



@FOUNDATION_EU



FOUNDATION

Interreg Europe



European Union
European Regional
Development Fund

Competitive rural companies, declining rural populations

*Ossi Kotavaara, Katariina Ala-Rämi, Matti Muhos
University of Oulu, Kerttu Saalasti Institute, Finland*





FOUNDATION

Interreg Europe



FOUNDATION will provide a framework and roadmap for regions facing industrial closures, job losses and uncertainty, to develop economic resilience through collaboration.

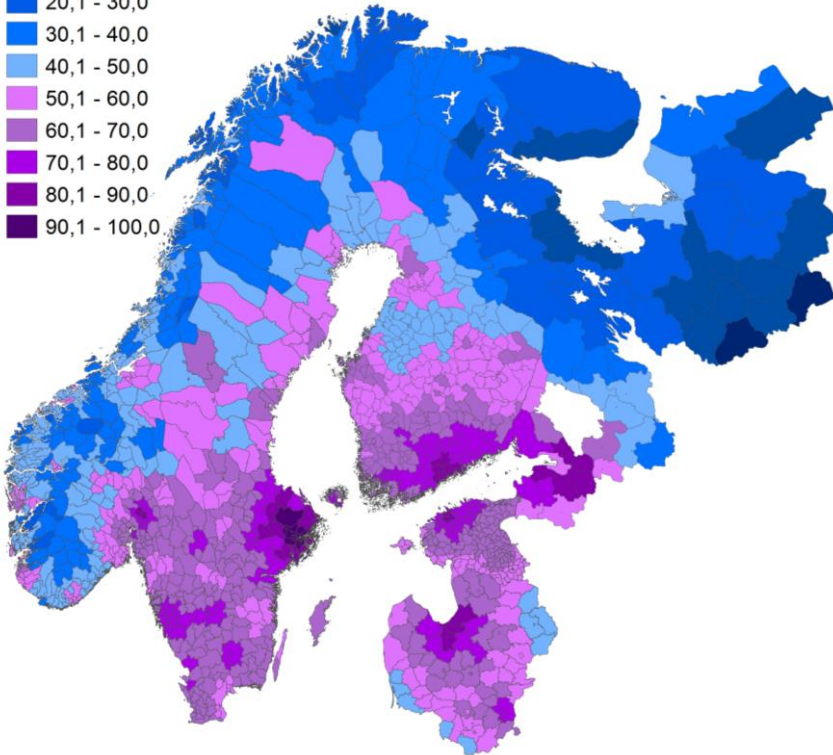
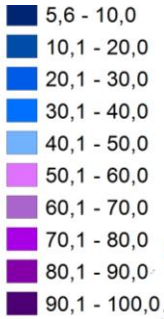
 @FOUNDATION_EU

