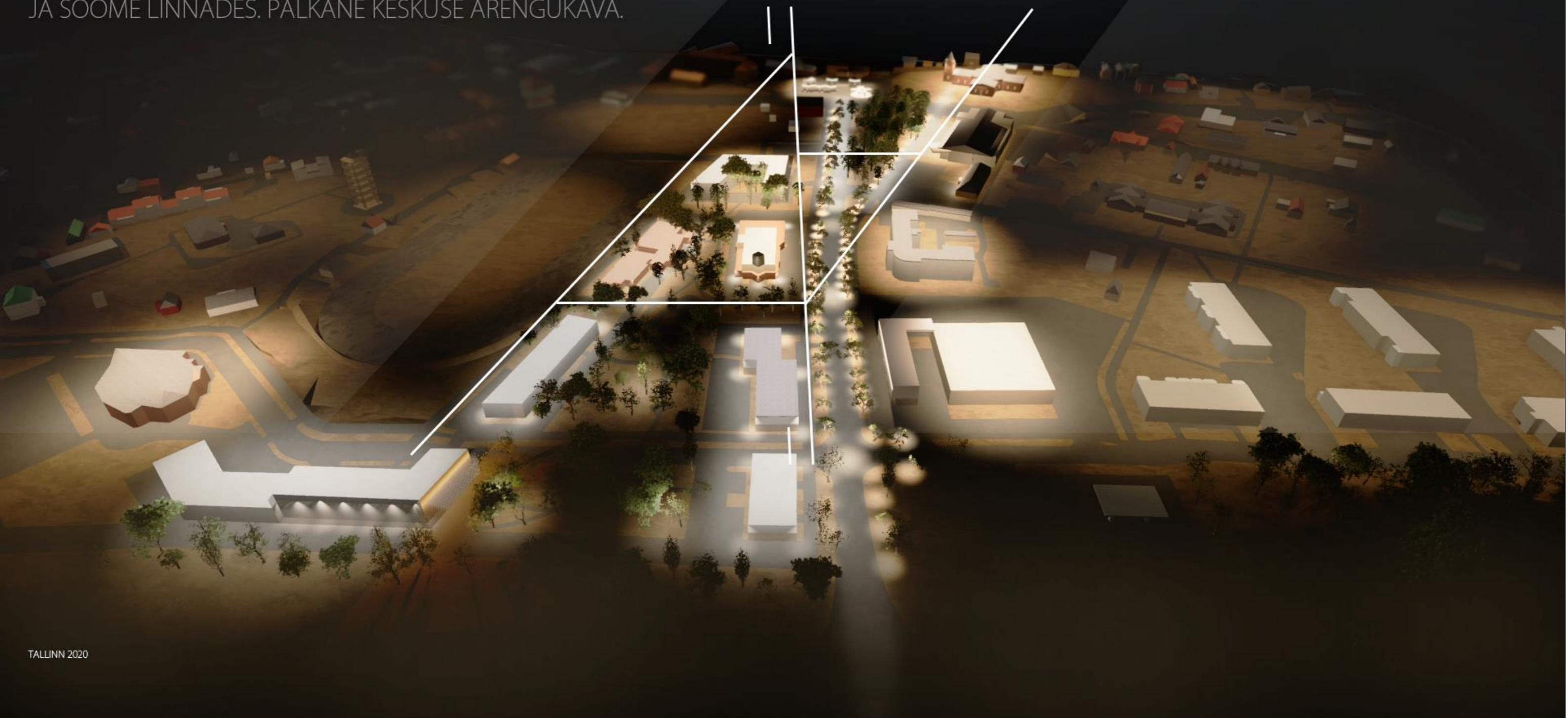


POPULATION GROWTH STRATEGIES FOR SHRINKING MUNICIPALITIES IN ESTONIA AND FINLAND. DEVELOPMENT PLAN OF THE PÄLKÄNE CENTRE.

RAHVASTIKU KASVUSTRATEEGIAD KAHANEVATES EESTI JA SOOME LINNADES. PÄLKÄNE KESKUSE ARENGUKAVA.





TALLINNA TEHNIKAÜLIKOO
INSENERITEADUSKOND
EHITUSE JA ARHITEKTUURI INSTITUUT

TALLINNA TEHNIKAÜLIKOO

**POPULATION GROWTH STRATEGIES FOR SHRINKING MUNICIPALITIES
IN ESTONIA AND FINLAND. DEVELOPMENT PLAN OF THE PÄLKÄNE
CENTRE.**

**RAHVASTIKU KASVUSTRATEEGIAD KAHANEVATES EESTI JA SOOME LINNADES.
PÄLKÄNE KESKUSE ARENGUKAVA.**

MASTER'S THESIS

Student: Anastassia Jakobson

Student`s code: 153898 EAU

Supervisor: Kimmo Sakari Lylykangas

Professor,
Head of Academy of Architecture and Urban Studies

Tallinn 2020

AUTORIDEKLARATSIOON

Olen koostanud lõputöö iseseisvalt.

Lõputöö alusel ei ole varem kutse- või teaduskraadi või inseneridiplomit taotletud. Kõik töö koostamisel kasutatud teiste autorite tööd, olulised seisukohad, kirjandusallikatest ja mujalt pärinevad andmed on viidatud.

“.....”.....2020

Autor: Anastassia Jakobson

/ allkiri /

Töö vastab magistritööle esitatud nõuetele

“.....”.....2020

Juhendaja: Kimmo Lylykangas

/ allkiri /

Kaitsmisele lubatud

“.....”.....2020

Kaitsmiskomisjoni esimees

/ nimi ja allkiri /

ACKNOWLEDGEMENTS

I would like to express my deep gratitude to my supervisor Professor Kimmo Lylykangas, for his patient guidance, passionate inspiration and helpful confidence and critiques for this research work.

I would like to thank the municipality of Pälkäne for the provided scholarship and helpful information for this thesis, especially to the director of business development Jaana Koivisto and planning specialist Minna Aittola.

I wish to acknowledge the help provided by Professor Katrin Paadam for useful comments on the questionnaire of this research.

Finally, I would like to thank my closest ones: Natalya, Peeter, Alfinur and Tatyana.

ABSTRACT

Most of the rural towns and municipalities in Estonia and Finland are facing problems caused by depopulation. In this regard, the two countries are facing very similar challenges: the population is not expected to grow on a national level, the population is aging and young people and families continue moving from the countryside to the cities. These three developments together are causing severe economic problems to the shrinking towns and municipalities, which are struggling to provide the basic services and good quality of environment for the residents.

The population is concentrating in growth centres, which consist of are 13 large and mid-size cities in Finland and 2 cities in Estonia. The municipalities around these cities also get their share of the positive developments.

However, there are some towns and municipalities which have managed to grow in population or maintain the current level of population without the support of a growth center. This Master's Thesis analyzes the reasons for the population growth in these towns and municipalities, with the aim to recognize successful strategies or policies, which they have applied to stimulate population growth. Through the case study of Pälkäne, a small municipality in Pirkanmaa, Finland, the thesis discusses the possibilities of applying these strategies in the shrinking rural municipalities, which suffer from declining population in many ways: public and commercial services are cut; opportunities for employment are weaker etc.

The reasons for growth in six Finnish towns/municipalities and two Estonian towns/municipalities located outside the growth centers were first analyzed through statistics and a literature review. A working hypothesis was that the reason for growth in these municipalities might rely on successful

strategies or policies which they have been implementing. The hypothesis was tested with a questionnaire to the decision-makers in these municipalities, proposing six explanations for the growth:

- 1) Good brand;
- 2) Immigration;
- 3) Good connections;
- 4) Quality of the environment;
- 5) Land use and planning;
- 6) Investments;
- 7) Any other strategy.

This set of possible strategies is based on the "eight elements for the competitiveness of regions" as proposed by Sotarauta et al. (Markku Sotarauta 2001). The results indicated that the reasons or „root causes" for growth are difficult to identify. Municipal strategies alone may not be able to generate growth or turn the direction of urbanization. However, there are examples of endeavors, which have proven to be very successful for the municipalities and their development. The culture of entrepreneurship appears to be strong in some of these municipalities, but there is no evidence that this would result from a specific municipal policy or strategy.

The analysis of the current strategy of Pälkäne municipality appears to confirm the argument of (Syssner, 2020) According to which the local policymakers tend to avoid developing strategies that would accept the population decline and aim at demographic adaptation. However, the strategic decision-making cannot rely on a desired future vision, which may be unrealistic.

Based on the analysis of “success stories”, the Master’s thesis proposes a new strategy, “Four points of Pälkäne”, which aims to implement some of the ideas that have been successfully applied in growing municipalities. Following the thinking of Valga town architect Jiri Tintera, this strategy proposes that Pälkäne should adapt to the demographic development caused by the megatrend of urbanization, yet keeping the centre of the municipality, Onkkaala, lively and attractive. This would mean a radical change compared to the current strategy of Pälkäne, which - against all population prognoses - relies on population growth in the future and invests on developing the village identities.

ANNOTATSIOON

Suurem osa Eesti ja Soome omavalitsustest seisavad silmitsi rahvastiku vähenemisega seotud probleemidega. Seetõttu kahel riigil on sarnased väljakutsed: rahvaarvu suurenemist ei eeldata riigi tasandil, rahvastik vananeb ning noored ja perekonnad kolivad jätkuvalt maapiirkonnast linnadesse. Need kolm arengut põhjustavad tõsiseid majandusprobleeme kahanevatele linnadele ja valdadele, kes näevad vaeva, et pakkuda elanikele põhiteenuseid ja head keskkonnakvaliteeti.

Elanikkond koondub kasvukeskustesse, kuhu kuuluvad 13 suurt ja keskmise suurusega linna Soomes ja 2 linna Eestis. Ka nende linnade ümbritsevad omavalitsused saavad oma osa positiivsest arengust.

Mõned linnad ja omavalitsused on siiski suutnud ilma suutte linnade toeta rahvaarvu kasvada või praegust rahvaarvu säilitada. Selles lõputöös analüüsitakse Eesti ja Soome linnade ja omavalitsuste rahvastiku kasvu põhjuseid, et tunnustada edukaid strateegiaid või poliitika, mida need on elanikkonna kasvu stimuleerimiseks rakendanud. Soomes Pirkanmaa valla Pälkäne omavalitsuse juhtumianalüüsi käigus käsitletakse lõputöös strateegiate kohaldamise võimalusi kahanevates valdades, kus rahvaarv väheneb mitmel viisil: kärbitakse avalikke ja äriteenuseid; töövõimalused on nõrgemad jne.

Kuues Soome linnas ja kahes Eesti linnas, mis asuvad väljaspool kasvukeskuses asuvas omavalitsust, analüüsiti kasvu põhjuseid kõigepealt statistika ja kirjanduse ülevaate abil. Hüpoteesi testiti küsimustikuga nende omavalitsuste otsustajate vahel, pakkudes kasvule kuus seletust:

- 1) hea bränd;
- 2) sisseränne;

3) head ühendused;

4) keskkonna kvaliteet;

5) maakasutus ja planeerimine;

6) investeeringud;

7) muu strateegia.

Võimalike strateegiate kogum põhineb „kaheksal piirkondade konkurentsivõime elemendil“, nagu on soovitanud Sotarauta jt. (Markku Sotarauta 2001). Tulemused näitasid, et kasvu põhjuseid või algpõhjuseid on raske kindlaks määrata. Ainuüksi omavalitsuste strateegiad ei pruugi olla võimelised kasvu looma, ega linnastumise suunda pöörama. Siiski, on näiteid püüdlustest, mis on osutunud omavalitsuste ja nende arengu jaoks väga edukaks. Ettevõtluskultuur näib tugevana mõndes omavalitsustes, kuid puuduvad tõendid selle kohta, et see tuleneks konkreetsest munitsipaalpoliitikast või -strateegiast.

Pälkäne valla praeguse strateegia analüüs näib kinnitavat: (Syssner 2020), mille kohaselt kipuvad kohalikud poliitikakujundajad vältima selliste strateegiate väljatöötamist, mis nõustuksid rahvastiku vähenemisega ja on suunatud demograafilisele kohanemisele. Strateegiliste otsuste tegemisel ei saa aga tugineda soovitud tulevikuvisionile, sest see võib olla ebareaalne.

Tuginedes „edulugude“ analüüsile, pakub magistritöö välja uue strateegia „Pälkäne neli punkti“, mille eesmärgiks on viia mõned ideed ellu. Need ideed on juba kasvavates omavalitsustes edukalt rakendatud. Pärast Valga linnaarhitekti Jiri Tintera mõtlemist, teeb see strateegia ettepaneku Pälkäne kohanemiseks linnastumise megatrendist põhjustatud demograafilise arenguga, hoides samas valla keskuse Onkkaala elavana ja atraktiivsenä. See tähendaks radikaalset muutust võrreldes

Pälkäne praeguse strateegiaga, mis tugineb kõigi rahvastikuprognoside taustal tulevikus rahvastiku kasvule ja investeerib küla identiteedi arendamisse.

