



Well-being in Hyrynsalmi: A Plan For Sustainable Development

Our dream team:

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Geographical location

- Central portion of the region of Kainuu
- Administrative centre - village of Hyrynsalmi
- There are 15 villages located in the Hyrynsalmi municipality
- The nearest city to Hyrynsalmi is the provincial centre of Kajaani
- Most of the municipality is covered by forests, but also lakes, bogs and agricultural land

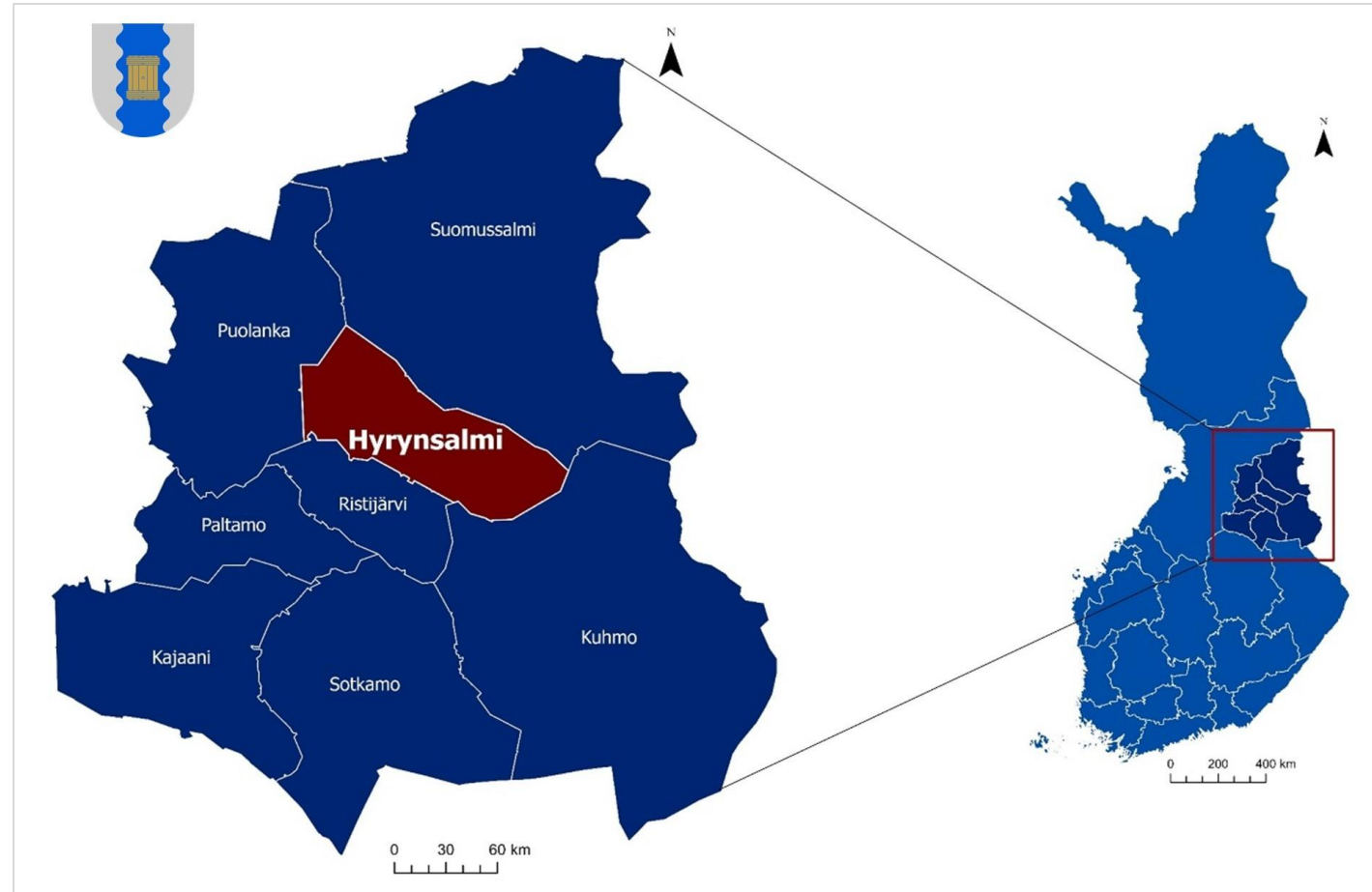


Fig. 1. Map of the location of the municipality of Hyrynsalmi

Demography

- The population has kept declining for decades: from 4201 in 1987 to 1996 in 2025
- The population is concentrated mainly in the municipal center
- The share of elderly people makes nearly half of the population
- Uneven gender distribution: more females in almost every age group

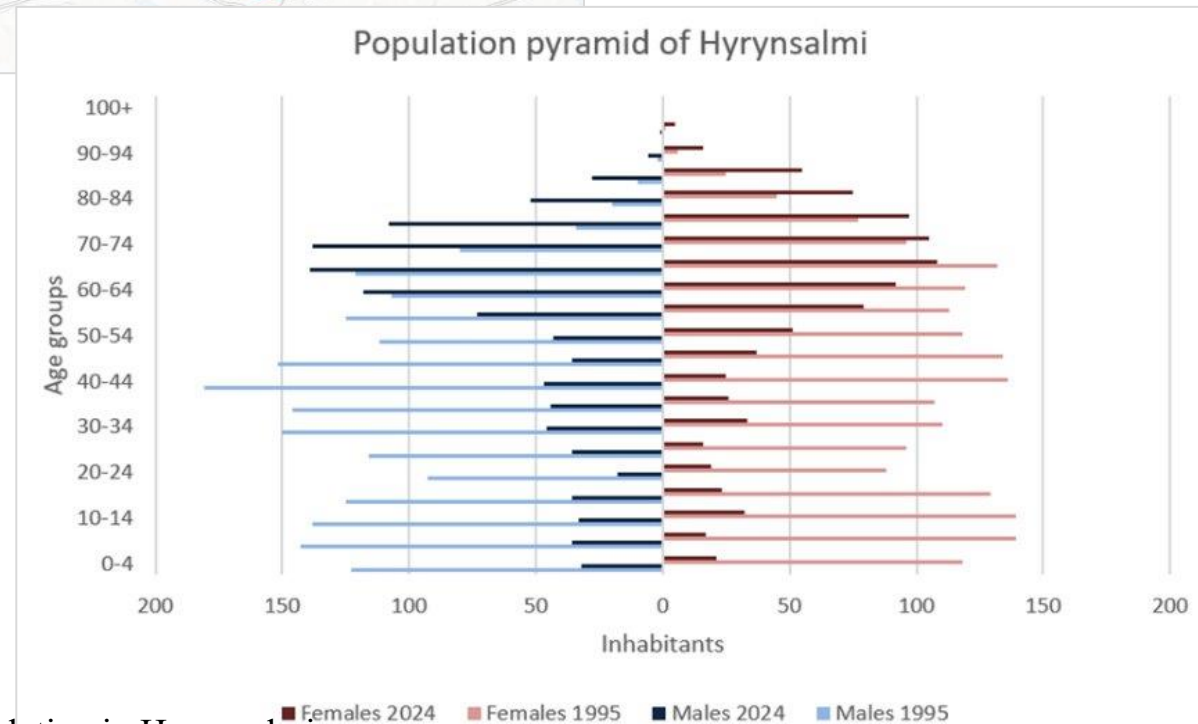
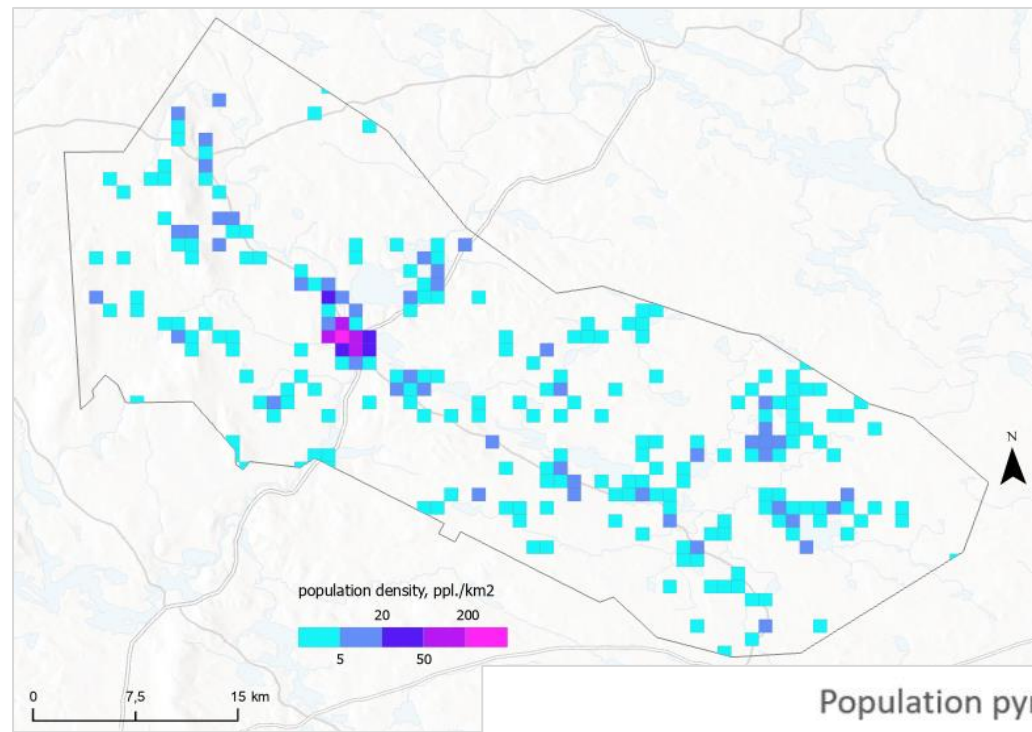


