



Oulu2026
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Wellbeing Plan 2026–2029

Nordic Shine! in Everyday Life – a wellbeing, participating, and equal Oulu

City Council, May 18, 2026 (§ 6)

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The promotion of wellbeing is the city's most important task



Promoting the wellbeing and health of citizens is the city's most important task, and it is present in all of the city's responsibilities. The city offers opportunities for active and healthy lives in a safe and comfortable environment. The city tends to the cleanliness and health of residential environments, as well as diverse hobby opportunities.

Together, all city sectors create functional everyday solutions and prerequisites for effortless lives. The wellbeing of residents is connected to education, employment, exercise, culture services, land use planning, water maintenance, state of the environment, traffic arrangements, greenspaces and recreational spaces, and several other responsibilities of the city.

Wellbeing and health promotion work is done in close cooperation between local and regional operators, especially the wellbeing services county and different organizations.



Image. City of Oulu's strategic steering structure 2026

The Wellbeing Plan is one implementation programme of the City Strategy which will implement the strategic outlines of wellbeing promotion.

The Wellbeing Plan guides the shared work for the promotion of the residents' wellbeing and health. The Wellbeing Plan is a legislated document that must be compiled during each council term and must be approved by the City Council.

On top of the Wellbeing Plan, wellbeing is promoted through other strategic implementation programmes, such as the Education Plan, Urban Environment Programme, Environmental Programme, and Business Programme.

The wellbeing of all citizens of Oulu is supported with the city of Oulu's Exercise Programme, Anti-Racism Operational Programme, and Literacy Strategy.

One city, one Wellbeing Plan

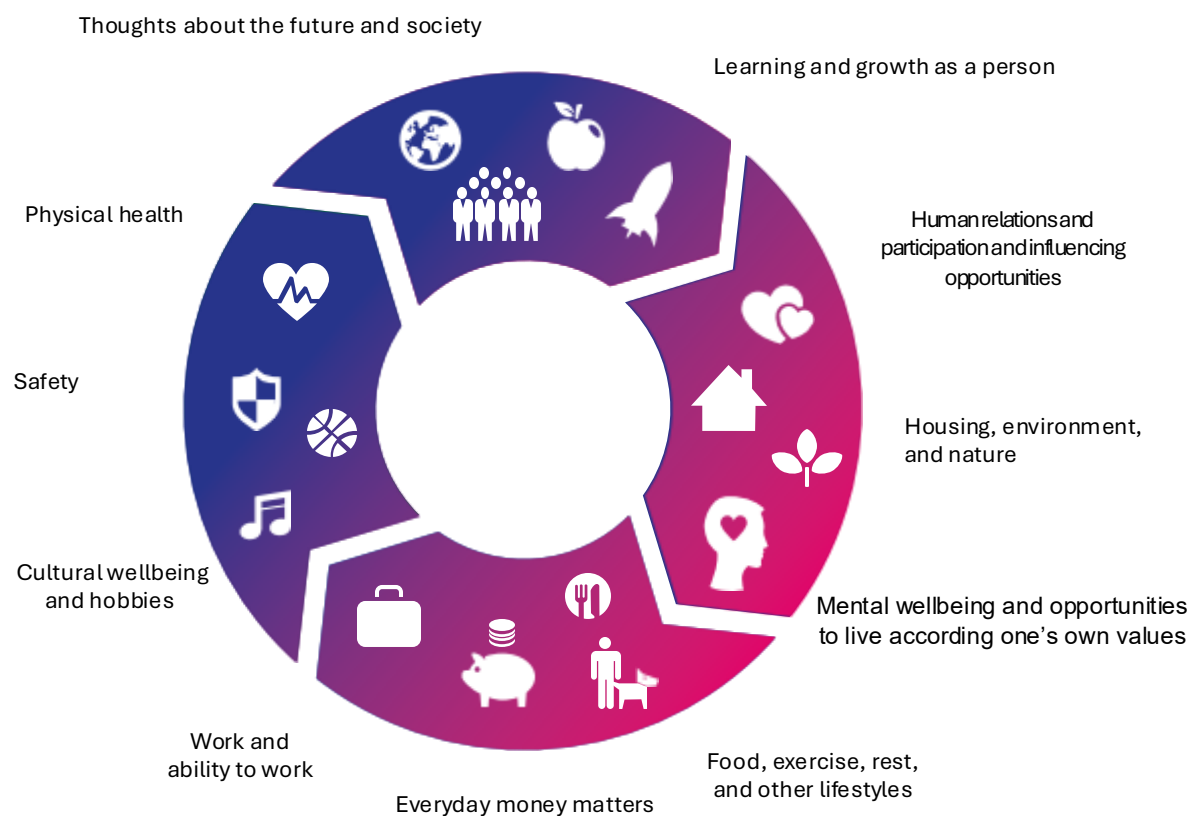


The Wellbeing Plan compiles multiple separate plans to form one entirety that supports the wellbeing of all residents in all stages of life.



Good everyday life in Oulu

What affects wellbeing? The goal is a good and comfortable life – now and in the future



Vision

In Oulu, everyone can live a good life at all stages of life.

Wellbeing is reinforced with communality and shared action, safe everyday environments, active lifestyles, and continual development of competence.

Oulu shines as a city of encounters – a place where culture, communality, non-discrimination, nature, and life-long learning support the citizens' participation, equality, and wellbeing.

This concept of wellbeing is the frame of reference for the Wellbeing Plan.

Agenda 2030 in the Wellbeing Plan

The city of Oulu implements the goals of **the UN Agenda 2030 for Sustainable Development** as part of the City Strategy. The state holds primary responsibility for the implementation of Agenda 2030. However, participation of the private sector, civic society, and citizens is needed in order to achieve the goals.

Agenda 2030 strives towards sustainable development economically, socially, and environmentally. The Agenda contains measures for implementation and monitoring. There are 17 sustainable development goals.

The goal is to ensure that no one is left behind in the development.

Corresponding icons and numbers of the Agenda 2030 are displayed on the Wellbeing Plan's goals and measures.



[Agenda 2030 Sustainable Development goals](#)
[– Ministry for Foreign Affairs of Finland](#)



Preparation of the Wellbeing Plan





Background materials of the Wellbeing Plan's preparation

A large basis of knowledge, reviews, workshops, and other participatory materials were utilized in preparing the Wellbeing Plan. With these, a city-level and age-specific situation picture regarding the direction of wellbeing in Oulu was compiled.



Materials:

Wellbeing report 2021–2025, including its central indicators, age-specific analyses, and conclusions. The Wellbeing report forms the mandate and the situation picture for the Wellbeing Plan 2026–2029 which compiles together the city-level and age-specific strengths and challenges, including the wellbeing of immigrants.

Additional materials:

- Child-Friendly City: surveying the situation picture and mapping out the views of children and youth.
- School health survey 2025: portrays the development of the wellbeing, safety, lifestyles, and mental health of children and youth.
- *Minun arkeni ja elämäni* health survey 2024: targeted young adults, working-aged people, and people aged over 65 (everyday wellbeing, economy, relationships, lifestyles, and everyday challenges).
- Additional questions of KAPA (city and municipal service survey) 2024: additional city-level wellbeing and health surveys from 2024 that examined experiences of wellbeing, health, mobility, loneliness, and participation.
- Zekki/ZekkiPro, Sovari survey (social reinforcement), the Finnish Model for Leisure Activities materials (participation, wellbeing, and hobbies of children and youth).
- Substance use situation mapping 2025.
- Operational environment analysis for the budget evaluation 2026: including inspection of population, economy, and operational environment changes, such as the ageing of the population, economic sustainability challenges, and climate and security questions.
- Wellbeing Services County of North Ostrobothnia's wellbeing review (public) and their themed data packets (non-public).



Preparation in a wide stakeholder cooperation

The Wellbeing Plan has been compiled in a wide stakeholder cooperation in 2025–2026. A wellbeing promotion team was responsible for the preparation, which coordinated the process in cooperation with different city sectors. A large group of operators participated in the process, such as associations, influencing bodies, local communities, specialist networks, and political institutions. Almost 400 people representing different age groups participated in the preparation.

The goal of the participation was to ensure that the Plan is based on

multifaceted and up-to-date information, as well as the experiences of citizens, organizations, and specialists on the current state of wellbeing and its development needs. Participation was realized through workshops, dialogue events, specialist hearings, and different events. The wide participation of stakeholders has reinforced the plan's basis of knowledge and has enabled the open-minded consideration of the perspectives of different population groups.

The participating parties have been listed in the table below.

Educational and Cultural Services	Cross-sectoral working groups	Other city sectors	Volunteer sector and wellbeing services county	Events	Committees	Influencing bodies
- Wellbeing promotion services - Sport Services - Early childhood and basic education services - Youth Services - Upper secondary education, open education work, and basic art education - Cultural Services - Child-Friendly City, coordination group - Shared services	- Wellbeing Plan's process group - Equality and non-discrimination group - Participation and influence group - Participation team - Segregation prevention key group - Wellbeing and health promotion steering group - Immigration steering group	- Business Oulu / employment services - Central administration - Urban Environmental Services: - Urban and Environmental Services - Building Control - Environment Office of the Oulu Region - Oulun Vesi Public Utility	- Organizations, associations, sports clubs, parishes, and other volunteer sector operators - Wellbeing Services County of North Ostrobothnia Pohde - Village Council and Community Facilities	- Wellbeing and health ecosystem (multi-professional working group) - Youth Forum - Day of Joy - Civic Society Academy - Multiple different events where information on wellbeing has been collected	- Education Committee - Wellbeing, Culture and Sports Committee - Urban Environment Committee	- Youth Council - Council for Older People - Council for People with Disabilities - Immigrant Council

From City Strategy to Wellbeing Plan's focus areas and goals

Nordic Shine! in Everyday Life – a wellbeing, participating, and equal Oulu

The Wellbeing Plan 2026–2029 is a city-wide programme approved by the Oulu City Council that directs and prioritizes the promotion of wellbeing and health during the council term. The plan supports the Oulu 2035 City Strategy's implementation and is connected to the planning of city budgets and operations.



