This is OULU
A City for people and business since 1605

Five-municipality merger in 2013
Brief history

Oulu was founded in 1605 by King Charles IX of Sweden on the mainland opposite the island of Linnansaari, which had a fortress.

Oulu is situated by the Gulf of Bothnia, at the mouth of the River Oulu.

The mouth of the River Oulu is an ancient trading site.

The name Oulu comes the word Owla meaning flood water in the Sami language.
2017: OPPORTUNITIES IN
Northern Europe and the Arctic regions
OU LU HAS A KEY ROLE in investments and economic growth in the North

By the end of 2025: Investments totalling €197bn in Northern Scandinavia and the Barents Region
As the country chairing the Arctic Council, Finland emphasises the importance of implementation of the Paris Climate Agreement and the UN’s sustainable development goals in Arctic collaboration.

During its chairmanship, Finland will promote Arctic collaboration and its continuity, including at the highest political level.
Oulu, the Capital of Northern Scandinavia
The Oulu region is home to 250,000 people, making it the largest urban centre in northern Scandinavia.

- Centre of education and culture
- Centre of trade and economy
- Logistics centre
- Experience centre
Population

Population: 31 Dec 2016

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>200,526</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>49.9%</td>
<td>99,993</td>
</tr>
<tr>
<td>Women</td>
<td>50.1%</td>
<td>100,533</td>
</tr>
</tbody>
</table>

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

**Young age structure**: a steady stream of students and job-seekers, high birth rate
City of young people

Average age 37.9 years
Oulu is a City of two universities
Oulu is one of the youngest cities in Europe

An atmosphere that encourages innovation

High education level – every third person in Oulu has a university degree.

University of Oulu and University of Applied Sciences: about 25,000 students

A great foundation for building the future!
Municipal elections and City Governance
## Municipal elections 2017

<table>
<thead>
<tr>
<th>Party</th>
<th>Votes</th>
<th>%</th>
<th>Councillors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre Party</td>
<td>20,827</td>
<td>24.2</td>
<td>17</td>
</tr>
<tr>
<td>National Coalition Party</td>
<td>16,415</td>
<td>19.1</td>
<td>13</td>
</tr>
<tr>
<td>Left Alliance</td>
<td>13,765</td>
<td>16.0</td>
<td>11</td>
</tr>
<tr>
<td>Green League</td>
<td>12,679</td>
<td>14.7</td>
<td>10</td>
</tr>
<tr>
<td>Social Democratic Party</td>
<td>10,597</td>
<td>12.3</td>
<td>8</td>
</tr>
<tr>
<td>Finns Party</td>
<td>7,153</td>
<td>8.3</td>
<td>6</td>
</tr>
<tr>
<td>Christian Democrats</td>
<td>2,042</td>
<td>2.4</td>
<td>1</td>
</tr>
<tr>
<td>True Finnish Joint List</td>
<td>1,286</td>
<td>1.5</td>
<td>1</td>
</tr>
<tr>
<td>Others</td>
<td>1,397</td>
<td>1.5</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>86,161</strong></td>
<td>100.0</td>
<td><strong>67</strong></td>
</tr>
</tbody>
</table>

In addition, 462 (0.5%) discarded votes. Voting turnout 56%.
## City Council 2017–2021

<table>
<thead>
<tr>
<th>Party</th>
<th>Councilors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre Party</td>
<td>17</td>
</tr>
<tr>
<td>National Coalition Party</td>
<td>13</td>
</tr>
<tr>
<td>Left Alliance</td>
<td>11</td>
</tr>
<tr>
<td>Green League</td>
<td>10</td>
</tr>
<tr>
<td>Social Democratic Party</td>
<td>8</td>
</tr>
<tr>
<td>Finns Party</td>
<td>5</td>
</tr>
<tr>
<td>Christian Democrats</td>
<td>1</td>
</tr>
<tr>
<td>True Finnish Joint List</td>
<td>1</td>
</tr>
<tr>
<td>Blue Council Group</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>67</strong></td>
</tr>
</tbody>
</table>
Financial statement 2016

In the original budget for 2016, deficit was estimated at -19.9 million euros. In the final financial statement, the deficit outturn was **-14.1 million euros**.

The increase in tax financing (tax revenue and transfers from the state) was **about 2.9%**. Cash-flow financing is not sufficient to cover service and investment needs.

