

Lapland's Green Deal

Regional Governance Fostering Adapting of the Green Transition and Digitalization

LAPLAND
Above Ordinary

SATU PEKKALA
SMARTY: 3RD ITS, DIGITAL
AND GREEN
18.2.2021



Lapland Green Deal - Background

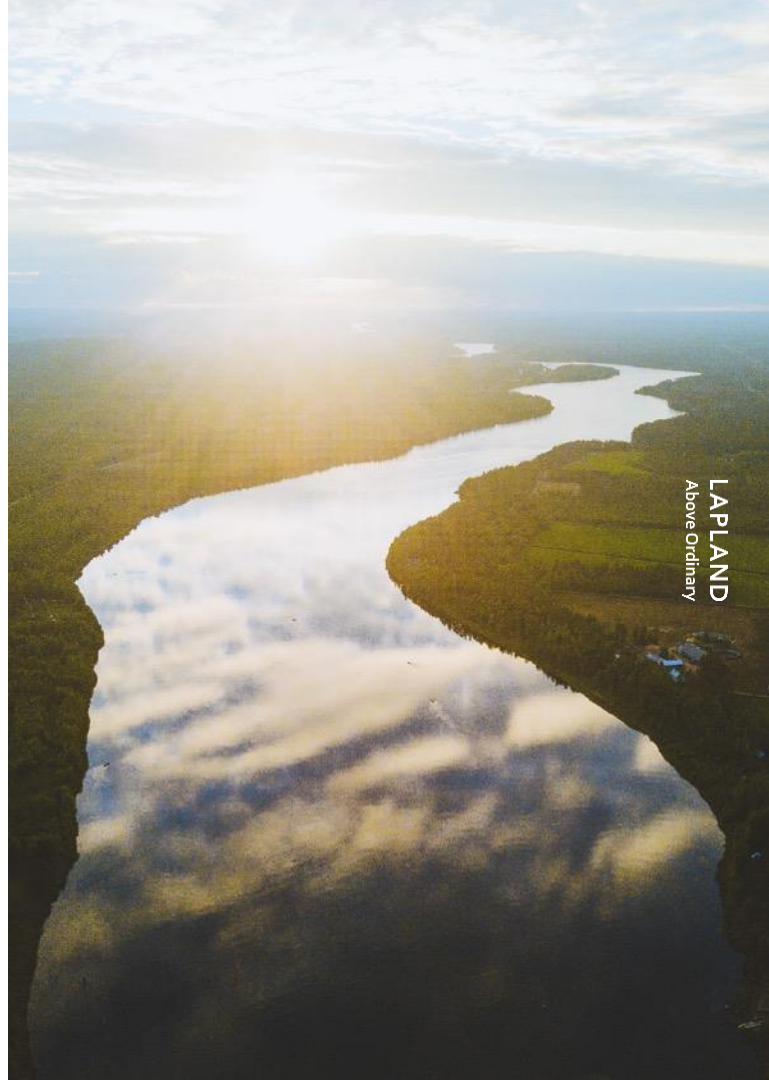
1. As agreed by the Finnish government, Finland is to be carbon neutral by 2035 and the first fossil-free industrialized society.
2. EU Green Deal is excellent occasion to Lapland, including new funding opportunities. Anyhow there exist some harsh market risks, especially if needed transformation processes are delayed.
3. In Finland COVID-19 has some of the harshest societal impacts in the Municipality of Lapland

How Lapland has reacted to this?

- The region has identified the most potential business *opportunities* and *risks* to the region's economy and wellbeing.
- It is essential to assess and identify the opportunities opened up by the EU Green Deal and digitalization.
- In Lapland, the Green Deal, Digitalization and COVID-19 EXIT-strategies are inseparable. This has gained plenty of positive attention to regions actions.

