HERE INSPIRATION
IS A FORCE OF NATURE
IN KUOPIO, IT SEEMS AS IF EVERYONE KNOWS A SECRET ABOUT LIFE

It’s apparent in our daily lives, in every human interaction. It’s felt, in the warmth of our homes, in the rhythm of the city, and in our nightlife. Like a steady wind, it helps to push us forward in our endeavors, in our work and studies.

In Kuopio, inspiration, compassion, and personal freedom are considered to be forces of nature. When combined, they grow into unique, shared experiences that ultimately become success stories. In this way, Kuopio is welcoming and encouraging city for families, dreamers, and future generations.
Every one of my citizens has a way. A way of life. A way to be. Individually unique, with others, a part of a unique community.

That community is an infinite network spreading through me, where paths of people and information cross, creating even more paths and crossings. Some of them fade in the stream of time, but just as many turn into inspiration, learning, business, innovation and ultimately to a success story by sheer momentum.

That’s me in 2040. In a time that we are building right now.

The Capital of Good Life

The strategic goal of Kuopio is to become a city of sustainable growth with 200,000 residents in a catchment area of one million people in 2040.

This goal will be reached by progressive business life and business-friendly international environments, supported by the city’s cutting-edge projects, such as the Savilahti campus, which is on its way to becoming Europe’s most captivating learning and innovation centre.

The goal is driven forward by a concept combining future talents, science and businesses. For several decades, Kuopio has been a forerunner in research, product development and services in health, environment and wellbeing sectors.

Kuopio rewards also those who value leisure. The surrounding nature with landmarks such as Puijo and the Lake Kallavesi are renowned all over Finland. Then there is Tahko, a unique tourism region and, thanks to continuous investments, one of the fastest growing in the country with a memorable future ahead.
People talk a lot about me. Some see me as a part of everyday, something familiar. Some as beautiful and fascinating. For many I am, more than anything else, the right place to be.

Every city is a compromise. For me it means that there is neither too much nor too little of anything. That is why families with children, entrepreneurs, artists, athletes and students alike are drawn to me. From near or far – in pursuit of work, dreams, nature or love. Each one of you is welcome.

Ever since the beginning of the 2010’s Kuopio has been ranking high in studies measuring citizen satisfaction and the appeal of Kuopio among people in other regions, who might consider moving to Kuopio.

It is this appeal and positive spirit we want to hold on to. We will reinforce them by taking even more citizen-friendly developmental steps today, tomorrow and the day after.
What I am building for times ahead is just as important as that which I have left behind. I see children as actors of tomorrow, the most important in the world.

It is an honour to do my utmost for them. To offer schools, parks, playgrounds, safe roads for cycling and clean nature, and, to the parents, the opportunity for secure livelihood.

The best reward I can think of is to hear children proudly pronounce my name, when they are asked, as grownups, where their roots are.

Kuopio offers a healthy and safe environment for growth. An environment facilitating good life. Short distances to day care centres, schools and work, one of the key features of Kuopio’s urban planning, allows families to spend more time together.

In Kuopio, you can choose a home from diverse housing areas, from bustle of the city centre to peace and quiet by the lake. The view from your window keeps changing, because at the latitude of Kuopio you have the benefit of making the most of all four seasons with great snowy winters and northern lights.
I am a city full of movement. Energy that is consumed generating even higher energy in a positive circle. The kind that brings a smile to your lips, blush on your cheeks and helps you in ups and downs.

And of those, there are plenty. Many have been harnessed to bring you joy, thrill of speed or elation of outdoing yourself.

Rich in lakes, forests and hills, Kuopio’s surroundings provide a unique setting for diverse hobbies and sports.

Well managed jogging tracks, ski trails, skating rinks, trekking routes, shelters and places to build a campfire are available to all free of charge. Citizens’ initiatives impact the development of city services: for example the rise of disc golf in popularity brought ultramodern disc golf courses to the city.

Active participation in sports and sport clubs is in the genes of the citizens of Kuopio. No matter what type of sport you are engaged in, there is always company for you, from beginners to top athletes, the latter representing the city in the city colours on grass and ice, the teams ranking high in the national league.
It is early evening in summer, filled with expectation, a promise of something wonderful to happen. Little by little the streets, restaurant terraces, harbour and parks start filling with people. As the joys of a hot day turn into pleasures of a warm night, unexpected encounters take place. Strangers become friends and the unknown turn into soulmates.

