A MidNordic development project...

...to strengthen the competitiveness of the MidNordic area and Europe!
A MidNordic regional development project
ProMidNord is a cooperation project to develop the eight Mid Nordic regions. Their core idea is to exchange experiences on how to support development of east-west communications, energy, the environment, culture and the participation of young people in development of the society. The project started in 2004 and will finish this summer.

The Mid Nordic Committee has initiated the project
The Mid Nordic Committee has been promoting cooperation for the last 30 years, mainly in the areas of cultural, the environment and energy. The Committee is made up of the County Council or its counterpart in North and South Tröndelag in Norway, Jämtland and Västernorrland in Sweden and Ostrobothnia, South Ostrobothnia, Central Finland and South Savo in Finland.

Strengthen the competitiveness of Europe!
ProMidNord has been financed by the Mid Nordic Regions and the European Union Interreg Baltic Sea Region programme. The EU has financed this project in an effort to strengthen European competitiveness in the global economy, level out the differences between different parts of Europe and increase cohesion in European regions. Understanding the economic and cultural differences between the western and eastern parts of Europe is an important part of the European cohesion policy. There is a lot of knowledge and experience to share even if it is important to preserve the different cultural heritages as a part of European diversity.

A new development zone in the European context
In the ProMidNord-project the Mid Nordic cooperation has been expanded and more focused on regional development issues. The objective has been to start building closer cooperation that will result in the Mid Nordic regions becoming a development zone in northern Europe. The long term goal is to make our regions attractive for people to visit and dis, and to move to and realize their life projects. It is hoped that some of these life projects will be new enterprises creating new jobs and economic growth.
In the periphery of Europe
Our regions far up in the north are in the periphery of Europe. The areas of economic growth around cities shown on maps of the European Union usually end at the band formed by the Nordic capital cities. Farther north there are only sparsely populated territories, huge distances and cities that are small compared to the European average.

Why Mid Nordic?

European development zones
The map shows the European development zones, the Mid Nordic Regions and the Arctic Barents Region. The European metropolitan areas with their close connections to each other are usually seen as the growth areas.

Fill the empty part of the map!
Our regions are situated too far from the Nordic capitals to benefit from their growth. North of us are the exotic Arctic regions with their very special conditions. Our area risks being an empty space on the European development map, between the band of Nordic Capitals and the Barents Region.

East-west cooperation between neighbours
Our common location and situation and the simple fact that we are cross-border neighbours make east-west cooperation important. How can we make best use of our common conditions? How can we make the most of our differences?
An excellent cross section of Nordic qualities

NORTH-TRÖNDELAG

The Atlantic Coast with fjords and archipelagos, such as Osen which is pictured here.

One of the most important food production areas in Norway.

Saint Olav was killed at the battle of Stikkestad in 1030 when trying to return to power as king of Norway.

SOUTH-TRÖNDELAG

The Atlantic Coast with fjords and an archipelago with the islands of Hitra and Frøya.

Trondheim with the Nidarosdomen Cathedral is the historic heart of Norway. Today the most important Technical University and research facilities in the country are located in Trondheim.

The old copper mining town Røros is today a World Heritage Site.

JÄMTLAND

Mountain areas with some of Sweden’s best winter tourist resorts such as Åre, Jukkasjärvi, and Abisko.

Along the river valleys and in the central Storsjön area there is growing production of cheeses and other food of high quality.

Steep river valleys such as Gauldalen and mountain resorts such as Oppdal.

The High Coast World Heritage Site, with land rising from the sea, is the most dramatic coast around the Baltic.

OSTROBOTHNIA

The low-lying archipelago with the island of Björkö is listed as a part of the World Heritage High Coast/Kvarken Archipelago Site.

South Ostrobothnia with its fertile plains is one of the most important agricultural areas in Finland.

The short distance to Russia characterizes South Savo. The regional capital Mikkeli hosted the Finnish army headquarters and famous Field Marschall Mannerheim during the Finnish-Russian War 1939-44.

SOUTH SAVO

Savonlinna, with the Olavinlinna Castle from the 1400s, is an old trading centre named after the same Olav who was killed at Stikkestad. The castle hosts a world famous opera festival every summer.

SOUTH OSTROBOTHNIA

The regional capital and logistic centre Seinäjoki has a modern civic centre and church designed by the famous Finnish architect Alvar Aalto.

South Ostrobothnia with its fertile plains is one of the most important agricultural areas in Finland.

SOUTH FINLAND

The regional capital Jyväskylä has one of Finland’s important Universities and, like Sundsvall, is an important centre of forest industry technology.

Central Finland is dominated by forests and water systems with Lake Päijänne as the biggest.

The famous architect Alvar Aalto worked with modern design in Jyväskylä District. An example of his work is Säynätsalo Town Hall.
Room for creativity

Strength in the sparsely populated periphery
The advantages of the Mid Nordic regions from a European and international perspective are that they have plenty of space, beautiful and green landscapes, distinct changes in seasons, a comfortable climate and a stable and reliable political and social situation. We ought to use those advantages to attract enterprising people from other parts of Europe and the world.