Communal and safe environment

In Oulu, residents of all ages and backgrounds feel that they belong and are heard. Neighborhoods, villages, the city centre, and the digital environments offer safe, accessible, and comfortable environments with space to encounter each other and build individual lives.



Life that reinforces wellbeing, health, and capacity

In Oulu, people in all stages of life can live a life that reinforces their wellbeing, coping, and capacity. Good lifestyles, supporting mental balance, alleviating loneliness, good literacy, life-long learning, and meaningful living are all parts of regular everyday lives.



Effortless everyday life and early support

In Oulu, the basic essentials – housing, economic wellbeing, studies, employment, and services – are effortless in all stages of life. When there are life changes or worries, support and services are available early, easily, and humanely.



Focus area's strategic goals by age group

Communal and safe environmen

A safe everyday life, a sense of being heard, and belonging are secured for each citizen in the city, while respecting human rights, equality, and non-discrimination. Participation is reinforced in everyday environments and services. Physical and digital environments are designed to be safe and accessible. High-quality living environments, functional service networks, and low-threshold encounter and hobby opportunities support effortless everyday lives. The prevention of discrimination, racism, harassment, and violence, as well as the reinforcement of trust and diversity are essential – regional influence is realized through diverse participation opportunities and long-term cooperation.

The Wellbeing Plan's connected programmes are included as cross-cutting themes:

- Integration and immigration
- Equality, non-discrimination, and human rights
- Participation
- Safety

Children and youth (under 18)

1. Violence has been identified and systematically discussed in children and youth services and operations. The parties have been directed to receive aid and support.
2. Each child has, regardless of background or neighborhood, equal opportunities for safe everyday life, participation, and their own language and culture.
3. The participation of children and youth is reinforced – they feel a sense of belonging and being heard.
4. Each child and young person knows their own rights and duties.

Young adults

1. Young adults experience participation, can affect their living environments, and the sense of communality is reinforced.
2. Young adults have the opportunity for safe and reasonably priced housing.
3. Young adults consider their physical, mental, and social environment to be safe.

Working-aged people

1. Working-aged people feel heard, and that they have opportunities to participate, influence, and belong in different communities.
2. Oulu's working-aged people feel that they are encountered equally, and that services are accessible to them. Special consideration is given to underprivileged people and people in danger of isolation.
3. Working-aged people feel that their physical, mental, and social environments are safe.

Elderly

1. Elderly people can live safely and accessibly in their own living environments.
2. The city develops in an age-friendly way, considering the changes in age populations.



Focus area's strategic goals by age group

Life that reinforces wellbeing, health, and capacity

In Oulu, a life that reinforces wellbeing, health, and capacity is born out of everyday choices and environments that support managing and opportunities to influence one's own life in its all stages. Mental wellbeing, healthy lifestyles, cultural wellbeing, exercise, multiliteracy, and digital safety are reinforced as parts of everyday life. Exercise should be considered a natural part of life, supported by easily accessible opportunities, functional environment, and reducing sitting. The city of Oulu's Exercise Programme (approved March 9, 2026) compiles the measures of different city sectors in promoting active lifestyles and in utilizing the evaluation of exercise and mobility benefits. Nature, local greenspaces, and waterways complement the entirety by promoting recovery, exercise, and mental wellbeing in a nature-positive city.

The Wellbeing Plan's connected programmes are included as cross-cutting themes:

- Preventative substance work
- Cultural wellbeing

Children and youth (under 18)

1. The mental wellbeing of children and youth is reinforced, and they get all the support they need early and without delay. Cooperation between different operators is functional and coordinated.
2. The wellbeing of children and youth is reinforced through healthy lifestyles, balanced diet, sufficient rest, exercise, and other supporting everyday choices.

Young adults

1. The control of one's life, coping, and mental health of young adults are reinforced. The threshold for seeking help is lowered. Loneliness and social isolation are reduced.
2. Problematic substance abuse and gambling of young adults is reduced.
3. Healthy lifestyles reinforce physical capacity. Diet, sleep, and recovery support working and studying capacity.

Working-aged people

1. The physical wellbeing and healthy lifestyles of working-aged people are improved.
2. Problematic substance abuse and gambling of working-aged people is reduced.
3. Mental health, psychological wellbeing, and control of one's life of working-aged people are reinforced.
4. The loneliness and deprivation of working-aged people are reduced. There are meaningful hobby and culture activities available for working-aged people.

Elderly

1. Active and healthy lifestyles and choices of the elderly are reinforced.
2. Mental wellbeing of the elderly is reinforced, and loneliness is reduced.
3. The comprehensive wellbeing of the elderly is reinforced through culture and art.



Focus area's strategic goals by age group

Effortless everyday life and early support

This focus area compiles the city's, wellbeing services county's, organizations', and other partners' cooperation. The goal is to support the effortlessness of everyday life and respond to challenges in all stages of life. The entirety is focused on preventative work, clear operational models, and shared responsibility. The work is connected to the guidelines of the Hyvän kasvun visio 2030, the literacy strategy, and the Region Programme. Everyday life is supported with practical solutions, such as services directed for specific life situations, Oulu10 customer service, digital services, and food aid coordinated by the Prikka Centre. With early support, concerns are tackled in good time to ensure that the essentials are functional, no one is left alone, and that everyone gets the help that they need.

Children and youth (under 18)

1. Poverty of families with children and inequality have been prevented with goal-oriented and long-term cooperation between different operators. Additionally, free-of-charge and accessible hobby, culture, and leisure activities have been advanced.
2. People in vulnerable positions and in danger of discrimination have been considered in the design of the municipality's activities from the perspective of children and families.
3. The urban environment has been designed, developed, and built to consider the views of children and youth.

Young adults

1. The study, employment, and economic prerequisites of young adults are reinforced, and their faith in the future is increased.
2. The support needs of young adults are identified early, and services form an accessible and coordinated entirety.

Working-aged people

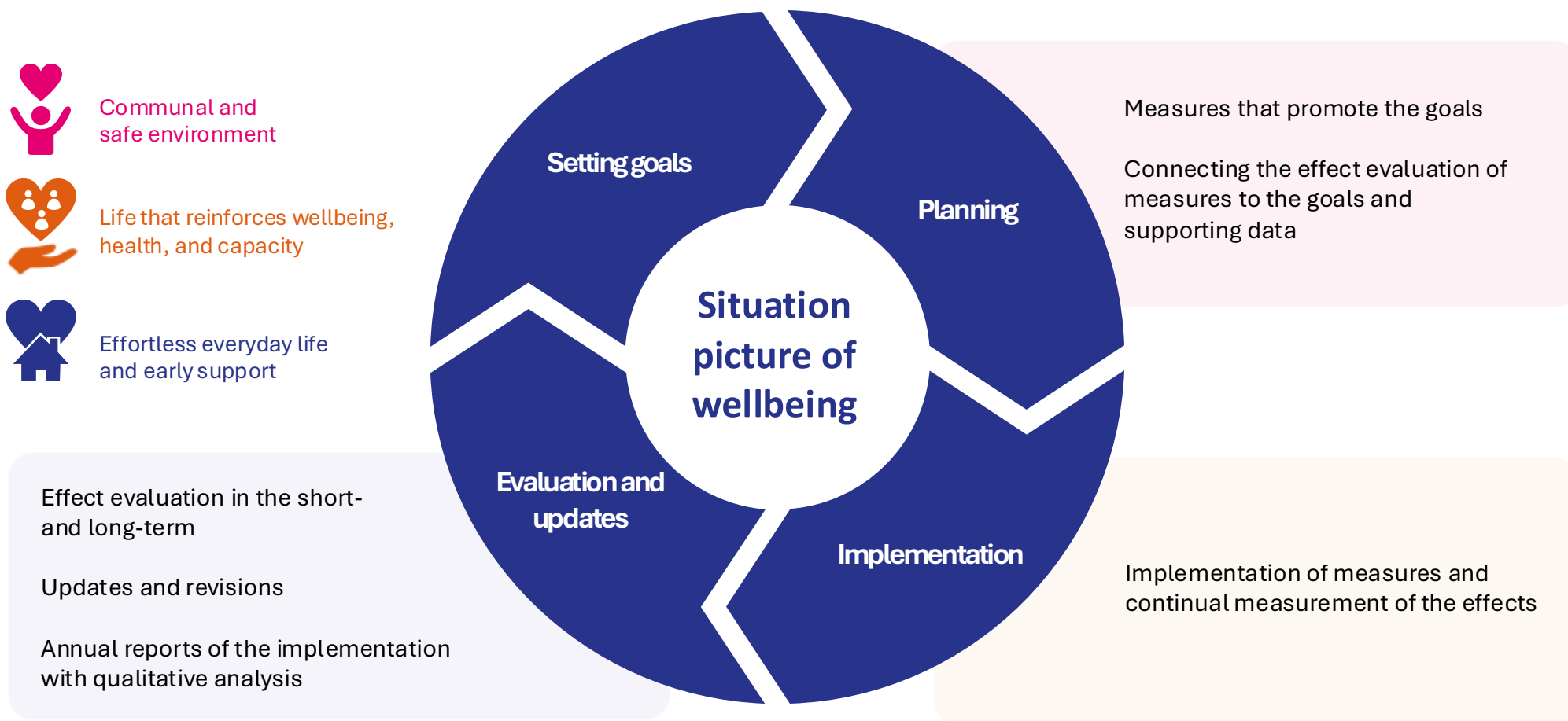
1. Reducing the economic and housing-related stress of Oulu's working-aged people. Excessive indebtedness, homelessness, and multi-generational disadvantages are reduced.
2. The employment, working life prerequisites, and life-long learning of working-aged people are reinforced.
3. Reinforcing the digital skills and data security competence of working-aged people.

