

Our Green Metropolis 2040

Changes in the operating environment | Vision 2040 and strategic priorities | Working together | Strategy implementation



Tampere | Kangasala | Lempäälä | Nokia | Orivesi | Pirkkala | Vesilahti | Ylöjärvi

Key changes in the operating environment 1/2

Change in the security environment

The stable and predictable environment that has been Finland's competitive advantage is at a turning point due to geopolitical developments. This change is reflected in humanitarian action and a general economic downturn. However, change can also present new opportunities. Increased investment in security will reduce funding in other sectors. Municipalities need to consider how to maintain the confidence of residents and businesses in the operating environment and in the future.

Ecological crisis

Climate change demands fast action in all sectors. The need to adapt is accelerated by, among other things, the increasing frequency of extreme weather events. Sustainability criteria will be tightened to prevent deforestation and promote the sustainable use of natural resources. This transformational period for sustainability calls for a reform of societal structures, ways of operating, and lifestyles.

Transformation of the economy, technology, and work

Digitalisation, smart technologies and the circular economy are reshaping industry and services. New economic forms are emerging around data, resource efficiency, zero-emission energy, the platform economy and experiences. Technology is becoming a part of everyday life. Businesses, municipalities and governments are increasingly competing for talent. Multi-locality is increasing and the demands on network connectivity are growing. The digital divide in the population threatens to grow.

Demographic change

The Finnish population is getting older. The number of people of working age is decreasing as the birth rate falls. The dependency ratio is deteriorating, and age-related expenditure is on the rise. In the 2030s, the need for occupational immigration will double. Shrinking age cohorts will also reduce internal migration. Lifestyles are diversifying – alongside the nuclear family, other types of households are becoming more common. Global migration is increasingly difficult to predict as uncertainties increase.

Key changes in the operating environment 2/2

Growing gaps in wellbeing

Perceived wellbeing is unevenly distributed across the city region, and the divergence between regions is intensifying. Inequality threatens development of social welfare and stigmatises the perception of regions and their public services. The pandemic has exacerbated social and health problems. These growing inequalities increase the need for preventive, user-centred services and multidisciplinary social welfare management.

Strengthening civil society

There are new ways to organise, influence and participate in civil society. Alongside the third sector, a fourth sector of society is growing: activism, which seems to share the same objectives as our cities. That is, sustainability, community and innovation in daily life. Corporate social responsibility and volunteer work have also taken on new forms. Municipalities must broaden the capacity of civil society to act for shared benefit.

Urbanisation

The population and construction are concentrated in and around cities with higher education institutions, municipal centres and public transport connections. Metropolitanisation and regionalisation continued in Finland during the COVID-19 pandemic. The pandemic has increased interest in larger apartments, more living space, local nature, safety and the quality of the living environment. In the future, municipalities will need to take the diversity of lifestyles and housing preferences into account.

Establishing wellbeing services counties

Wellbeing services counties are changing Finland's government structure. Municipalities' services' duties are decreasing and their role as investors and engines of growth is at risk of deteriorating. On the other hand, municipalities will continue to organize, for example, new employment services. The strength of municipalities are the optional functions of municipalities, which support modernisation and the pursuit of vitality. Municipalities are also strengthening their role in the community. The meaningfulness and structure of unitary municipalities will also be discussed.

Vision: Our green metropolis



2040

We in the Tampere City Region make up nearly half a million residents, and our field of action is global.

We have successfully implemented a sustainable transition that connects generations.

We look towards the future with hope, and we trust in regional co-operation.

Together, we're better at building an enchanting everyday life, enabling smart growth, and developing a city region open to the world.

Strategic priorities

TAMPEREEN
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An enchanting everyday life

In our city region, it is possible to live either in a European-style urban environment or in a rural village. Our neighbourhoods are safe and welcoming.

Residents have access to smart mobility solutions and leisure experiences. The rich blues and greens of nature enrich our daily lives. Our municipal services are designed to provide wellbeing and a high standard of living to residents.

Resident participation and social cohesion enrich the pleasant atmosphere. Our city region is close at heart to everyone.



Smart growth

We operate ecologically and across municipalities. A strong and cohesive community structure is the backbone of growth.

Our regional industrial policy accelerates the green transition of business and investing in selected priorities.

The number of available jobs is increasing in the city region, and education and competencies meet workplace needs.

The locations of companies are not determined by municipal borders.



Open to the world

We are promoting the city region to the world and improving connectivity. It is easy to come here.

We support multiculturalism and multilingualism, as well as the internationalisation of everyday life. This is a nice place to put down roots.

The region's labour market and educational environment attracts international talent and students.

This is a good place to develop.

The enchanting everyday life – close to residents

TAMPEREEN
KAUPUNKISEUTU

Among the varied living environments available in our city region, it is possible to live a sustainable, self-determined life – either urban or rural. Here you will find a relaxed atmosphere, an international-level event offering, and the numerous opportunities of the countryside just around the corner. The regional housing policy focuses on quality, affordability and solidarity. Preventing segregation is our common cause.

