Information about Oulu

Video: Oulu – People and the City
Northernness – providing possibilities for us all
Population

Population on 31.12.2015 | 198,525
---|---
Men | 49.8% | 98,909
Women | 50.2% | 99,616

Oulu is one of the fastest growing urban centres in Finland.

**Youthful age structure:** a constant influx of students and job applicants, and a high nativity

*On 1.1.2015 the average age of people living in Oulu was 37.6 years.*
The history of Oulu

Founded in 1605 by King Charles IX of Sweden opposite the castle built on the island of Linnansaari, Oulu is situated by the Gulf of Bothnia, at the mouth of Oulu River, an ancient trading site.

The name Oulu comes from a word in the Sami language meaning floodwater (Owla).

1.1.2013

The first merger of large urban municipalities in Finland took place in the Oulu region, as five municipalities (Haukipudas, Kiiminki, Oulu, Oulunsalo and Yli-Ii) in the region merged as of the beginning of 2013. The new city is called Oulu.
The Vision and the Values

Oulu – Capital of Northern Scandinavia

Courage  Fairness  Responsibility

OULU
Oulu, Capital of Northern Scandinavia

Oulu region has **250 000** residents

The largest center of the Northern Scandinavia

**Educational and Cultural center | Trade and Finance center**

**Experience center | Logistics center**
The average age of the residents is 37.6

Oulu has one of the youngest populations in Europe
New creating atmosphere
High level of education
Oulu university and Oulu university of applied sciences:
about 30,000 students

A good basis of building the future!
All main roads meet in Oulu.

The distance between Oulu and Helsinki is about **600 kilometres**, the same as between Oulu and **Nuorgam**, the northernmost spot in Finland.

Oulu airport has the second-largest passenger numbers in Finland.

*The flight to Helsinki takes about one hour.*
Municipal Elections 2012

<table>
<thead>
<tr>
<th>Party/Group</th>
<th>Votes</th>
<th>%</th>
<th>Councillors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre Party</td>
<td>21,045</td>
<td>27.0</td>
<td>19</td>
</tr>
<tr>
<td>National Coalition P.</td>
<td>15,467</td>
<td>19.9</td>
<td>13</td>
</tr>
<tr>
<td>Left Alliance</td>
<td>11,236</td>
<td>14.4</td>
<td>10</td>
</tr>
<tr>
<td>Social Democrats</td>
<td>10,577</td>
<td>13.6</td>
<td>9</td>
</tr>
<tr>
<td>Finns Party</td>
<td>9044</td>
<td>11.6</td>
<td>8</td>
</tr>
<tr>
<td>Green League</td>
<td>7796</td>
<td>10.0</td>
<td>7</td>
</tr>
<tr>
<td>Christian Democrats</td>
<td>1489</td>
<td>1.9</td>
<td>1</td>
</tr>
<tr>
<td>Other candidates</td>
<td>1060</td>
<td>1.4</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>78,291</strong></td>
<td><strong>100.0</strong></td>
<td><strong>67</strong></td>
</tr>
</tbody>
</table>

In addition 429 (0.5%) disqualified votes. Turnout 53.7%.
**City Management**

Mayor Mr. **Matti Pennanen**

Financial Director **Jukka Weisell**, substitute of Mayor

---

**City Council**

Chairman of the Council Mr. **Juha Hänninen** (Nat. Coal.)
- The highest decision-making organ in the city of Oulu
- 67 Councillors
- Elections every 4 years

---

**City Board**

Chairman of the Board Ms. **Riikka Moilanen** (Centre)
- 17 members elected by the City Council for a four-year term
- Distribution by political party/group: Centre 5, Nat. Coal. 3, Left W. 3, Soc. Dem. 2, Greens 2, Finns Party 2
- The City Board represents the municipality by using its right to speak and by performing various judicial actions on its behalf.
Organization 1.4.2016