Elderly

1. The participation of the elderly is reinforced by offering diverse opportunities to participate and influence.
2. The lifelong learning and development opportunities of the elderly are reinforced as part of active everyday life. Digital participation and competence of the elderly is supported.
3. Sufficient local services and steering and guidance services are secured for the elderly and people with special needs.

Situation picture leadership based on wellbeing data

The systematic promotion of wellbeing is based on knowledge. Leadership based on wellbeing data guides the well-timed direction of support, development of local and effective solutions, and reinforces structures that support everyday life.



Indicators of the Wellbeing Plan:

Indicators of the HYTE rate and TEAviisari results

HYTE rate	2022	2023	2024	2025
HYTE rate, 0–100	69	70	63	66
HYTE rate € / resident	19,5	19,6	19,5	20,2
HYTE rate, 1 000€	4092,6	4159,6	4187,2	4355,5
Average of process indicators	86	86	83	83
Average of result indicators	52	53	43	48

The HYTE rate is a government transfer incentive that determines how much additional funding is granted to municipalities based on how effectively the municipality promotes the citizens' wellbeing and health. The funding is non-earmarked, so the municipality may target it based on individual needs. The HYTE rate's point total is based on national process indicators (leadership and operation structures and practices) and result indicators (population wellbeing development).

TEAviisari – total points	2021	2023	2025
Municipal administration	85	93	95
Basic education	64	64	Not yet updated
Exercise	88	89	86
Culture	76	80	95
Health promotion initiative in the municipality – total points	78	81	81

TEAviisari is a national monitoring and comparison data system maintained by the Finnish Institute for Health and Welfare. It describes the municipalities' wellbeing and health promotion activities. In Oulu, the TEAviisari point totals indicate a clear positive growth – especially in municipal administration and culture, which have both reached excellent levels. For exercise, the starting level has been high. For basic education, the development has stayed steady. All four indicators have gone up in the combined Health promotion initiative total point score.

Process and result indicators that form the HYTE rate

Process indicators (TEAvisari), 0–100 points		
Municipal administration (data collection every odd year)	2023	2025
Annual report on the population's lifestyles and changes to the City Council.	100	100
The municipality's budget evaluation and economic plan include indicators for monitoring the realization of the population's wellbeing and health promotion goals for the budget year.	100	100
The municipality's audit committee's evaluation review assesses the realization of the wellbeing and health goals during each council term.	100	100
A separate specialist, designer, or comparable is employed in the municipality who coordinates the wellbeing and health promotion work.	100	100
Citizen panels and forums are utilized in the municipality's service design and development.	100	100
Basic education (data collection every odd year)	2021	2023
Schools follow the National Nutrition Council's school food recommendations in lunch and snack organization.	40	0
Schools utilize longer active recesses.	92	86
An inspection of the school environment's health and safety as well as the school community's wellbeing promotion is held every three years, % of the municipality's schools.	84	89
The total number of student absences is monitored in the entire school.	78	75
Exercise (data collection every even year)	2023	2025
The exercise activity of children and youth is reported on annually in the municipality's wellbeing report or comparable report.	100	100
The municipality regularly organizes shared meetings with sports clubs and associations.	0	0
Targeted exercise groups for children and youth outside of sports club activities are organized in the municipality.	100	100
The office-holders responsible for exercise promotion participate in the effect evaluation of institutions.	100	100
A cross-sectoral working group responsible for exercise promotion operates in the municipality.	100	100
Culture (data collection every odd year)	2023	2025
The municipality lowers the threshold of cultural participation (Does the municipality use some fixed practice to organize or economically support peer work that lowers the participation threshold, such as coaching or companion activities?)	100	100

Result indicators	2021	2023	2025	THL target level
Considers their health to be average or bad, portion of grade 8–9 students (School health survey)	28,5 %	28,5 %	22,5 %	5 %
Overweight, portion of grade 8–9 students (School health survey)	14,3 %	14,3 %	Indicator no longer updated	5 %
Young people aged 17–24 outside of education, % of the population within the age range	5,7 %	5,3 %	-	5 %
People aged 25–64 who have received long-term income support, % of the population within the age range	2,0 %	1,9 %	-	0,5 %
People aged 25–64 who have received disability pension, % of the population within the age range	6,5 %	6,4 %	-	5 %
Fall-related treatment periods of people over 65, comparison to 10 000 people within the age range	332, 6	348,5	-	Max. 230 periods

The HYTE rate consists of process and result indicators. The process indicators, which describe the current state of affairs, are collected through TEAvisari surveys from leading office-holders. The result indicators describe the health and wellbeing of residents, and the data is collected through national surveys and statistics.

Process indicators: The municipal leadership points are excellent in all sectors. For basic education, following the National Nutrition Council's lunch recommendations received 0 points, but otherwise the scores are good. The points in Exercise are excellent, except for organizing meetings with sports clubs and associations. The points in Culture are excellent.

Result indicators: The indicators regarding the school health survey show positive growth, but the results are still far from the target level of 5 %. People outside of education is very close to the target level. The portion of people receiving disability pensions is showing a small descent. People receiving income support is still far from the Finnish Institute for Health and Welfare's target level. Fall-related treatment periods have increased.

Communal and Safe Environment





Communal and safe environments in Oulu mean a totality in which each citizen can live their life safely, be heard, and feel that they belong – everyday life is family-friendly in all stages of life. Such an environment is built through respecting human rights and the realization of equality and non-discrimination. The participation of residents is reinforced in all everyday environments, all the way from early childhood education to employment, free time activities, services, and digital environments.

In Oulu, physical, social, and digital spaces are designed to be safe and accessible. They offer opportunities for encounters, participation, influence, and building a life in a meaningful way. For example, libraries are safe spaces and offer free-of-charge meeting and hobby facilities for residents. Wellbeing is reinforced by developing diverse greenspaces, local exercise facilities, and functional service networks that support the residents' independent promotion of wellbeing.

A sense of safety is born out of high-quality living environments, services, and meeting places that foster trust, respect for diversity, and non-discrimination. The city reinforces communality in everyday interaction: each citizen of Oulu receives support, nobody is isolated, and loneliness is prevented systematically. Positive population relations are reinforced by increasing encounters, participation opportunities, and shared understanding between population groups with different backgrounds.

Communal and safe Oulu requires anti-racism and anti-discrimination work which is one part of the city's cross-sectoral operating principles. The city actively prevents racism, harassment, and discrimination in all of its services and utilizes culturally sensitive, multi-lingual, and accessible practices. Gender equality and family diversity are considered in decision-making and services. Digital safety ensures that online environments are actually safe and accessible to everyone.

Regional participation is an essential part of communal and safe environments. Citizens of Oulu have an opportunity to influence the development of their neighborhoods and local environments through, for example, community facilities, citizen associations, regional operator networks, participatory budgeting, workshops, and digital influence channels. Citizens can utilize Oulu-opisto's over 100 facilities for hobbies and studies. Also, Sport Services and libraries offer diverse participation opportunities. Regional participation reinforces local communities, increases everyday safety, promotes familiarity, prevents loneliness, and highlights the needs and resources of each region.

Safety also includes social safety. The prevention of violence, harassment, and discrimination is systematic. The prevention of intimate partner violence is invested in through reinforcing security skills, early recognition of violence, and guiding victims and perpetrators to receive support early. The city ensures that professionals have the competence and structures to intervene in phenomena that decrease safety.

Communal and safe environments are born in wide and long-term partnership: between the city, the wellbeing services county, organizations, educational institutions, businesses, communities, and residents. Oulu is built into an environment where everyone can trust that their lives are effortless and safe – where each citizen is respected and an important part of the shared city.



Integration and Immigration – cross-cutting theme Responsible parties: Employment Services together with Educational and Cultural Services, and wellbeing promotion services. The Wellbeing Plan supplements [the City of Oulu’s Integration Programme 2025 \(in Finnish\)](#).

Integration refers to the process in which a person who has immigrated learns the language, finds their place in society, and participates in its activities as an equal member. Integration is an essential part of a communal and safe Oulu.

The attachment of immigrant residents into local communities, education, employment, participation, and wellbeing is supported. Additionally, participation, influence and encountering opportunities are offered to immigrant residents regionally and digitally.

The city’s multi-sectoral service system supports the attachment of immigrant residents to the society by offering advice, guidance, multilingual communications, and effortless service paths in cooperation with the wellbeing services county. Special focus is given to new immigrants outside of employment and families with needs for integration-supporting guidance and advice.

The wellbeing, participation, and integration of immigrant residents is promoted in wide cooperation with different operators to ensure that each resident feels respected, safe, and a sense of belonging regardless of their background.

Strategic city-level goals and measures

1. Immigrant residents are equally attached to everyday environments, services, and local communities.

- The reinforcement of multi-sectoral integration service structure (International House Oulu, municipal and wellbeing services county’s shared guidance services).
- The development of effortless language, education, and employment pathways and everyday support for new immigrants, students, recent graduates, unemployed people, and families.

2. The participation and influence opportunities of immigrants are reinforced and loneliness is decreased in all age groups.

- The reinforcement of regional participation by developing community facilities as open meeting spaces that support communality and interaction.
- The improvement of immigrants’ participation and influence opportunities by developing structures, forums, and multilingual and accessible participation channels and communications.
- Support for organizations, communities, and peer groups to reinforce participation and wellbeing.

3. Racism and discrimination are prevented, and positive population relations grow stronger.

- The Anti-Racism Operational Programme is realized and anti-racism work is integrated in all services.
- Support for interaction and shared events between different population groups.

4. Clear and accessible education, employment, and entrepreneurship pathways for immigrants.

- Increasing language-aware education counseling, identification of competence, and further education pathways for immigrants.
- The reinforcement of competence identification, service guidance, employment connections. The removal of obstacles in accessing education, employment, and entrepreneurship through multi-sectoral cooperation.
- The reinforcement of employment skills, business guidance, and employment trials. Support for employers in non-discriminatory and equal recruitment tools.



