



Oulu Southern Institute




NORDREGIO
Nordic Centre for Spatial Development

**High Level Research and Education
Fostering the Development of
Rural Regions
Case: Oulu Southern Institute**

Reykjavik, Iceland 24.6.2009
Eija-Riitta Niinikoski, Development Manager

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Oulu Southern Institute


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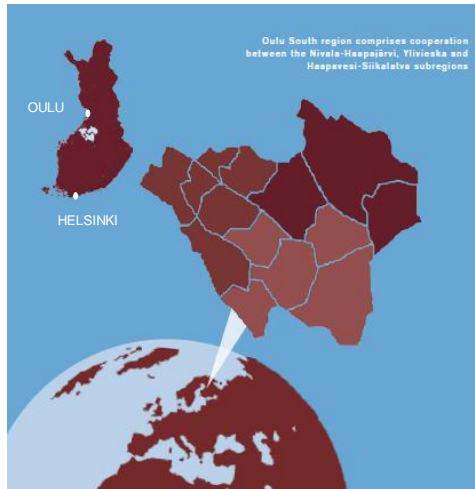
III Perspectives to Regional Development

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Oulu South – the Region

- Industrialised countryside with active international business life
- About 87 000 inhabitants in 14 municipalities that form 3 subregions
- The relative amount of young people – the highest in Finland
- Entrepreneurship is notable



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Oulu South – the Region

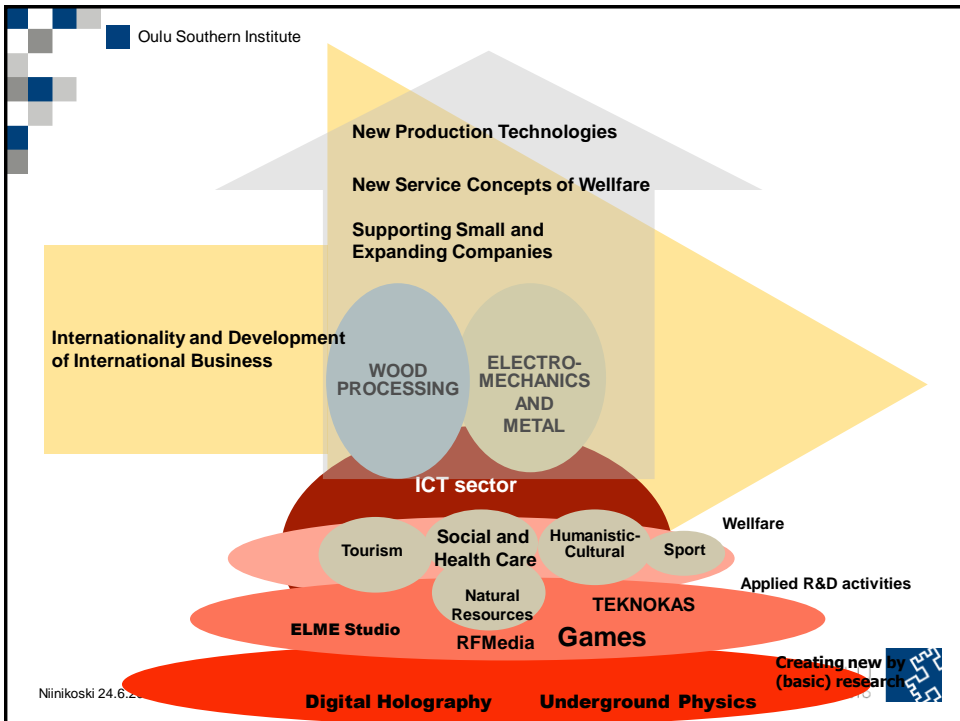
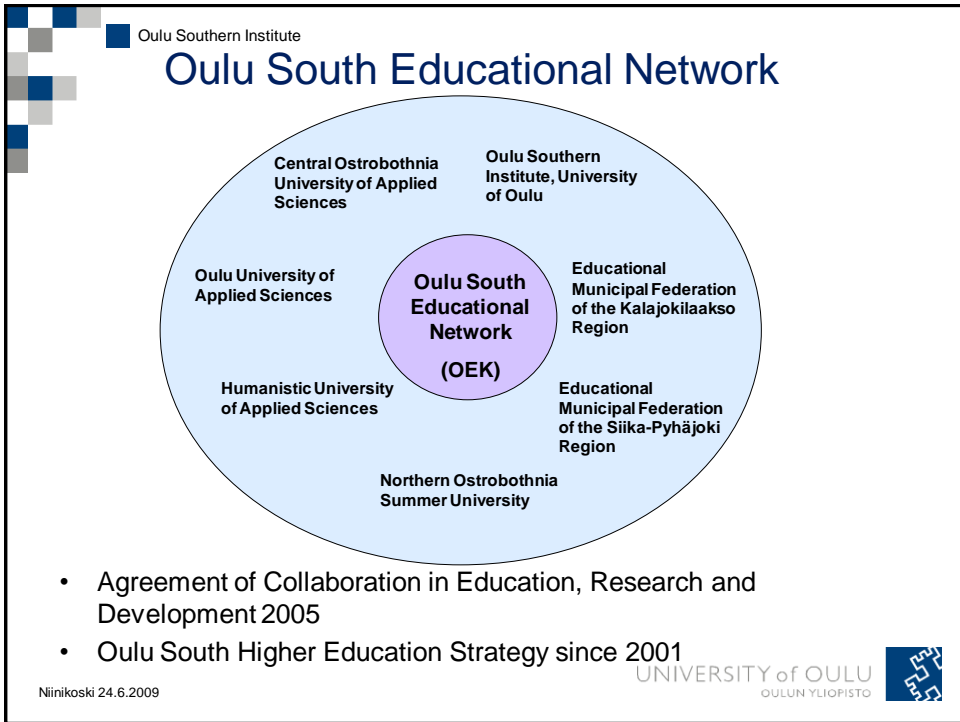
- About 4 400 companies, about 32 500 work places
- The main employing sectors:
welfare (5 500 work places), agriculture (5 000),
metal and machinery industry (2 700),
retail (2 500), wood processing industry (2 000),
ICT (900), tourism (500)
- Indicators of the business sector have been developing well during last decade.
- Unemployment rate has been the lowest in Northern Finland.
- The educational level is relatively low.



