

# Can symbiotic relationships between villages solve depopulation problems?

Case study of Enonkoski and Oravi

*Our dream team:*

Business advisor, local expert **Sara**

Healthy lifestyle guru **Agnes** (special interest in water aerobics ☺)

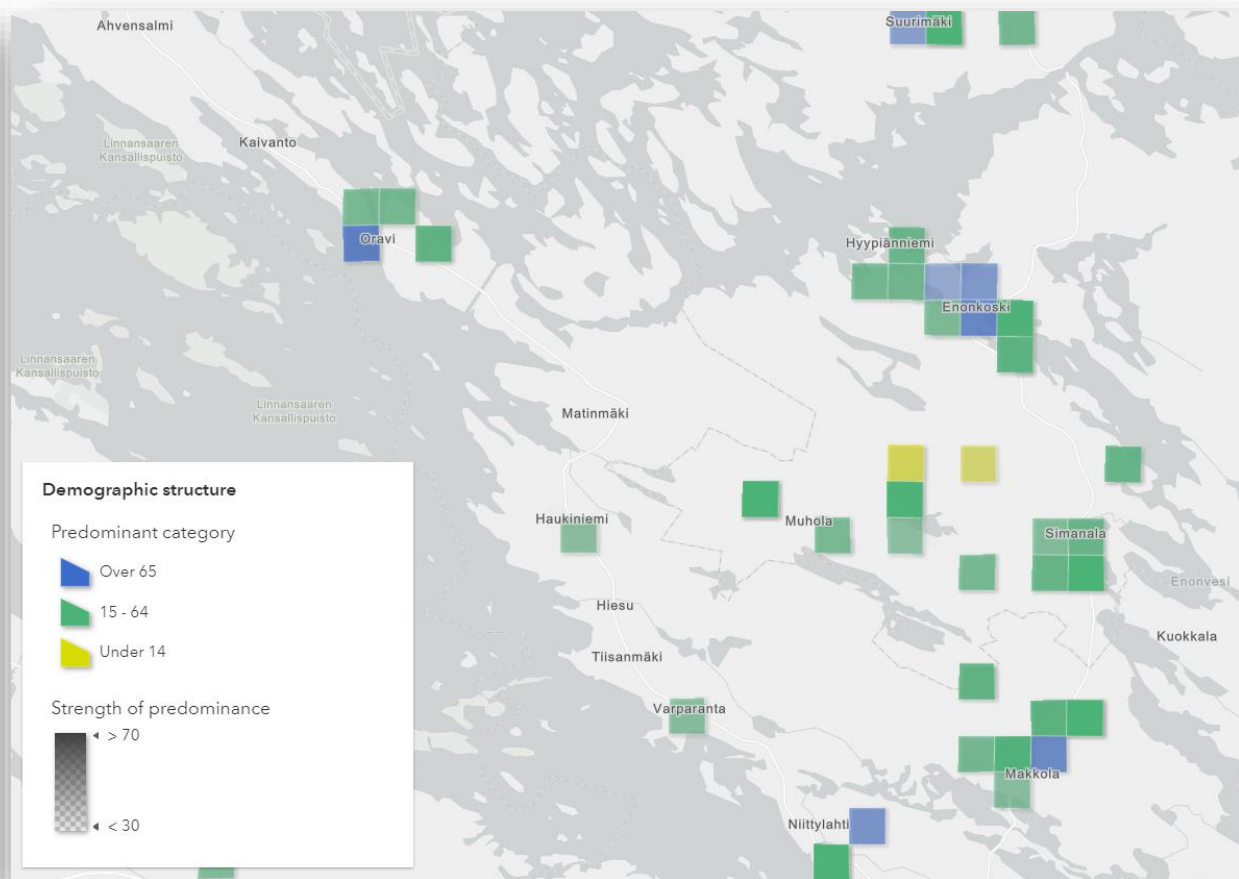
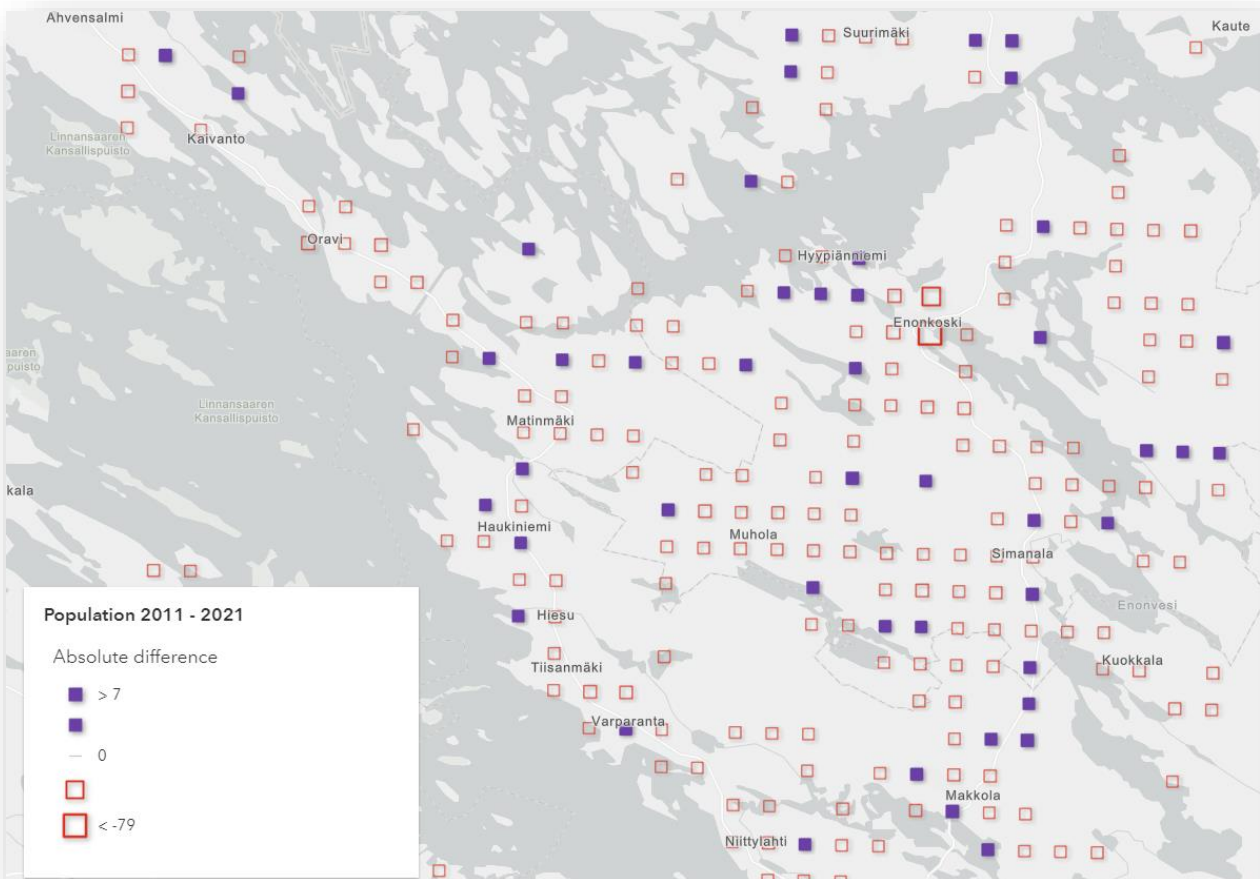
Construction expert **Sindija** (specializing in conversion of places and spaces)