Non-discrimination, equality, and human rights – cross-cutting theme Responsible parties: Central administration together with sectors and public utilities.

The city of Oulu bases its operations on human rights, non-discrimination, and equality, which are legislated duties and guide all decision-making and service development. Human rights belong to everyone – they secure human value, freedom, and safety. The city ensures safe, accessible, and non-discriminatory services and everyday environments.

Non-discrimination means the equal and fair treatment of others without discrimination. It is promoted by identifying the needs of different age and population groups, securing safe environments, preventing discrimination, and by working closely in cooperation with Pohde, educational institutions, organizations, and communities.

Equality means everyone's equal opportunities in wellbeing, participation, and safe life regardless of gender. The city acknowledges the diversity of gender and deconstructs unequalizing structures. Intimate partner violence is a serious human right and non-discrimination matter. The city is developing services to prevent and identify it, as well as to ensure access to support.

Wellbeing work is based on boldness, fairness, and responsibility. Community, diversity, and respect create the basis for a life in which human rights, non-discrimination, and equality are realized and in which no space is given to racism, discrimination, or inappropriate treatment.

Strategic city-level goals and measures

1. We promote non-discrimination, equality, and human rights in all our operations.

- Human rights, non-discrimination, and equality effect evaluation will be adopted in central decision-making and service development. Their realization is supported with instructions, training, and practical tools.
- The equal rights and participation of special groups are ensured by acknowledging accessibility in decision-making, services, and the development of the urban environment.

2. Services are non-discriminatory, accessible, and safe to all citizens regardless of background, life situation, or personal qualities.

- The accessibility of services is promoted by removing language, digital, and physical obstacles. Plain language, multilingual, and accessible communications are utilized in all city services.
- It is ensured that all services support safety and trust, especially for people in vulnerable situations.

3. We promote gender equality and acknowledge gender diversity in decision-making, services, and operations.

- Gender equality is promoted, and gender diversity is acknowledged in services, communications, and operational models.
- It is ensured that all services, decisions, and practices do not reinforce discriminatory structures or gender-biased differences.

4. We reinforce safe everyday life by preventing intimate partner violence and ensuring structures for early identification, intervening, and support.

- The standardization of intimate partner violence's identification, discussion, and intervening models in all city services, including training for professionals and clear instructions in cooperation with the wellbeing services county.
- It is ensured that all victims and perpetrators are guided to well-timed and anonymous support in cooperation with the wellbeing services county and organizations.
- We communicate consistently regarding zero tolerance for violence and the accessibility of support with the wellbeing services county and stakeholders.

City-level operational equality and non-discrimination working group and the Educational and Cultural Services' equality and non-discrimination team monitor, evaluate, and report on the implementation annually as part of legislated Wellbeing Plan reporting.



Participation and Interaction – cross-cutting theme Responsible parties: City-level Participation and Interaction Plan working group, Participation, Equality, Operational Equality Steering Group, and the participation team of the Educational and Cultural Services monitor, evaluate, and report on the implementation annually as part of legislated Wellbeing Plan reporting.

Participation means that each citizen of Oulu has a real, effective, and easily accessible opportunity to participate and influence the city's operations and decision-making, and the development of their own everyday lives, services, and urban environments. Participation and interaction are legislated tasks of the city. They are implemented through open, equal, and accessible methods to ensure that everyone has the right to be heard regardless of life situation or background.

Participation means influence, dialogue, shared development, and partnership. The goal is to reinforce trust and the realization of democracy and a sense of participation so that everyone's views are meaningful in the city's activities. In Oulu, participation is a cross-sectoral operational model that is tied to strategy, service development, urban design, wellbeing and health promotion, and partnerships with different operators.

Regional participation means the citizens' opportunity to influence the development of their local region. It is reinforced when the city supports communality and the strengths of individual regions. Participation is built in everyday encounters and cooperation, through which residents can participate in planning and describe their needs. This reinforces local vitality and wellbeing.

Strategic city-level goals and measures

1. All citizens feel heard and can affect decision-making

- The reinforcement of participation structures (resident panels, councils, participatory budgeting) and increasing multilingual, accessible influence models, organizing hearings and workshops that acknowledge different population groups.
- Promotion of participating in democracy (such as voting).

2. Each citizen of Oulu has the opportunity to participate in their region's and everyday environment's activities and development; loneliness is reduced and participation increases.

- Regional participation and cooperation structures are developed (regional operator networks, community facilities, village councils) and low-threshold communal activities, hobbies, and meeting places for people in different stages of life are supported.

3. City communications and participation channels are clear, easily accessible, and digitally available. Partnerships reinforce participation in Oulu.

- Online communications, digital participation channels, and plain language communications are developed. Digital participation is supported for people with challenges with using devices, connections, or skills.
- Pro-participation partnerships with organizations, educational institutions, businesses, and other operators are reinforced.



[Participate and Influence – City of Oulu](#)



Safety – cross-cutting theme Responsible parties: Entire city – safety leadership team Turjo, comprehensive risk control team KORI, traffic safety working group, Oulu regional violent extremism cooperation group.

The city of Oulu promotes safety by ensuring that urban environments enable effortless, preventative, and safe everyday life. Streets, parks, residential areas, and other public spaces are well-kept, easily identifiable, and safely lit. Functional routes and traffic connections, accessibility, and structure solutions that support security decrease the risk of accidents.

Safety is led with knowledge: up-to-date information regarding significant phenomena, surveys, and indicators support preemptive decision-making, targeting of measures, and effect and risk evaluation. Safety is promoted in cooperation with the wellbeing services county and local operators. The work includes the prevention of accidents and violence, preemptive prevention of isolation and substance abuse, as well as the development of safe residential and living environments.

The promotion of safety recognizes the starting points and needs of different population groups and neighborhoods to ensure that safety improves equally. For example, youth crime and radicalization are prevented with early multi-professional cooperation (Ankkuri, Nurri). The goal is that each citizen of Oulu can live safely and trust that their neighborhoods and services are functional.

Strategic city-level goals and measures

1. Oulu's urban environments and public spaces are safe, accessible, and well-maintained in all neighborhoods.

- Public environments are developed and maintained to ensure that they are clean, well-kept, lit, and easily accessible.
- Regular safety checks and walks are implemented with residents and stakeholders in different neighborhoods.
- The safety of pedestrians and cyclists is improved (lighting, crossings, speed limits, traffic education).

- Safety and accessibility perspectives are considered systematically in all zoning and street planning throughout the year.
- The realization of the principle for safer and bolder spaces is ensured in city services, education, employment services, and leisure spaces.

2. In Oulu, safety is led with knowledge, prediction, and cross-sectoral cooperation.

- Central safety indicators are defined and compiled into the wellbeing review.
- Preemptive effect evaluation and risk evaluation are utilized in decision-making and planning.
- Shared situation picture and effortless flow of information between the city, the wellbeing services county, and central operators are ensured.

3. Preventative safety work reinforces everyday safety and reduces insecurity in different environments.

- Traffic safety, heart and first aid readiness, and accident prevention are promoted as part of everyday environments and activities.
- Resident and community activities are supported in different neighborhoods as part of safety promotion (such as community facilities, meeting places, public events).

4. In Oulu, safety work is coordinated and targets vulnerable groups and regional differences.

- Information and experiences are collected from vulnerable groups regarding their safety.
- Safety promoting actions are targeted at regions where issues accumulate (such as sense of insecurity, accidents, loneliness).
- Cooperation between operators and delegation are reinforced in the support of vulnerable groups.
- The effectiveness of the measures is monitored, and feedback is utilized in developing the actions.

Everyday life that
supports wellbeing,
health, and capacity





Everyday life that supports wellbeing, health, and capacity

Everyday life that supports wellbeing, health, and capacity in Oulu is an entirety in which good life consists of everyday situations and choices that reinforce our physical, mental, and social resources. It is not just the prevention of illnesses or maintaining our capacity. It is an everyday life in which a person believes that they will manage and can affect their own life. Functional everyday life makes Nordic Shine! visible in the lives of Oulu's citizens. It supports the City Strategy's goals of building a city where people feel good in all stages of life.

Mental wellbeing is an essential part of life for people of all ages. It appears as the ability to feel joy, manage stress, survive changes, and hold on to faith in the future. Opportunities to learn, develop, exercise, have hobbies, and participate in culture reinforce mental wellbeing. Cultural wellbeing supports participation and a sense of meaningfulness by offering experiences, creative activities, and communal encounters in everyday life. Life that supports wellbeing also includes choices that promote healthy lifestyles and substance abstinence. Preventative substance work supports mental wellbeing, safety, and capacity. It also reduces excess stress in different stages of life. The accessibility of trustworthy information, multiliteracy, and digital wellbeing also support everyday life in situations where digital services and artificial intelligence are a more prominent part of everyday life.

Exercise is an essential part of wellbeing, health, and capacity. In Oulu, exercise is a natural part of everyday life, such as walks, cycling, service usage and spending time outdoors – it is not just a separate hobby.

Everyday mobility and easily accessible opportunities support physical capacity, mental wellbeing, and participation at all stages of life. Safe and pro-exercise environments, reducing sitting, and low-threshold opportunities reinforce coping, prevent illnesses, and support active and independent everyday life at all stages of life.

The city of Oulu's Exercise Programme was approved by the City Board (March 9, 2026 § 48). The Programme describes a wide entirety that includes the goals and measures of all sectors that relate to the promotion of wellbeing, health, and exercise. The decisions of all sectors affect the population's exercise. The goal is to support the activity of everyday life, to reduce sitting, and to appreciate and promote individual modes of exercise.