www.interregeurope.eu/foundation

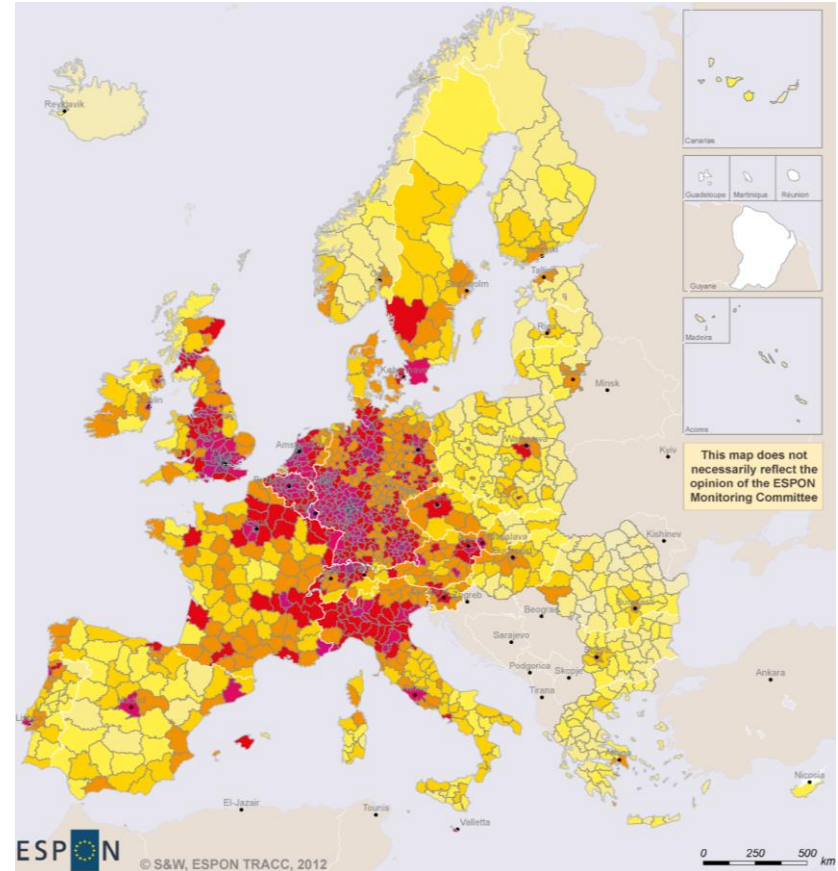
Contextualising remoteness and rurality at northern Europe