Fig. 2 and 3. Maps of the population in Hyrynsalmi

Socio-economic challenges

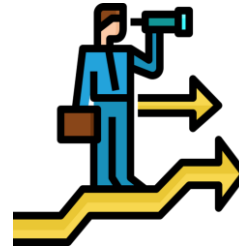
Environmental challenges



Dependency on tourism



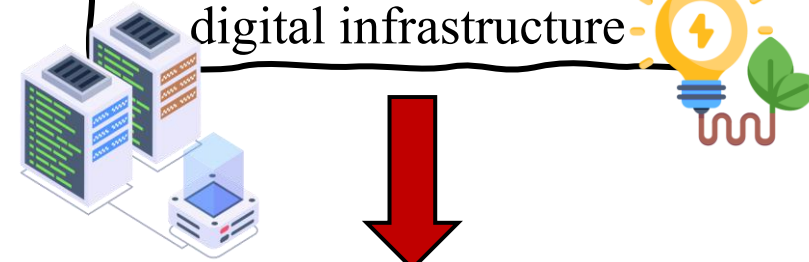
Limited job opportunities



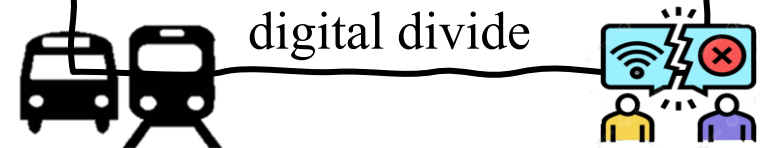
Infrastructure



Sustainable energy and digital infrastructure



Transport connectivity and digital divide



Services Desertification

Well-being and health

Education

Infrastructure

Digitalisation
Banking
Road network



Promoting well-being

Hyrynsalmi's social and health services are managed by Kainuu welfare region

Kainuun SOTE is the main provider for social and healthcare services

Medibilli is a mobile medical station equipped in modern motorhome

High sickness index

The positive trend is less single parent family and slightly improved migration figures



Perusopetus

Average educational attainment is lower or on par with comparison municipalities, indicating a need for improvement in educational outcomes

- School offers grades 1-9
 - Library
 - Kindergarten
 - Gym
 - Outdoor sports
-
- Children are entitled to pupil welfare services, school nurse and social worker
- Multi-cultural early childhood education



Infra good enough ?

