-Arctic Council

[https://um.fi/current-affairs/-/asset\\_publisher/gc654PySnjTX/content/barentsin-euroarktisen-neuvoston-toiminta-jatkuu-ilman-venajaa](https://um.fi/current-affairs/-/asset_publisher/gc654PySnjTX/content/barentsin-euroarktisen-neuvoston-toiminta-jatkuu-ilman-venajaa)
- Future of EU policies in Arctic and EU/Russian border regions 2028+ to be taken on the agenda of national and EU future plans!

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