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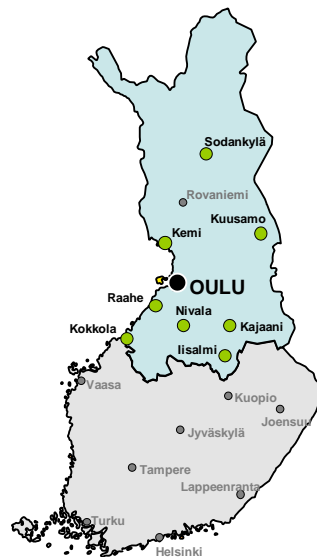
Project Case: ELME Studio

III Perspectives to Regional Development



Oulu Southern Institute

- Established in 2000, became a permanent unit in 2004
- To promote and organize **academic research, education and community development** in the southern part of the Oulu province in order to foster the growth and development of industry and commerce
- Headquarters in Nivala





University of Oulu

- Founded in 1958
- 6 faculties, 46 degree programmes
- 17 000 students, 3 000 employees
- Total funding EUR 208 million
- Among the largest universities in Finland with an exceptionally wide scientific base



Oulu Southern Institute



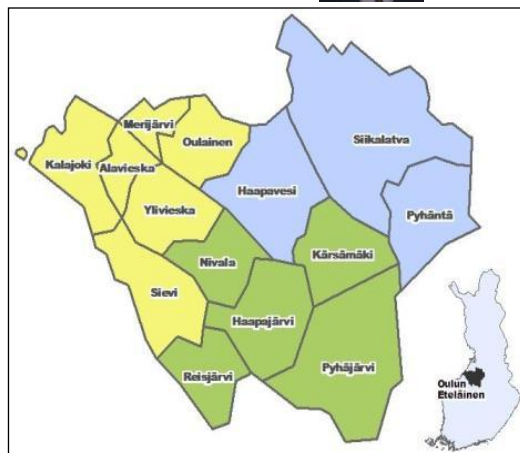
Director:
Ph.D., MBA Eelis Kokko

45 employees

Annual budget: 2-3 ME
5-8 % from the university budget

92-95 % from different resources

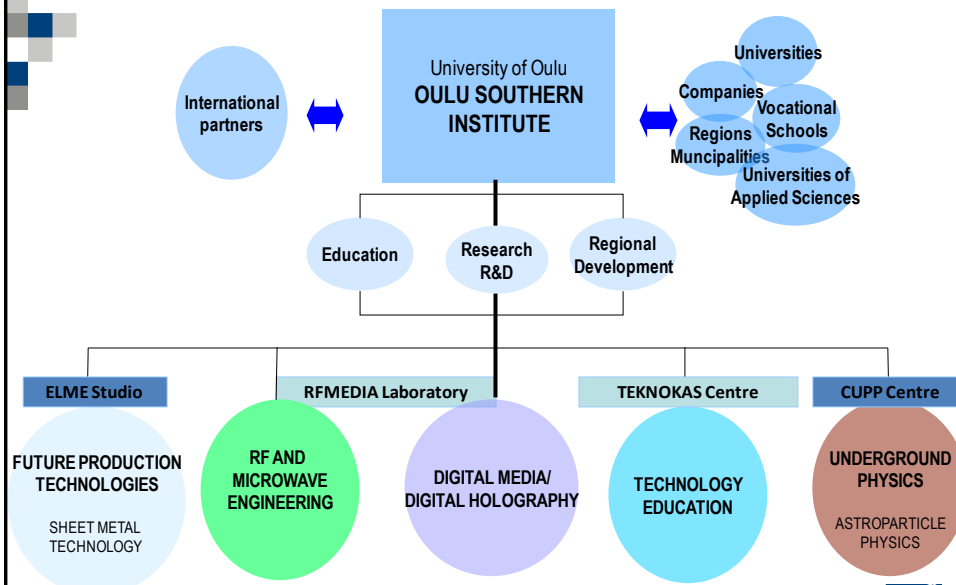
- EU (FP7, ESF, ERDF, Interreg, Marie Curie)
- National authorities (e.g. The Academy of Finland, Tekes, Sitra)
- Regional funding
- Companies



Kerttu Saalasti Foundation

*In the world,
there are no things
that would succeed
without strong passion
and desire.*

Kerttu Saalasti (1907-1995)
Minister of Education