A long cultural history is a good foundation for the creativity of the future
Our Nordic band of regions with its long economic and cultural history and its strong tradition of trade, international contacts, pioneers and industrialists, offers the right conditions for the new economy. Already we have more people working in creative professions than the European average. That is something to continue building upon.

Expanded functional urban regions can strengthen the Mid Nordic band of regions through cooperation and profiling

A reliable connection over the Bothnian Sea and better roads and railroads will support cooperation and competitiveness

Develop specialities!
If every region, district, town and village develops its unique character and advantages we can offer a variety of living environments that will meet the needs of many different people. Through territorial cooperation and better communications we can develop a broad spectrum of possibilities, despite long distances and sparse population.

Creative cities and developing countryside
Towns with creative environments and support to innovation that functions well, and rural areas with well-developed high quality local food production, form the foundation for the growing tourism and experience industry of the future.
Create a strong belt in the Mid Nordic Area
In the Mid Nordic band, between the Nordic Capital band and Barents, we want to build a belt of prosperous, growing and attractive cities, towns, districts and regions in the north of Europe.

..along an old trade route
To connect the east to the west in northern Europe we want to establish new contacts, trade and better communications along the ancient east-west trade and pilgrim route from Tröndelag and the Atlantic Ocean in the west, over Mid Sweden, crossing the Bothnian Sea and then following inland water trade routes through Mid Finland to Savo and with connections to St Petersburg.

Cooperation makes us stronger
Through intensified cooperation between Mid Nordic cities, towns and regions with many common conditions, we can improve our possibilities for sustainable growth. for sustainable growth.

Sustainable growth is becoming an integral part of our tradition
Careful use of renewable natural resources and good treatment of our environment is part of our Mid Nordic way of life. Farming and fishing, the forest industry with its need for fresh water, clean air, renewable water power, and environmentally friendly technology show our close relationship to our natural resources.

Creative people and entrepreneurs are our most important human resources
Highly educated, healthy and confident people who are both able to and want to make use of their knowledge, creativity and start businesses, are our most important resource. Towns, cities and rural areas in the Mid Nordic regions shall be attractive places with our shifting seasons, accessible countryside, characteristically built settlements and the stimulating spirit of the future.

Successful in Europe
In the year 2020 our Mid Nordic cooperation in regional development will be known as an example of successful promotion of economic growth and prosperity outside the metropolitan regions in Europe.
The Mid Nordic Regions can become a development zone in Europe
The Mid Nordic Regions have possibilities to build a development zone in northern Europe. Through work in the ProMidNord Project the Mid Nordic Committee has approved the declaration of will mentioned above and the areas of continued cooperation for the following years

Broader cooperation
In order to achieve a more efficient use of our common resources, the Mid Nordic Committee will invite towns and cities, enterprises, and other organizations to discuss how we can collaborate on our common efforts.

Mid Nordic fields of cooperation
Four thematic areas
1. Strengthen innovative and entrepreneurial environments
   - Strengthen our Mid Nordic innovation systems
   - Strengthen education, research and competence
   - Strengthen the profiling of our attractive towns, cities and rural areas
   - Use our Nordic welfare societies to a competitive advantage
2. Improve east-west communications
   - Create sustainable and fast communications between Trondheim- St Petersburg
   - Make the expansion of functional urban areas easier in the east-west direction along railroads
3. Concentrate support on the creative arts and the experience industry
   A. Increase cultural understanding and exchange through:
      - Thematic Mid Nordic Cultural Days
      - A network of Mid Nordic cultural workers and job swapping
   B. Develop the World Heritage Sites and our common cultural heritage in the Mid Nordic Area
      - develop attractiveness and marketing
      - develop the connection between the High and Low Coasts, Røros and Olavinlinna
      - Build on Saint Olav’s heritage and the cultural connection to the pilgrim route
   C. New technology and competence in the cultural field
      - Develop digital media such as computer games, animated films, and movies
      - Research on the connection between culture and health
      - Develop expertise in arranging cultural events
4. Concentration on environmental technology and renewable energy
   - Develop environmental technology and environmental awareness in companies.
   - Develop Mid Nordic renewable energy sources such as bio fuel and wind power

Horizontal objectives
Shall permeate all development work.

1. Sustainable development
Economically, ecologically and socially sustainable development shall guide all of our work.

2. Wise leadership
To create a good climate for development wise leadership in politics and business is essential.

3. Gender equality
All work shall support equality between men and women.

4. Involvement of young people
Young people are the future of our societies and their commitment and involvement in development work in order to create an attractive society is extremely important.
ProMidNord is a European Union Project financed partly within the Interreg III B, Baltic Sea Region. Initiative taker is the Mid Nordic Committee with 30 years experience of cooperation and exchange in the fields of culture, the environment and energy between the Mid Nordic Regions.