Natural environment specialist **Evelina**

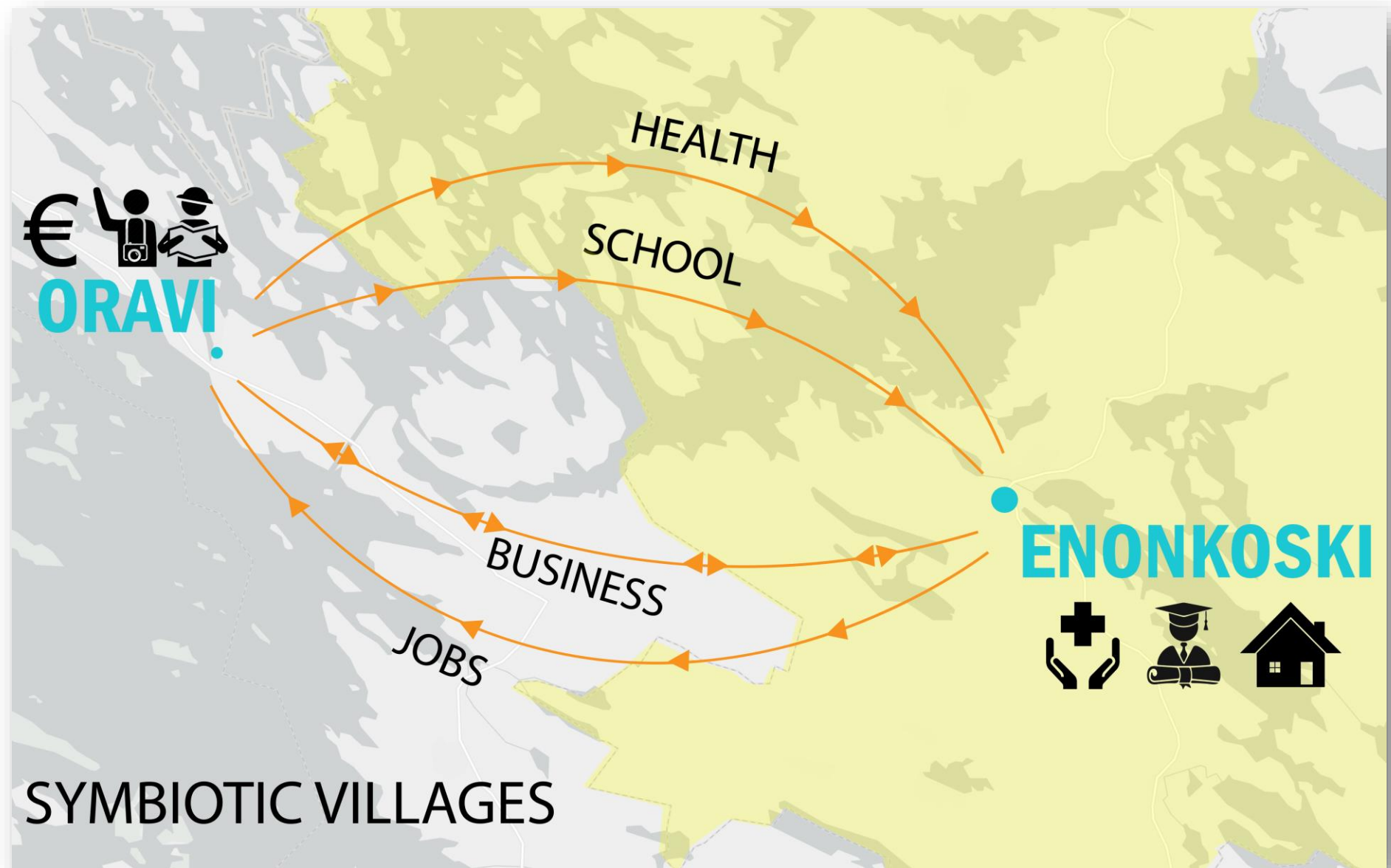
Urban design and collaborative planning enthusiast **Raminta**



