



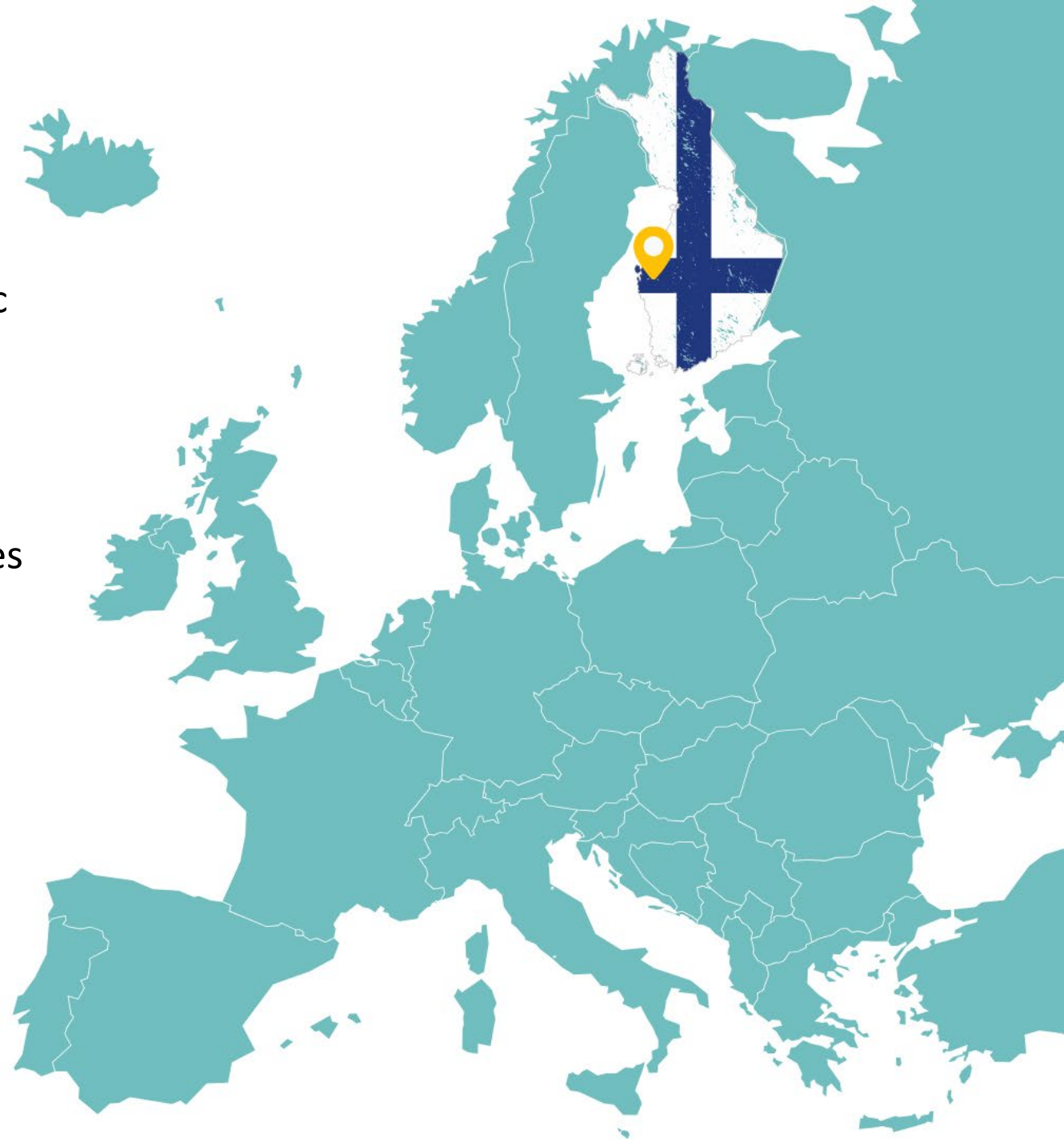
# Aktion Österbotten

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7<sup>th</sup> of May, 2024, LATVIA

# Finland

- Finland is located in Northern Europe in the Baltic Sea region.
- Republic and a member of the European Union (EU).
- The capital of Finland is Helsinki
- Finland is divided into self-governed municipalities (309). Åland is an autonomous region of Finland.
- Approximately 5.6 million inhabitants, 338,432 km<sup>2</sup>.
- The national languages are Finnish and Swedish (about 5% of Finns speak Swedish as their native language). There are also Sámi people in Finland.
- The happiest country in the world since 2018