Geographic distance to health care has been identified as a significant barrier to the use of regular check-up visits and chronic care visits, especially in rural areas, whereas acute care visits appear to be less sensitive to distance

Limited banking facilities – only ATM available

Roads are dilapidated due to heavy timber logging

Local news
Hyrynsalmi health center is closed in July, services in Suomussalmi are reduced – Puolanka is an exception in Kainuu

Hyrynsalmi dental clinic opens after a six-month break. Photo: Jussi Pohjavirta

Hyrynsalmi gets a dentist – the municipal dental clinic opens after a six-month break



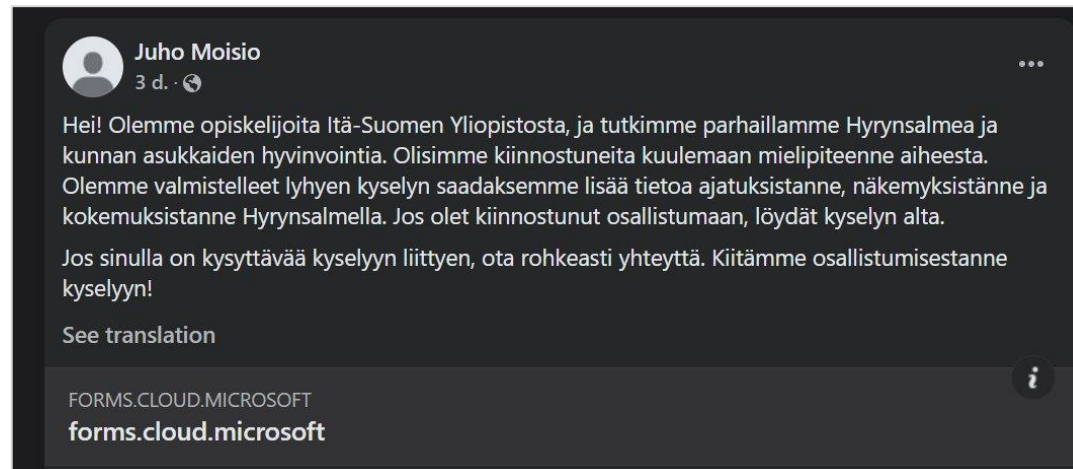
Methodology

Methods used for data gathering

Online
survey

Interviews

Observations



Survey results

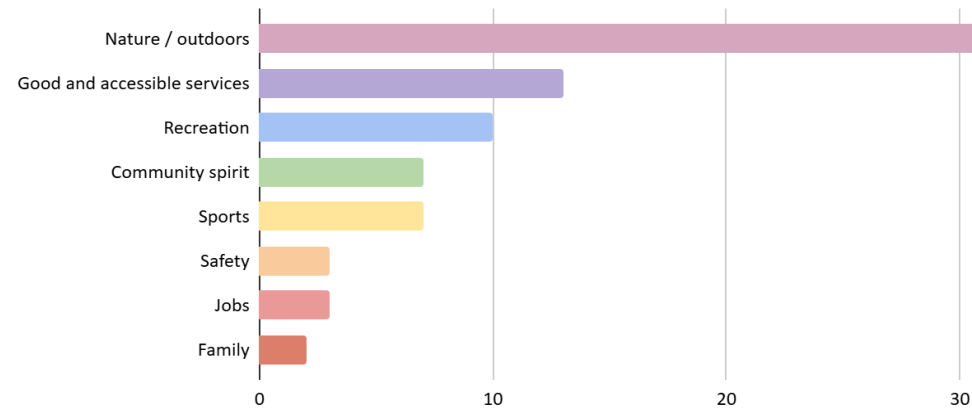
- 58 responses (69% women), 3% of registered population.
- 62% are 55 years-old or younger (half of the population is 64 or older).
- 66% live permanently in the municipality, most of the others have second-homes or family.
- 43% had a strong sense of belonging to Hyrynsalmi, 20% "disagree".