# Demographics









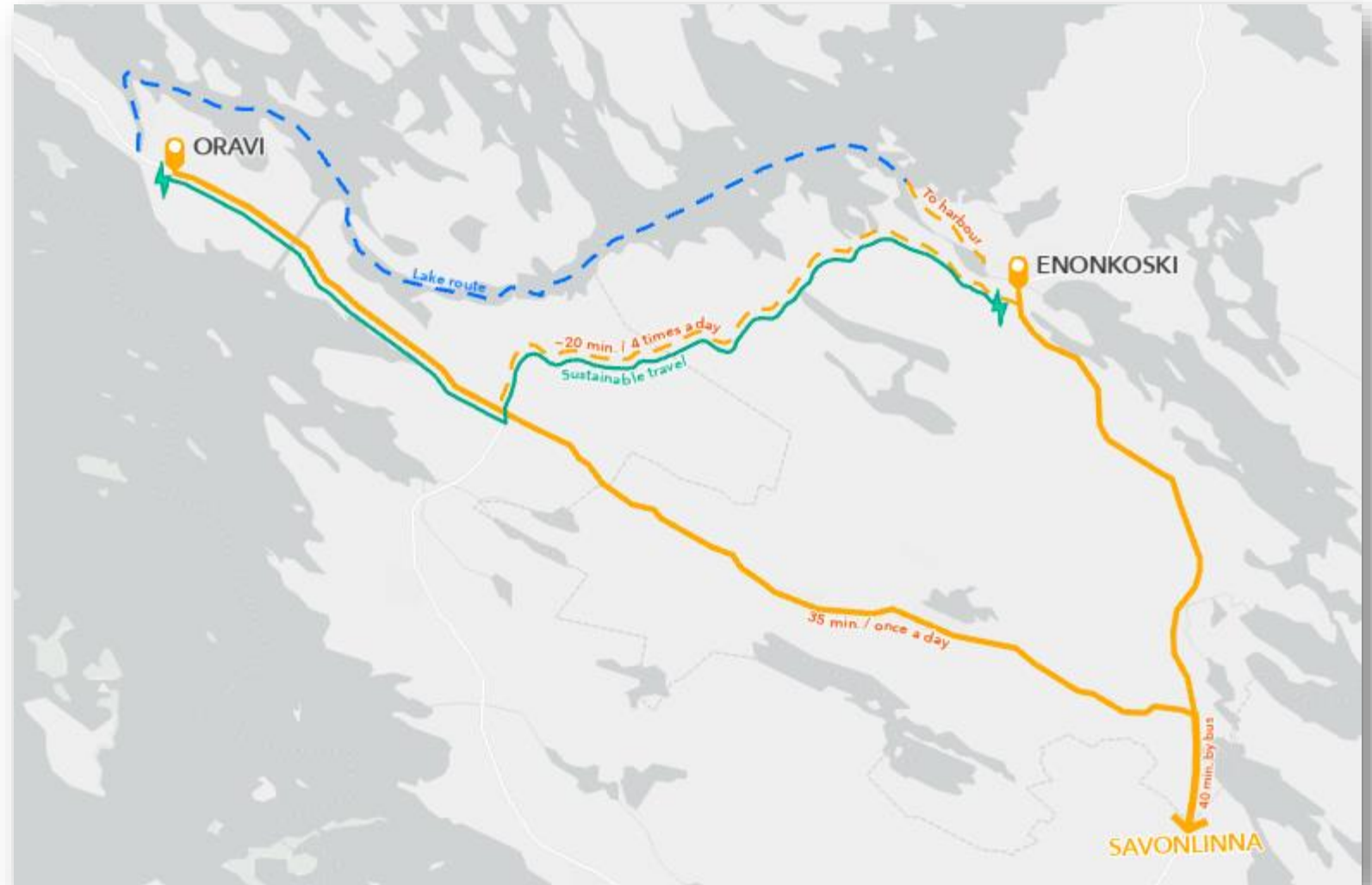
# Concept



# Concept.

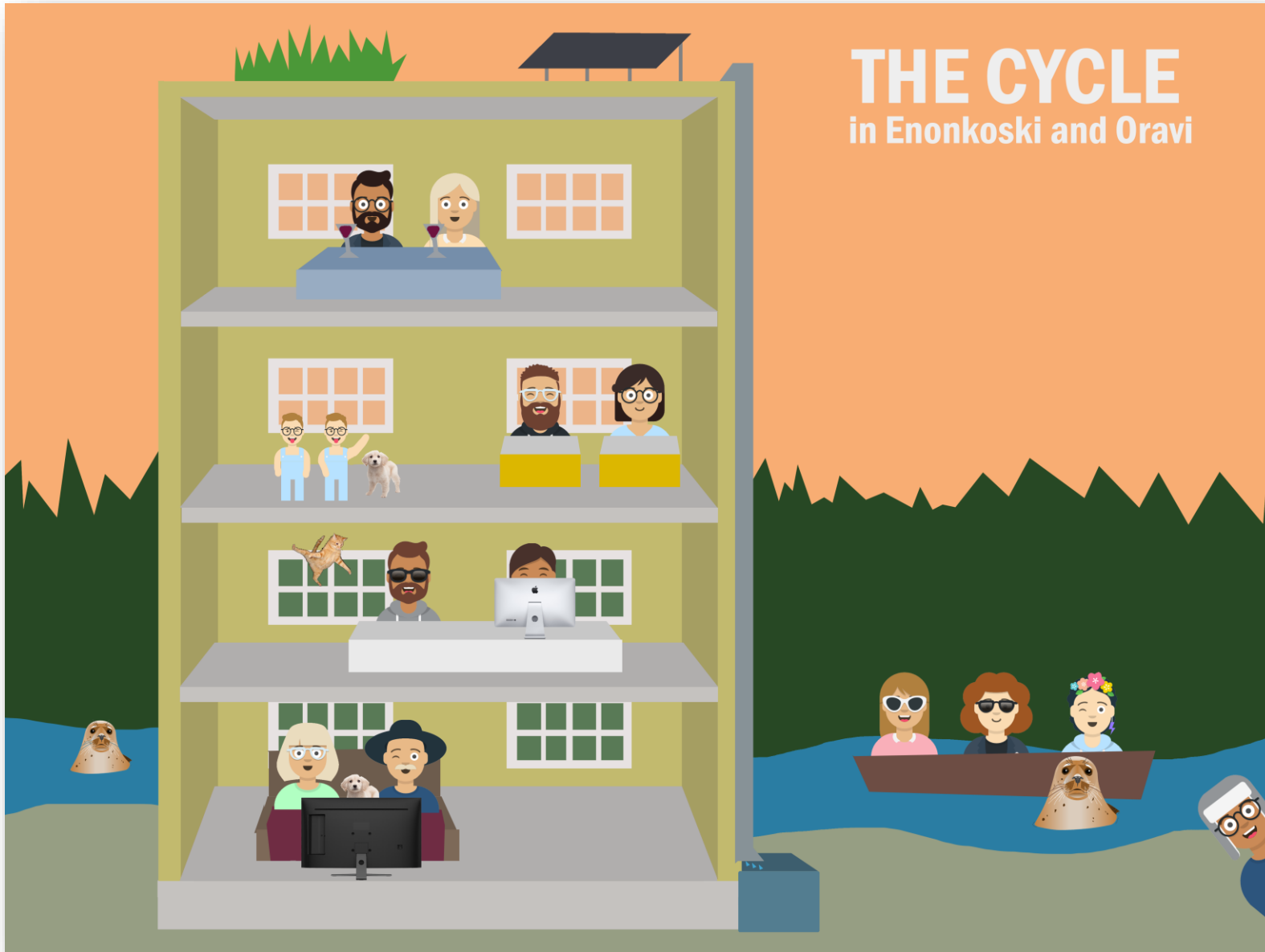
## Physical relations

-  Villages
-  Charging stations
-  Current bus route
-  Proposed route
-  Proposed boat route
-  Sustainable travel