CONTENTS

AUTORIDEKLARATSIOON	5	3.3.4 SIEVI	42
ACKNOWLEDGEMENTS	6	3.3.5 VALKEAKOSKI	44
ABSTRACT	7	3.3.6 YLIVIESKA	45
ANNOTATSIOON	9	3.4 DISCUSSION	47
CONTENTS	12	4 THE NEW STRATEGIES FOR PÄLKÄNE	49
I PART	15	4.1.1 GOOD BRAND	49
INTRODUCTION	16	4.1.2 IMMIGRATION	49
PROBLEM STATEMENT	16	4.1.3 GOOD CONNECTIONS	49
OBJECTIVES	16	4.1.4 QUALITY OF ENVIRONMENT	50
METHODS	17	4.1.5 LAND USE AND PLANNING	50
1 POPULATION DATA	18	4.1.6 INVESTMENTS	50
1.1 THE MEGATREND OF URBANIZATION	18	II PART	51
1.2 URBANIZATION IN ESTONIA	19	5 ANALYSIS OF PÄLKÄNE	52
1.3 URBANIZATION IN FINLAND	22	5.1 LOCATION AND THE AREA	52
1.4 FUTURE EUROPEAN POPULATION PROGNOSIS	23	5.2 POPULATIO	52
1.4.1 FUTURE ESTONIAN POPULATION PROGNOSIS	24	6 PÄLKÄNE DEVELOPMENT PLAN	54
1.4.2 FUTURE FINNISH POPULATION PROGNOSIS	24	6.1 EXISTING SITUATION	54
2 PÄLKÄNE CASE	26	6.1.1 SURROUNDINGS	54
2.1 HISTORY OF THE TOWN	26	6.1.2 ZONES	54
2.2 DEVELOPMENT OF THE STRUCTURE OF BUILT ENVIRONMENT	27	6.1.3 PRIVATE	55
2.3 OVERVIEW ON THE PREVIOUS AND CURRENT DEVELOPMENT STRATEGIES IN THE PÄLKÄNE MUNICIPALITY	31	6.1.4 PUBLIC	55
3 "SUCCESS STORIES" - ANALYSIS OF GROWING MUNICIPALITIES OUTSIDE THE GROWTH CENTRES	33	6.1.5 TRANSPORT	55
3.1 QUESTIONNAIRE: THE HYPOTHESIS OF STRATEGIES	33	6.1.6 BICYCLE	56
3.2 ANALYSIS OF THE SELECTED ESTONIAN MUNICIPALITIES	34	6.1.7 PEDESTRIAN	56
3.2.1 HAAPSALU	34	6.1.8 GREENERY	57
3.2.2 JÕHVI	35	6.2 STRATEGIC PLAN	57
3.3 ANALYSIS OF THE SELECTED FINNISH MUNICIPALITIES	37	6.2.1 ZONES	58
3.3.1 NÄRPIO	38	6.2.2 VEHICLES	58
3.3.2 PEDERSÖRE	39	6.2.3 BICYCLE/PEDESTRIAN	58
3.3.3 PORVOO	41	6.2.4 GREENERY	59
		6.2.5 SECTIONS	59
		TOWARDS NEW STRATEGIES	63
		Benchmarks – the lessons learnt	63
		Proposing a new strategy: Four points of Pälkäne	63
		Applicability of results in other towns and municipalities	64
		ARUTELU	65

Analüüsi tulemused	65
Uue strateegia ettepanek: Pälkäne neli punkti	65
Tulemuste rakendatavus teistes linnades ja valdades	65
LITERATURE	67
LIST OF GRAPHS	71
LIST OF IMAGES	72
LIST OF MAPS	73
LIST OF PHOTOS	74
ANNEX 1	75
PANELS	87

I PART

INTRODUCTION

PROBLEM STATEMENT

The megatrend of urbanization is causing similar challenges in Estonia and Finland. As the population is decreasing in both countries, urbanization means rapid decrease of population in rural areas and the regions outside the growing cities. Coupled with aging of population, this causes challenges for the declining economies of municipalities and towns outside the growth centers.

The number of growing urban centers is 13 in Finland and 2 in Estonia. (The decline in the birth rate is reflected in the population development of areas, 2019) (Statistical Database's Frontpage, 2020) The municipalities surrounding the growing cities get their share of this growth. Outside the growth centers, especially in rural areas, towns and municipalities are facing depopulation. Even in the municipalities where the number of population has remained the same, the share of people in working age is decreasing due to the aging of population. This is the case also in the municipality of Pälkäne in Finland, which is not located close enough to the rapidly growing city of Tampere to benefit from its dynamics.

However, there appears to be exceptions to this rule: in some towns and municipalities, the population appears to be in steady growth without the support from the dynamics of growth centers. This research examines those towns and municipalities and their strategies for growth. It aims to recognize the strategies behind these "success stories", and discusses whether these strategies could be applied in other municipalities in order to generate growth and economic prosperity.

It is obvious that a single town or municipality cannot change a megatrend. However, there are regions, where success in maintaining of current population or reducing the speed of population loss may crucially help a municipality in providing the basic services and in developing the quality of environment.

OBJECTIVES

The aim of this work is to seek and analyze successful strategies that the towns and rural municipalities outside the growth centres have applied in Estonia and Finland in order to stimulate population growth. Through the case study of Pälkäne, the thesis discusses the possibilities in applying these strategies in other municipalities.

The reasons for growth in six Finnish towns/municipalities and two Estonian towns/municipalities located outside the growth centers are first analyzed through a literature review. A working hypothesis is that the reason for growth in these municipalities could rely on successful strategies that they have been previously implementing. The hypothesis is tested with a questionnaire to the decision-makers in these municipalities, proposing six explanations for the growth:

- 1) Good brand;
- 2) Immigration;
- 3) Good connections;
- 4) Quality of the environment;
- 5) Land use and planning;
- 6) Investments;

7) Any other strategy

This set of alternative strategies is based on the list of eight elements of successful regions according to the book of (Sotarauta, 2001)

Syssner (2020) argues that the local policymakers tend to avoid developing strategies that would accept the population decline and aim at demographic adaptation. This thesis proposes that these approaches are not alternatives to choose upon: a rural municipality or small town may simultaneously apply ambitious strategies that make it an attractive environment for new residents and at the same time adapt to the depopulation.

The second step of this study consists of the development plan of one of the thinly populated towns called Pälkäne. Planning project along with the proposal of new municipal strategies concretizes strategies that could be adopted by towns/municipalities suffering from depopulation. However, the idea of well-structured and beneficial strategy for one place is not always guaranteed as the best solution for another town. Nevertheless, the main question of this work is going to be next: are there any strategies that could be copied and implemented in other municipalities?

METHODS

Methods of this research are:

- literature review;
- analysis of population statistics;
- and Questionnaire.

The key sources for the literature review are:

Tintěra, Jiří (2019), Urban Regeneration Strategies for Shrinking Post-Soviet European communities: A Case study of Valga, Estonia, Tallinn University of Technology.

Syssner, Josefina (2020), Pathways to demographic adaptation. Perspectives on Policy and Planning in Depopulating Areas in Northern Europe. The most important statistics utilized the research are national databases on population and demographic development:

Statistics Finland and Statistics Estonia, as well as UN Population Divisions World Urbanization Prospects 2018, with country profiles spanning from 1950 to 2050.

1 POPULATION DATA

1.1 THE MEGATREND OF URBANIZATION

Nowadays the urbanization definition could be described in many ways, the main idea of which is migration of people from smaller towns or villages to the bigger towns and mega cities.

The need for relocation is simulated by the employment, opportunities for education and the variety of entertainment and activities. Despite the fact that in today's world, city and its inhabitants experience the constantly rising level of strong need in food and other facilities, as the result of the number of population's gradual increase, the importance of villages has been removed to the second place in contradistinction to the previous importance of city's surrounding areas, which used to be the main source for energy, food and etc. some centuries ago. This important change has been caused by globalization. Nonetheless, historically, there has been a conditional relation because of an exchange of food and manufacturing between city and village. (Narasaiah, 2003, pp. 17-19)

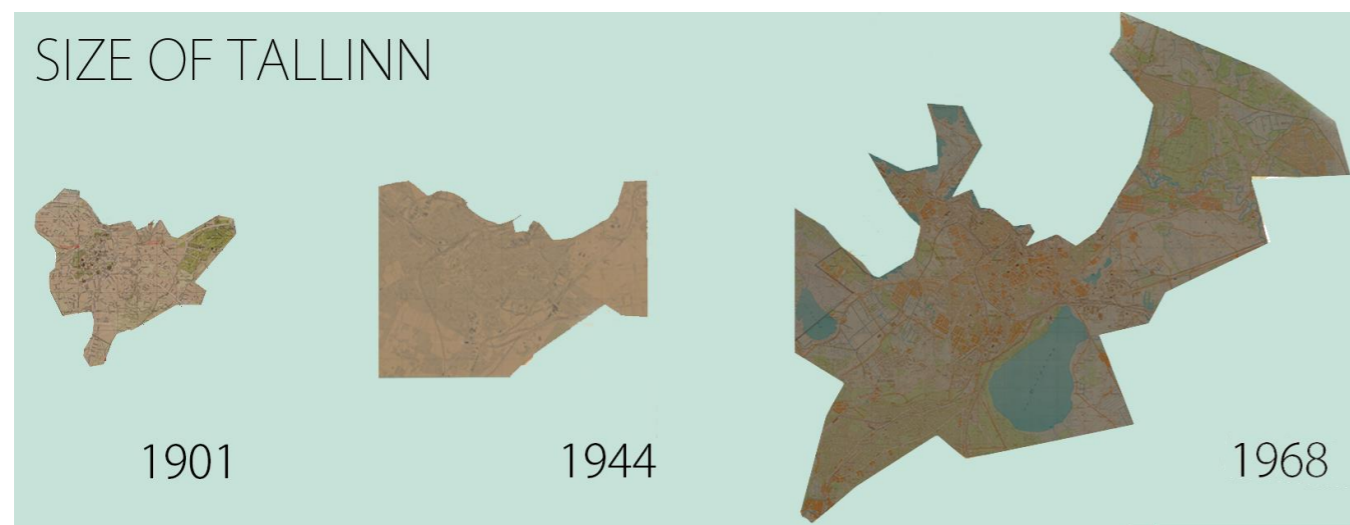
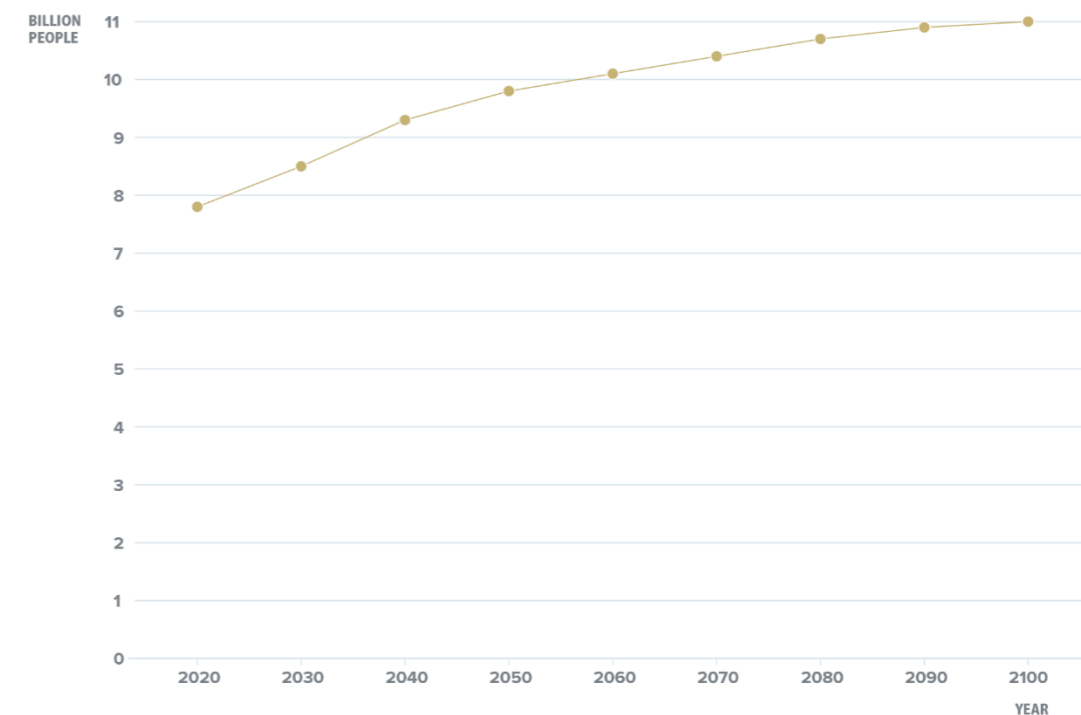


Image 1 Size of Tallinn in different ages before and after urbanization, Source: Digar

Greater number of people already have their condominiums in urban or suburban areas, and the other part of that number tends to be a part of the contemporary urbanization trend because of various factors. (Mohammad Dastbaz, 2018, p. 29) According to the prognosis by the year 2050, the immense part of the world's population is going to be a part of the urban area. To compare: by the year 2018, 55% of the world's population have been living in cities that means that in 30 years the number will almost double. (Developments and Forecasts on Continuing Urbanisation, 2020) The population prospect statistical analysis performs that by the year 2050 there are going to be 9.735 billion people on earth (World Population Prospects 2019, 2019) from which 6.133 billion are going to live in cities.



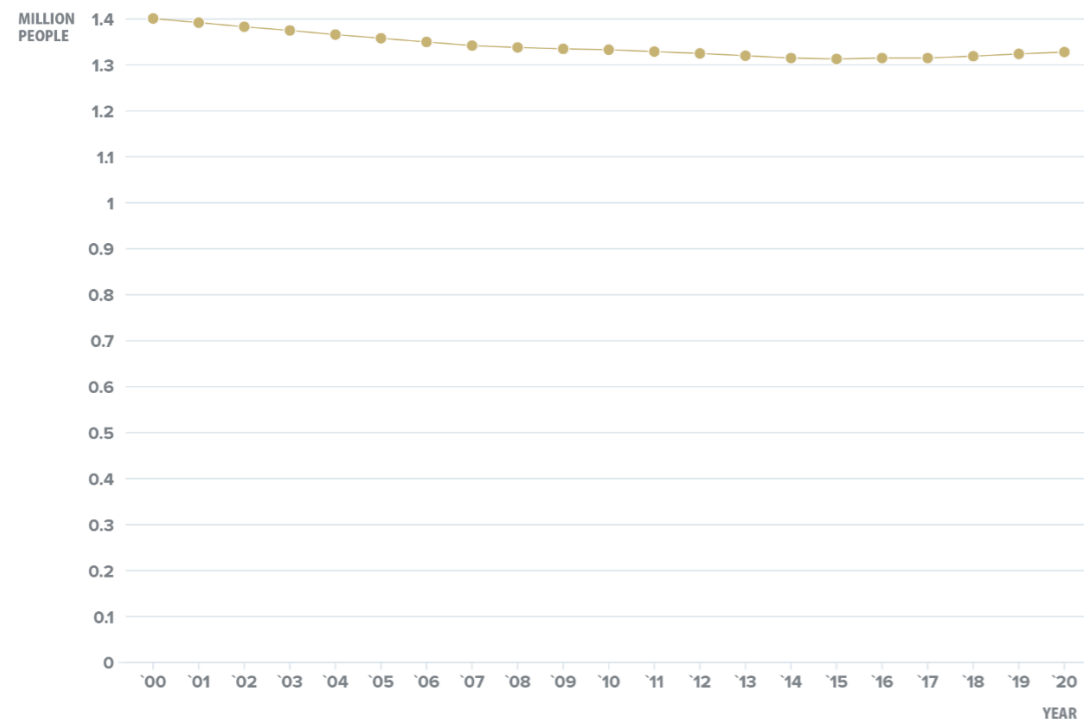
Graph 1 Prognoses on global population, Source: United Nations, 2019

However, there are some exceptions like Europe. The rapid loss in population in European countries is going to affect smaller scale populations. 54% of European cities face shrinking.

