



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin.



Rural Development Programme for Mainland Finland 2007-2013

Basic Services

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Measure 321: Basic services for the economy and rural population

- The objective of the measure is to have equal service structure in rural areas in relation to urban areas, to safeguard and supplement existing services, to increase employment opportunities, to improve cultural and leisure services and add quality of life in rural areas.
- Forms of support in measure 321:
 - business development projects,
 - development projects of general interest,
 - investments of general interest,
 - coordination projects,
 - Leader approach

Measure 321: Basic services for the economy and rural population

- 660 projects in progress, 200 finished
 - 76 % via Leader

What has been done in projects:

- activating of rural entrepreneurship
 - service system / helping center for rural entrepreneurs, development of business community / network, promotion of entrepreneurship
 - women's entrepreneurship
 - creative industries and cultural entrepreneurship

Measure 321: Basic services for the economy and rural population

- rural care services and development of their new forms;
 - Green care services, testing of health care bus (feasibility study)
- the everyday life services, development of security of everyday life
 - third-sector activity: establishment of 'village helper's' post, support service for health care and social workers
- developing the opportunities for cultural and leisure activities
 - sport activities, cultural events, concerts, festivals, summer theater...

Project example: Organizations in the village

- beneficiary: Finnish Red Cross of Lapland district
- development projects of general interest
- the aim was to produce and develop models of the voluntary work for the people living in sparsely populated areas and to add independence and self-survival of the villages.
- supporting surviving of elderly people who live far away from centers
- adding the community's willingness to help
- create an certain alarm system for the safety of elderly
- improve the co-operation of Red Cross, other organisations and village associations
- model of how residents can help the authorities in emergency situations
- develop security plans for villages
- workshops, seminars and common trainings

Measure 321: Basic services for the economy and rural population

- improvement of infrastructure
- projects that develop local energy, waste and water management;
- water supply network, sewerage of waste water, areas for recreation and sports,
- developing and changing the use of buildings and service centres
 - former village shop has changed to culture house
- improve the telematic connections and promote their introduction, mobile, itinerant or telematic services,

Broadband in RDP

- High-speed connections are needed in rural economic activities on farms and in rural enterprises
- e-transaction services
- different forms of teleworking
 - possibility to use electronic services are even more important in rural areas

Broadband in RDP

- There are two kinds of broadband projects in Finland's RDP, in measure 321
- **Broad broadband projects** (recovery funds)
 - EU's recovery package 24,6 million euros
 - Finland decided to use full amount for construction of broadband network
 - Government Resolution on a national broadband project
 - EU recovery funds + national financing
- Smaller communication network projects, so called **village network/broadband projects**
- building the network and producing services to the net