# THE CYCLE

in Enonkoski and Oravi



Should these villages be designed only for tourists or old people?

# Profile 1. Meet Olavi!



- Olavi is 25 years old
- He has a secondary education and is qualified to work in construction
- Olavi enjoys nature, fishing and likes to go out dancing with his friends on the weekends
- Staying in shape is very important to Olavi

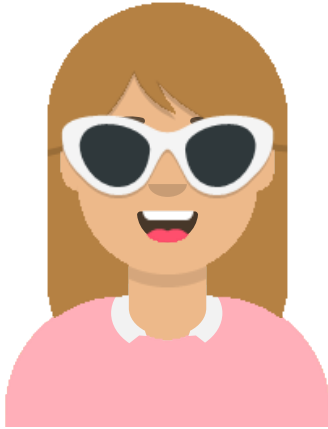
	ENONKOSKI	ORAVI
An apartment to rent	X	X
Nature activities like fishing	—	✓
Opportunities to open his construction business	✓	—
Ability to form a social bubble	✓	X
Rehabilitation after his fishing accident	✓	X
Socialization opportunities (having a beer with his friends or going clubbing)	X	X
	some opportunities in the season	
Indoor sport, gyms, etc.	✓	X

Would Olavi move to / stay living in one of these villages?

**Probably.**

# Profile 2.

## Say Hi to Maria!



- Maria is 29 years old
- Maria is originally from Enonkoski but moved to Helsinki to study
- She is a graphic designer in an international IT company
- Maria likes long walks by the lake with her dog Fluffy and is thinking about settling down
- Mental stimulation is very important to Maria

	ENONKOSKI	ORAVI
Small house or cottage	—	X
Conditions for remote work	X	X
Good infrastructure to work from her office 2 days a week in Kuopio	X	X
Lakes and long walks ☺	✓	✓
Mental stimulation	✓	X
Veterinary	X	X

only 3 avail.  
2 h drive by car but 13 h by bus  
library, book club

Would Maria move to one / stay living in one of these villages?

**Probably not.**



# Profile 3.

## Meet Helena and Juhani from Joensuu



- Helena and Juhani just got married! They are looking for a place to start a family
- Juhani just got an offer to work in Linnansaari National Park while Helena is an architect
- This couple enjoys eating out with their friends and hosting game nights

	ENONKOSKI	ORAVI
House or cottage	—	X
	only 3 avail.	
Educational infrastructure	✓	X
Healthcare before and after birth	✓	X
Conditions for remote work	X	X
Ability to form a social bubble	✓	—
Restaurants, cafes, etc.	—	—
	both combined ✓	
Romantic date opportunities ♥	✓✓✓	✓✓✓

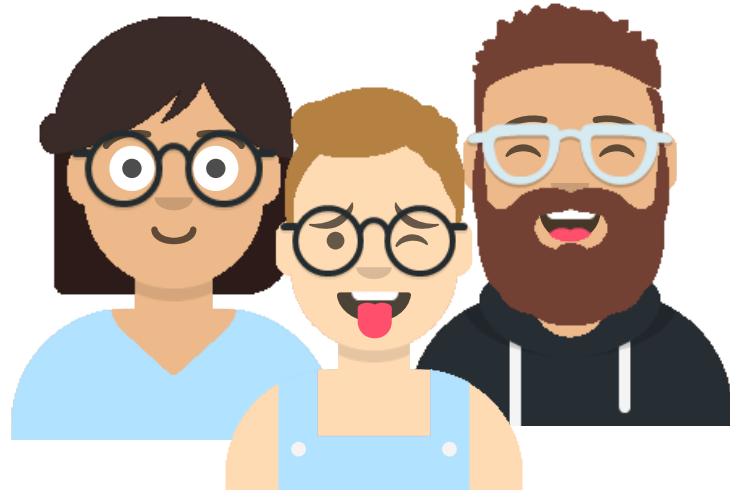
Would Helena and Juhani move to / stay living in one of these villages?