Lapland Green Deal- Objectives

1. To create a roadmap connecting different industries, sectors and actors based on the situation of the measures currently supporting the Green Transition in Lapland.
 2. *Sets common goals* for future measures in support of Green Transition.
 3. *Encourage* different sectors, industries and actors to take action in support of the goal of Green Transition and a *voluntary agreements* on Green Transition.
 4. The agreement document is included in the Regional strategic programs
- **The purpose of the roadmap is to guide the province towards a sustainable and smart low-carbon economy.**

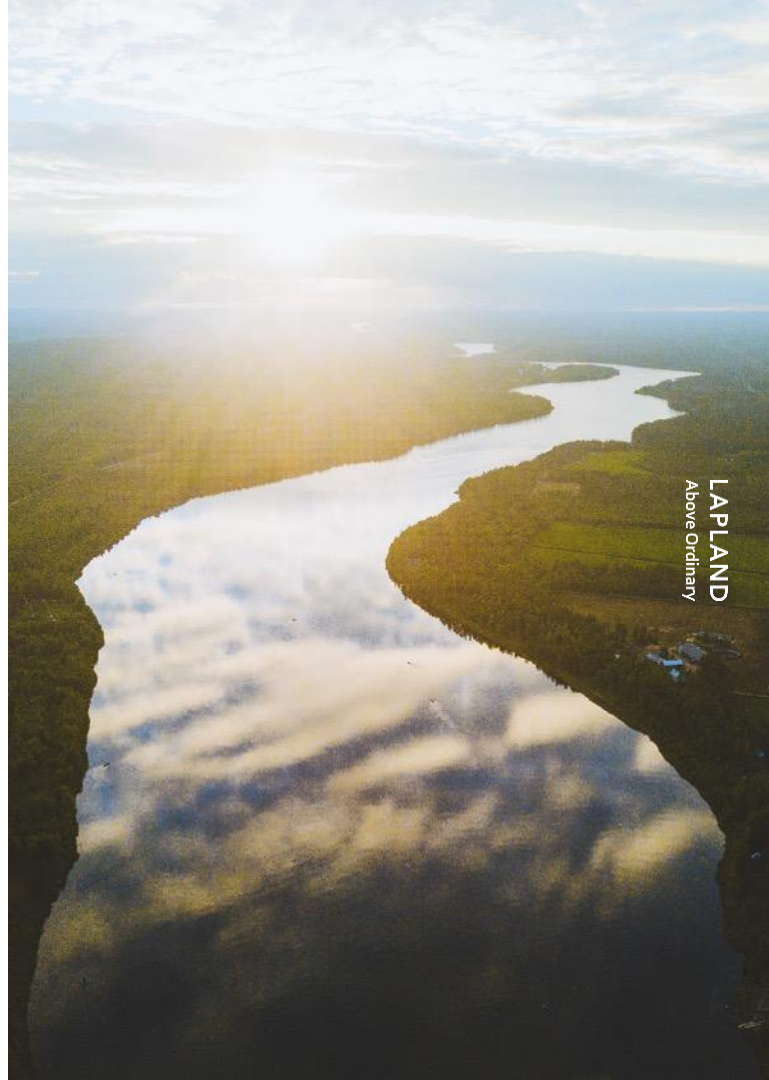


How the region fosters the Green Deal?

- Shared interest: with the participation and commitment of key sectors, industries and their actors, making use of existing networks, clusters and projects.
- Coordination: the work is guided by a working group composed of 16 members of experts.
- Hard work: communication, online meetings & workshops.
- Commitment: politicians from each party nominated as 'Green Deal ambassadors'.
- The 'final final' version of Lapland Green Deal Roadmap will be available in March 2021.

Lapland Green Deal

- Focus is set to sectors such as the *energy transition* and *transport systems* and the utilization of opportunities related to *digitalization* and *circular economy*.
- There are differences between the various sectors, e.g. circular economy and tourism industry as pioneers.
- Be ambitious, innovative, confidential and yes - collaborate!
- Be concrete: tourism sector has already published tool to measure sectors total CO2 emissions!





LAPIN LIITTO

Thank you

Please do not hesitate to contact:

Satu Pekkala

Satu.pekkala@lapinliitto.fi

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Thank you

Please do not hesitate to contact:
Satu Pekkala
The Regional Council of Lapland
Satu.pekkala@lapinliitto.fi