The Exercise Programme utilizes the National Sports Council's exercise and mobility effect evaluation framework (LIVA) which predicts the effects of decisions and measures to the exercise of the population and their exercise opportunities. The evaluation is especially used when planning measures that affect physical mobility or physical activity.

Nature is an essential source of wellbeing in Oulu. Natural wellbeing supports recovery, mental wellbeing, and physical capacity, as well as offers opportunities for exercise, relaxation, and experiences in everyday life. The City Strategy's pro-nature stance is visible in the accessibility of local nature, greenspaces, and waterways, as well as in the nature-bound environments that support wellbeing.



Preventative substance work – cross-cutting theme Responsible parties: Educational and Cultural Services, HR, Education Services, Pohde, Environment Office of the Oulu Region.

Preventative substance work is the city's legislated task and an essential part of the promotion of wellbeing and health. The goal is to systematically prevent the harm caused by alcohol, tobacco and nicotine products, narcotics, and gambling based on the needs of residents.

Preventative substance work is long-term and cross-sectoral preventative work implemented among all age groups and stages of life. The work reinforces mental wellbeing, participation, communality, and everyday safety, as well as reduces the need for corrective services. The municipality has total liability for arranging the work. It is implemented and developed in cooperation with the Wellbeing Services County of North Ostrobothnia Pohde and local operators, such as organizations and parishes.

Preventative substance work is based on evidence-based and effective measures, such as supporting early interaction, reinforcing emotional and social skills, discussions, guidance, and community-based operational models. The work highlights participation, equality, and well-timed support to ensure that services are accessible, and that measures are targeted to groups that need it the most.

Strategic city-level goals and measures

1. Support for preventative substance work structures and multi-sectoral cooperation in Oulu.

- A city-level, multi-sectoral preventative substance work working group is established to coordinate, monitor, and report on the work as part of the wellbeing and health promotion leadership.
- The reinforcement of the role of the Wellbeing, Sport, and Culture Committee as a responsible party for preventative substance work. The committee guides the work's focus areas and monitors the realization of its goals.
- The utilization of Pohde's preventative substance work specialist structures and forums. Spreading well-tried operational models for Oulu's city-level work.

2. Reinforcing the skills of professionals working in preventative substance work.

- A preventative substance work training plan for the city is compiled for the council term in cooperation with the wellbeing services county.
- National and regional trainings, specialists, and experience operators are utilized in reinforcing professional skills.
- The reinforcement of preventative substance work skills as part of orientation for new staff and continual personnel development.

3. Reducing the harms of substance use, nicotine products, and gambling in all age groups.

- The adoption of evidence-based preventative substance work measures, and rooting them into city services and everyday operational environments.
- The development of community-based operational models for events, regions, and meeting places for youth together with businesses, authorities, and organizations.
- Targeting preventative substance work measures and communications especially for the age groups with highest risk and stress.

4. Utilizing knowledge-based leadership and effect monitoring as part of preventative substance work.

- The development of preventative substance work's knowledge-based leadership as part of the city's wider knowledge-based leadership totality.
- The utilization of regular substance situation reports, surveys, and central indicators in work planning and targeting.

5. Clear and multi-channel communications on the harms of substance abuse, nicotine products, and gambling, and on the accessibility of support.

- The compilation of an annual cycle clock for preventative substance work which compiles themed months, campaigns, and targeted communications for different population groups.
- The utilization of the city's website, social media, service offerings, and regional events in the communications of preventative substance work. The utilization of scientific facts in communication.



Cultural Wellbeing – cross-cutting theme

Responsible parties: Cultural Services, wellbeing promotion services.

Cultural wellbeing means the goal-oriented utilization of culture, art, and creativity in reinforcing the population's wellbeing, health, participation, and communality. Culture and art are proven to have a positive effect on mental wellbeing, senses of the meaningfulness of life, and social interaction.

The legacy of the European Capital of Culture year is visible in the reinforcement of cultural wellbeing. The legacy work continues as multi-sectoral cooperation that creates fixed opportunities to participate, influence, and experience culture in everyday life. Activities are targeted especially to citizens with poorer opportunities to participate in cultural activities, such as families with children, the elderly, disabled people, and young people with mental health or employment challenges.

The promotion of cultural wellbeing is part of the city's wellbeing work structures and measures. Practical measures are, for example, the Kaikukortti Card that enables free-of-charge participation for people with financial difficulties. This reinforces equality and increases the accessibility of culture in different parts of the city.

Cultural wellbeing supports preventative work and the city's vitality and sustainability goals. Culture increases communality, reinforces the meaningfulness of everyday life, and supports citizens' wellbeing at all stages of life.

[Oulu Cultural Strategy 2030](#)



Strategic city-level goals and measures

1. Supporting the rooting of the Oulu2026 European Capital of Culture year's legacy work into fixed parts of the city operations.

- Selected, effective models and good practices of the Oulu2026 Capital of Culture year are identified and rooted into fixed activities in cooperation with different city sectors.
- The reinforcement of developing city-level children's culture.

2. Reinforcing mental wellbeing and participation through culture and art.

- The prevention of loneliness and reinforcement of participation by enabling and developing low-threshold culture and art experiences.
- Support and development of cultural operational models in which citizens are active operators, creators, and influencers.

3. Promoting the accessibility of culture and equality while considering diversity, regionality, and different target groups.

- The reinforcement of the accessibility of culture and equality by enabling cultural and art events, and creative activities in different neighborhoods and for different target groups.
- The development of support models.

4. Reinforcement of the role of culture and creative fields in building vitality and retention.

- The reinforcement of the prerequisites of cultural and creative fields by developing event frameworks and supporting creative operators and cultural facilities to promote the region's attraction, vitality, and communality.

**Effortless
everyday life
and early support**





Effortless everyday life and early support

The focus area describes the structures, operational models, and cooperation models that the city uses to support everyday functionality in all stages of life in cooperation with the wellbeing services county, organizations, educational institutions, and other partners. The focus area targets the predictive and well-timed support of effortless of everyday life, as well as taking responsibility together with other operators.

The totality supports the unfinished Good Growth Vision 2030 framework that highlights safe growth, nearby support, and supportive role of communities. The focus area implements Oulu's Literacy Strategy 2026 in which literacy is seen as an essential basis of wellbeing and participation at all stages of life. Additionally, the entirety of effortless everyday life and early support is connected to North Ostrobothnia's Regional Programme which focuses on effortless everyday life, safety, and mental crisis tolerance.

In Oulu, effortless everyday life means that everyday matters – housing, economic wellbeing, education, work, leisure time, and service accessibility – function as well as possible in a predictive and resilient way. The service satisfaction of residents is monitored as defined in the City Strategy. Effortless everyday life reinforces trust, resilience, and life management also when facing changes. It supports mental crisis tolerance for individuals and communities.

Early support is an essential, preventative measure. In Oulu, worries are tackled early and together before problems accumulate. Early support is based on preventative work, service guidance, and well-timed support in which residents are not left outside of the service network. Tight-knit cooperation between the city, the wellbeing services county, and the volunteer sector supports the everyday life in all stages of life and reinforces the shared responsibility for the residents' wellbeing.

Effortless everyday life and early support is reinforced in Oulu with a model that focuses on community effectiveness: different operators work in coordination towards shared goals across administrative and organization lines. Organizations play a crucial role in reaching the residents, offering low-threshold support, and bringing up everyday observations. The shared situation picture is supported by the *Näkymä* tool that compiles information about the wellbeing of children, youth, and families and highlights strengths and early concerns.

The effortlessness of everyday life is also supported by the Prikka Centre which operates as a logistics centre for food waste and organizes food aid in Oulu together with donors and food aid operators. Prikka Centre reinforces especially the everyday lives of working-aged people experiencing financial stress, prevents the accumulation of worries, and supports attachment to services as part of preventative wellbeing promotion.

Additionally, effortless everyday life is promoted through life-event-focused development in which services are built around the central life events of people. Oulu10 services offer centralized guidance and advice where face-to-face and digital services complement each other. Digital solutions, such as Oulubot, lower the threshold of information collection and support the accessibility and equality of services.

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Strategic wellbeing goals and measures for different ages



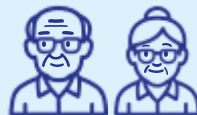
Children and youth (under 18)



Young adults (18–29)



Working-aged people (30–65)



Elderly (+65)





Children and Youth (under 18)



Monitoring and evaluation: Wellbeing promotion services in cooperation with the Child-Friendly City guidance and coordination group, and life cycle networks for children and families, and for youth.

The wellbeing and health of children and youth is promoted in Oulu according to the regional Good Growth Vision 2030. The Good Growth Vision means a shared long-term (2030) view of North Ostrobothnia as a region where children, youth, and families have safe circumstances for growth, where everyday life supports you, and where support comes early. The Vision highlights how municipalities, the wellbeing services county, organizations, and communities operate across administration lines on the basis of shared goals, knowledge-based leadership, and clear structures. The goal is to ensure that no child, young person, or family is isolated, and that services form a unified whole.

The wellbeing of children, youth, and families is promoted in Oulu with a model based on community effectiveness in which the city, Pohde, and organizational operators are committed to shared goals and long-term cooperation to reinforce coping and to prevent the accumulation of problems. Family services are led and monitored regularly by the regional family service executive group and in local manager teams.

Oulu is the first UNICEF Child-Friendly City alumnus in Finland. Oulu is committed to the Child-Friendly City model, the goal of which is to promote the wellbeing of children and youth and the implementation of UN children's rights in all city sectors and decision-making.

