Oulu – The Light of the North
City strategy 2026
Vision 2026

Oulu – the Light of the North

#oulu #oulu2026

Growth, local attitude and a way of doing things contribute to Oulu’s extraordinary character. The culture of working together and a high level of excellence have laid the foundation for the city’s success. We build together international success stories and do not hesitate to take advantage of the possibilities of digitalization.

In 2026, Oulu will be a sustainable growth centre in the North. It will combine a cheerful atmosphere with cutting-edge technology, entrepreneurship and skilled workforce, as well as a distinctive and evolving culture. Oulu offers a high level of education and is home to many young people.
Courage

We are daring, bold and brave. We make choices for a better future. We are ready to try something new and leave the old behind.

Fairness

We do things openly together and take others into account. We are open-minded and appreciate each other.

Responsibility

We want to promote a sustainable way of life so that future generations will also have the opportunity to make choices. A responsible way of action contributes to security.
A vibrant Oulu is growing and becoming more international

We promote business success and provide a growth-friendly environment. Jobs find those who are working.

Oulu is accessible by land, sea and air.

We grow in a sustainable way. We make the urban structure more cohesive and compact and promote environmentally friendly transport. We will be carbon neutral by 2040.

Attractive Oulu – a city of Northern nature and culture

We enable people to meet and interact with each other. We create new things together. We will be the European Capital of Culture in 2026.

We offer housing opportunities in an urban environment and in rural areas. Nature is always near. We make the city centre lively and unique.

Nature and the history of the region are our attraction factors.

Gripping Oulu – a city of smiles and high level of expertise

We are a pioneer in lifelong learning and education. More and more university students are moving to Oulu.

Digitalization supports business and living all over Oulu.

Well-being belongs to everyone. We encourage people to an active lifestyle and to find new opportunities in wellness activity. Oulu is a safe and child-friendly city.
Oulu way of doing things

We organize our services in an economically, socially and environmentally sustainable way. We are a knowledgeable purchaser and a responsible owner.

We develop effective services and our operations are based on customer-orientation. We take advantage of the opportunities offered by digitalization in all our activities.

We are a sought-after partner and actively involved in national and international networks. We develop our ability to serve our customers in multiple languages.

We are an attractive urban workplace. We work together in a meaningful way for the best interest of the people of Oulu.