

The Success Story of Thriving Sotkamo

SOTKAMO MUNICIPAL STRATEGY

2029



THE SUCCESS STORY OF THRIVING SOTKAMO

Sotkamo Municipal Strategy

2029

VISION

- Trailblazer

MISSION STATEMENT

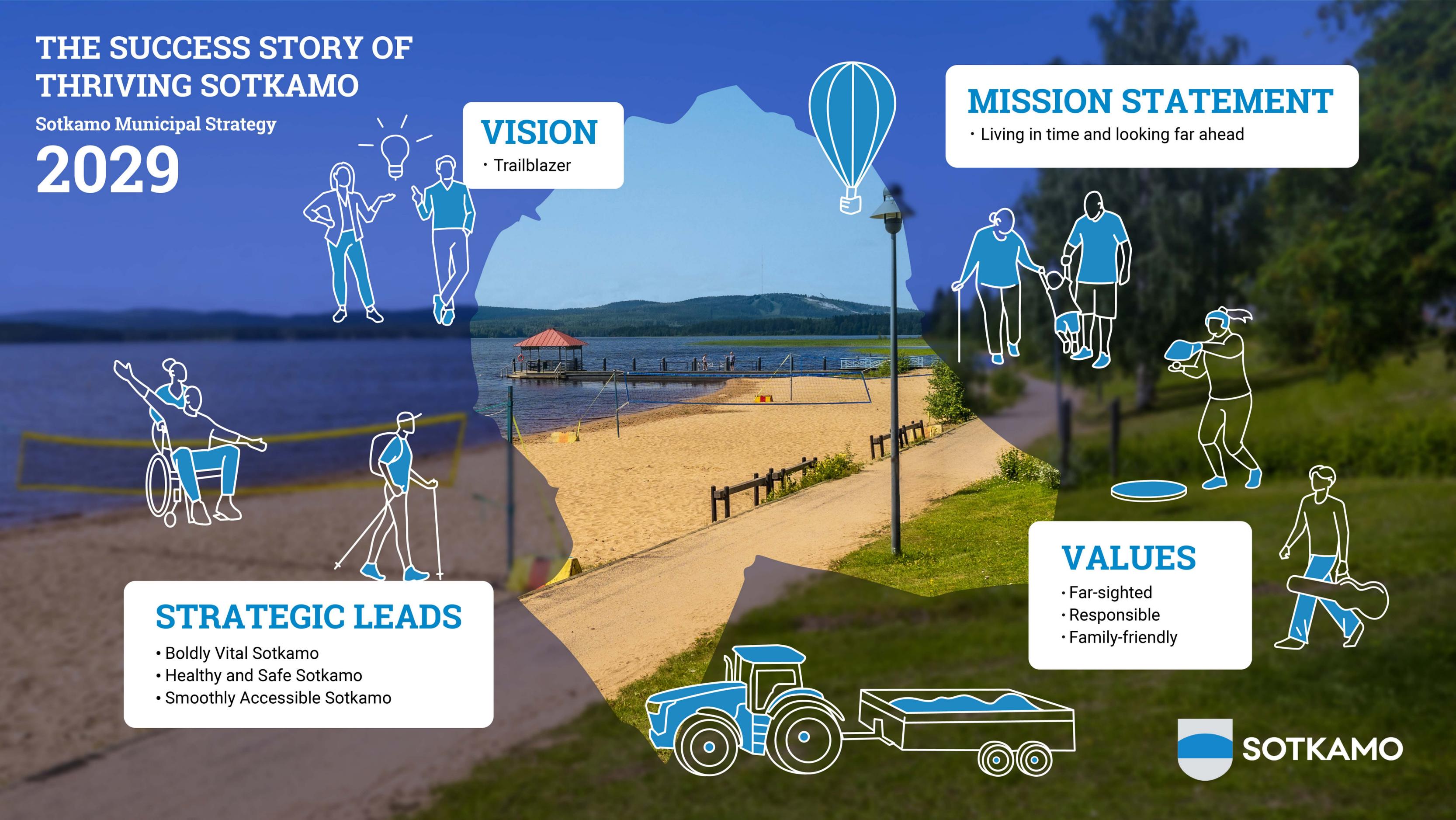
- Living in time and looking far ahead

STRATEGIC LEADS

- Boldly Vital Sotkamo
- Healthy and Safe Sotkamo
- Smoothly Accessible Sotkamo

VALUES

- Far-sighted
- Responsible
- Family-friendly





VISION



TRAILBLAZER

Sotkamo is a vital, sustainable and self-sufficient municipality where people enjoy well-being and fulfilment surrounded by nature and community. Sotkamo is a leader and a pioneer regionally, nationally and internationally.