City of Oulu Administrative Organisation 1.4.2016

Central Election Committee
Committee of Auditing
Internal Auditing
City Council
Auditing Committee
Auditor's Office
City Board
Development Central Admin. Div.
Mayor

Mayor
CENTRAL ADMINISTRATION

Director BUSINESS SERVICES
Business Oulu Public Utility

Director WELL-BEING SERVICES
- social welfare, elderly welfare, health care, healthcare centres

Director EDUCATIONAL AND CULTURAL SERVICES
- early education, basic education and youth services, upper secondary education and other educational services, cultural services, sports and leisure activities

Director URBAN AND ENVIRONMENTAL SERVICES
- general planning, city planning and technical services, building guidance, permits, supervision and coercive measures
- regional environmental services
  Oulu Regional Environmental Office Public Utility

Oulu Technical Services Public Utility
Oulu tilakeskus Public Utility (facilities management)
Oulu Vesi Public Utility (water management)
Oulu-Kollismaa Rescue Service Public Utility

Oulu Serviisi Public Utility (catering)
Oulu Tietotekniikka Public Utility (IT)
Oulu Konttori Public Utility (admin. and procurement)
Oulu Työterveys Public Utility (occup. health)

Management Board
Welfare Committee
- Individual Affairs Division
Education and Culture Committee
Urban Environmental Committee
Building Committee
Management Board
Management Board
Management Board
Management Board
Management Board
Management Board
Management Board
Management Board
Management Board
Management Board
Management Board
Management Board
City Council

- City Council is the highest municipal decision-making body. Every four years, 67 council members are elected in a municipal election.
- City Council makes decisions pertaining to municipal economy and finance, as well as setting qualitative and operative objectives for different domains.
- City Council makes decisions on city administration. It also selects members to serve on municipal boards and managing boards as well as key city officials.
- City Council meetings are open to the public. The meetings are video-recorded and can be followed on the internet.
City Board

• City Board is responsible for municipal administration and economy, preparing matters to be decided on by the City Council, and for the implementation and legality of decisions made by the City Council.
• The Mayor and Deputy Mayors prepare and present matters to be decided on by the City Board.
• City Board has 17 members, each of whom has a personal deputy. City Council chairmen can take part in the meetings, and they have the right to speak at the meetings.
• Chairman of City Council is either a full-time or part-time post.
• City Board meetings are closed to the public, but the decisions are public.
Municipal Boards and Management Boards

- Municipal boards and management boards are organs consisting of elected officials. The services provided by the City of Oulu fall under their command.
- The main domains of the City of Oulu are led by the Welfare Board, Education and Culture Board and Urban Environmental Board. The chairmen of the boards may be part-time posts.
- The municipal boards and management boards report to the City Board.
- The meetings of the boards and management boards are not open to the public, but their decisions are public.
- The agendas of all organs are available on the internet prior to the meetings.
## Financial Key Figures

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Rate</td>
<td>20.00</td>
<td>20.00</td>
<td>19.25</td>
</tr>
<tr>
<td>Income from one tax per cent, € mil</td>
<td>32.7</td>
<td>31.6</td>
<td>32.4</td>
</tr>
<tr>
<td>Tax income, € mil</td>
<td>734.1</td>
<td>708.1</td>
<td>692.7</td>
</tr>
<tr>
<td>Property tax income, € mil</td>
<td>43.6</td>
<td>43.8</td>
<td>40.5</td>
</tr>
<tr>
<td>State aid, € mil</td>
<td>253.8</td>
<td>230.3</td>
<td>225.1</td>
</tr>
<tr>
<td>Investments milj. €</td>
<td>155.5</td>
<td>190.7</td>
<td>193.9</td>
</tr>
<tr>
<td>Income financing of investments, % *</td>
<td>74</td>
<td>41</td>
<td>36</td>
</tr>
<tr>
<td>Change in long-term loans, € mil</td>
<td>14.5</td>
<td>41.3</td>
<td>92.7</td>
</tr>
<tr>
<td>Loan sums, €/inhabitant</td>
<td>3300</td>
<td>3266</td>
<td>2858</td>
</tr>
<tr>
<td>Annual margin, € mil</td>
<td>85.3</td>
<td>75.2</td>
<td>80.4</td>
</tr>
<tr>
<td>Annual margin, €/inhabitant</td>
<td>430</td>
<td>383</td>
<td>415</td>
</tr>
</tbody>
</table>