(Tintõra, 2019, p. 9) However, the number of city's inhabitants by 2050 will rise by almost 10% and will be 83.7%. (Developments and Forecasts on Continuing Urbanisation, 2020) It is stated that for every specific town, city or municipality the main factor for that decline tendency is overall projection of the country's population decrease. (Department of Economic and Social Affairs, 2018) This fact addresses this study to the population of two European countries, which have very similar factors influencing the overall population. Estonia and Finland are northern European Union members' similar trends in demographic development: the population prognosis shows declining trend, the population is aging and concentrating in cities. Suburban towns that have good access by public transport or other sustainable way of motion could also benefit and there is no existing problem of lacking in population. On the opposite side, there are little towns located further from the center, like Kohtla-Järve, Toila, Tapa, Kehra etc. in Estonia and Kouvola, Pietarsaari, Kajaani, Pälkäne etc. in Finland. The outcomes of shrinking are already presented by different attributes like economy downfall, abandoned buildings, unattractive urban space etc. (Tintera, 2018, pp. 2:00-4:00) However, the shrinkage of these municipalities offers better life quality, planning opportunities and sustainable ways of proceeding. (Syssner, 2020, p. 19) The backside of this statement is that these towns are face to face with financial issues and abandoned futures if no action will be taken in the near future. Projections of population claims, that decision-makers are the ones who need to react and develop theories and strategies. (Suomessa väki keskittyy taajamiin, 2011)

1.2 URBANIZATION IN ESTONIA

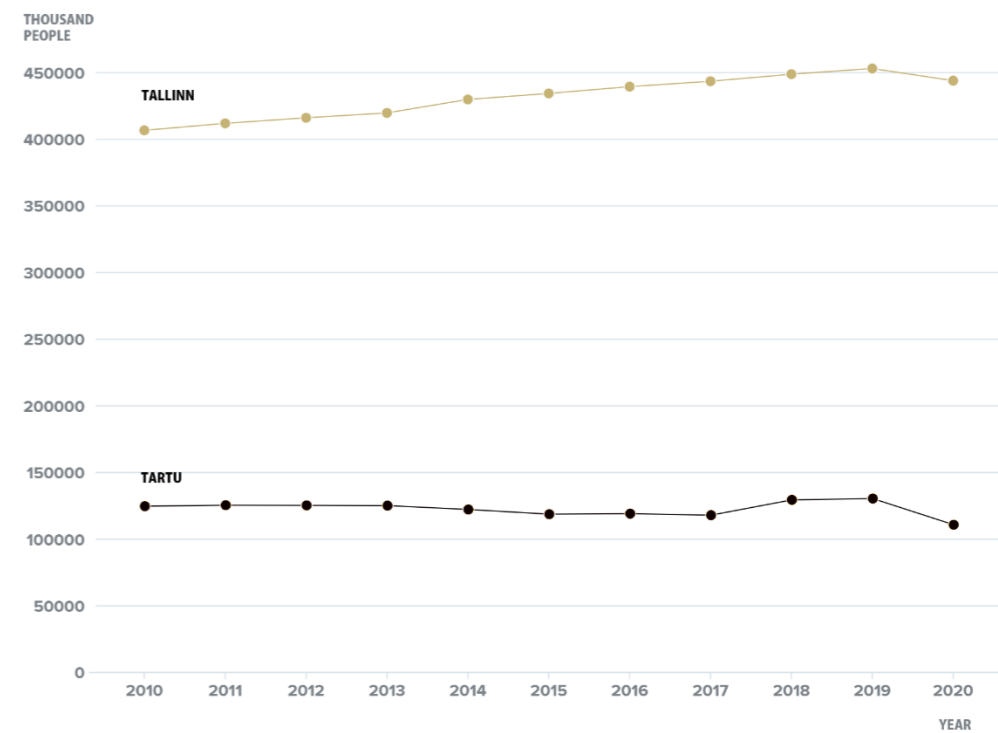
Estonia, as well as a tremendous number of other European and countries, located worldwide, is on the same high level of urbanization. Moreover, the shrinking of Estonian towns caused by urbanization, suburbanization and exodus. (Tintera, 2018) This trend started after the 1940`s. At the time 33.6% of the Estonian population living in towns or cities. In the 1980 the city population percentage was already 70%. (Laar, 2002) The reason for that was the same as in the whole world - agriculture was being mechanized and this fact led to employment in rural environments. (Linnastumine, 216)The main discrepancy for Estonia as the location and its status now seen in its conscious representation, because currently this country is no longer Russia`s west, it is Europe`s east and the southern neighbor of Scandinavian countries, especially Finland. The last listed is having an impact on the Estonian economy and a few aspects more. (Linnad ja linnastumine, 2001) In the 21st century the population of Estonia has been constantly contracting, which can be seen in the chart below:



Graph 2 Population of Estonia 2000 - 2020 on 1 January, Source: Estonian Statistics, 2020

In 2001 69% of Estonian people are lives in urban areas. The only reason for the fall in population in urban areas recently is explained by highly valuable and popular suburban areas.

The suburban environments appear to provide better quality of the environment for the cheaper price and benefits from the location. Urban areas of Estonia could be determined as towns and cities of this country: the main is the capital - Tallinn, the second by population could be named Tartu, after those going the biggest towns - Pärnu and Jõhvi, the regional centers of the South and East. (Linnad ja linnastumine, 2001)



Graph 3 Population of Tallinn and Tartu 2010 - 2020, Source: Estonian Statistics, 2020

However, in Estonia there are only two cities, which have been increasing in population, these are Tallinn and Tartu (Graph 3 above). The map below shows that in other towns' population is has had a declining trend motion. The places where the loss of population is more than 200 people per year are considered to be highly decreasing. The towns with a population loss between 200 and 0 are considered to be merely decreasing or the same level populated; the number 0 and more is considered to be increasing in the population area and indicated with a green tone.

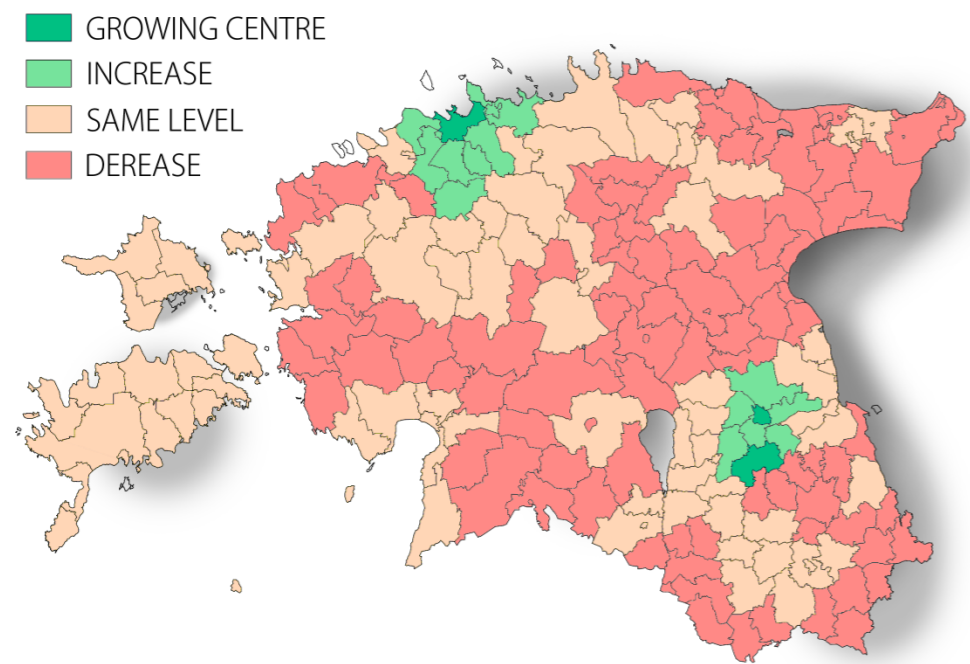
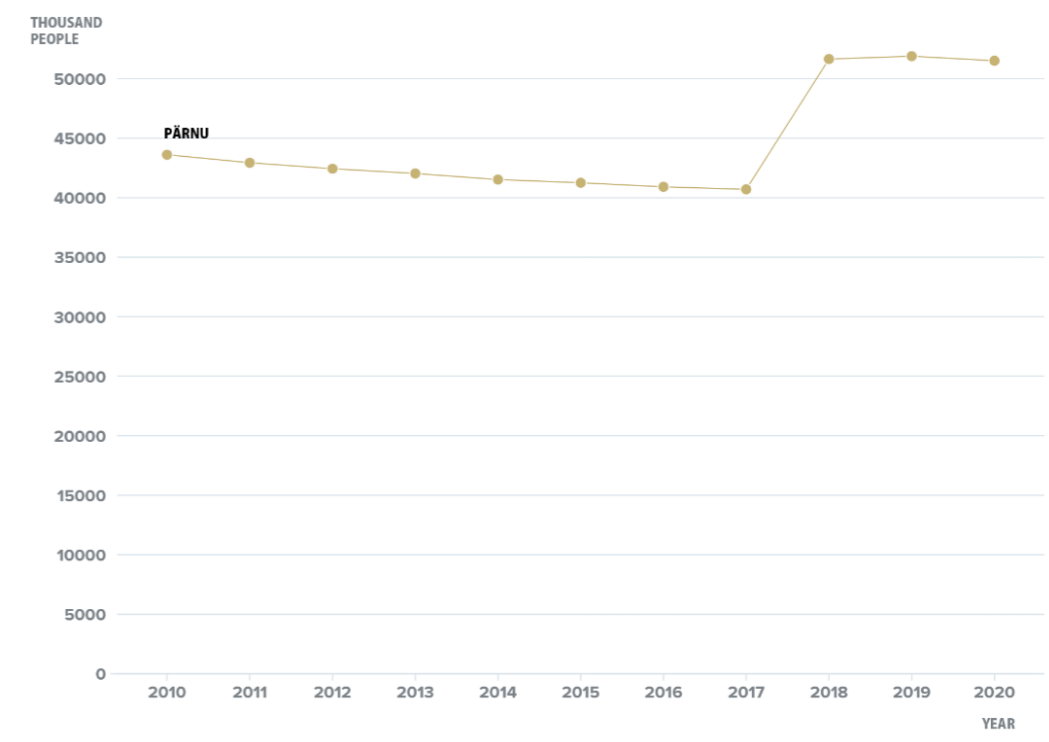
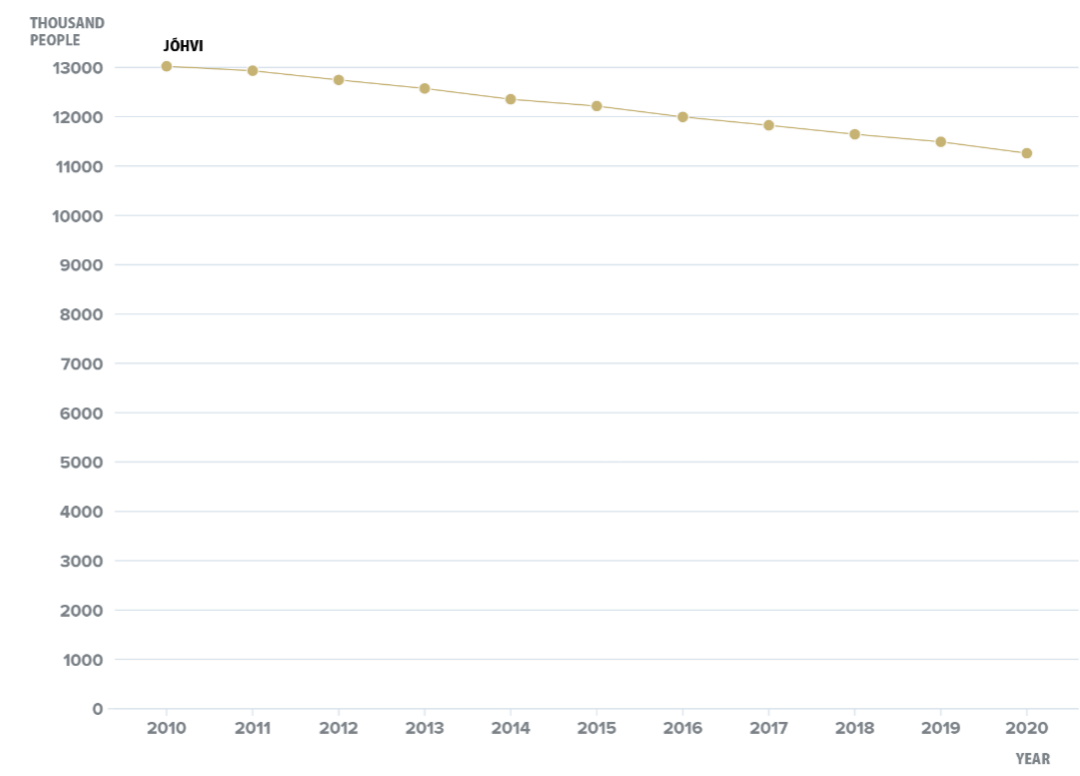


Image 2 Estonian municipalities with decreasing and increasing population, Source: Estonian Statistics, 2020

Urbanization in Estonia has brought up the problem of shrinking in the smaller towns like Kohtla-Järve, Valga, Paide etc. Historically these towns were the main centers of their own region, but due to the reduction of workplaces, those are gradually losing their inhabitants.