Member of Parliament
Counsellor of Education
Farmer in Nivala, MSc.
Daughter of President Kyösti Kallio



International Partner Network



Joint research and development projects and publications
Researcher exchange and expertise networks
New knowledge and excellence transfer



Oulu Southern Institute/ CUPP Center



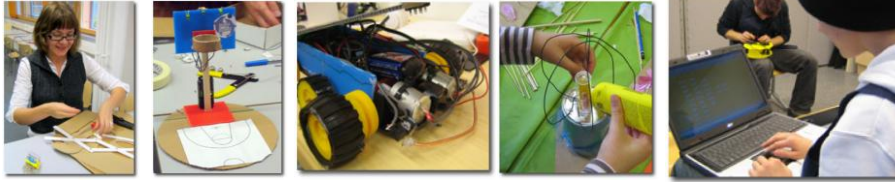
- The 1400-meter-deep Pyhäsalmi mine provides excellent opportunities to carry out research on astroparticle physics.



- Pyhäjärvi is a prominent candidate to host a new European research center
- LAGUNA Design Study (FP7)



Oulu Southern Institute/ TEKNOKAS Center



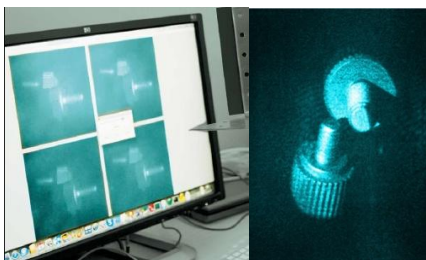
- The first nationwide technology education center in Finland
- Develops contents, methods and materials of technology education
- Updating training for teachers
- Innovation workshops for companies

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Oulu Southern Institute/ RFMedia Laboratory

- Media and ICT know-how center
- Wireless data transmission and digital media
- Digital Holography – pioneering work in *Real 3D* project (FP 7)

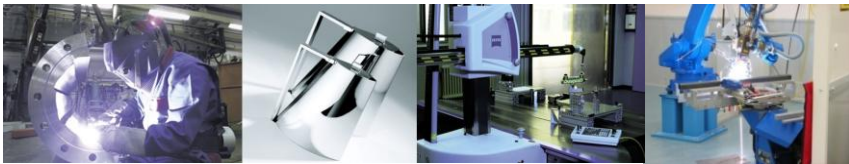


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Oulu Southern Institute/ ELME Studio