Sitting there, with all that chatter, hooters of cruise ships, sounds of a guitar from the street, hubbub of the restaurant around me, my heart is filled with joy: I am alive!

The citizens of Kuopio love events. The bigger the event, the more people it is sure to attract. The smaller the event, the bigger the number of people who do not want to miss it. The more the merrier is the motto of people.

Music, arts and sports form the core of events in Kuopio. Multiple top events of rock, pop, dance, ice skating, stand-up and an array of other themes of international interest have been created in the city.

Summer in Kuopio is an event in itself. Terraces and cafes in the market, the pedestrian zone and the harbour are filled with people mingling happily without language barriers. Shopping centres, market huts, department stores and the market hall provide shopping possibilities and inspiration for those who take pleasure in shopping.

FINLAND’S FASTEST GROWING REGION OF EVENTS AND TOURISM
EUROPE’S MOST CAPTIVATING LEARNING AND INNOVATION ENVIRONMENTS

I know the dreams and the dreamers. Every day they hurry along my streets to schools, work and hobbies. In their eyes sometimes excitement and determination, sometimes hesitation of the young. Nevertheless they never go wrong, because to move towards your dreams is even more important than to dream.

I have made it easy for them. Because I believe that just as it is the people’s duty to develop their city, it is the duty of the city to develop the people.

Kuopio is one of the major student cities in Finland, evident in the spirit and streetscape of the city. Kuopio’s reputation as an active educator of talent in the fields of music, dance, wellbeing, biotechnology and security adds to the number of young people annually settling in Kuopio. Some of them permanently.

The heart of student life beats in Kuopio’s Savilahti campus, where research data, innovations and newly graduated smart people mingle and find their place in local and international businesses. By 2030, Savilahti is expected to turn into a unique centre of housing, working and studying for 35,000 people, where international collaboration between different scientific fields, students and businesses will generate new innovations and wellbeing.
I have come across many successful people. They all share one belief, and that is that life never lets you down.

When the basics of life are taken care of it is easy to achieve success. In business that means a balance between employees and jobs, inspiring and supportive community and mapped-out routes into the world. That’s the least I can offer my citizens.

Kuopio’s versatile business life provides access to employment and business opportunities. Moreover, strong networks promote both national and international growth of companies.

Positive population growth, increased international attractiveness combined with local educational institutions ensure continuous availability of skilled workforce.

Kuopio claimed the top spot in the big cities category of the “Image of Municipalities 2017” survey conducted among businesses with the aim of classifying the most popular cities.
Here, expertise and talent are forces of nature. They trigger change, development and innovative ways to act and, ultimately, lead to a better life.

In my veins, both experts and ideas circulate freely, constantly creating something new and breaking boundaries. Providing inspiration is part of the added value I produce to my citizens. Human capital and a unique source of strength, it helps keep my eyes focused on the future.

Kuopio is a city of scientific excellence in health, safety and technology.

The health cluster comprising Kuopio University Hospital, University of Eastern Finland, Savonia University of Applied Sciences, businesses and research institutes is a competence cluster aimed at producing innovative solutions for the promotion of public health care and individual wellbeing.

The competence cluster for research in safety and safety technology unites the most progressive actors in the field, including Kuopio’s Emergency Service College, International Crisis Management Centre supplemented by the know-how of the University of Eastern Finland. Moreover, the Karelia Air Command located in Rissala adds cutting edge competence to the regional cluster.
KUOPIO - HERE INSPIRATION IS A FORCE OF NATURE

INTO THE FUTURE TOGETHER

No matter how outstanding my environments are, I am nothing without my citizens. They blow upon me the breath of life, create my identity, and turn me into an attractive place comfortable to live in.

My most important task is to listen to what they have to say, because that is exactly what cities are for.

People.

Inclusion of present and future citizens in the decision-making is an established practice in Kuopio. We believe that it is the only way to create a city that meets the dreams and needs of every citizen.

Even at this moment we are exchanging ideas about what future Kuopio should be like. Join our conversation!
VISION OF KUOPIO BY 2030

- A centre of sustainable growth for one million people – 200,000 inhabitants in 2040.
- Progressive and international business life and business-friendly environments.
- Strongly developing urban area Savilahti – Europe’s most captivating learning and innovation environments.
- Finland’s fastest growing region of conventions, events and tourism.
- Forerunner in health, environment and wellbeing.
- Unique and inspiring nature and environments.
  The best place for children.