Graph 4 Population of Pärnu 2010 – 2020, Source: Estonian Statistics, 2020



Graph 5 Population of Jõhvi 2010 – 2020, Source: Estonian Statistics, 2020

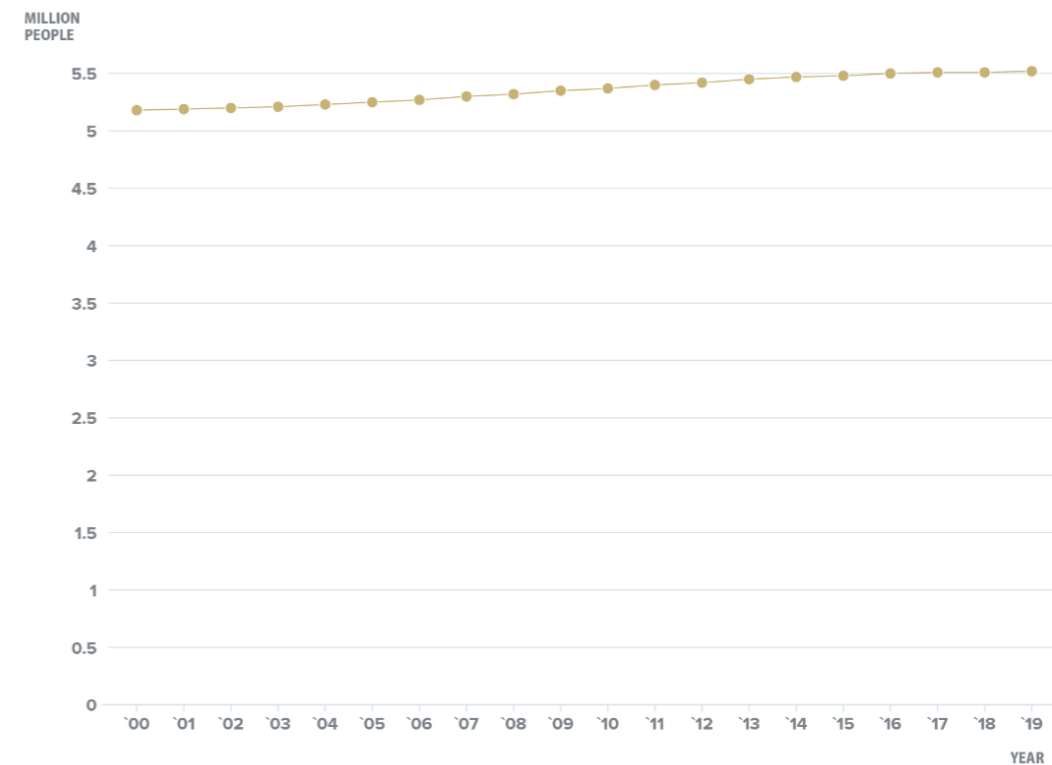
1.3 URBANIZATION IN FINLAND

The great similarity could be seen in Estonian and Finnish government or municipalities and their policies. However, the vast units of cities and towns are unique and completely differ from their surrounding areas.

According to (Heikkilä, 2002, pp. 10-11), the Finnish rate of urbanization is still lower than in the overall European statistics on urbanization. The analogy could be seen only in how the process of shrinking is developing and what the approaches of single municipality. (Tintëra, 2019, p. 12) Starting from the year 1950 and by the year 1970 the number of inhabitants of urban areas was half of the whole population of Finland. It all started from WWII. In just two decades, the number of people living in the city grew rapidly. In addition, these people were already able to choose where to live, instead of where to work and live. (Finland's flight from the country, 2014) Overall population of Finland from the year 2000 to the 2019 has been constantly increasing, as can be seen in the chart below. The great number of people from the year 2015 was due to the high immigration rates, not only in Finland, but also across the whole Europe. (Migration data in Europe, 2020) Today 85% of the overall population are urban inhabitants. (Finland: Urbanization from 2008 to 2018, 2020) Moreover, every third employed Finn is commuting to another municipality. (Heikkilä, 2002, pp. 12-13)

Different government's policies starting from the year 1950s and so on until the year 2000 in the fight against people flow to the growing centers has remained unsuccessful. (Finland's flight from the country, 2014). An increasingly important driver working towards urbanization is sustainability. Densely populated, compact cities are expected to be less carbon intensive environments than sparsely populated rural areas, despite the indications from recent research (see for example

Junnila et al.). Currently, the land use act sets the principle of defragmentation as a general principle in all land use in Finland.



Graph 6 Population of Finland 2000 – 2019 on 31 December, Source: Finnish Statistics, 2020

A specific feature of the urbanization in Finland is that it can be divided in four categories:

- 1) Metropolitan area, formed around the cities of Helsinki, Espoo and Vantaa with a constantly rising increasing population.
- 2) 13 big and mid-sized urban areas, including Tampere, Lahti and Hämeenlinna etc., which are the most important urban centers. These are forming their own growth centers, from which smaller municipalities benefit.
- 3) More than 40 regional centers, which are typically grow or remain on the same level of population.
- 4) Rural municipalities, which remain decreasing in size or on the same level of population.

However, some exceptions can be recognized. (Aro, 2015)

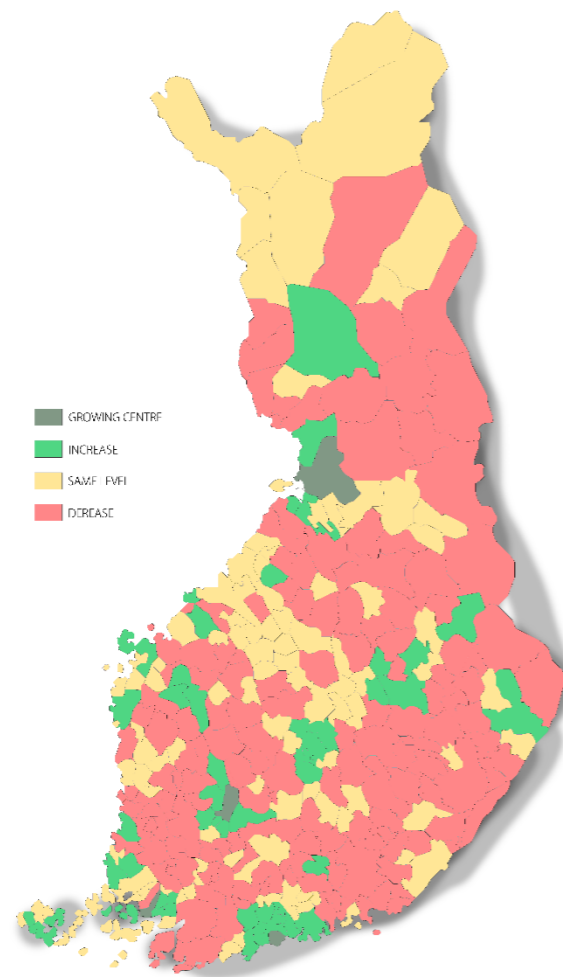


Image 3 Finnish municipalities with decreasing and increasing population, Finnish Statistics, 2020

Scheme 3 above shows an overview of the change of population in Finnish cities, towns and municipalities. The places where the loss of population is over 200 people per year are considered to be highly decreasing. The municipalities with a population change between -200 and 0 are considered to be merely decreasing or the same level populated; the population increase of 0 or more is considered to be increasing in the population and indicated with a green tone. Finland has the overall area of 338 424 km², from which only 2 % or almost 7 km² are the agglomerations

and the number is in the decreasing tendency, which is 1137 agglomerations in the year, but 735 is the number of 2010. The research shows that bigger scale areas with increasing population are capable of smaller chains of municipalities and towns to “be swallowed” under its ownership. (The decline in the birth rate is reflected in the population development of areas, 2019) This means that the urban area or surrounding area will become a dense place, because of the constant population growth and migration in urban spaces. The number of people will decrease in rural areas and increase in cities.

1.4 FUTURE EUROPEAN POPULATION PROGNOSIS

As it has been already mentioned in this particular study, the prospect for the future world’s population shows a growing trend. By the year 2030 the World population is expected to be approximately 8,5 billion. By the year 2050 - 9.7 billion, by the end of the century there is going to be 10,9 billion people (World Population Prospects 2019, 2019), after which the prognosis shows a narrow downfall, because of the fertility rates. (Future Population Growth, 2014) However, there are four different scenarios in which 9.7 billion by 2050 is the medium one, with the constant high fertility rate, there will be almost 5 billion people on earth and with the lowest variant and the World population is expected to be 8.7 billion.

By the year 2050 the number of people aged over 65 outperform the number of children with age under five. (World Population Prospects 2019, 2019) This structure of the world's population should be considered and taken into account with the future strategies and urban planning projects. Projection on that will be held in the future paragraphs.

European prognoses show that only 15 countries will have growth in population by the year 2050. The majority of them are located near to the Atlantic Ocean, the western and southern part of Europe. (Projected Population Change in European Countries, 2017 to 2050, 2017)

2017 to 2050

	Population (thousands) in 2017	Population (thousands) in 2050	% Change
• Luxembourg	583	865	+48.37%
• Ireland	4,761	6,334	+33.04%
• Iceland	335	407	+21.49%
• Sweden	9,910	12,012	+21.21%
• Norway	5,305	6,365	+19.98%
• Cyprus	1,179	1,393	+18.15%
• Kosovo	1,900	2,223	+17.00%
• Spain	46,354	52,491	+13.24%
• Switzerland	8,476	9,540	+12.55%
• Belgium	11,429	12,773	+11.76%
• UK	66,181	71,154	+7.51%
• France	64,979	69,485	+6.93%
• Netherlands	17,035	17,907	+5.12%
• Austria	8,735	9,108	+4.27%
• Italy	59,359	61,416	+3.47%
• Finland	5,523	5,476	-0.85%
• Denmark	5,733	5,576	-2.74%
• Albania	2,930	2,825	-3.58%
• Portugal	10,329	9,934	-3.82%
• Czech Rep.	10,618	10,210	-3.84%
• Macedonia	2,083	1,991	-4.42%
• Croatia	4,189	3,865	-7.73%
• Malta	430	396	-7.91%
• Montenegro	628	578	-7.96%
• Romania	19,679	18,061	-8.22%
• Bosnia Herz.	3,507	3,217	-8.27%
• Russia	143,989	129,909	-9.78%
• Greece	11,159	10,036	-10.06%
• Slovakia	5,447	4,851	-10.94%
• Belarus	9,468	8,340	-11.91%
• Hungary	9,721	8,490	-12.66%
• Germany	82,114	71,542	-12.87%
• Poland	38,170	32,739	-14.23%
• Ukraine	44,222	37,149	-15.99%
• Serbia	7,040	5,870	-16.62%
• Bulgaria	7,084	5,532	-21.21%
• Slovenia	2,079	1,597	-23.18%
• Estonia	1,309	924	-29.41%
• Latvia	1,949	1,250	-35.86%
• Lithuania	2,890	1,802	-37.65%
• Moldova	4,051	2,262	-44.16%

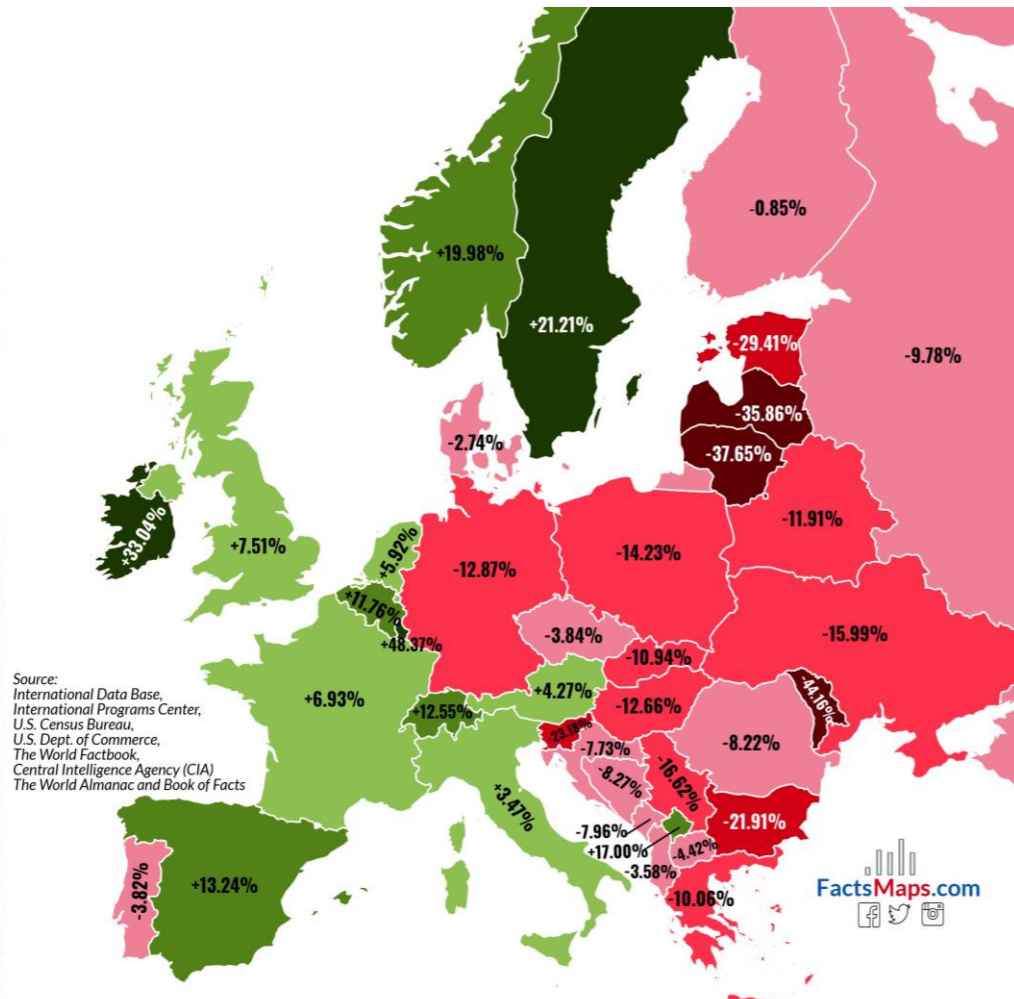
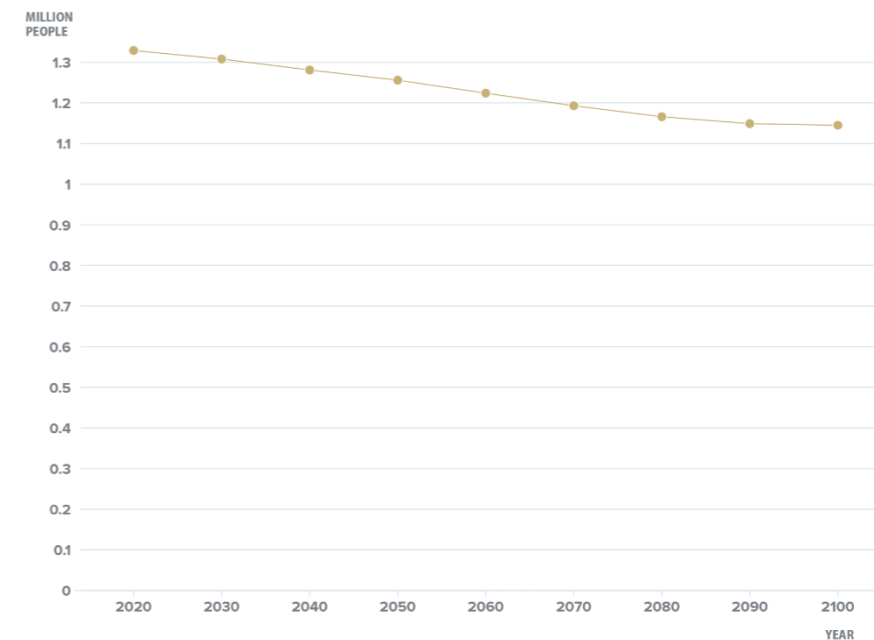


