

NorthRULL Northern Rural-Urban Living Laboratory

Motto: Exchange between opposites often brings about radical movement forward.

Northern Finland combines remote rural areas, with urban centres excelling in ICT. NorthRULL focuses on the accessibility of services employing ICT in innovative manner, also enhancing local economy.

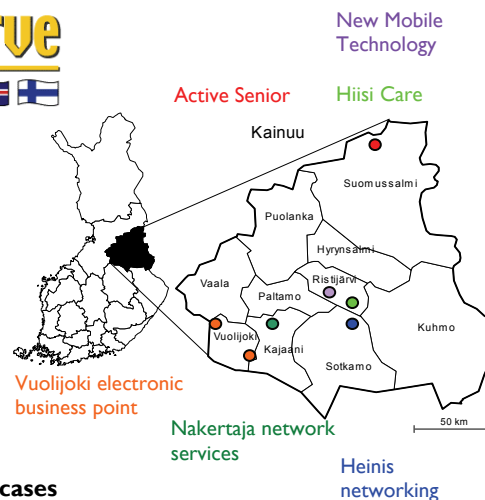
Full utilization of emerging ICT, and wide inter-faculty cooperation for real benefits in the regions, are used to provide a boost to economic activities rooted in the natural and human resources of the Northern area, in the following fields:

1. ICT novel types of service-intensive cultural and nature tourism.
2. Innovative utilisation of biomasses with implication on entrepreneurship at all levels.
3. Everyday accessibility of societal and business services continues to be improved, the main focus being on development and utilisation of new working environments, to maintain a healthy demographic structure in the regions, by catalysing local entrepreneurship.

A uniquely multidisciplinary consortium of the University of Oulu, the University of Lapland and other HEIs of the North of Finland contributes to achieve the aims of NorthRULL .

All thematic fields are addressed in Kainuu, with special attention paid to service delivery. In the sparsely populated Kainuu region, new working environments and forms of entrepreneurship are mapped and promoted in rural and remote areas of Kainuu. Development of services using collaborative working environments, can be based on demographic and market research, combining the analyses of the population growth, migration, and fertility with the mapping of aspirations, preferences and decision making regarding service access, as well as trends of service provision identified by surveying entrepreneurs, public service providers and different alternative partnership structures. The combination between social and technological innovation (such example below) is considered in the field of service provision. Exemplar cases are picked up and used to mainstream the existent potential.

Deserve



DESERVE cases

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About us

Lönnrot Institute is a joint multidisciplinary research and development institute in Jyväskylä University

Consortium. It is named according to Elias Lönnrot, collector of Finnish national poem – Kalevala.



Regional background of Kainuu, Finland

Population: 85 000 inhabitants
Area: 24 452 km² --> <4inh/km²
260 km common border with Russia
2 cities: Jyväskylä, Rovaniemi
8 rural municipalities and 150 villages
Jyväskylä airport, railway and bus transportation available

Lönnrot Institute work division:

- Evaluation & Regional Research
- Rural Development & Research
- Historical & Cultural Research
- Bio-energy Development & Research

Examples of international projects

- DESERVE - Delivering services in remote and rural areas (development, NPP Interreg III B)
- Insular Labour Markets (research, Nordregio)
- Tripartite rural development typology (research, Ministry of Agriculture and Forestry, Finland)



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NORTHRULL

NORTHERN RURAL-URBAN
LIVING LABORATORY



PALMA – SERVICE PROVISION TO RURAL
AND REMOTE AREAS