Potential accessibility to population by air and road transports

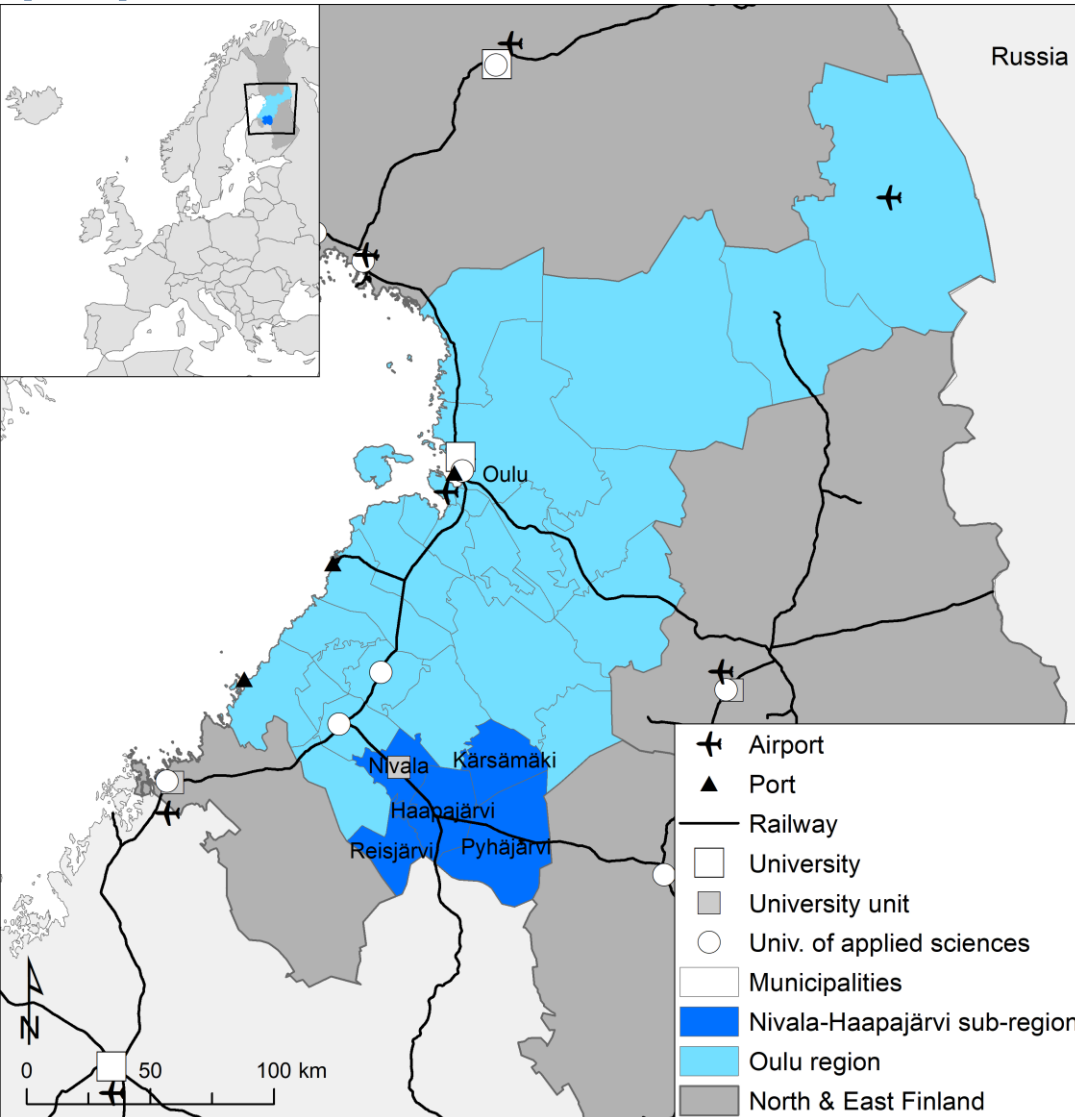


Rusanen J. et al. (2013) SMARCTIC Roadmap to Smart Arctic