Image 4 Prospect on European population 2050, Source: Facts Maps, 2017

1.4.1 FUTURE ESTONIAN POPULATION PROGNOSIS

According to the population prognosis of (Estonia Population 2020 (Live), 2020) there will be a downfall in Estonian population. There is going to be a -170 000 people decrease in population compared to the year's 2020. Nevertheless, according to the (Population projection until 2080, 2020 - 2080, 2019), there is only a -3.5% fall in population compared to the year 2020. That means

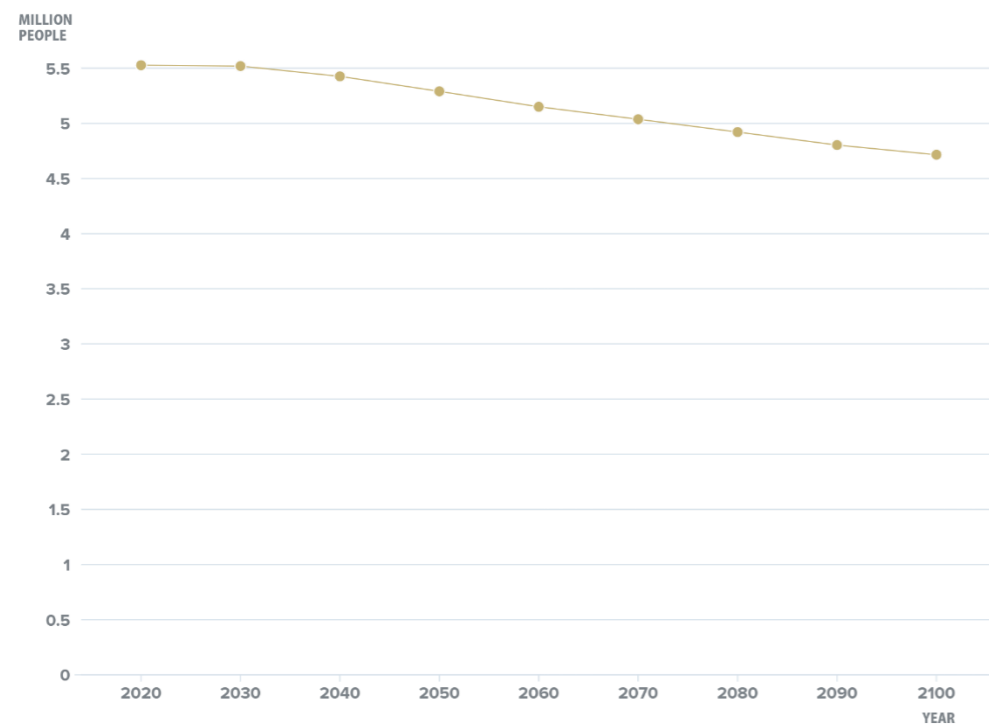
that by the year 2050 in Estonia there will live 1.278 million people. This factor will emphasize the gap between growing centers and shrinking towns, for Estonia that will mean that Tallinn and Tartu will grow and smaller towns out of increasing population belts will decrease rapidly, or by third, especially the county of Ida-Virumaa, Järvamaa and Valgamaa. (Population projection until 2080, 2020 - 2080, 2019)



Graph 7 Prospect on Population of Estonia 2020 – 2100, Eurostat, 2019

1.4.2 FUTURE FINNISH POPULATION PROGNOSIS

According to the (Finland Population 2020 (Live), 2020) , there will be a certain decrease in the overall population of Finland. The level of population of the whole country will fall from 5.523 million to 5.476 million by the year 2050. However, the Finnish statistics claim, the downfall will be bigger, approximately -100 000 people, starting from the year 2031, to the year 2050. Moreover, it is expected from the year of 2040 on the population will grow only in the Metropolitan area, Uusimaa. (Finland Statistics, 2019)



Graph 8 Prospect on future population of Finland, Souce: Eurostat, 2019

According to (Heikkilä, 2002, p. 13): the smaller shrinking towns will continue to decrease in size as in population, because of the continuous urbanization. Some of these rural areas will become settled places of the bigger center, or will be the part of cities zones, like the suburban area. However, there are a few policies about the return migration, which means that people will again live there, where they occupied. They are supported by the urge of people to raise their children in safer rural areas as well. (Heikkilä, 2002, p. 13)

Furthermore, already in about 5 years, some municipalities are expected to face difficulties in providing basic services. This is due to the collapse of tax income in the municipalities, which are shrinking and where the population is ageing. This will cause a huge gap between prosperous and declining municipalities and regions Many municipal services will no longer be needed there

in the future, because the speed of shrinkage is very high. (Faster than expected differentiation divides Finnish municipalities , 2020)

2 PÄLKÄNE CASE

One main objective of this thesis is to propose new strategies and present a development plan for the municipality of Pälkäne. Pälkäne is a municipality of about 6400 citizens, located about 35 kilometers Southeast from the dynamic city of Tampere, but it is not close enough to benefit from its growth. Pälkäne does not have a common border with the city of Tampere. According to the population prognosis, the population will remain on the current level in the near future. Pälkäne has a location with the potential of becoming more integrated with the dynamics of the Tampere region, and in this regard, the strategy of the municipality and its implementation may make a major difference. The municipality between Tampere and Pälkäne, Kangasala, has constantly been growing in population.

2.1 HISTORY OF THE TOWN

One of the earliest landmarks of Pälkäne was Church of St. Michael. The year of its construction is not known. However, the first figure to be found in that place was back in the XV century. (The Church of St. Michael at Pälkäne, 2020)

- The town of Pälkäne, before it became an independent church until 1405, most likely was part of the municipality of Sääksmäki, and it was recorded with its personal pastor in 1445. (Visit Pälkäne, 2020)
- Year after year, the Pälkäne`s territory suffered from natural disasters, which soon led to a change in the landscape, for example in the year 1604 Kostian river appeared as the result

of natural collapse of the Pälkänvesi lake to its nearby neighboring Mallavesi lake. (Visit Pälkäne, 2020)

- A major event that took place in the area of Pälkäne in 1713 was one of the Great Northern War battles between Russians and Swedish troops. As the result of the battle, Russia took control over the Pälkäne area, it was near to Tampere, the strategic step was beneficial. (Visit Pälkäne, 2020)



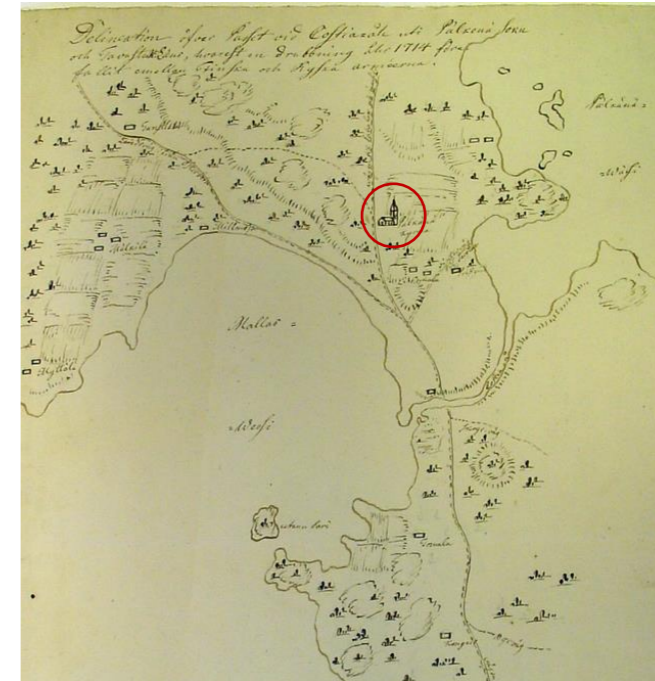
Photo 1 Battle in Pälkäne 1713, Source: Expo Oscapps

- In 1809 it became part of the Russian Empire, but after one century became independent. (Visitpälkäne, 2020)
- The village was great at growing during the XIX century; however, the village as a whole emerged in 1920-1930. (Pälkäneen historia, 2019)
- In 2007, Pälkäne and Luopioinen were united as one municipality and named Pälkäne. (Pälkäneen historia, 2019)

2.2 DEVELOPMENT OF THE STRUCTURE OF BUILT ENVIRONMENT

According to (Vanhat painetut kartat, 2020) the structure of Pälkäne got its current shape only after the 1960s. Onkkaalantie road, which leads through the town center, was the main road connection before the main road between Tampere and Lahti was built.

As it is seen on the map of the year 1716, also the church of St. Michael already exists on the map:



Map 1 Pälkäne in the year 1716, Source: Expo Oscapps

The next existing map, which left is the map of 1855, on which the new village houses could be observed:



Map 2 Pälkäne in the year 1855, Source: Expo Oscapps

There is an artwork piece from the year 1867, which shows the church of St. Michael before it was destroyed:



Map 3 Drawing of Pälkäne in 1867, Source: Kuva Kokoelmat

From that, church is only a drawing plan left, from the year 1892:

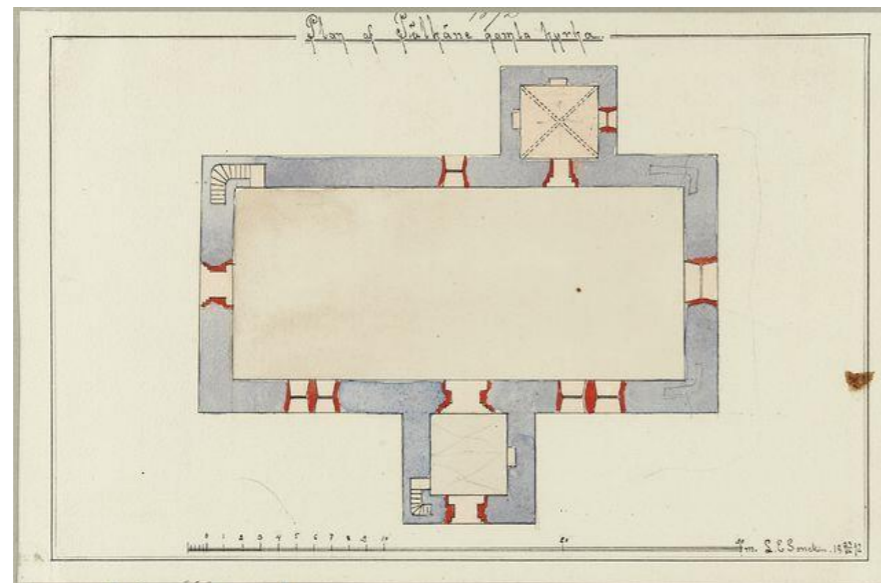


Image 5 Drawing of a church from 1892, Source: Kuva Kokoelmat

The year 1893 was significant because of the photo that shows the opposite bank of the Kostian River:



Photo 2 Pälkäne from 1893, Source: Kuva Kokoelmat

According to the photos of the year 1900, the new church of Pälkäne now appeared, which is now located on the intersection of Keskustie and Onkkaalantie:



Photo 3 New Pälkäne Church, 1900 - 1920, Source: Kuva Kokoelmat

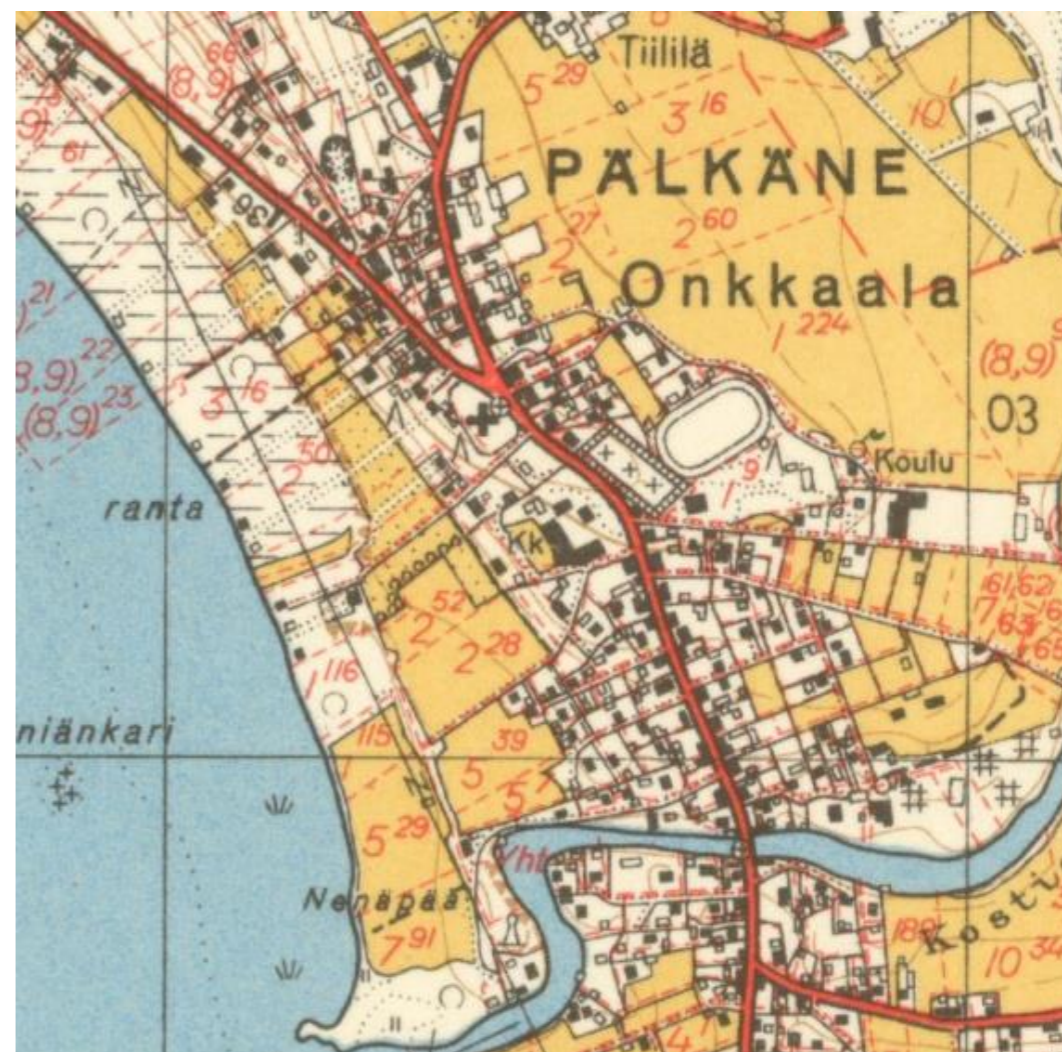
Another photo of the Pälkäne from the riverbank perspective was taken years 1900-1917:



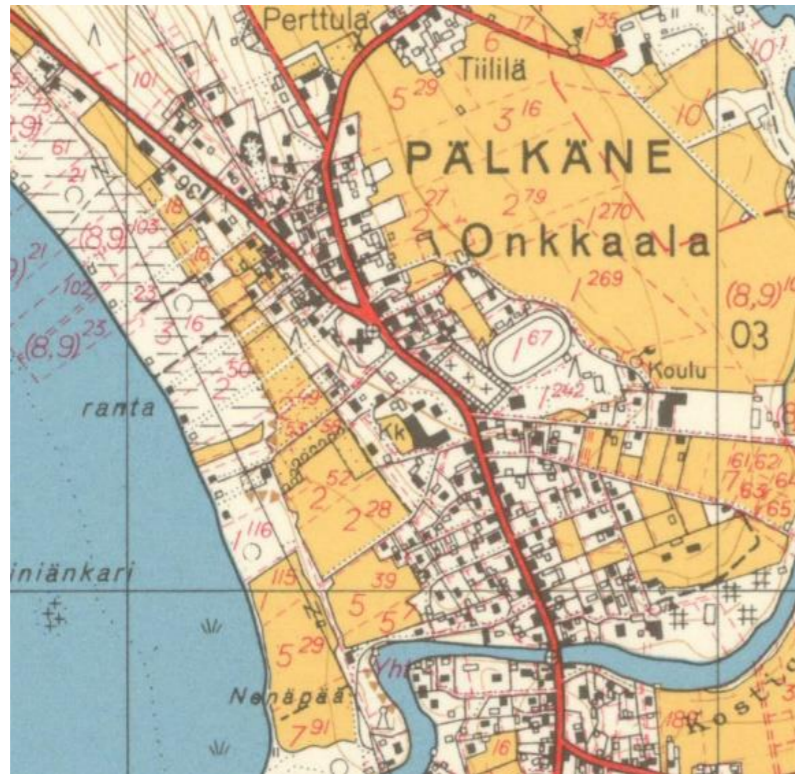
Photo 4 Pälkäne 1900 - 1917, Kuva Kokoelmat

After year 1900 new maps of Pälkäne appear, on which the progress of town buildings during the years 1956-1998 can be seen.

In her doctoral thesis, Kaisa Mäkinie mi (Mäkinie mi, 2012) has analyzed the changes in three Ostrobothnian villages. In the period 1956-1964, many rural municipalities, also Pälkäne, had a classical village structure before the new era of American style markets, parking and car dominations in village scape began. (Kaisa Mäkinie mi 2012) Classical villages consisted of the agricultural fields the small-scale buildings by a narrow street. The scale was human and the people were an elementary the primary part of the roadway life. (Mäkinie mi, 2012, lk 332-372)



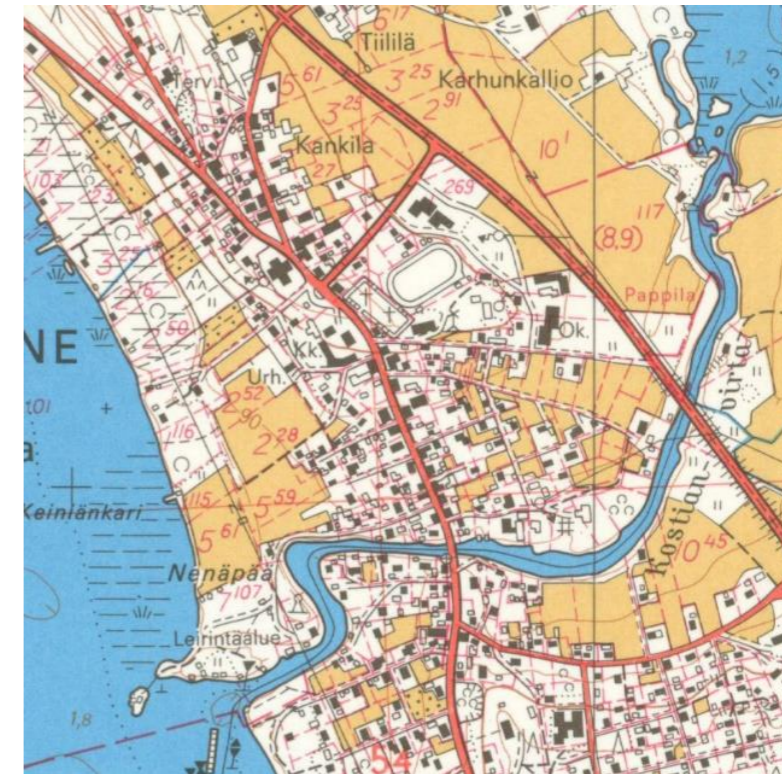
Map 4 Pälkäne 1956, Source: Vanhat Painetut Kartat



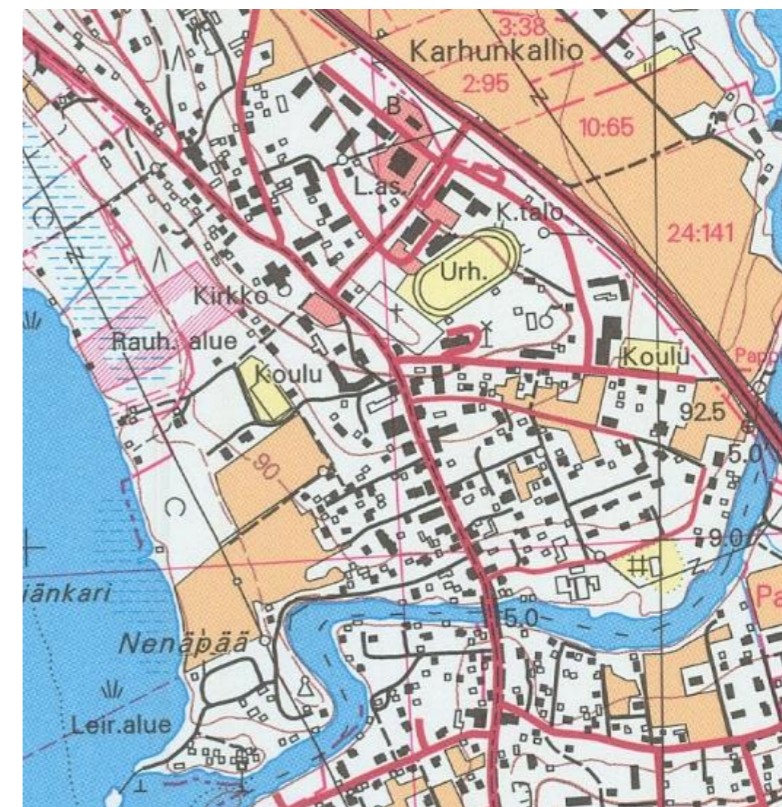
Map 5 Pälkäne 1964, Source: Vanhat Painetut Kartat

Buildings before the 70`s were not designed to copy the urban style typical examples like markets and malls. (Mäkinen, 2012, lk 332-372)

1970`s brought to life another arrangement of the typical village. The streets became wide; old or aged houses that created the human scale environment were demolished and replaced with much higher buildings and more car-oriented dimensioning of urban spaces. This was a radical change and loss of coherence in the spatial structure of village centres. (Mäkinen, 2012, lk 232-272).



Map 6 Pälkäne 1975, Source: Vanhat Painetut Kartat



Map 7 Pälkäne 1998, Source: Vanhat Painetut Kartat

2.3 OVERVIEW ON THE PREVIOUS AND CURRENT DEVELOPMENT STRATEGIES IN THE PÄLKÄNE MUNICIPALITY

The current strategy of Pälkäne sets the population growth as its main objective. The vision of Pälkäne is that by 2028 the population has grown by 1000 new inhabitants, resulting to the total population of 8000. According to the strategy, this will be achieved through the dynamics and the strong economy of the municipal centre, Onkkaala, and the attraction of smaller villages within the municipality. (Pälkäne 2028. Tuhat uutta tapaa elää)

The strategy names the “keys for success”:

- a. Development of village identities
- b. Success in land use, zoning and ownership policies
- c. Customer-oriented services
- d. Marketing. (Pälkäne 2028. Tuhat uutta tapaa elää)

The strategy also proposes concrete activities under each topic. It recognizes that the desired growth would mainly rely on the workplaces in the city of Tampere. It also proposes some features, which could be used in the development of the village brands within the municipality of Pälkäne. (Pälkäne 2028. Tuhat uutta tapaa elää)

On the other hand, the strategy of Pälkäne could be criticized of treating the population growth both as the main objective and as the main measure to maintain the quality of life in the future.

The proposed activities are in use also in many other rural municipalities, and there is no evidence that this type of activities could catalyze population growth. Between the lines, the strategy seems to assume that the growth requires families in which the parents are employed in Tampere but

chose to live in more rural environment, such as the villages in Pälkäne. A closer analysis of families who have made this kind of life choice might lead to another kind of conclusions.

The strategy of Pälkäne appears to confirm Syssner’s (2020) argument about local policymakers avoiding developing strategies that would accept the population decline and aim at demographic adaptation. As the strategy renders a future vision of growth and prosperity, maintaining the current population may be experienced as a failure. The reason for this problem may also reside in how the local policy-makers understand the function of the municipal strategy. If strategy is considered as a tool to build trust on positive future development of the municipality, the desired future vision may be contain unrealistic expectations, and it may become more like a tool for branding. A strategy, which does not rely on a realistic analysis, may not guide the everyday decision-making in an optimal way. In addition, the viability of the population growth as the main objective needs to be examined critically. Can a municipal strategy really turn a megatrend locally? Could this type of change be permanent?

Due to its location in the borderline of the economic impact area of Tampere, the population of Pälkäne may decline, remain on a current level – or increase in the future. The development of the neighbor municipality Kangasala, located closer to Tampere, shows that the growing trend could be a realistic option. The main push for the index could be new strategic thinking. (Aro, 2015)

The former strategy of Pälkäne (Municipality of Pälkäne, 2013)

The town is dedicated to the fact that the level of population will rise in 8 years, what will be the strategic starting point for the new investments, branding and businesses of the region. (The strategy of Pälkäne municipality 2018-2028, 2018) Includes a SWOT analysis, according to which, the strongest items of the municipality at present are: tourism, nature and resident-open

cooperation. Despite the fact that SWOT analysis may be out-of-date and is not suitable for branding, it is still working better for understanding the picture of the particular municipality. Secondly, weaknesses are related to the aging of Pälkäne`s population – the number of inhabitants with age 65+ is over people aged under 15, The main threat for the municipality is lack of clear strategy to be implemented in the future, as well as the absence of tools with which the weaknesses will be turned into the successful approach. Nonetheless, there are also opportunities: one of them is typical Finnish feature for most municipalities: living close to the nature, The strategy 2013 also mentions the new waves of tourism and nature in Pälkäne, however, there are no suggestions on future activities related to that.

3 “SUCCESS STORIES” - ANALYSIS OF GROWING MUNICIPALITIES OUTSIDE THE GROWTH CENTRES

The main focus of the research is to propose future strategies for the Pälkäne municipality and through this case study to motivate other Estonian or Finnish municipalities in similar situation to develop their strategic responses to loss of population.

In both Estonia and Finland, the largest cities and the municipalities around them have formed “Growth centers”.

Outside the growth centers, there are a few towns and municipalities, which are growing in population, against the general trend. As the growth has generated many positive developments in these municipalities, these towns could be described as a “success” stories.

One aim of this study is to analyze some of these success stories to understand the reasons of growth – and more specifically, to examine whether the growth results from specific municipal policies or strategies. This examination is based on

- 1) An analysis of population statistics,
- 2) Literature and
- 3) A questionnaire.

Literature consists mainly of the strategies and the documents related to strategic decision-making, in selected municipalities.

The main and direct respondents are people, who make the decisions related to planning, land-use policies and development of the municipality. The questionnaire was conducted on-line during the spring 2020. To patterns of qualitative methods of research, thus making the responses

suitable for the set of strategies to be implemented in the potential town. Moreover, the existing strategy plan of every «successful» municipality and comparison with the questionnaire responses are the key for understanding how beneficial strategies really are and similar strategies could play beneficial role municipality with declining in population statistics.

3.1 QUESTIONNAIRE: THE HYPOTHESIS OF STRATEGIES

As a working hypothesis, the questionnaire proposes six possible municipal strategies, which might explain the growth of population in the selected municipalities. These are based on the framework by (Sotarauta, 2001, p. 14)

This source represents the eight elements for the competitiveness of regions, which consist of infrastructure, enterprises, human resources, the quality of living environment, institutions and functioning developer network and networking.