Mobility in the urban area is becoming easier and more sustainable. A tramway, commuter rail and cycling routes connect the city region. All urban design emphasises the presence of nature and street greenery, making daily life more vibrant.

The city region is investing in child-friendly development as well as education, training and community vitality. Municipalities will attempt to provide wellbeing to residents with a range of services from cultural offerings to road maintenance. Service interoperability and digitalisation will be increased at the regional level. The city region is active in forging partnerships with wellbeing services counties.

The voice of children and youth, adults, and seniors is heard more equally and more effectively. New ways to participate ease and inspire. The social cohesion of residents is nurtured, and people feel closer together – even in a large city region. Residents become more engaged with their local region, strengthening their resident experience.

Smart growth – a fair and cross-border structure

We are growing resource-consciously and targeting carbon neutrality. A cohesive community structure brings services, jobs and homes nearer to one another and increases contact between residents. There is also sufficient space for regional green networks and recreation. A strong structure increases the sustainability of our infrastructure. New areas are built in the immediate vicinity of public transport. We are urbanising more, and in a balanced way. By 2040, we have 480,000 residents.

The priorities for our industrial policy are defined in the regional economic development strategy. Sustainable business and curbing the consumption of natural resources are seen as important, and new business is emerging around, for example, the circular economy. New services and sustainable consumption opportunities are being created in the city region. Industry is modernising and strengthening its carbon handprint.

The regional industrial policy is reflected in an increase in businesses and jobs, and workplace self-sufficiency increases. We see that workplaces are for all municipalities in the region, and we support job creation by common solutions. Our cross-border way of operating increases competitiveness.

Education providers and employers work in close collaboration. A skilled workforce better fulfils the needs of jobs, and the mismatch of competences and needs decreases.

For each company, there is a space, plot or operating environment in the city region that meets its needs. This has been anticipated in advance through regional land-use planning. Suitable locations will be identified for service businesses, start-ups and exporting companies alike. In terms of attracting business and investment, we have no borders inside the city region.

Open to the world – an internationalised region

Tampere City Region is already international. But to succeed, this internationalisation must be further strengthened. We are more visible in the world, and the world is more visible in the city region. We are increasing our preparedness for the challenges of the international environment.

Accessibility is important, and we are investing in it. Connecting the Tampere City Region and capital region with a high-speed rail service connects 2 million residents and brings the regions closer together. We are also continuing to develop our air transport capabilities to secure our place on the world flight map.

The city region outperforms its size in our international networks. We are working globally to promote issues that are important to us, such as sustainable mobility, smart cities and industrial

manufacturing. This is reflected in our use of EU funding, among other things.

Multiculturalism is becoming more prominent in our daily lives. Workplaces, schools and events are becoming more international. Municipalities are working together to increase the multilingualism of their services and helping foreign-language speakers integrate. Here, everyone can live in safety.

With a growing number of available jobs and a shrinking workforce, we need an international labour force. As we develop our international recruitment and study opportunities, people will come from further afield to work here. The diversity of our population will also help us succeed globally.

How we work together

Transparency and trust

Trust between municipalities is at the heart of co-operation. Municipalities are open about their objectives and intentions for co-operation. Co-operation is reflected in the way municipalities speak, act and value one another, and in the strengthening of regional understanding.

Benefit

All municipalities benefit from co-operation. The largest benefits are derived from a long-term commitment to common goals. In the short term, even small successes are important.

Activity and participation

All member municipalities participate in regional co-operation projects. Municipalities will ensure that the regional processes take place within their organisations.

Co-operation

The joint authority of Tampere City Region acts as a development organisation for its member municipalities. Co-operation can be extended on a contractual basis to other municipalities in Pirkanmaa on individual topics that cross the boundaries of the city region. The municipalities and the city region work together with other actors in the area.

Regional strategy implementation and monitoring



The regional strategy is approved by the councils of the **member municipalities** as the vision and a guideline for regional co-operation.

The regional government will approve an implementation plan for the strategy, which describes the co-operation between municipalities and how the common objectives will be put into practice. **Regional expert teams** will prepare an implementation plan for a period of four years. It will also be approved by municipal councils.

The key actors in the implementation of the regional strategy are **the joint authority of Tampere City Region (TKS), Business Tampere Oy (BT) and member municipalities**. TKS will implement the strategy through the annual budget process. BT will update the more detailed regional economic objectives (economic strategy) based on the regional strategy. Municipalities are responsible for incorporating the policies and measures into their own plans and managing their practical implementation.

The regional government will monitor the development of the city region and regional collaboration annually, for example using LHT reporting and regional reports, as well as the municipal association's financial statements and annual review. The regional strategy will be evaluated at the end of the council term.

TKS is responsible for preparing the evaluation of the strategy.