Specialization. Smart Logistics, Transport and Living Environment (WP3) Summary report.

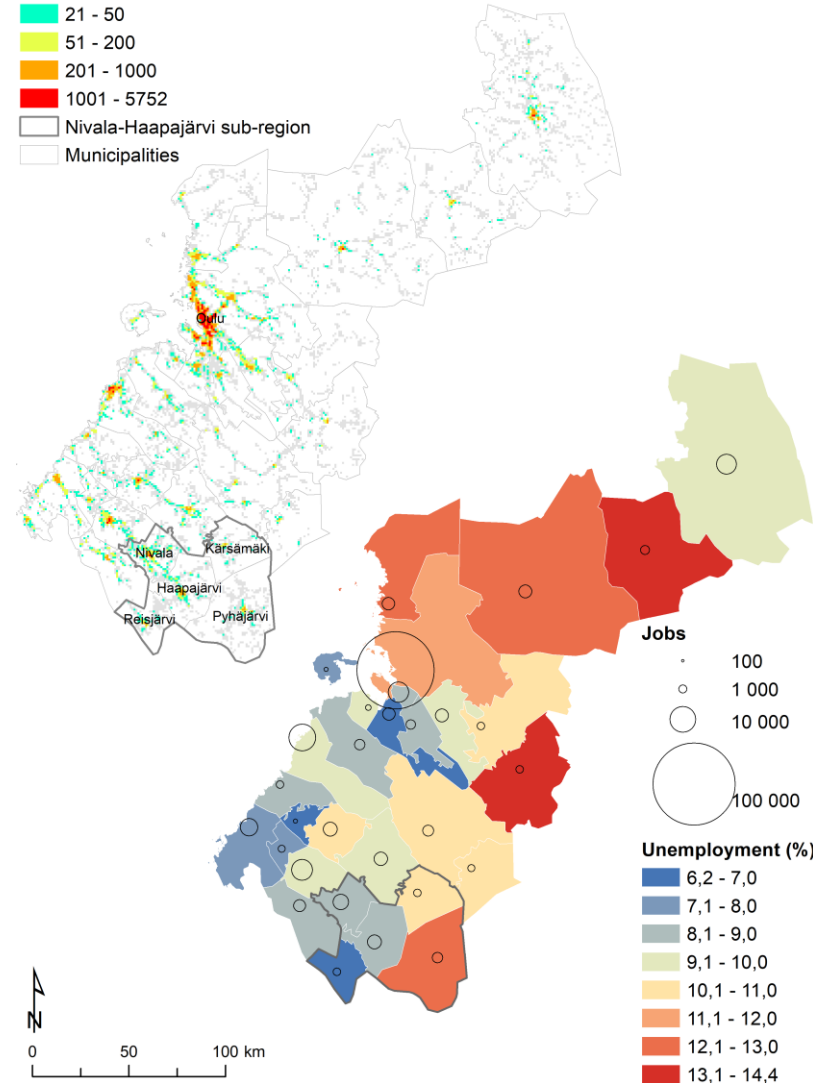
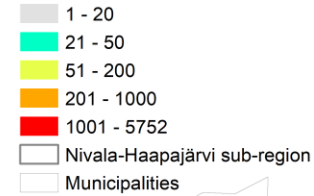