**99% sure they would if some good convincing was done**



# Profile 4.

## Young family with small children



- This family is looking for a peaceful place to live that has a lot of green areas
- They are very concerned that their children would grow in a safe and healthy environment
- Their child wants to learn how to play a piano
- Both parents are working in food sector

	ENONKOSKI	ORAVI
Bigger house with a big backyard	—	X
	only 3 avail.	
Safety in their settlement	✓	✓
Music schools or tutoring	X	X
Education facilities	✓	X
Other families to socialize	✓	—
Work opportunities	—	✓
Summer camps	X	✓

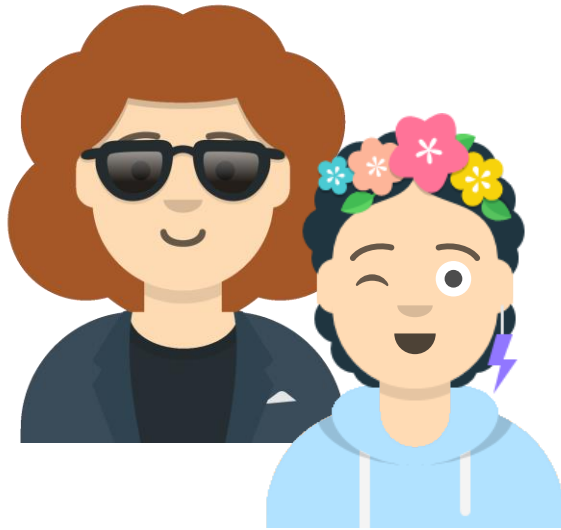
Would this family move to / stay living in one of these villages?

**We say hell yeah!**



# Profile 5.

## Meet Anna and Claudia



- Anna is a chef and always dreamed about opening her own restaurant
- Claudia has trouble with studies but enjoys reading science fiction in a park with her dog Gufus
- Claudia is a really good tennis player

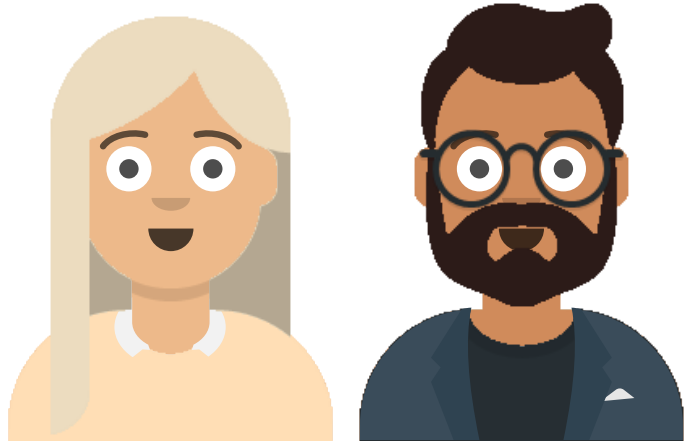
	ENONKOSKI	ORAVI
1- or 2-bedroom apartment	X	X
Opportunities to open a restaurant	—	✓
Oravi might have bigger client base in summer		
Tutoring and help with studies	✓	—
Ability to form a social bubble	✓	X
Indoor sport, gyms, etc.	✓	X
Tennis court	✓	X
Good infrastructure to visit their relatives and friends in Savonlinna	✓	✓

Would this family move to / stay living in one of these villages?

**We think yes.**

# Profile 6.

## Meet Kaarina and Tapio from Helsinki



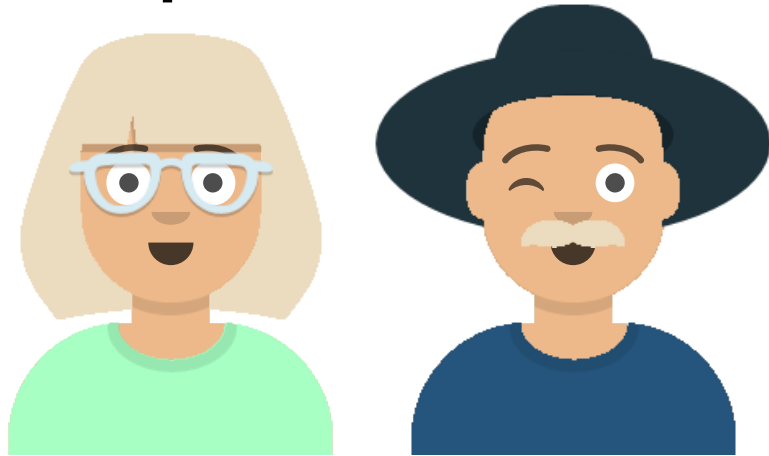
- Kaarina is 45 and Tapio is 50 years old, and they are looking for a place to move and retire
- Tapio needs a big study and Kaarina would love to have her own library at home
- Tapio is a CEO of marketing company and Kaarina is a writer
- They are foodies, wine art lovers