MISSION STATEMENT

LIVING IN TIME AND LOOKING FAR AHEAD

We are building a strong, adaptable and increasingly vital Sotkamo.



VALUES



FAR-SIGHTED

We don't dwell on the present, but look boldly to the future. We develop the municipality proactively, embrace new skills and technologies, and courageously explore new opportunities together.

RESPONSIBLE

We act with transparency and perseverance, always mindful of the environment and future generations. Sustainability guides our financial management, procurement, use of nature, and social justice.

FAMILY-FRIENDLY

We care for each other and ensure everyone's inclusion. We value communality, caring and cross-generational interaction. We treat people with openness and respect. Our services and decisions are fair and accessible to everyone.



STRATEGIC LEADS

1. BOLDLY VITAL SOTKAMO

Strategic objective:

Vital and economically sustainable growth

Sotkamo's vitality, entrepreneurship and economic sustainability exceed Kainuu's key indicators.

2. HEALTHY AND SAFE SOTKAMO

Strategic objective:

Healthy residents

Sotkamo residents enjoy the highest level of well-being in Kainuu. Everyday life is smooth, services are functional and the community supports people of all ages.

3. SMOOTHLY ACCESSIBLE SOTKAMO

Strategic objective:

The most attractive and future-ready municipality in Kainuu

Sotkamo's operations and decision-making are far-sighted, proactive and actively participatory. We are the most attractive municipality in Kainuu.

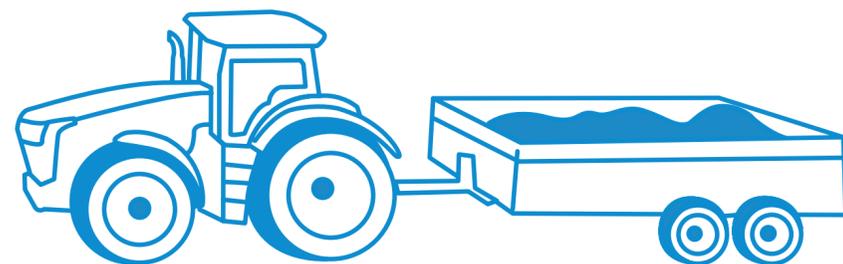




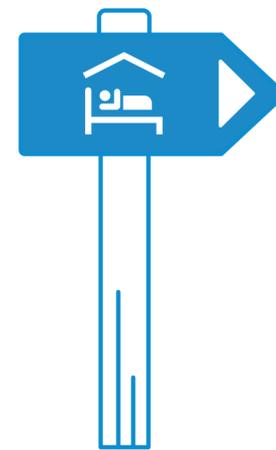
BOLDLY VITAL SOTKAMO



- 1.1.** We make Sotkamo the most desirable place to live, work, pursue entrepreneurship and spend holidays. Our appeal is based on nature, safety and quality of life.
- 1.2.** We manage municipal finances firmly to stabilise them and to prepare for the future. We strengthen our operating finances and secure our investment capacity through proactive long-term planning.
- 1.3.** We promote and strengthen Sotkamo's vitality by supporting entrepreneurship, from sole proprietors to growth companies. The aim is to ensure that business activities and labour supply, both domestic and international, are smooth, attractive and sustainable.
- 1.4.** We strengthen the ecosystems of key economic activities, such as tourism, ores, agriculture and forestry, sports and exercise, and food production.



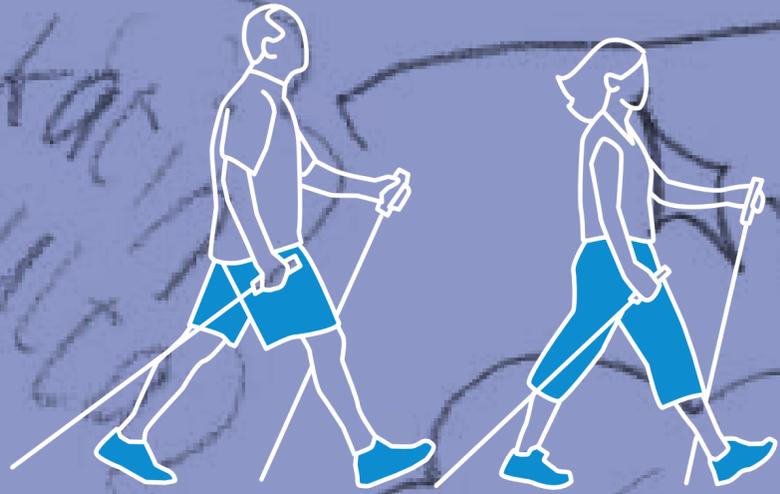
- 1.5.** We increase Sotkamo's appeal as a nationally and internationally recognised year-round tourist destination.
- 1.6.** We enable planning, infrastructure, housing, and office solutions that promote vitality, as well as new models to facilitate village residency.
- 1.7.** We strengthen and promote cooperation with vocational schools, higher education institutions, universities and businesses. We build diverse partnerships that increase know-how, accelerate innovation and create new growth. We create new education paths jointly with educational institutions and the business sector.