# LAG Aktion Österbotten

## Organisation

Aktion Österbotten r.f.  
Kauppapuistikko 18A 9A  
65100 VASA

- The organization have old roots, started with EU funding from the beginning
- Personnel 11
- One board 11+11
- 2 Committees, Fishing (9+9) and Village (7)

### Operational environment

- Multilingual regions
- World Heritage site
- Very strong Energy cluster
- Big in boats, farming, greenhouse farming, wood, fishing

## Rural area of Ostrobothnia

- The region of Ostrobothnia is a region of 14 municipalities and 176,000 inhabitants on the west coast of Finland.
- The land area of approximately 7,400 km<sup>2</sup> consists of a coastline 230 km long and approximately 20–50 km wide.
- The region is divided into the Jakobstad region (about 50,000 inhabitants), which includes Kruunupyy, Luoto, Pedersöre, Pietarsaari and Uusikaarlepyy., the Vaasa region (about 100,000 inhabitants), which includes not only Vaasa, but also Korsnäs, Malax, Mustasaari, Vöyri and Laihia. Kristinestad, Kaskinen and Närpes together form South Ostrobothnia (about 17,500 inhabitants).

## Funds and Financing

- Leader 8,3 million euros
- Fishing Leader 1,3 million euros
- Village movement 42 thousand/year
- Blue Products 3.0 (National Innovation Programme)
- Cool Blue Nordic (Horizon project)
- Cool Blue Baltic (Horizon project)
- Havshøst I Norden (Nordic Council of Ministers)
- Matriket Öppet – Ruokamaa Avoinna (Leader project)
- SeÖsterbotten (Leader project)
- Landsbyggare (Leader project)
- PEAK (JTF project)



# Short supply chain support in Strategy

Our strategy "Our Ostrobothnia" strongly emphasizes the involvement of local food and short food supply chains. It is explicitly mentioned in three out of four strategic priorities at the operational level, and the fourth priority also indirectly supports the future of local food by enhancing the participation and expertise of young individuals.

Through our strategy, we aim to foster new forms of collaboration and experimentation among businesses and associations. We recognize that local food plays a crucial role in the sustainability and future of our region, and we are committed to supporting its development in various ways.

## Dynamic and Renewing Ostrobothnia:

- Emphasis on youth entrepreneurship, environmental awareness, circular economy, and environmental expertise.

## Innovative and Bold Entrepreneurship in Ostrobothnia:

- Focus on competitiveness, community spirit, and internationalization.

## Smart Rural Ostrobothnia:

- Focus on self-sufficiency, preparedness, foresight, future skills, networking, and collaboration.

## Community-Oriented and Hospitable Ostrobothnia:

- Focus on renewal, digital skills, and strengthening cultural heritage.





