



# Mansikka

## MANNAA MANSIKASTA

The strategy for the Rural Development Association Mansikka for 2014-2020

The Manna Mansikasta strategy for 2014-2020 carried out by the Rural Development Association Mansikka is a local centered action plan, constructed together with cooperation partners, pursuant to which corporate and project funding will be allocated in order to achieve common goals.

The strategy's vision for 2020 is: "Mansikka is, in its own field, known as a developer of rural and micro-enterprise funding. The vibrant area is characterized by its very able and successful people, villages and businesses. The area has advanced and diverse services, which make innovative use of good communications. The area's operators are cooperative, both regionally and internationally. The positive craziness of the Savo people has been widely exploited. "

The operational areas include most southern and southwestern municipalities of North Savo: Suonenjoki, Tervo, Vesanto, Rautalampi, Leppävirta and Varkaus. The rural population within the operational areas is 32 059. The area is characterized by its abundant bodies of water, forests and the pure Savo nature. In many villages, there are more holiday homes than permanent residences. The areas' business strategies emphasize international companies that operate in the technology, forestry and food industries.

The three priorities of the Manna Mansikasta strategy are: 1) I and we: active participation, 2) High-quality leisure time and housing, and 3) Know-how, work and business activities. The I and we priority safeguards the possibilities of the people in the regions to live in high quality conditions in the countryside and activates the inhabitants to participate in the operation and development of their own living environment. The high-quality leisure time and housing priority supports the well-being of individuals by maintaining high quality, inspirational and safe living environments, as well a diverse range of recreational possibilities and a clean living environment and nature. The know-how, work and business activities – priority supports the creation of new entrepreneurships and forms of services, as well as innovations. In addition, the strategy takes into account the cross-cutting themes of the utilization of broadband opportunities, and the development of the parishes alongside the villages. The strategy emphasizes people and their well-being during all measures.

In addition to qualitative targets, the strategy defines quantified performance targets derived from the priorities of the goals, such as 15 new companies, 11 new services, 460 trainings, 766 participants in events involved in the activation and 24 500 volunteer hours.

The public financing framework for the 2014-2020 strategy is EUR 3.6 million, which is divided into the development priority areas, as follows: 1) I and we, 20%, 2) High-quality leisure time and housing, 30%, and 3) Know-how, work and economic activity, 50 %. Projects and business support measures financed by the Leader- funding must be in accordance with the Mainland Finland Rural Program. In addition, the selection of projects is guided by the strategy's project selection criteria. This is to ensure the equal treatment of the projects and the fact that the project contributes to the local development strategy.

The Manna Mansikasta- strategy has been drawn up to concentrate on a local-base and in cooperation with municipalities, as well as various stakeholders. The realization and funding of the Manna Mansikka- strategy is carried out by the Development Association Mansikka. As a result of the strategy, the rural economy activities will diversify, the residents' status of empowerment, as well as the level of local services, will increase, depopulation will slow down and the sense of community will grow.



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