Investments amounted to about **125.2 million euros**.

Net borrowing totalled 15.8 million euros, the sum due by the end of the year: **671 million euros**.

Interest costs in 2016: **about 10.1 million euros** (including hedging costs).

From 2015, the City of Oulu’s margin (net expenditure) grew by **about 2.1%**.
Decision-making and organisation in Oulu
The City Council is the highest decision-making authority in the City. The Council guides the development of the City in a concrete manner by wielding economic power.

The City Board is responsible for municipal administration and economy, preparation of the matters to be decided by the City Council, and for making sure that the decisions made by the council are implemented and in accordance with the law.

Committees and boards are institutions consisting of elected officials under which the actual City of Oulu services operate.
Mayor

The Mayor of Oulu is Päivi Laajala, with Jukka Weisell, Financial Director, acting as the Mayor’s deputy.

City Council

Chair: Juha Hänninen (National Coalition Party)
• 67 councillors
• Municipal elections every 4 years

City Board

Chair: Kyösti Oikarinen (Centre Party)
• 13 members elected by the City Council
• Members by party/group: Centre 3, Coalition 3, Left Alliance 2, Social Democrats 2, Green League 2, Finns Party 1
## Economic indicators

<table>
<thead>
<tr>
<th></th>
<th>2016</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>20.00</td>
<td>19.25</td>
</tr>
<tr>
<td>Yield per percentage point of tax, € million</td>
<td>33.2</td>
<td>32.7</td>
<td>31.6</td>
<td>32.4</td>
</tr>
<tr>
<td>Tax revenue, € million</td>
<td>743.6</td>
<td>734.1</td>
<td>708.1</td>
<td>692.7</td>
</tr>
<tr>
<td>Revenue from property tax, € million</td>
<td>45.5</td>
<td>43.6</td>
<td>43.8</td>
<td>40.5</td>
</tr>
<tr>
<td>State transfers to local government, € million</td>
<td>273.4</td>
<td>253.8</td>
<td>230.</td>
<td>225.1</td>
</tr>
<tr>
<td>Investments, € million</td>
<td>125.3</td>
<td>115.</td>
<td>190.7</td>
<td>193.9</td>
</tr>
<tr>
<td>Investments cash-flow financing, %*</td>
<td>61</td>
<td>74</td>
<td>41</td>
<td>36</td>
</tr>
<tr>
<td>Changes in long-term loans, € million</td>
<td>15.8</td>
<td>14.5</td>
<td>41.3</td>
<td>92.7</td>
</tr>
<tr>
<td>Loans outstanding, €/resident</td>
<td>3.346</td>
<td>3.300</td>
<td>3.266</td>
<td>2.858</td>
</tr>
<tr>
<td>Annual surplus, € million</td>
<td>76.3</td>
<td>85.3</td>
<td>75.2</td>
<td>80.4</td>
</tr>
<tr>
<td>Annual surplus, €/resident</td>
<td>380</td>
<td>430</td>
<td>383</td>
<td>415</td>
</tr>
</tbody>
</table>

*Investments cash-flow financing rate = 100 * annual surplus/ (investment costs – financial contribution)
Vision and values

Boldly innovative Capital of Northern Scandinavia

Courage
Fairness
Responsibility
Conversion Programme Oulu and Urban Strategy Oulu 2026
The City of Oulu Group is getting ready for the establishment of the new province and for the coming reforms.

The aim of Conversion Programme Oulu is to boost the City’s viability and economy and to create a foundation for the HR policies, co-operation procedures and organisational changes needed.

Urban Strategy Oulu 2026 assesses the changes taking place in the operating environment and makes way for the City’s new and changing tasks. Drafting the strategy will commence in autumn 2017 led by the City Council.
All major roads meet in Oulu

Oulu is the logistics hub of Arctic Europe
Surface area

<table>
<thead>
<tr>
<th>Oulu 31 Dec 2016</th>
<th>3,880 km²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land</td>
<td>3,031 km² (78%)</td>
</tr>
<tr>
<td>Water</td>
<td>849 km² (22%)</td>
</tr>
</tbody>
</table>

The distance from Oulu to **Helsinki is about 600 kilometres**, the same as to **Nuorgam**, the northernmost point in Finland.

With a million passengers a year, **Oulu Airport** is the second busiest in Finland.
The winter cycling capital of the world
Oulu is one of the best bicycle cities in Finland. The City has more than 600 km of purpose-built roads for pedestrian and bicycle traffic.