	ENONKOSKI	ORAVI
Big house	—	—
	only available plots	
Remote working possibilities	X	X
Different restaurants	—	—
Possibilities to store their boat	✓	✓
Easy travelling	✓	✓
Book club for Kaarina	✓	✓
Commuting to Helsinki for Tapio	—	—
	takes a long time (unless there will be flights?)	
Would this family move to / stay living in one of these villages?		
<b>They might.</b>		



# Profile 7.

## Say Hello to a lovely old couple Mikael and Liisa



- Mikael and Liisa are retired
- They are active and enjoy spending time with other seniors
- Mikael needs physiotherapy every other week
- Liisa enjoys gardening but they cannot afford a house

	ENONKOSKI	ORAVI
1- or 2-bedroom apartment in the center	✓	✗
Activities for seniors	✓	✓
Healthcare services	✓	✗
Gardening supplies ☺	✓	✗
Place to have a walk in nature	✓	✓
Tight community for socializing	✓	✓

Would this family move to / stay living in one of these villages?

**It is a perfect place for them.**



# Can we turn a NO into a YES?

## Some of our thoughts

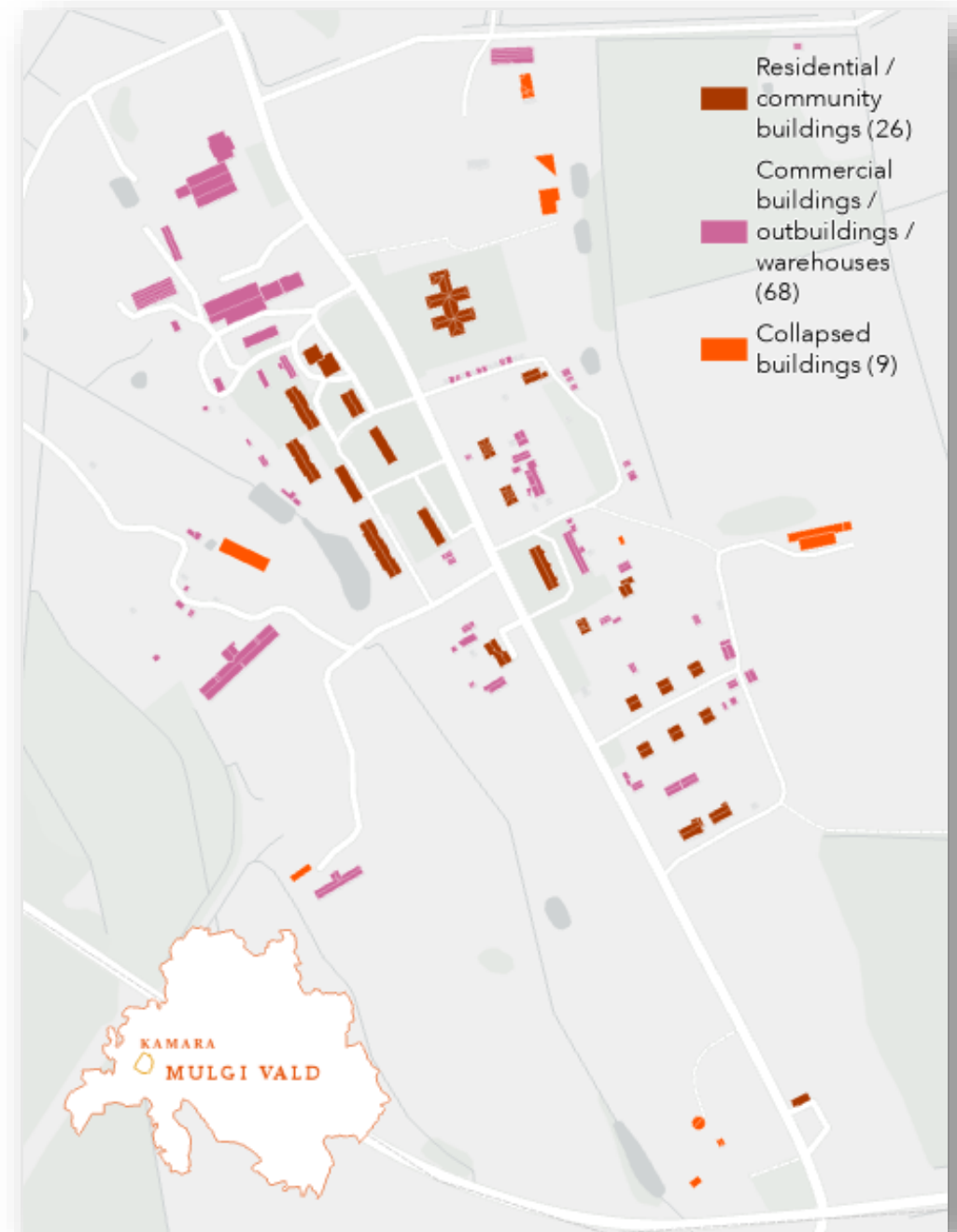
- Start small – see where it goes
- Plan smartly
  - avoid over-focusing
  - avoid enormous projects
  - + implement efficient transport network
  - + outsource services
  - + implement multi-functional and co-working spaces

# Revitalization of declining former collective farming settlement

Case study of Kamara

# Current situation. Geographical location and demographics

- Population is around 150 now, 10 years ago it was 350.
- Most people of working age live here.



