

## **Press Release:**

### **Sustainable Entrepreneurship and Cross-Border Collaboration at UF Fair in Luleå**

Close to 100 high school students and high school teachers from Norrbotten and Northern Finland gathered on February 27–28 to collaborate, learn more about sustainable entrepreneurship, and participate in this year's UF Fair. The event is part of the Aurora Entrepreneurialis project, led by Ung Företagsamhet Norrbotten, Oulu Municipality, and Lappia. Its aim is to develop entrepreneurial culture, sustainable entrepreneurship, and cross-border collaboration among high schools in the region. - "It's very exciting for us to contribute to creating collaboration between schools, teachers, and students on both sides of the border. We want to highlight and strengthen sustainable entrepreneurship, and it's great that we have the opportunity to do it together with Oulu Municipality and Lappia," says Linda Strandenhed, project manager, Ung Företagsamhet.

The program included, among other things, a workshop on circular economy with Teknikens Hus, collaboration challenges, an interactive competition for teachers and students with a sustainability theme, and a visit to the UF Fair where some of the Finnish students exhibited their UF businesses. From Norrbotten, Strömbäckskolan in Piteå, Tornedalsskolan in Haparanda, Björknäsgymnasiet in Boden, and Lapplands Gymnasium Pajala participated. - "Events like this allow students to see that there is life beyond the border. Many think that the world ends at the national border, but here in the north, students get in touch with others and can build networks. This makes the neighboring country visible and shows the opportunities that exist. When we up here in the north work together, we have something interesting and unique to offer, even from an international perspective," says Kari Tikkala, teacher at Tornedalsskolan, Haparanda. - "It was really inspiring to see the different business ideas at the UF Fair. It was a very rewarding setup during these two days, and I got many new ideas to use in my own teaching. It's always refreshing to meet new people and to hear their perspectives," says Matias Kolström, teacher at Muonion Lukio. - "A very varied and fun event. We got to know the city of Luleå, had very good discussions with the Swedish students, and ate good food. We also met various Swedish companies and other stakeholders," say Krista Anttila, Sonja Ikonen, and Moona Alaniemi, students at Haukipudas Lukio.

#### *Press Contact:*

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#### *Images / Photo:*

Laura Vendelin

Aurora Luleå Feb 24 1: What do we mean by sustainability? Linda Strandenhed, project manager at Ung Företagsamhet, welcomes participants to Luleå.

Aurora Luleå Feb 24 2: Teachers Jonas Carlzon, Strömbackaskolan, Piteå, and Jonne Miettunen, Lappia, Kemi, talk about how their classes have met and collaborated digitally using VR.

Aurora Luleå Feb 24 3: Workshop on circular economy with Ewa Andersson, Linda Ökvist, and Elin Johansson from Teknikens Hus in Luleå.

Aurora Luleå Feb 24 4: Students participate in various collaboration challenges. Aurora Entrepreneurialis

The Aurora Entrepreneurialis project is carried out by Oulu Municipality, Ung Företagsamhet Norrbotten, and the vocational institute Lappia, with the aim of developing entrepreneurial culture, sustainable entrepreneurship, and cross-border collaboration among high schools in the region. Aurora Entrepreneurialis is funded by Interreg Aurora, Region Norrbotten, and Lappin Liito.

#### *Ung Företagsamhet Norrbotten*

Ung Företagsamhet is a politically independent, non-profit educational organization. Ung Företagsamhet works at all stages of primary school and high school. Since 1980, we have been educating high school students in entrepreneurship through the UF business process. This means that students, during one academic year, get to start, run, and close a UF business.

#### *City of Oulu*

City of Oulu is the largest city in Northern Finland, situated by the Gulf of Bothnia, along the Oulu River. Oulu has been the capital of the region since 1776. From being a city known for tar and salmon, the city has evolved into a growing modern knowledge center.

#### *Lappia Vocational College*

Lappia Vocational College provides vocational education for young and adult students. They have departments in Tornio, Kemi, Tervola and Muonio. Lappia operates over an area equivalent to 30 percent of Finland's land area. In total, they have about 4,500 students and 340 employees.