

# LAG Pirkan Helmi ry

Pirkan Helmi ry was founded in 1999 to encourage its rural residents to develop their own home community, improve its amenities and create new jobs and enterprises.

It is one of the 54 local action groups (LAG) implementing the Leader initiative in Finland and the period 2014-2020 is its 3<sup>rd</sup> EU funding period.



# LAG Pirkan Helmi operates



in the Southern Tampere Region immediately south of the major city of Tampere. The region itself consists of the towns of Akaa and Valkeakoski and the municipalities of Pälkäne and Urjala. The total area of the region is 1191 km<sup>2</sup> and there are 50.318 inhabitants (31.12.2012). In addition there are 7.820 holiday homes in the region.

- The service sector provides the most opportunities for employment in as is the case in the whole of Finland. However, the share of services is smaller than the average for the entire nation, while the share of industry is bigger. Primary production is somewhat more important on an average than in the whole of Finland. The municipalities have different sources of livelihood: Valkeakoski and Akaa are mainly industrial, while Urjala and Pälkäne are characterized by agriculture.
- The **strength** of Pirkan Helmi is its central location immediately south of the major city of Tampere, and the fact that traffic connections are excellent. Living in the region is cheaper than in the city area, which is a marketing advantage for drawing in new inhabitants.
- The high unemployment rate in the region is a **weak point**. The area is also strongly dependant on the existing major industry, and new small enterprises are welcomed.
- The acquiring of new inhabitants to the region is seen as a **possibility**. This would lead to new members taking part in the activities of associations. The development of culture and tourism in the region creates possibilities for entrepreneurship, which in turn creates jobs into the countryside.
- A **risk** in the future is the ageing of the population, which weakens the economy of the municipalities. The weakening of the economy of the municipalities leads to less services, especially in the countryside.



LEADER

# Pirkan Helmi

[www.pirkanhelmi.fi](http://www.pirkanhelmi.fi)



*Rahoitusta,  
neuvontaa &  
toimintaa!*



- Pirkan Helmi activities include LEADER-project promotion, training, research, communication and guidance actions – also carrying out projects itself.
- Funded already over 200 local, community-based LEADER-projects with more than 12 mil. eur, carried out 15 projects itself with different fundings (Youth in action, Erasmus+, Leader).
- Strong practical experience in rural and community-based local development activities, and capacity to build up networks of local actors with similar interests, well connected among the rural developers in Finland and a valued member of the national rural network



# Pirkan Helmi



## Office

Tietotie 1, 37630 Valkeakoski, Finland

(Häme University of Applied Sciences, Business Center rooms B134 ja B133)

Heikki Konsala, Rural Development Specialist

+358 400 226 676, [heikki.konsala@pirkanhelmi.fi](mailto:heikki.konsala@pirkanhelmi.fi)

Eliisa Vesisenaho, Rural Development Specialist

+358 40 750 2242, [eliisa.vesisenaho@pirkanhelmi.fi](mailto:eliisa.vesisenaho@pirkanhelmi.fi)

[www.pirkanhelmi.fi](http://www.pirkanhelmi.fi)

[www.facebook.com/pirkanhelmi](https://www.facebook.com/pirkanhelmi)