# Current situation. Physical environment



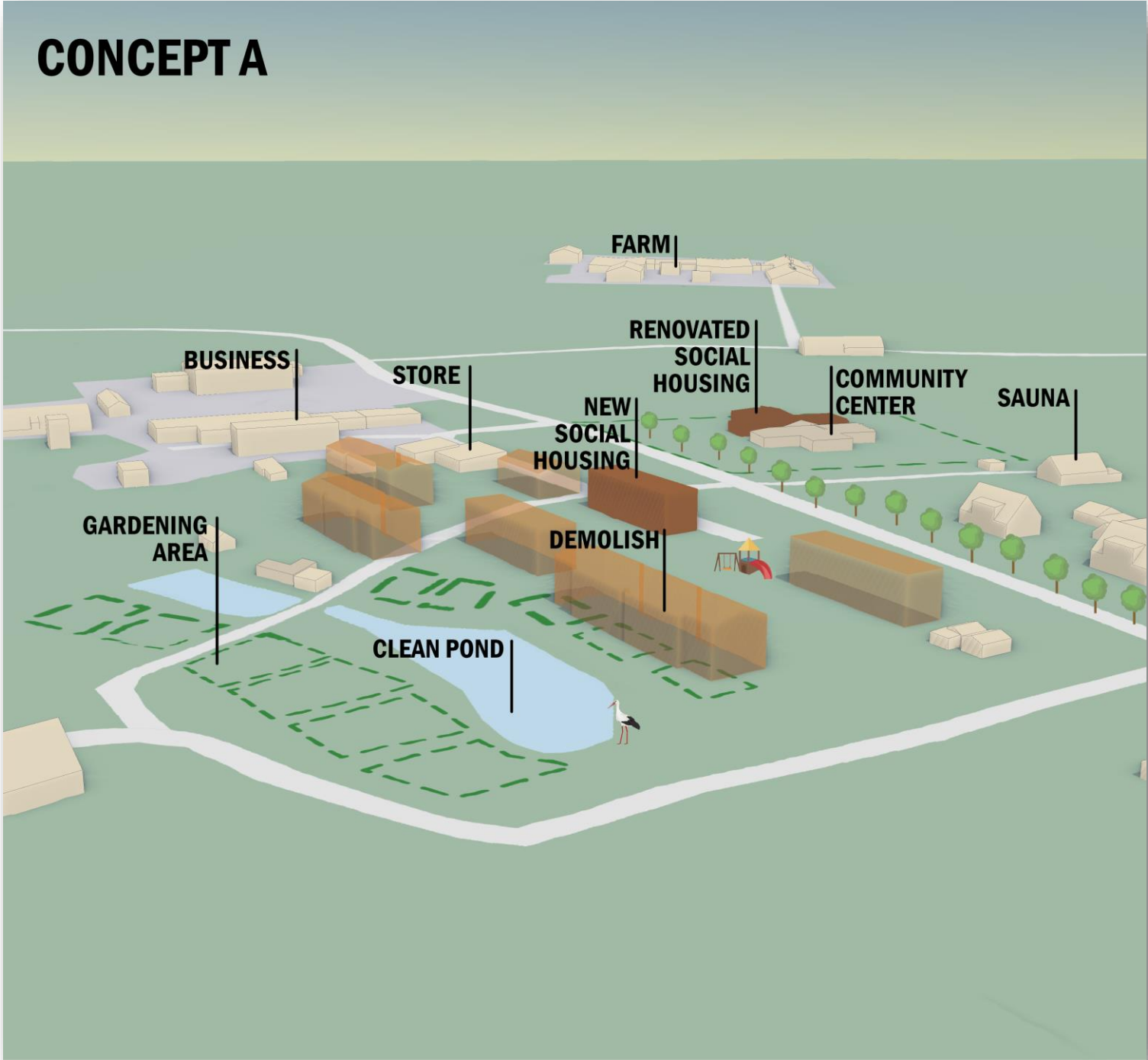


# Current situation.

## Social environment



# Future development. Concept A



# Future development. Concept B