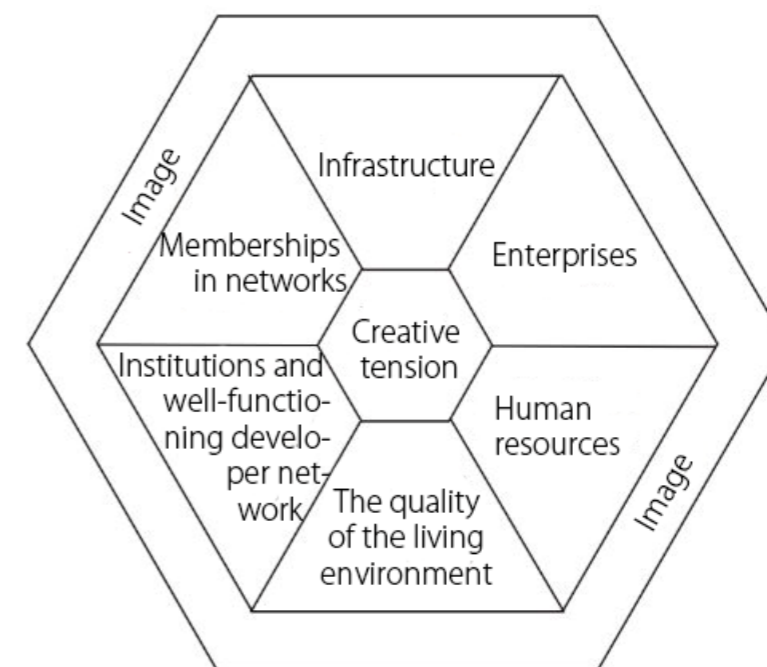


Image 6 Eight elements of competitiveness of regions. (Translated by the author) Sotarauta, 2001

According to (Sotarauta, 2001), these elements need to be in a perfect balance, but the content differs from region to region. However, in this questionnaire, these aspects were applied on the municipality level.

3.2 ANALYSIS OF THE SELECTED ESTONIAN MUNICIPALITIES

In Estonia, there are only those municipalities and towns, which are constantly at the same level of population according to the Estonian statistics in years 2016 - 2020. Same level population in this particular study is from zero to -200 people per year.

All towns and municipalities have been chosen for the questionnaire based on the information of last years' development policies and strategies and their future prospects.

3.2.1 HAAPSALU

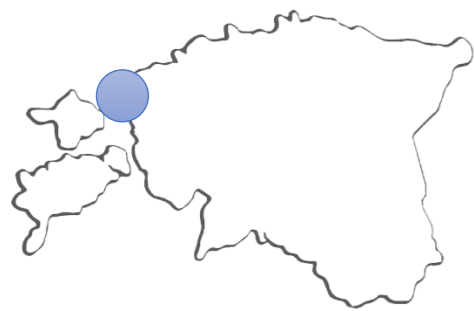
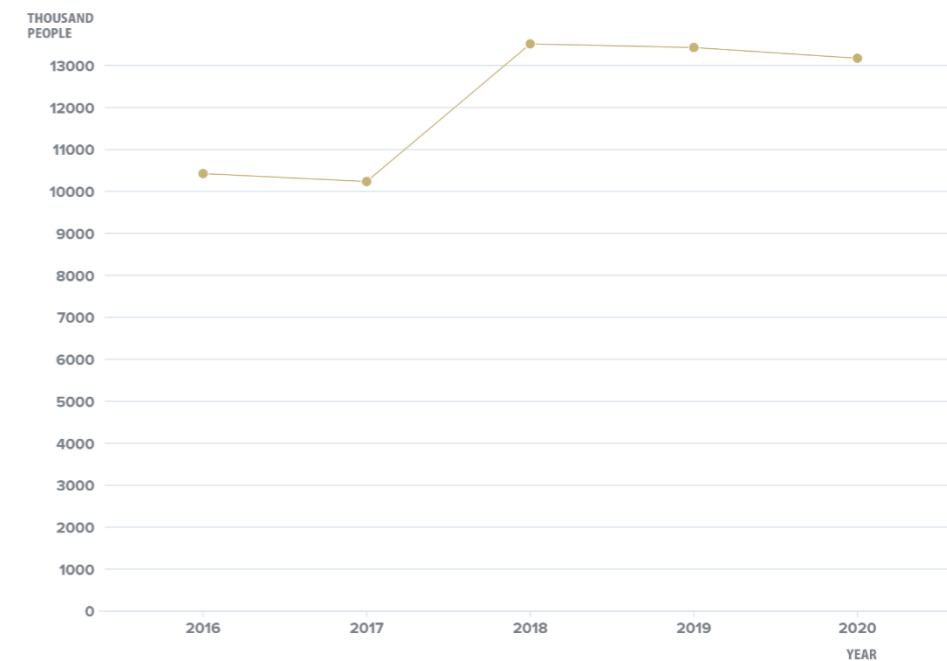


Image 7 Location of Haapsalu, Map Source: Eesti Metsameister

First town from Estonia that was selected for the survey is located in the western part of the country. However, one of the main factors for which this town was chosen is its population statistics. From the year 2016 to the year 2020 the average decline was nearly -200, with comparison to the other municipalities, this number was listed for the same level of population statistics.



Graph 9 Population of Haapsalu 2016 - 2020, Source: Estonian Statistics, 2020

The leap in 2017 was common for many Estonian towns and municipalities, due to the administrative reform 2017. (Rahandusministeerium, 2017)

Another reason for selecting this town was the strategy of Haapsalu. During the past years, this town has carried out successful planning projects and renewed its recreational areas. (Daytrip from Tallinn to Haapsalu, 2018) Moreover, Haapsalu has been able to maintain its services, and the branding has been quite effective. (Haapsalu linnavalitsus, 2018)

From **Haapsalu** there were three answers from local decision-makers:

Good brand – Because Haapsalu is being known as summer capital, leisure activities and summer time events are the main brandings, as in the strategy plan described.

Immigration – Strategy is not working as in strategic planning as on opinion of the specialists of development. It is not common in municipalities outside Tallinn or Tartu area.

Good connections – The main idea of Haapsalu in this case is to restore the connection to Tallinn, from Rohuküla to Riisipere. However, all the others ways of connection like buses are working well.

Quality of environment – Mostly recreated areas. There are many activities for families with children and long pedestrian way through all the beach area. The main opportunity of the environment is close location to the sea. There are also a few rest places in the central park.

Strategy of the municipality is also talking a lot about the recreational areas.

Land use and planning – Development plans for residential areas have been successful. Many plots are the property of people living in Haapsalu. Successful could be named also cottages, highly popular during summer times. New area of Paralepa is developed and new one is under construction now.

Investments - According to the answers, the water areas of the port Puise area has been cleaned. Municipality of Haapsalu has also developed the area of Uuemõisa for industrial needs. There have been several sports fields' reconstructions as well.

Other policy – There are two contradicting „main“ strategies according to two different opinions of heads of municipality. The first one is education as the key - reconstructed kindergartens, reconstructed primary schools etc., in the other hand, there is urban environment as the key strategy – environment should be clean and attractive.

Summary shows that most important strategies for this municipality are education, quality of the environment and good brand, especially developments near the sea - pedestrian way along the whole distance and the summer leisure times and events.

3.2.2 JÕHVI

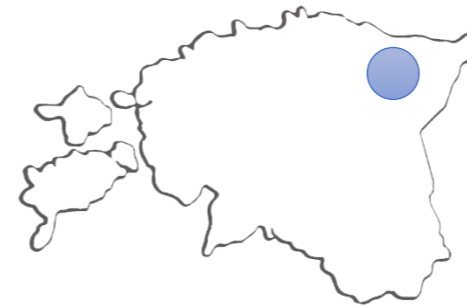


Image 8 Location of Jõhvi, Map Source: Eesti Metsameister

Second town for the questionnaire is Jõhvi, which has been flourishing during the past 5 years. Many new additions to the town planning and investments were made, thus the town itself started to look more polished. New businesses and shops, new pedestrian ways and schools were the bigger step for the municipality. (Municipality of Jõhvi, 2020)

Furthermore, the municipality developed its own SWOT analysis, in which problems and future threats and opportunities are discovered. Strengths of Jõhvi are presented in the list below:

- 1) The perfect location between several major European cities like Tallinn, Saint-Petersburg, Tartu, these are 200 km distance;
- 2) Good trade network;
- 3) Strong and diverse education abilities;
- 4) Multicultural place etc.

However, some weaknesses were identified as well.

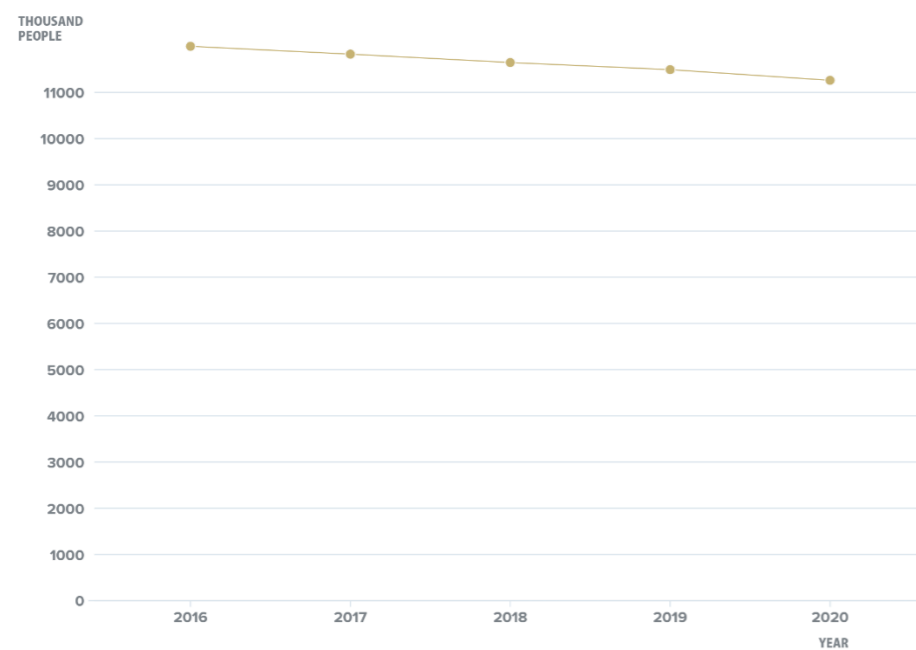
Jõhvi region consists of smaller parts of municipality, which means that these are separated by other municipalities;

- 1) Ageing of population;
- 2) The distance from Tallinn is quite far in comparison with Rakvere;
- 3) No higher education;
- 4) Younger people are leaving their hometown etc.

Threats are financial problems and lack of investors, continuous concentration of residents and money in Tallinn, the skilled labor and expertise concentration in other towns, etc.

Opportunities are cooperation with public authorities, finances from EU, tourism from different directions, for example, Russia etc., development of logistic center.

According to the Estonian statistics, during the past 5 years, annual population loss was only around -150 people/year. This is the modest number, in comparison with the other similar sized Estonian towns.



Graph 10 Population of Jõhvi 2016 - 2020, Source: Estonian Statistics, 2020

There were **two** responses to the questionnaire from Jõhvi:

Good brand – Connections with the whole Estonia and the rest of the world on cultural level, highly developed wave of concerts and other events, high educational level. Municipality's strategy document has the special point about education, where there is another opinion on education – it could be developed more because of the absence of higher education.

The main direction of Jõhvi is the primary difference from many other Estonian municipalities – not industrial municipality.

Immigration – There is no exact strategy about the immigration in municipality. Jõhvi provides only no-rent houses to the specialist of higher level and supporting teachers, who only starting their career.

Good connections – Jõhvi already has good connections because of its location; however, municipality admits that further improvements are needed. For the last years, railway connection has been developed a lot. New level of concern is the old and abandoned airfield. It should be developed after some funds found. According to the strategy document and the questionnaire results, the logistics centre has been developed a lot as well.

Quality of environment – According to the opinion of specialists, there are a lot of work made for the quality of the air (because of the close location to the factory of Kohtla-Järve) and waste recycling, however, in the main strategy document there is no exact strategy proposed.

Land use and planning – Jõhvi is a part of Ida-Virumaa Industrial areas joint stock company, which has been supported the infrastructure and land use in this area. Moreover, some time ago there have been partly successful residential land projects, which have been made on the owners' initiatives. However, because of different factors, some of them have not been successful.

Investments - The municipality has attracted investments that indirectly contribute to job creation (especially infrastructure). The Ida-Virumaa Industrial Areas Development Foundation, in which the municipality is a shareholder, has more directly involved in job creation. However, the strategy plan of the municipality says that there has been a lack of investments.

Other Policy – There have been many improvements in the municipality, by which people understand the two side benefit - Jõhvi Concert Hall, Jõhvi Gymnasium, the principle of classics says that there is first need to change the environment (better, more modern, brighter), then the environment will change those. Furthermore, cooperation with other twin-cities all around the globe have been made, thus the number of projects is relatively small.

Summary shows that most important strategies that have been worked in Jõhvi are good brand, good connections and strategies on education. Cultural side of Jõhvi is very strong, thanks to the popular events, improved railway and car connections, future perspectives on renewing the aerodrome and pedestrian way to the sea. All existing strategies has been structured, thus the comparison has been made to the Pälkäne municipality. The scheme on the right illustrates the strategies and the differences and similarities between, could be seen overall picture of strategies and its differences and similarities in Pälkäne and the Estonian part of respondents – Jõhvi and Haapsalu.