*Income financing percentage of investments = 100 * annual margin / (investment costs – financial shares)*
International trends, lively culture

Large- and small-scale concerts, a versatile dance scene, theatre aimed at children and youth, film industry, games events and entertainment media companies, Air Guitar World Championships, The Irish Festival of Oulu etc.
**Structure of Industries**

The active **working population** in Oulu is employed as follows (situation on December 2013)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services</td>
<td>51,986</td>
</tr>
<tr>
<td>Industry</td>
<td>8,960</td>
</tr>
<tr>
<td>Commerce and Transport</td>
<td>12,931</td>
</tr>
<tr>
<td>Accommodation and Nutrition</td>
<td>2,712</td>
</tr>
<tr>
<td>Construction</td>
<td>5,922</td>
</tr>
<tr>
<td>Farming, Forestry and Mining</td>
<td>906</td>
</tr>
<tr>
<td>Unknown</td>
<td>661</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>84,078</strong></td>
</tr>
</tbody>
</table>

In 2014 the average number of unemployed was 17,2 calculated on the basis of monthly statistics. (= 16,288 unemployed)
Strong basic industry
Leading Global ICT Brands in Oulu
Success Stories by SMEs
Oulu university

Ten Faculties:

architecture
biochemistry and molecular medicine
humanities
mining
education
science
medicine
business school
technology and information technology and electrical engineering

33% of people within Oulu region have university degree
A common goal and confidence in developing the area.
Tourism

Nallikari beach
Tourism

Shopping and city life
Tourism and things to see

City Hall (Kirkkokatu 2a), completed in 1887, was once the centre of refinement and culture in northern Finland with its imposing halls and restaurants. Nowadays the building houses the City’s central administration office.

Valve Cultural Centre (Torikatu 8/Ojakatu 4) was completed in 1894. The house has also been known as the old City Hall and police station.

Oulu Market Square and the Toripolliisi statue by Kaarlo Mikkonen (1986). The Market Square is a cozy meeting place in the summer. The market hall is from 1901 and old salt warehouses, the oldest dating back to the 18th century.

The castle of Oulu was built in 1589 and was destroyed by lightning in 1793. The old observation tower built in 1875 for teaching astronomy now serves as a summertime cafe.
**Hupisaari islands**, “the Fun Islands”, is a popular, green picnic and leisure area with beautiful natural scenery and a summer theatre.

**Turkansaari island** is an outdoor museum where you can learn about old ways of life: farming, cattle-farming, fishing, logging, timber floating and tar burning.

**Potnapekka minibus** is a train-lookalike miniature bus that runs on pedestrian streets and bicycle paths in the summer.

**Oulu Music Centre**, built in 1983, is a lively centre of culture and education.

**Technopolis**, founded in 1982, was the first technology park to be established in Scandinavia.
Pedestrian street Rotuaari There are a lot of shopping opportunities in Rotuaari, the pedestrian street in the centre of Oulu.

"The northernmost pyramids" Romeo and Julia, Oulu University botanical garden.

The Franzén Park.

Oulu Cathedral, 1832.

Pikisaari island a home for artists and craftspeople, is just a walking bridge away from the market square.
Thank you!

Area: Oulu, Finland | Coordinates: 65°01’ N, 25°28’ E
Elevation: 0 meters (0 ft)
Time zone: East European Daylight Time (GMT + 2:00)

Oulu online:
www.twitter.com/oulunkaupunki  |  www.youtube.com/cityofoulu
instagram: cityofoulu