Winter biking is popular, and Oulu has been ranked as the best winter biking city in the world.

Bicycle routes are constantly being developed to serve both commuters and hobby cyclists even better.
Housing costs have been shown to be half of those in the capital region.
Oulu is a city with sea and numerous rivers. In a 12-minute city, services, places of work and recreational opportunities are easily reachable.

Housing is high-class yet inexpensive. New residential areas are constantly being built.

Oulu is truly a city for children and young families. The pace of life is easy and relaxed, and recreational opportunities are close at hand.
Oulu has a versatile business structure.
The ICT sector is very strong.
Strong basic industry

Paper
Chemistry
Stainless steel
Forestry
Steel
Energy
SME success stories
Port of Oulu & Sea Channel
Highway E4: Oulu–Kemi

Important development targets
In terms of traffic, Oulu is a hub for Northern Scandinavia and a national centre for Arctic competence. The traffic and logistics networks within northern TEN-T and the Barents:

**Investments**
- Deep channel of Oulu and development of Oritkari Port area
- Double railway line Ylivieska-Oulu: 1st stage: Liminka-Kempele-Oulu
- Development of railway yards in Oulu
- Data link Helsinki-Oulu-Norway (Arctic data cable)

**Strategic goals:**
- Oulu – a transit hub for international air traffic
- Charting options for a link to the Arctic Ocean

*Generating national growth through northern production.*
City of Oulu holdings
Members of the City of Oulu Group – a diversified group
Distribution of ownership (€2.8bn) in the City of Oulu Group (31 Dec 2016)

- **Subsidiaries**: €1,178M, 42%
- **Semi-public company**: €54M, 2%
- **Foundations**: €8M, 0%
- **Local authorities**: €236M, 8%
- **Basic municipality**: €630M, 23%
- **Public utilities**: €700M, 25%
Oulu Group – External loans

Large cities' loans

Loans/Oulu Group

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>4,096</td>
<td>4,445</td>
<td>4,416</td>
<td>4,358</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1,000 euros
Collaboration

Public sector

Educational and research institutions

Businesses
Social and healthcare services reform
Maternity and child clinics
Home services, work with families
Child protection
Doctor’s and nurse’s reception, social worker’s reception
Service guidance
Mental health and substance abuse services
Home care
Welfare centres
Digitalisation

Utilised in social and health care services in many ways:

- Oulu self-care service (>90,000 users)
- Product testing (OuluHealth Labs)
- Technology and robotics solutions, e.g. to help the elderly
The world’s first 5G hospital is under construction in Oulu.
5G data network:

A significant improvement in data transfer capacity with less latency.

Enables construction of new types of secure and reliable systems requiring fast communication.

The world’s first 5G hospital is under construction in Oulu.
Wellbeing
Close to families
Local operation is aimed particularly at improving wellbeing among children and adolescents.

Special features of different areas are taken into consideration.

Different actors work in close collaboration.

Residents are actively involved in planning and implementation.

E-services and solutions aimed to promote independent coping facilitate everyday life.
Events promote viability
Oulu is a major event City in Northern Europe, with focus on medium-sized and large culture and sports events.

Key themes: light and the sea.
Years of action
Years of action

- Turning Mannerheim Park into an events park
- Renovation of Raksila Hockey Arena
- Illumination of Kaupunginoja
- Parking arrangements in city centre
- Plot assignment competitions in the river delta area

2018

2019
- Covering the Pedestrian street Rotuaari
- Location of multipurpose arena/congress centre

2020
- Oulu is number one!

2021

2025

2026
- Oulu is European capital of culture!
Oulu is applying to be the European Capital of Culture in 2026.
Oulu is applying to be the European Capital of Culture in 2026.

The application will be a joint effort involving all local residents. The people of Oulu will be asked what will it be about Oulu as a city in 2026 that makes us especially proud.
Nallikari
A luxurious sandy beach that attracts tourists and locals alike
Shopping and city life
Dancing our way to the European Capital of Culture Year 2026

The whole City is dancing!

Thank you for your interest!

To learn more, go to:

- www.ouka.fi
- www.oulu.com
- Oulun kaupunki - City of Oulu
- Oulun kaupunki
- @cityofoulu

Oulu Capital of Northern Scandinavia