What kind of activities, events, or organizations would you like to see more of in Hyrynsalmi?

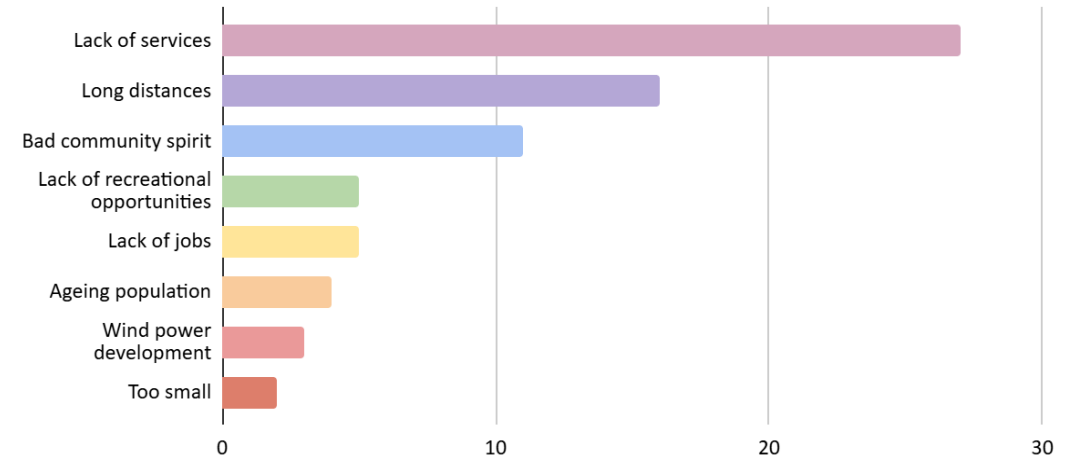


Figure 14: Survey respondents' preferred activities

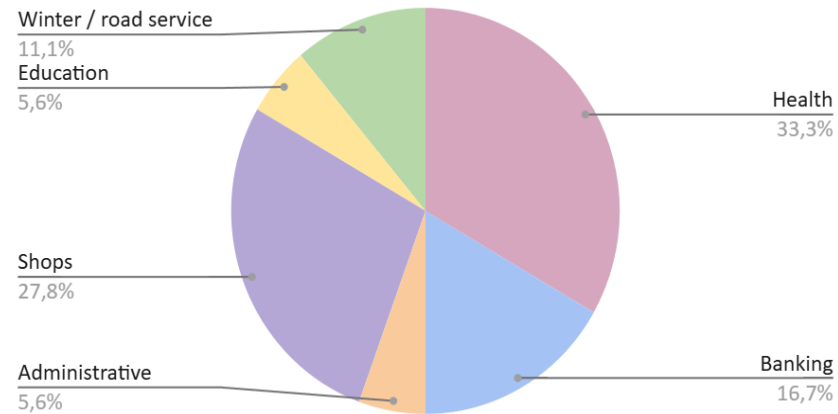
When you think about "well-being" in Hyrynsalmi, what comes to your mind?