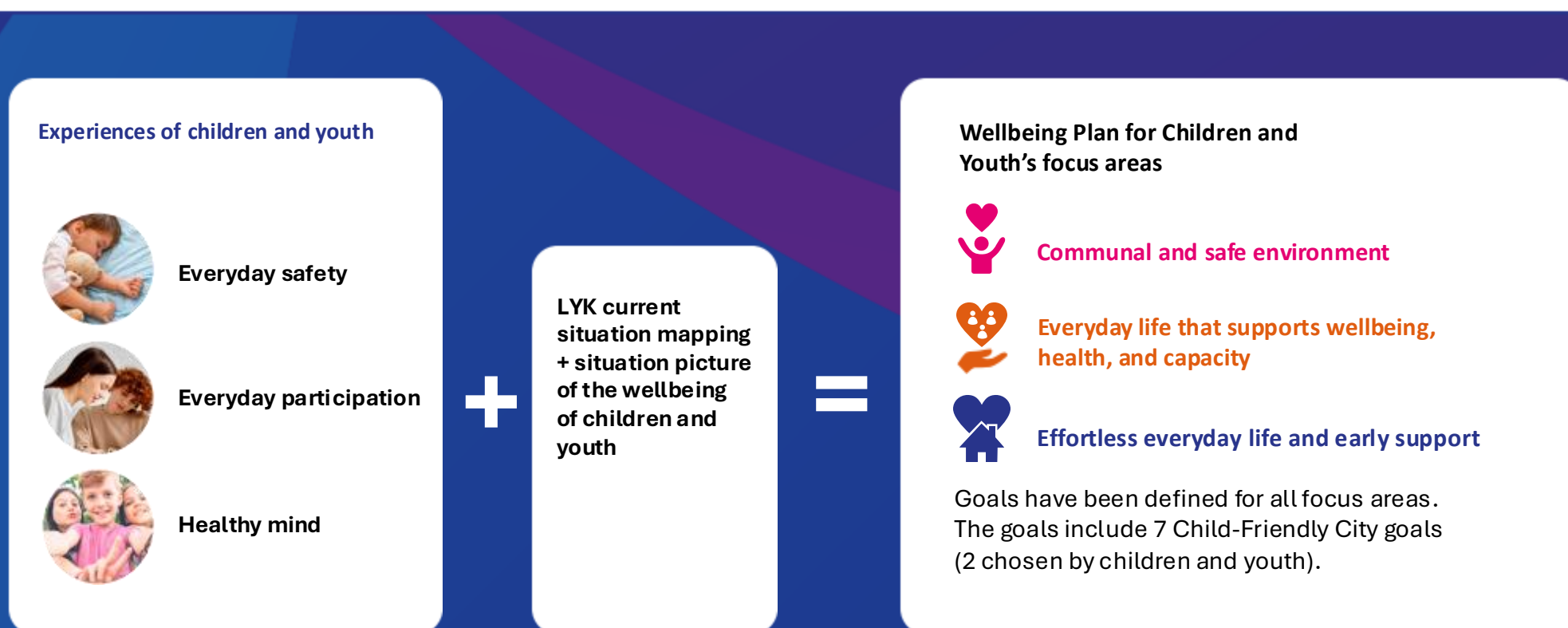
UNICEF monitors and evaluates the development work and grants the Child-Friendly City status. Child-friendliness means the evaluation of all operations and decisions regarding children and youth under 18 years old from the perspective of the four basic principles of children's rights: non-discrimination, priority of children's rights, right to life and development, and respect for children's perspectives.



Wellbeing Plan preparation process for children and youth (LYK = Children-Friendly City)



The situation picture based on the experiences of children and youth guides the defining of the Wellbeing Plan for children and youth's goals. This ensures that the plan is based on the experiences of children and youth and scientific facts on their wellbeing.





Communal and Safe Environment



Goal	Measure	Responsible parties
Violence has been systematically discussed in children and youth services and operations, and parties in cases have been guided to receive aid and support.	- Cooperation between early childhood education, basic education, and youth services is reinforced to identify, prevent, and discuss violence together with Pohde. - The city of Oulu's plan for protecting pupils and students from bullying, violence, and harassment while participating children and youth, and adopting the practices in schools and institutions. - Reinforcing the adoption of operational models to prevent street violence by children and youth.	Basic education Early childhood education Youth Services Upper secondary education Wellbeing promotion services Cooperation: Pohde, organizations, and parishes
Each child has equal opportunities for safe everyday life, participation, and their own language and culture regardless of their background or neighborhood.	- Cultural services support highlighting the voices and reinforcing the identities of people from different cultures and target groups through media education - Prevention of bullying through emotional and (digital) safety skill education in the individual growth environments of children and youth. - The safety and comfort of public transport is developed together with youth in North Ostrobothnia's LYK municipalities and Oulu Regional Transport. - Children's language and culture are supported, and their literacy skills are reinforced according to the National Literacy Strategy and Oulu City Library's Literacy Strategy. - Visual instructions on top of writing are recommended in signs and instructions in environments used by children. - Phenomena- and knowledge-based leadership is developed to promote everyday environments, communality, and safety, for example, with the <i>Näkymä</i> situation picture tool.	Early childhood education Basic education Youth Services Cultural Services Urban Environmental Services: streets, parks, traffic, and building control Design and development team, coordination among North Ostrobothnia's LYK municipalities, Oulu Youth Council, cooperation with Oulu Regional Transport
Participation of children and youth is reinforced, they feel that they belong and that they are heard.	- Children's Parliament activities are developed - Promoting the sense of participation among children and youth in cooperation with the Oulu Youth Council. - Reinforcing the participation of children and youth in participatory budgeting and city development. - Reinforcing the guidance of building control to reinforce the consideration and hearing of children in operations of parties working on building projects.	Early childhood education Basic education Upper secondary education Youth Services Wellbeing promotion services Design and development team LYK coordination group Urban Environmental Services: Building control Cooperation: organizations, Pohde, Oulu Youth Council
Each child and young person knows their rights and duties.	- Children's rights are considered in decision-making regarding children and youth. - The use of support cards regarding children's rights becomes a fixed part of children's and youth's operational environments. - Youth are informed about their rights and their duties as employees.* - Communications regarding children's rights are reinforced.	All sectors (1. measure) Educational and Cultural Services BusinessOulu* Cooperation: Organizations and parishes.



Everyday life that supports wellbeing, health, and capacity



Goal	Measure	Responsible parties
The mental wellbeing of children and youth is reinforced, and they receive the support they need early and without delay. Cooperation between operators is functional and coordinated.	- Mental wellbeing is promoted in educational environments by teaching emotion and security skills. - Mental wellbeing of children under school age is promoted by developing play pedagogy. - Mitä sinulle kuuluu dialogues are piloted for children and youth of all ages through school youth work. - Cooperation between the city, the community sector, and Pohde is reinforced when it comes to children's and youth's mental health work. - Multi-sectoral network operations based on community influence are fixed as a part of well-timed support for children, youth, and families. - Communications on low-threshold measures that support mental health are reinforced.	Early childhood education Basic education Youth Services Upper secondary education Wellbeing promotion services Cooperation: Pohde, organizations, and parishes
The wellbeing of children and youth is reinforced through healthy lifestyles, balanced diet, sufficient rest, mobility, and other everyday decisions that support wellbeing.	- The <i>Ruokaraati</i> model is developed together with children and youth. - Increasing diverse and free-of-charge hobby opportunities in the Oulu region in cooperation with the Treasure Chest of Hobbies and the community sector. - Reinforcing the marketing and communications of pro-exercise measures together with children and youth while considering groups with special needs. - Reinforcing the hobby opportunities of groups with special needs. Advancing the development and implementation of applied exercise in cooperation with organizations. - Promoting mobility in local nature in the educational environments of children and youth. - Increasing the daily activity of children and youth and reinforcing comprehensive wellbeing by utilizing everyday environments and local nature. - Supporting preventative substance work in the education field with the wellbeing and health promotion funding.	Early childhood education Basic education Youth Services Upper secondary education Community college education Basic art education Wellbeing promotion services Sport Services Cooperation: Organizations, sports clubs, Pohde, Council of Oulu Region, Itla, Oulu Youth Council, and parishes.



Effortless everyday life and early support



Goal	Measure	Responsible parties
Child poverty and inequality are prevented by reinforcing goal-oriented and long-term cooperation between different operators. Additionally, free-of-charge and accessible hobby, culture, and free-time opportunities have been promoted.	- Multi-sectoral network operations based on community influence are fixed as a part of well-timed support for children, youth, and families. - Inequality is prevented by developing free-of-charge club activities, and offering park lunches, and lunches during holiday periods. - Financial support network operations for children's hobbies are fixed. - Developing cultural dialogue models. - Developing companion models for Children's Cultural Centre Kotilo and organizations. - Developing the operations of Youth Services, especially to consider the perspectives of vulnerable children, youth, and families.	Cultural services Basic education Early childhood education Adult education Basic art education Youth Services Cooperation: Pohde, organizations, and parishes
Vulnerable people and children and families in danger of isolation have been considered in designing municipal operations.	- Parental support is developed as part of basic services. - Events and activities for multi-cultural groups are organized through Children's Cultural Centre Kotilo's culture companion operations. - Urban Environmental Services evaluates how its map services can be improved to be accessible and understandable for children and youth. - The design of Urban Environmental Services considers the experiences of vulnerable children and families. - Reinforcing the experiences of participation for vulnerable groups and groups with special needs in cooperation with organizations by reaching children and youth in danger of isolation, and by organizing activities for them in their local environments.	Early childhood education Basic education Cultural services Youth Services Wellbeing promotion services Urban Environmental Services: land use planning, surveying, streets, parks, traffic, Environment Office Cooperation: Organizations, Pohde, and parishes
Urban environments are designed, developed, and built while considering the perspectives of children and youth.	- Promoting the Lapsivaikutusten arviointi –evaluation model's systematic adoption. - Children's participation is reinforced in land use projects and street planning. - Reinforcing orientation, communications, and implementation of participation roadmaps. - Urban Environmental Services compiles, pilots, and adopts the participation toolbox that includes good practices and instructions for participating children.	All city sectors, decision-making regarding children (LAVA) Urban Environmental Services: land use planning, surveying, streets, parks, traffic, Environment Office



Young adults (ages 18–29)

In Oulu, the promotion of the wellbeing of young adults is based on effectiveness; the basis are the positive changes happening in young adults' lives. The city supports young adults getting rooted in studies, employment, and communities, as well as supports their mental wellbeing and everyday management with well-timed, on-hand support. The work is cross-sectoral in cooperation with the wellbeing services county, educational institutions, organizations, and employers. The goal is for young adults to consider Oulu to be a place where they can build a safe, meaningful, and good life.