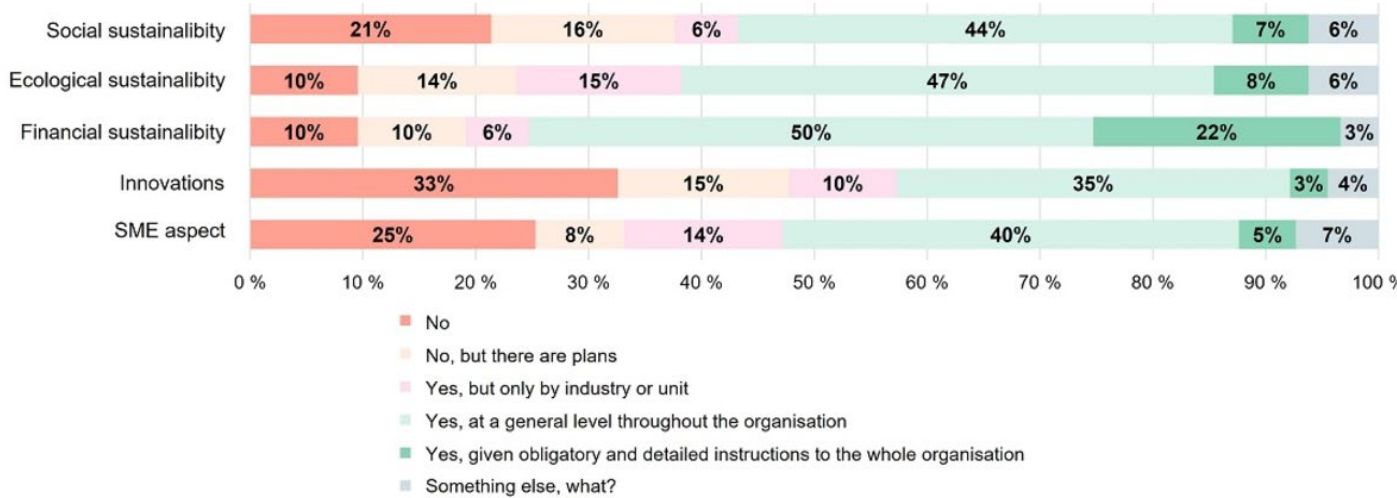


# Local Food in public sector

Public institutions in Finland, including schools, kindergartens, nursing homes, and hospitals, do purchase locally produced food. While there are no specific national-level measures exclusively for purchasing locally produced or organic food, Finland’s overall commitment to sustainability and health influences these practices.

National public procurement strategy 2020 <https://valtioneuvosto.fi/en/-/10623/national-public-procurement-strategy-identifies-concrete-ways-in-which-public-procurement-can-help-achieve-wider-goals-in-society>

Taking different perspectives into account in public procurement policies or similar (178 pers.)



# Good practice to share

## REKO - concept

The REKO concept has become a remarkable success in Finland, bridging the gap between producers and consumers while creating local networks and logistics for locally produced food.

### Origin and Purpose:

- REKO stands for Rejäl Konsumtion, which translates to “fair consumption” in Swedish.
- The concept was inspired by the AMAP system (Association pour le Maintien d’une Agriculture Paysanne) that the founder, Thomas Snellman, encountered during a visit to France in November 2012.
- Snellman recognized the potential for a similar system in Finland to connect producers directly with consumers.

### How REKO Works:

- REKO operates through closed Facebook groups known as REKO circles.
- Producers (farmers, local food artisans) and consumers join these groups.
- Producers announce their available products (e.g., fresh produce, dairy, meat) on Facebook.
- Consumers place orders by commenting under these announcements.
- Payment methods (cash, credit card, or bill) are specified by the producers.
- Deliveries occur regularly (usually weekly or biweekly) based on the group’s size.

### Key Features:

- Direct Sales: REKO eliminates intermediaries, allowing producers to sell directly to consumers.
- Transparency: Consumers know where their food comes from and can interact with producers.
- Community Building: REKO fosters local connections and builds a sense of community.
- Ease of Handling: Using social media as the platform simplifies communication and order management.
- Free Participation: Both producers and consumers participate without any fees.

# Challenges in short supply chains



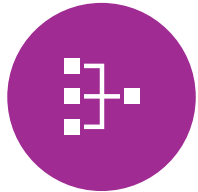
Logistics and Distribution: Overcoming the vast geography, ensuring efficient transportation, and coordinating among stakeholders.



Economic Factors: Balancing small-scale production costs and competition from cheaper imports.



Consumer Perception: Educating consumers, addressing perceived inconvenience, and managing price sensitivity.



Supply Chain Coordination: Handling fragmentation and building trust.



Quality Control and Certification: Ensuring traceability and safety.



Seasonality and Variability: Addressing seasonal availability and weather-related challenges.



Policy and Regulatory Environment: Navigating supportive policies and regulatory barriers.



Collaboration and Innovation: Encouraging collaboration and leveraging technology



## Management & Administration



Mathias



Annika



Eva-Stina



**AKTION ÖSTERBOTTEN**

## Fishery LAG



Jonas



Anita

## Villages

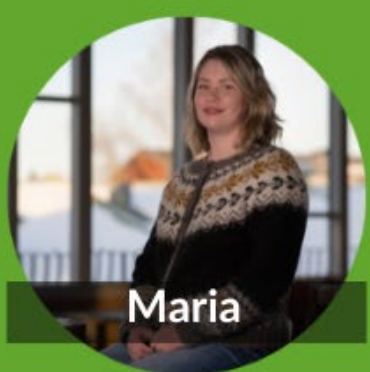


Frida



Pia

## Leader

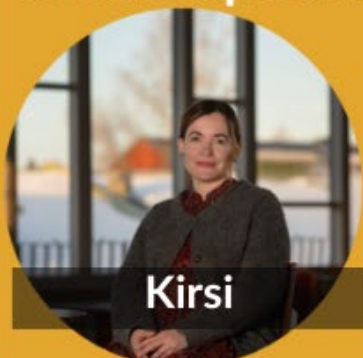


Maria



Isabella

## Communication & Development



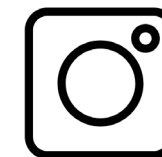
Kirsi



Piritta

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