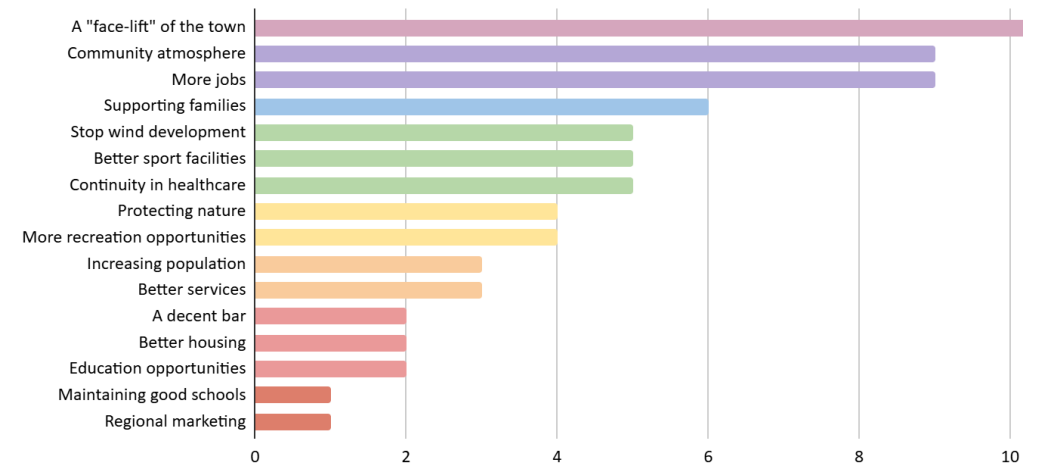
What are the biggest challenges of living in Hyrynsalmi?



Most commonly mentioned as missing or hardly-accessible services

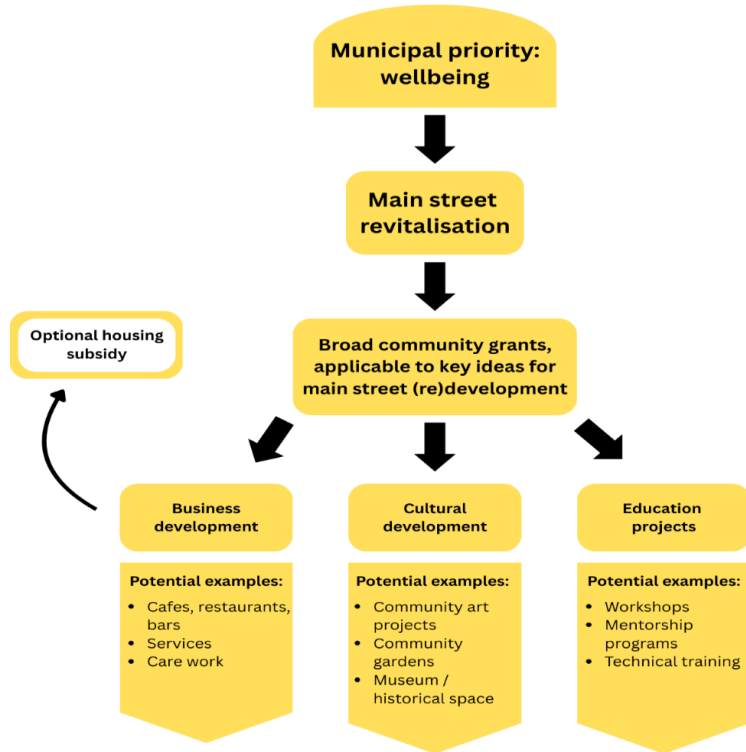


What would you change to make life in Hyrynsalmi more fulfilling?



Recommendations

Main Street Revitalisation



Community Living Room

For example: a wide range of services and activities including a meeting space for residents and local association

"Keeping In Touch with Nature"

'This is my home, not the property, not the house but this forest – it healed me'

Preserving nature



Vaara-Kainuu Art National Park preparatory project

"Becoming one with the nature"



Conclusions

- Wellbeing in Hyrynsalmi is largely understood through nature.
- Lack of services, long distances and bad community spirit were the biggest challenges according to respondents of the survey.
- Health, banking and shops were seen as the most lacking in Hyrynsalmi in the survey.
- Among the aspects respondents would want to change the most were "face-lift" of the municipality, community atmosphere and poor employment situation
- Revitalization project of the main street: a way to bring locals together.