- 1.8.** We promote biodiversity. We favour renewable energy sources and carbon-binding solutions. We encourage sustainability and the circular economy. We take into account the UN principles of sustainable development.
- 1.9.** We strengthen self-sufficiency in energy and food production.
- 1.10.** We are committed to the Kainuu Regional Programme. We engage in cross-municipal cooperation in service provision.



**HEALTHY AND
SAFE
SOTKAMO**



ERILAISET
AKTIVITEETIT

Sotkamo
Luotava
paikalta

HUUKKA

RETK
KAU
PAT

CUPER-



- 2.1.** We implement children's rights in all our activities and consistently take them into account in municipal planning and decision-making in accordance with the principles and goals of the UNICEF Child-Friendly Cities Initiative.
- 2.2.** We ensure safe and encouraging growth and learning environments from early childhood education and care to upper secondary education. We promote education that supports the individual growth, well-being and participation of every child and young person.
- 2.3.** We facilitate moving to and living in the region by ensuring efficient services and a smooth everyday life.
- 2.4.** Through high-quality leisure services, we enable hobbies that promote learning and a high quality of life. We organise diverse liberal adult education and promote lifelong learning opportunities.





- 2.5.** Our growth and education strive for internationalism. We engage in international cooperation and increase understanding between cultures.
- 2.6.** We enable combining study and sport flexibly through sports academy activities, developing supportive conditions and promoting a smooth everyday life. We contribute to creating the Finnish top-level sport ecosystem.
- 2.7.** We bolster cultural activities in every dimension, highlighting the region's strengths.
- 2.8.** We support residents in taking care of their well-being and safety. Our growth and education strive for an active lifestyle and a strong community spirit.





2.9. We promote the physical, mental and social well-being of people of all ages through long-term preventive work in cooperation with the well-being services county, the third and fourth sectors and residents.

2.10. We implement a sound and responsible HR policy by supporting our staff's careers and working capacity.

2.11. We strengthen general security and the security of supply.



SMOOTHLY ACCESSIBLE SOTKAMO



- 3.1. Our municipal marketing is positive and distinctive.
- 3.2. We communicate openly, understandably and inclusively. We improve the decision-making process so that residents can better understand the rationale and impact of decisions. We create new ways to involve residents.
- 3.3. We advocate in a goal-oriented and effective manner, working together with networks and partners and taking the population's age structure into account.
- 3.4. We apply digital solutions to enhance smooth everyday life and activities. We use technology and artificial intelligence responsibly in our services and decision-making. We improve the conditions for location-independent working.





- 3.5.** We engage in cooperation and advocacy to ensure and improve functional transport connections.
- 3.6.** We carry out far-sighted land acquisition for future needs.
- 3.7.** We lead the municipality through long-term future work. We anticipate future phenomena and make informed decisions. We reinforce the municipality's capacity to reform and adapt to a changing world.



The municipal strategy sets out the main lines of Sotkamo's future vision. It is the cornerstone of management and decision-making for the municipality and the municipal authority corporation.

The municipality's plans, programmes, policies and budget comply with the strategy. The implementation of the strategy is assessed annually through the financial statements, budget targets, and meters for the strategic leads.

Innovation and cooperation are important parts of the strategy. A culture of experimentation and the courage to take things forward are essential. Solid communications are required to put the strategy into practice.

The strategy is implemented through everyday actions, jointly by the staff, residents, businesses and partners.

Images Sotkamon kunta, Juhani Ronkainen, Kimmo Rauatmaa, Jari Lindeman, Vuokatin kuvapankki, Tuomas Juntunen, Marko Karvonen, Anne Lukkari, Alma Komulainen ja Pihla Valjus

