

# OULU



CAPITAL OF NORTHERN SCANDINAVIA



## The future is in Oulu.

**T**he Oulu area is the largest urban centre in Northern Scandinavia in terms of population, business and services. With nearly 250,000 residents, the area is a unique combination of know-how of the future and a strong spirit of getting things done. The Oulu area is served by excellent road transport links and a recently expanded airport that is the second busiest aviation hub in Finland.



# OULU'S STRENGTH LIES IN ITS PEOPLE.



**T**he Oulu area is home to Finland's youngest population with an education level that is among the highest in the country. The area is recognised particularly for its achievements in science, culture and technology. Boasting a combination of enthusiasm, competence, determination and a relaxed outlook, the population is known for daring to create and innovate!



## Co-operation is built on acts.

**C**o-operation and partnerships are key resources for the Oulu area, as exemplified by the upcoming municipal merger, which will be the largest in Finland's recent history. The merger will see Haukipudas, Kiiminki, Oulu, Oulunsalo and Yli-li becoming a new Oulu on 1 January 2013 with a city population of over 190,000. Co-operation in areas such as municipal services, tourism and marketing has already been increased significantly.

The focus in Oulu is on making daily life smooth and convenient for everyone. In Oulu, future solutions are already in use today. We have unwavering confidence in our own competence and a strong commitment to co-operation and development. Come and join us!

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**100**  
**ACTS. FROM OULU.**

## 100 Acts from Oulu.

A job creation project, artwork in a day care centre, a new way to save energy, maintenance services for urban streets and green areas...

What is your action for improving Oulu? How to make Oulu an even better place to live, work and study? The 100 Acts programme brings Oulu area municipalities together and gives everyone the opportunity to highlight small and large acts that take the area forward, bring joy to the population and serve both local residents and businesses.

A screening panel will select 100 acts to present to the Oulu area marketing and communications group, which acts as the programme's jury. The jury will confirm the acts to be included in the 100 Acts programme and decide which of the acts will be selected as focal points in domestic and international marketing communications.

## **Selection criteria for acts**

- the act is directed at the Oulu area
- the act has either been completed or is currently being implemented
- the act improves, develops or promotes e.g.
  - Oulu area services,
  - convenience in the daily lives of residents
  - enjoyment for residents and visitors
  - transport and the environment
  - urban culture and cultural events
  - the conditions for education, entrepreneurship, business and tourism
- the act makes the Oulu area more attractive both domestically and internationally
- the act promotes co-operation between the public sector, private sector and the third sector

**HAVE YOU BEEN INSPIRED TO INITIATE  
AN ACT OR A CREATE A NEW KIND  
OF SERVICE IN THE OULU AREA – OR ARE  
YOU PERHAPS PERSONALLY INVOLVED  
IN PROMOTING SUCH A PROJECT?**

**SUBMIT YOUR ACTION FOR INCLUSION  
IN THE 100 ACTS.  
MORE DETAILS: [OULU.COM/100TEKOA](http://OULU.COM/100TEKOA)**

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