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Communal and safe environment



Goal	Measure	Responsible parties
Young adults feel that they can participate, affect their living environments, and their sense of communality is reinforced.	- Reinforcing the participation and influence opportunities of young adults in developing matters and services concerning them. - Developing free-of-charge or affordable hobby and cultural opportunities for young adults (in risk of isolation) to reinforce participation and communality. Utilizing free-of-charge city facilities, events, and hobby bookings. - Increasing the participation opportunities in community activities for young adults with immigrant backgrounds. More tight-knit cooperation with immigrant organizations. - Developing and piloting low-threshold meeting places and events, especially for young adults. - Developing the cooperation between cultural services and other services to increase the cultural activity of young adults.	Youth Services Wellbeing promotion services Sport Services Central administration Cooperation: Pohde, organizations, and parishes
Safe and affordable housing is accessible to young adults.	- Developing the safety of student-focused housing areas in cooperation with the city, police, organizations, and the wellbeing services county. - Cooperation with different operators to increase affordable rental and student housing offering. - Supporting young adults becoming independent by offering housing, economic, and everyday skill guidance.	Youth Services Wellbeing promotion services Central administration Urban Environmental Services: Streets, parks, traffic Cooperation: Pohde, organizations, police, and parishes
Young adults consider their physical, mental, and social environments safe.	- Regular compilation of the current situation picture regarding the safety of young adults, and the continuation of the cooperation meetings between the city, police, Pohde, organizations, educational institutions, and other authorities. - Evaluation and implementation of measures for making urban spaces safer whenever possible (lighting, surveillance, outreach work), especially in environments utilized by young adults (city centre, campuses, public transport). - Multi-sectoral development of models for preventing youth crime and early support. Clarifying notification and support pathways to support victims and restoring safety.	Youth Services Wellbeing promotion services Central administration Urban Environmental Services: Streets, parks, traffic Upper secondary education, liberal adult education, and basic art education Cooperation: Pohde, organizations, police, and parishes



Everyday life that supports wellbeing, health, and capacity



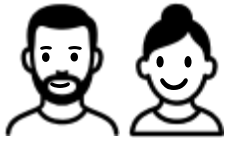
Goal	Measure	Responsible parties
Reinforcing the everyday management, coping, and mental health of young adults. Lowering the threshold for seeking support. Reducing loneliness and social isolation.	- Developing low-threshold mental health and crisis support network cooperation in which young adults receive walk-in support and are guided to further support if needed. - Reinforcing cooperation that promotes mental wellbeing with organizations. - Offering peer support groups and communal operational models (such as sport, nature, culture groups, peer guides). - Implementation of culturally sensitive mental health work (interpretation, multi-lingual information about services, considering traumatic backgrounds, cooperation with organizations to build trust). - Supporting literacy by implementing the city's literacy strategy as part of everyday management and participation reinforcement.	Youth Services Wellbeing promotion services Sport Services Upper secondary education, liberal adult education, basic art education Cooperation: Pohde, organizations, parishes, and educational institutions
Substance abuse and gambling of young adults is reduced.	- Reinforcing low-threshold guidance, early support, and service guidance for young adults regarding substances and gambling to reinforce risk identification and prevention. - Developing the cooperation of young adult substance and mental health services and clarifying the service chain together with the wellbeing services county to ensure that support is well-timed and directing patients to further treatment is functional. - Increasing substance-free sport and hobby opportunities that support everyday life and offer options for risk behavior. - Increasing up-to-date information and scientific facts about the risks of substances and gambling for young adults, as well as information on how to access support.	Youth Services Wellbeing promotion services Sport Services Upper secondary education, liberal adult education, basic art education Cooperation: Pohde, organizations, parishes, educational institutions
A healthy lifestyle reinforces physical capacity. Diet, sleep, and recovery support work and studying capacity.	- Developing the accessibility of exercise facilities and everyday exercise environments to encourage young adults to exercise regularly in their everyday lives. - Supporting the diets and regular eating schedules of young adults as part of everyday management and service guidance. Offering practical support for healthy choices. - Increasing guidance and up-to-date information about sleep and recovery as part of youth services and supporting work and study capacity. - Utilizing nature in reinforcing lifestyles and wellbeing by organizing nature exercise, trips, and events, as well as by supporting positive nature and environment relationships. - Targeting lifestyle and hobby groups for young adults with immigrant backgrounds and ensuring multi-lingual information about healthy lifestyles and services.	Sport Services Wellbeing promotion services Urban Environmental Services Youth Services Oulu-opisto Cooperation: Pohde, organizations, parishes, and educational institutions



Effortless everyday life and early support



Goal	Measure	Responsible parties
Young adults’ readiness for student life and employment and economic readiness is reinforced. Their faith in the future is increased.	- Reinforcing the support for young adults in their educational environments (youth work, low-threshold guidance) to support the ease of education and everyday management. - Developing the cooperation between workshop activities and educational institutions to open flexible pathways for young adults towards the reinforcement and advancement of their capabilities. - Increasing cooperation between educational institutions and employers. Offering opportunities to familiarize oneself with employment (internships, apprenticeships, work trials, and other trials) in cooperation with employers. - Supporting job seeking skills and transitions from studies to working life through guidance and advice (individual support when needed). - Organizing guidance for economic skills (budgeting, everyday costs, spending) and guidance for preventing debt or payment issues when needed. <i>Work capacity support for young adults as part of employment services. *</i> <i>Helping young people hold on to hope during the period of bad employment situation. Ensuring job market suitability. Supporting young people to get jobs once the market opens *</i>	Youth Services Wellbeing promotion services <i>Business Oulu*</i> Central administration Upper secondary education, liberal adult education, basic art education Cooperation: Pohde, organizations, parishes, and educational institutions
The support needs of young adults are recognized early, and services form an accessible and effortlessly coordinated whole.	- Clarifying and coordinating service paths and responsibilities (who does what and when) to ensure that support is effortless, and interruptions are reduced. - Developing low-threshold contact channels and first-contact guidance (face-to-face and digital) to ensure that access to support and services becomes easier. - Reinforcing targeted early support for vulnerable groups (such as young men with risk of isolation). - Tight cooperation with organizations and parishes. Ensuring that young adults find the offered support easily as part of the service entirety.	Youth Services Wellbeing promotion services Central administration Upper secondary education, liberal adult education, basic art education Cooperation: Pohde, organizations, parishes, educational institutions



Working-aged people (ages 30–65)

The promotion of the wellbeing of working-aged people in Oulu is cross-sectoral in cooperation with stakeholders.

The goal is that Oulu's working-aged citizens consider Oulu to be a city where their everyday life is in balance, work supports wellbeing and offers opportunities for participation, livelihood, and meaningful life.



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Communal and safe environment



Oulu2026
European Capital
of Culture



Goal	Measure	Responsible parties
Working-aged people feel heard, they can participate and influence, and they belong to different communities.	- Planning participatory resident events to ensure that the participation opportunities of those who are often left unheard and groups with special needs are promoted in decision-making and service development. - Reinforcing communal activities in neighborhoods in cooperation with organizations and housing communities. - Supporting cross-generational activities and encounters, as well as communal structures in family services. - Acknowledging the significance of volunteer activities in reinforcing participation, wellbeing, everyday management, and communality for working-aged people. - Monitoring the wellbeing of working-aged people at least every four years with surveys and data collection (<i>Minun arkeni ja elämäni</i> survey).	Wellbeing promotion services Urban Environmental Services Administration services Cultural Services Cooperation: Pohde, organizations, and parishes
Working-aged people in Oulu feel that they are treated equally and services are accessible. Special focus will be paid to vulnerable people and people in danger of isolation.	- Enhancing the promotion of equality and non-discrimination from the perspective of parents and guardians to ensure that parents and guardians are treated equally when they utilize services. - Accessibility and availability are systematically considered in working-aged people's services and service planning.	Administration services Wellbeing promotion services Cultural services Cooperation: Pohde, organizations, and parishes
Working-aged people feel that their physical, mental, and social environments are safe.	- Targeted preventative anti-racism, non-discrimination, and anti-harassment work for working-aged people is reinforced by implementing campaigns and developing intervention models. - The safety of urban environments is improved continually. Special focus is paid to prevent crime among working-aged people in cooperation with different operators.	Wellbeing promotion services Urban Environmental Services: streets, parks, traffic Administration services Educational and Cultural Services Cooperation: Pohde, organizations, and parishes