Spiekermann et al. (2012) ESPON TRACC Final Report - Executive Summary and Main Report.

Future of rural competitiveness within long distances and declining populations



Population in 1x1 km grid cells



Peer Networked Enterprise Incubator

FOUNDATION

Interreg Europe



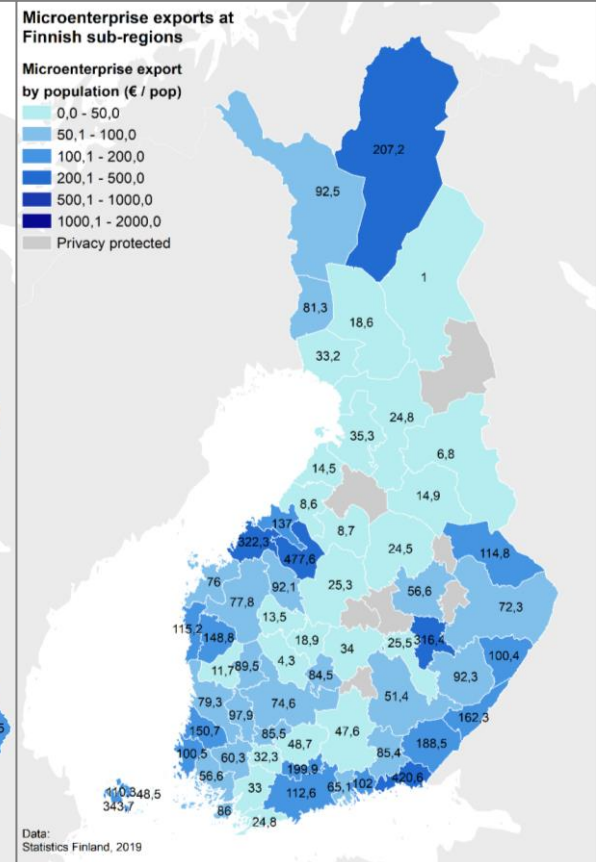
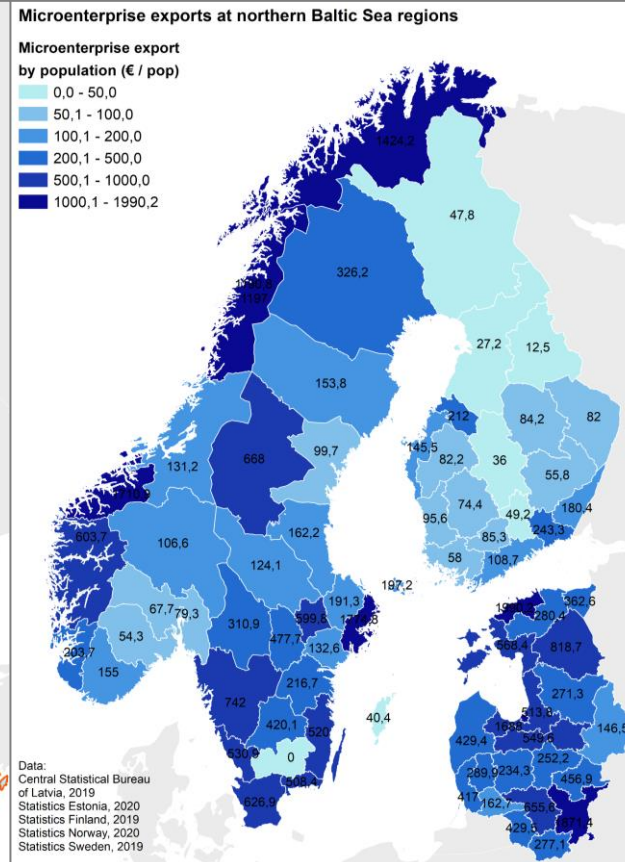
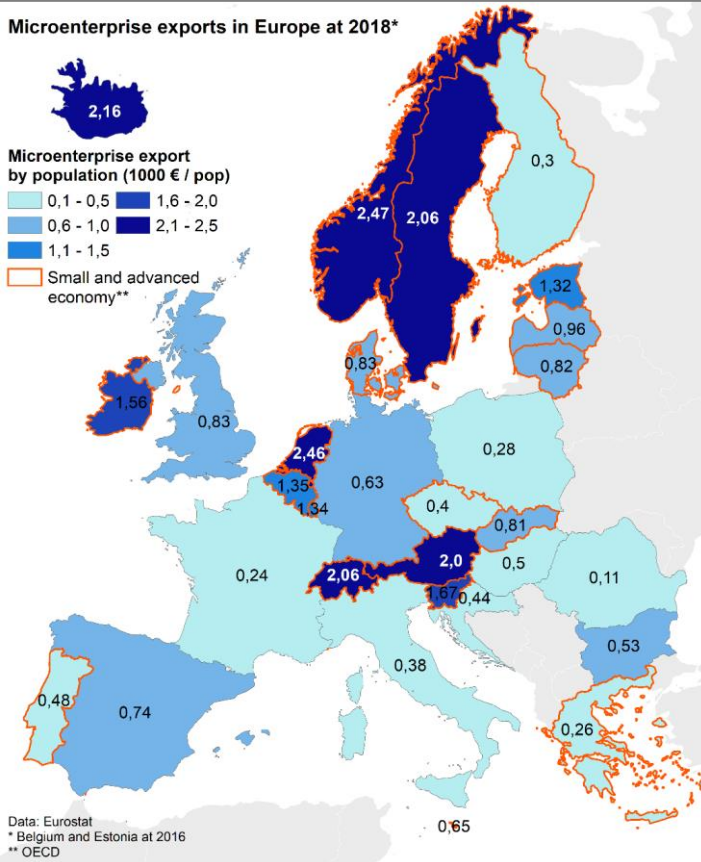
Rural SME internationalisation operations model lowers the thresholds to internationalisation to rural companies by peer network and shared marketing.



Small rural companies may have **excellent products** and **strong know-how** in their own specialty field, but **limited contacts to international markets** and low know-how in reaching them.

Model presented is a good example of how **other firms and public institutions** can act as **alongside the walker** during this marathon **from rural start-up** to a growing **international company**.

Does early stage exports matter or is it possible from rural areas?



Maps: Pauliina Björk & Ossi Kotavaara (2021)

COVID era and multi-local and location-free work and entrepreneurship with digital network and platforms

A new positive driver for rural competitiveness is **multilocal, remote and location-independent working and entrepreneurship**, that has experienced drastic increase in rural regions due to Covid-pandemic.

- 1) for **attracting (highly) skilled workers** to rural regions
- 2) better **access to new remotely located** jobs from rural regions and
- 3) enabling **location-independent digital entrepreneurship**. Digitalisation enables also rural regions to access better to international business communities.



@FOUNDATION_EU



FOUNDATION

Interreg Europe



European Union
European Regional
Development Fund

Thank you!

@ossikotavaara

ossi.kotavaara@oulu.fi

+358 50 573 9124



LITHUANIAN
INNOVATION
CENTRE