- Focus on the future production technologies
- Key research areas:
laser technology applications in welding and forming of ultra-high-strength steel materials
- ELME Studio in Nivala and main campus in Oulu



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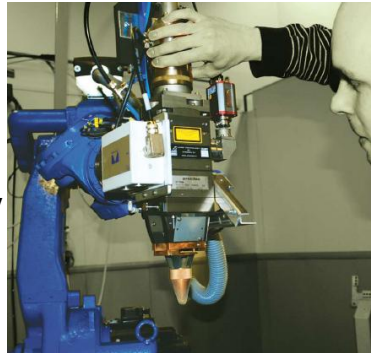
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Project Case: ELME Studio

- Production laboratory of electronics' mechanics and metal
- ELME experts help **enterprises to become more competitive by business development, R&D activities and education**
- Main actors: Nivala Technology and Industrial Park Ltd., Educational Municipal Federation of the Kalajokilaakso region (KAM), Oulu Southern Institute, Nihak Ltd. and CENTRIA



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Project Case: ELME Studio

- Collaboration of independent organisations that have shared interests
- The most significant result of the collaboration is the ELME Studio itself
- The equipment of high technology in the laboratory
- The change in the sector has been made possible
- Responding to the demands of different local and regional stakeholders
- New ways to benefit from networks

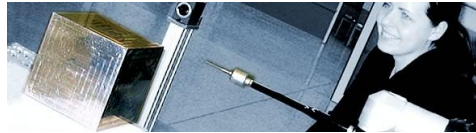


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Project Case: ELME Studio

- Collaboration promoting engagement of the University to the region
- Awareness of regional conditions
- Intense connection with the academic world and the regional collaboration partners
- Project based funding – agile possibilities & need for continuity
- More knowledge needed for longstanding results



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Perspectives to Regional Development



- Ability to adapt, pro-activeness
- Expertise, knowledge and innovations
- Four pathways of regional innovation growth (prof. Sotarauta)
 1. Indigenous creation of new industry
 2. Transplantation of new industry into region
 3. Diversification of existing industry into new
 4. Upgrading of existing industry

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Perspectives to Regional Development



- Roles of universities in regional development
 - Educating people
 - Problem solving for industry
 - Adding to the stock of codified knowledge
 - Providing public space

(based on LIS project and prof. Sotarauta)

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Pre-conditions

- Need and demand
- Interest and willingness
- Trust and respect
- Support and commitment
- Innovativeness and agility



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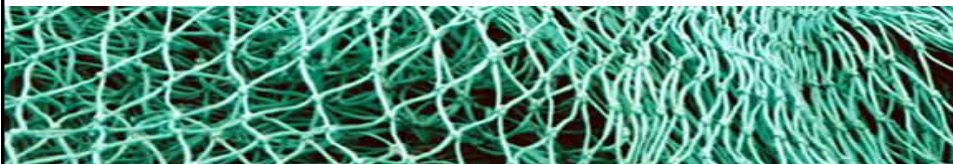


Interaction, Collaboration, Networks

*"In order to create interesting scientific inventions,
you should get as many energetic, intelligent and
knowledgeable friends as possible.*

*Form companionships with them always when it is
possible."*

Nobel prize winner, prof. Herbert Simon (1916-2001)



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Future Challenges

- Trend of larger entities vs. work done in regions
- Need for mutual and accepted ways to measure the impact and effectiveness of the regional work
- Passion and desire vs. lack of resources
- Creating attractive environments
- Need for modern ways of distant learning



Future Challenges

There are three types of companies

- ***those that make things happen***
- ***those that watch things happen***
- ***those that wonder what happened***

Philip Katler

**Our secret to reach the goals - we know
what we want, we believe in achieving them
and we want to make them happen.**

J.H.Nissinen





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Contact

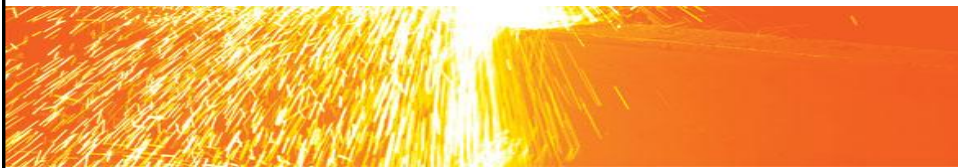
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