Everyday life that supports wellbeing, health, and capacity



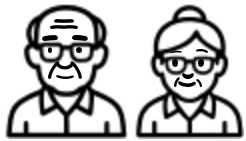
Goal	Measure	Responsible parties
Physical wellbeing and healthy lifestyles of working-aged people are improved.	- Increasing affordable and free-of-charge exercise opportunities for unemployed people and working people in vulnerable positions. - Developing solutions for everyday and commuting exercise (routes, bicycle parking, accessible passage). - Continued targeting and development of exercise guidance by offering free-of-charge exercise groups for the unemployed, partially disabled people, and people with restrictive mobility. - Improving the accessibility of local nature attractions and utilizing natural exercise to support wellbeing. Communications on the <i>Lähekkö nää luontoon</i> activities. - Clear communications for working-aged people's wellbeing services and exercise opportunities, as well as free-of-charge city facilities.	Sport Services Wellbeing promotion services Urban Environmental Services Cooperation: Pohde, organizations, and parishes
Reducing substance abuse and gambling among working-aged people.	- Reinforcing low-threshold guidance, early support, and treatment referral in preventing gambling and substance addictions. - Increasing clear and accessible communications on the risks of substances and support opportunities. - Developing the cooperation between the wellbeing services county, employers, and organizations to reinforce the themes of preventative substance work.	Wellbeing promotion services Cooperation: Pohde, organizations, and parishes
The mental health, mental wellbeing, and everyday management of working-aged people are improved.	- Improving the low-threshold mental health and wellbeing services for working-aged people in cooperation with the wellbeing services county. - Promoting family-friendliness and parental support in cooperation with different operators. - Supporting the resources and mental health skills of working-aged people through group activities, exercise, natural wellbeing (<i>Lähekkö nää luontoon</i> activities), and cultural services. - Clear and multi-channel communications on mental wellbeing promotional operations for working-aged people. Reducing prejudices.	Wellbeing promotion services Educational and Cultural Services: regional services Sport Services Cultural services Urban Environmental Services Cooperation: Pohde, organizations, and parishes
Loneliness and deprivation among working-aged people is reduced. Meaningful hobby and culture activities are offered to working-aged people.	- Developing operational models for identifying and preventing loneliness among working-aged people. - Communications to working-aged people about Kaikukortti Cards. Enabling its usage for people in difficult financial situations. - Increasing targeted regional hobby and free time activities for working-aged people to alleviate loneliness. - Utilizing digital solutions to support contacting and peer support.	Wellbeing promotion services Cultural services Sport Services Cooperation: Pohde, organizations, and parishes



Effortless everyday life and early support



Goal	Measure	Responsible parties
Preventing financial- and housing-related stress among Oulu's working-aged people. Reducing over-indebtedness, homelessness, and cross-generational disadvantage.	- Reinforcing the prevention of homelessness and early intervention through identification and housing guidance. - Targeting and reinforcing economic and debt guidance for those who need it. - Preventing financial difficulties of working-aged people through early identification models. - Developing the accessibility and sustainability of public transport.	Wellbeing promotion services Central administration (Oulu10) Urban Environmental Services: surveying Cooperation: Pohde, organizations, and parishes
Promoting the employment opportunities and prerequisites of working-aged people while reinforcing lifelong learning.	<i>Supporting job seekers towards work that suits their capability. Guiding towards work capacity services (such as health checks). *</i> <i>Competence: Identifying the needed skills in the employment field and supporting seekers to apply to education or complement their skills for the open job market. *</i> <i>The right service: customers are directed to the services that fit their needs, and guidance regarding services. *</i> <i>The goal is to ensure that individuals have jobs that suit their skills, and to increase employers' prerequisites to employ people who need support with work capacity. *</i> - Offering extensive life-long learning opportunities to working-aged people, for example, via adult education or organization cooperation. - Supporting the literacy of working-aged people by implementing the city's literacy strategy.	<i>Business Oulu*</i> Wellbeing promotion services Cultural services Oulu-opisto Cooperation: Pohde, organizations, and parishes
Reinforcing the digital and data security skills of working-aged people.	- Organizing digital training for different target groups that support working life skills. - Reinforcing and utilizing digital support network operations. - Offering personal low-threshold digital support in libraries and service desks. - Digital skills of working-aged people are reinforced by offering low-threshold digital support and peer support. - Developing accessible and user-oriented online services. - Reinforcing cyber security and data protection skills for working-aged people by utilizing communications and training.	Wellbeing promotion services Cultural services Administration services Oulu-opisto Cooperation: Pohde, organizations, and parishes



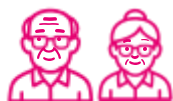
Elderly (ages 65+)

Promoting the wellbeing of the elderly is the municipality's legislated task. It concerns residents over 65 years old.

The monitoring and evaluation of the wellbeing plan's portion for the elderly is handled by the Wellbeing Promotion for the Elderly team (to be established), and the Lifecycle Network for the Elderly.



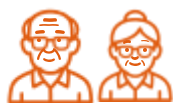
Oulu2026
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Communal and safe environment



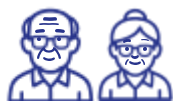
Goal	Measure	Responsible parties
The elderly can live safely and accessibly in their own living environments.	- Reinforcing the prerequisites for the elderly to live in their own homes by developing preventative operations and services that support everyday life. - Supporting the anticipation of the elderly living in their own homes by increasing targeted guidance and information about elderly-friendly housing solutions and areas. - Preventing falling cases by campaigning about the safe and well-timed use of safety tools. - Promoting the development and systematic adoption of a city-wide, preventative, and cross-sectoral fall prevention operational model. - Securing exercise opportunities for the elderly, also during slippery winters by utilizing, for example, the Oulu Hall and indoor sports facilities of neighborhoods. - Developing elderly-friendly neighborhoods that consider groups with special needs: accessible passage, friendly neighborhoods, resting places, sufficient lighting, accessible local exercise facilities. - Piloting and developing bus companion activities for the elderly and groups with special needs to improve the accessibility of public transport. - Developing adaptable outdoor routes for the elderly and people with restricted mobility that consider sufficient rest stops, signage, benches, and safe passage.	Wellbeing promotion services Sport Services Urban Environmental Services: surveying Cooperation: Pohde, organizations, and parishes
The city develops to be more elderly-friendly while considering the changing population structure.	- Reinforcing cross-sectoral cooperation in the promotion of the wellbeing of the elderly (land use planning, housing, traffic, culture, exercise, health and wellbeing services). - The city of Oulu promotes the wellbeing of the elderly actively in cooperation with the North Ostrobothnia's Wellbeing Services County Pohde, organizations, and associations. - Utilizing the knowledge of the Council for Older People in decision-making and development that concern the elderly. - Reinforcing the participation and rooting into communities for the elderly with immigrant backgrounds as part of the Villa Victor's activities.	Wellbeing promotion services Central administration Urban Environmental Services: all sectors (except Oulu Waterworks) Cooperation: Pohde, organizations, and parishes



Everyday life that supports wellbeing, health, and capacity



Goal	Measure	Responsible parties
The active and healthy lifestyles of the elderly are reinforced.	- Organizing low-threshold and diverse fact-based exercise and lifestyle guidance to meet the needs of the elderly, for example, the FINGER model. - Organizing regional events and information events on topics of safety, exercise, and diets for the elderly, for example, in community facilities and village centres. - Implementing exercise companion activities and promoting the everyday exercise of the elderly through volunteers in cooperation with organizations. - Highlighting the importance of reducing substance use to prevent fall cases, for example, through communications.	Wellbeing promotion services Oulu-opisto Cooperation: Pohde, organizations, and parishes
Mental wellbeing is reinforced, and loneliness is reduced.	- Developing outreach elderly work in cooperation with organizations to reach the elderly outside of the service network. - Supporting the mental wellbeing of the elderly by offering peer activities and social interaction groups, for example, <i>Virkeästi arjessa</i> groups. - Ensuring that the elderly with immigrant backgrounds are offered operations and services that promote encounters. - Promoting projects that reduce loneliness among the elderly. Supporting project activities of other operators to reduce loneliness among the elderly. - Offering guided nature activities, for example, <i>Lähekkö nää luontoon</i> activities, and by implementing nature companion activities and working closely with organizations and associations.	Wellbeing promotion services Oulu-opisto Urban Environmental Services: land use planning and Environment Office Cooperation: Pohde, organizations, and parishes
Reinforcement of the comprehensive wellbeing of the elderly through culture and art.	- Offering culture companion activities for the elderly. - Increasing awareness and communications about Kaikukortti Cards and its accessibility to low-income people. - Offering the elderly diverse culture hobbies regionally all over the city, Oulu-opisto courses, and cooperation with community facilities and village associations.	Cultural services Oulu-opisto Cooperation: Pohde, organizations, and parishes



Effortless everyday life and early support



Goal	Measure	Responsible parties
The participation of the elderly is reinforced by offering diverse participation and influencing opportunities.	- Organizing regular information sessions for new pensioners about services and participation and influence opportunities (organization and association activities, volunteer activities, Council for Older People). - Increasing cross-generational encounters through events and campaigns. - Extending the Senior Card whenever possible, for example, cultural services. - Listening to the elderly in decision-making that concerns them and in the design of services and neighborhoods. - Monitoring the wellbeing of the elderly at least every four years through surveys and other data collection. - Developing guidance and advice services for the elderly in cooperation with city sectors and Pohde.	Wellbeing promotion services Sport Services Cultural services Central administration Cooperation: Pohde, organizations, and parishes
Reinforcing the opportunities of life-long learning and development for the elderly as part of active lifestyles. Supporting the digital participation and skills of the elderly.	- Promoting the digital skills of the elderly by organizing information sessions on digital skills and digital services and offering guidance in different regions in cooperation with organizations, associations, and the wellbeing services county. - Increasing the awareness of the elderly of digital security, scams, and media literacy as services digitalize. We utilize the city of Oulu's Literacy Strategy (2026). - Identifying elderly persons unable to use digital services. Guiding them into personal support. - Considering age-friendliness and accessibility in the design of digital services. - Offering wide-ranging life-long learning opportunities for the elderly, for example, through adult education and cooperation with organizations.	Wellbeing promotion services Central administration Cultural services Oulu-opisto Cooperation: Pohde, organizations, and parishes
Securing sufficient local services and guidance services for the elderly and groups with special needs.	- Offering in-person guidance services, such as housing and everyday advice, to the elderly and groups with special needs. - Reinforcing the role of the municipality in the early support of the elderly. Increasing the competence of service workers to improve the identification of issues, intervening, and guiding people to support (loneliness, memory issues, coping, isolation).	Wellbeing promotion services Urban Environmental Services: surveying Central administration Cooperation: Pohde, organizations, and parishes



City of Oulu

Wellbeing Plan 2026 –2029



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