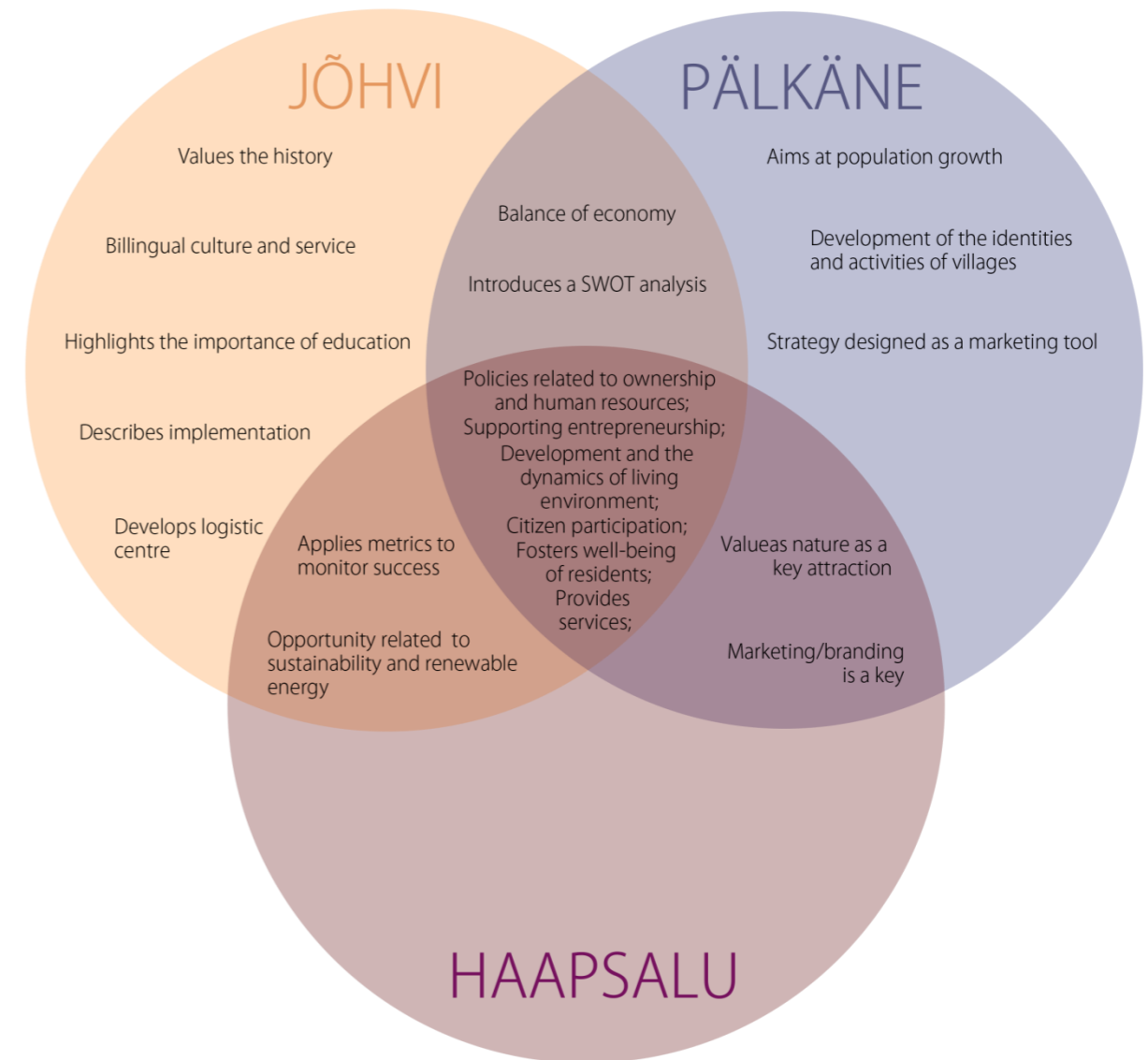


Image 9 Jõhvi, Haapsalu and Pälkäne similarities and differences in strategies, 2020

3.3 ANALYSIS OF THE SELECTED FINNISH MUNICIPALITIES

Same level population (during 2016-2020) in this particular study is from zero to -200 people per year. The growing population starts from the level of zero. Major part of Finnish municipalities is different, because the majority is only growing, and the locations of these municipalities are not near to the growing centres.

The municipalities have been chosen for the questionnaire of based on the information on recent years.

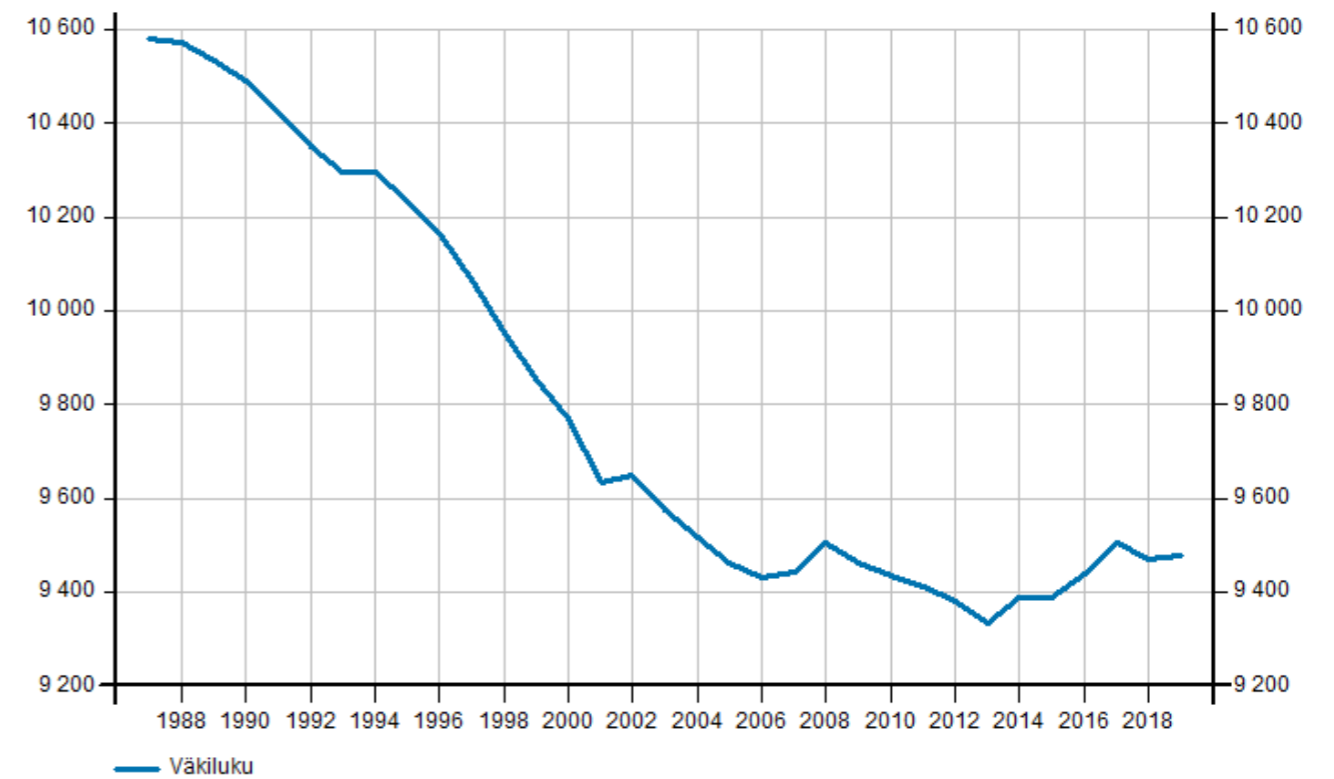
3.3.1 NÄRPIO



Image 10 Location of Närpio, Map Source: Pinterest, Vemaps

The first town in Finland (Swedish Närpes), located close to the west coast of Finland. Municipality was regarded as a good example of clever strategies. Valuable specimen of profitable strategies.

The population of Närpiö been growing in the period from the year 2015 to the year 2020.



Tilastokeskus

Graph 11 Population of Närpio 1988 - 2019, Source: Finnish Statistics, 2020

It is highlighted in the strategy document that the main goal for Närpio is to gain population growth in the next years. This strategy has been successful for the last 5 years at least.

Närpio has also produced the SWOT analysis, according to which, the strengths are low unemployment rate, dynamics and innovations, closely located services and local identity. The main weaknesses are the domination of low-wage sector, state road network neglected and the aging population. In addition, the bioenergy and multilingualism are the distinguishing features of this municipality. Threats include that educated people will move to other municipalities, the villages are fading and that the multicultural integration fall. (NÄRPIÖN KAUPUNGIN STRATEGIA,

2019) The level of employment is also higher than in the whole Finland 82% against 70, 5%. An interesting detail

Is that Närpiö is the strongest brand in production of tomatoes and cucumbers in Finland is the. (NÄRPIÖN KAUPUNGIN STRATEGIA, 2019)

The employment rate (82%) is also higher than in the whole country (70, 5%). The economy of municipality is in balance and there is strong culture of entrepreneurship.

The special feature in strategy of municipality of Närpiö is multicultural emphasis. There are also many opportunities in technologies related to bio- and renewable energies.

From Närpiö, there were **two** answers to the questionnaire:

Good brand – Närpiö has the best tomato production in Finland. This well-known place is having its own brand for the municipality. Moreover, municipality has policies and strategies favorable for immigration, which has big role in employment.

Without these strategies, the municipality is likely to decline in population.

Immigration – Municipality welcomes immigrants. Närpiö have had immigrants in the area for the last 30 years. Firstly there were refugees, after that municipality started to help in the accommodation of immigrants, who entered in a search for work.

Good connections – Because of the good employment rate, people do not need to commute to the other cities.

Quality of environment – Municipality of Närpiö aims to provide the inhabitants good sport facilities; however, this strategy is not primary.

Land use and planning – Municipality has good zoning strategy in which the plots are quite cheap and accessible for everybody. However future strategies need to be developed.

Investments – Greenhouses industries and metal companies are in the constant search for the employees, so municipality has very high employment rate. Municipality also has its own company, which helps other existing companies with business development.

Other policy – City provides support to self-employed people as well.

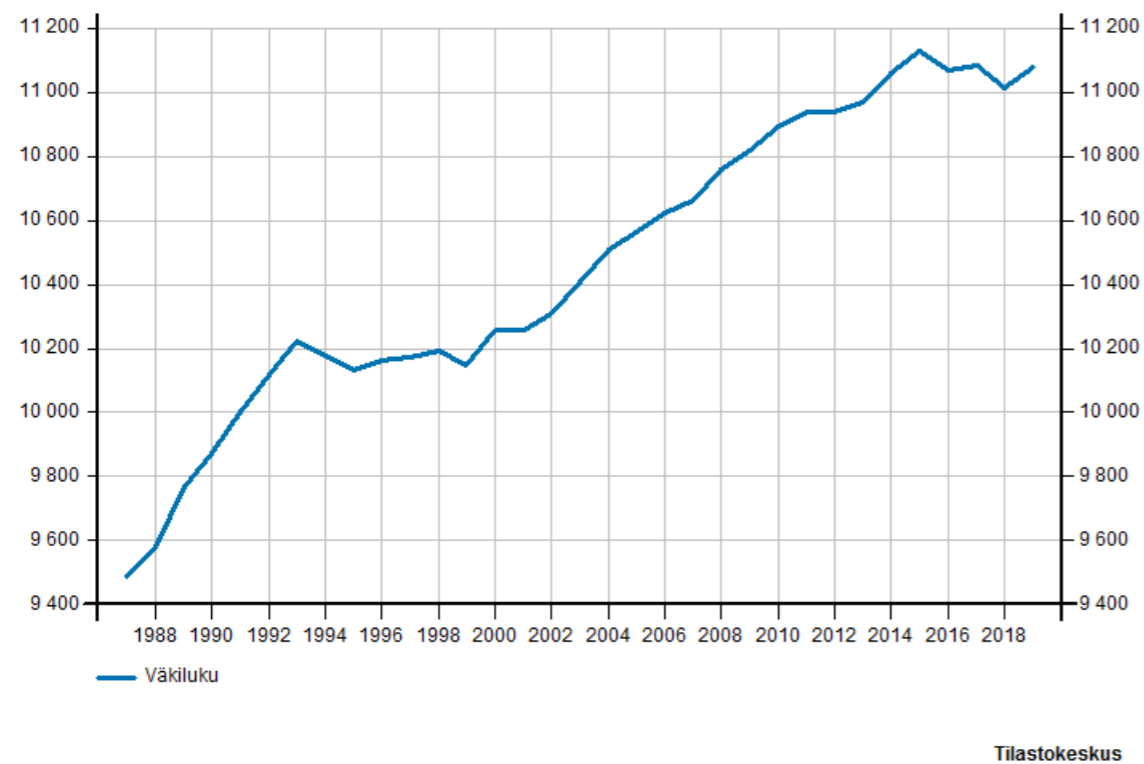
To sum it up, the most important strategies for this municipality are immigration, land use policies, investments and supporting of self-employed people. Commuting is not necessary in the region, because of the high rate of the employment. Municipality has balanced the economy.

3.3.2 PEDERSÖRE



Image 11 Location of Pedersöre, Map Source: Pinterest, Vemaps

Pedersöre is a rural municipality located in Ostrobothnia, in the vicinity of the west coast. Town is Swedish-speaking.. During the last 5 years of the municipality has increased by about one thousand people. This raises a question, how the rapid increase can be explained in the responses for the questionnaire.



Graph 12 Population of Pedersöre 1988 - 2020, Source: Finnish Statistics, 2020

According to the (Nykyinen yhdyskuntakehitys, 2012), this region has been growing in population since the year 1980, however in 2009 there was a sudden drop, after which the population has been again in steady grow.

Inhabitants appreciate the single-family-homes, the closeness of school and existing infrastructure. Pedersöre has four strategic targets for future:

- o High quality basic services;
- o Growth of businesses;
- o Population growth;
- o Dynamic residential environments. (Pedersöre info, 2020)

There is no municipal strategy available. The general plan is extended to serve strategic planning in Pedersöre. Pedersöre aims at population growth and sees nature as its key attraction. In addition, it aims at developing the quality of the villages, their identity and activities. (Pedersöre info, 2020)

In the questionnaire, there was only **one** answer from Pedersöre:

Good brand – There is no exact information on the branding of Pedersöre from questionnaire answers, neither from the strategic plan of Pedersöre.

Immigration – According to the data from the questionnaire, Pedersöre tends to accept only a few families per year that means that this strategy is not primary in that municipality.

Good connections – There are high quality bus services developed in Pedersöre, also the railway connection provides opportunities for commuting.

Quality of environment – Hiking trails are popular among the inhabitants of Pedersöre, however there is no exact strategy on that part.

Land use and planning – There is no information available on the policies related to the zoning of residential plots; however businesses are developing well in Pedersöre.

Investments – There are two major factories in the area, as well as, the importance of education is also highlighted. New schools will be built in the coming years.

Other policy – Multilingual policy may have contributed Pedersöre’s success, the majority of people is Swedish-speaking people in the area.

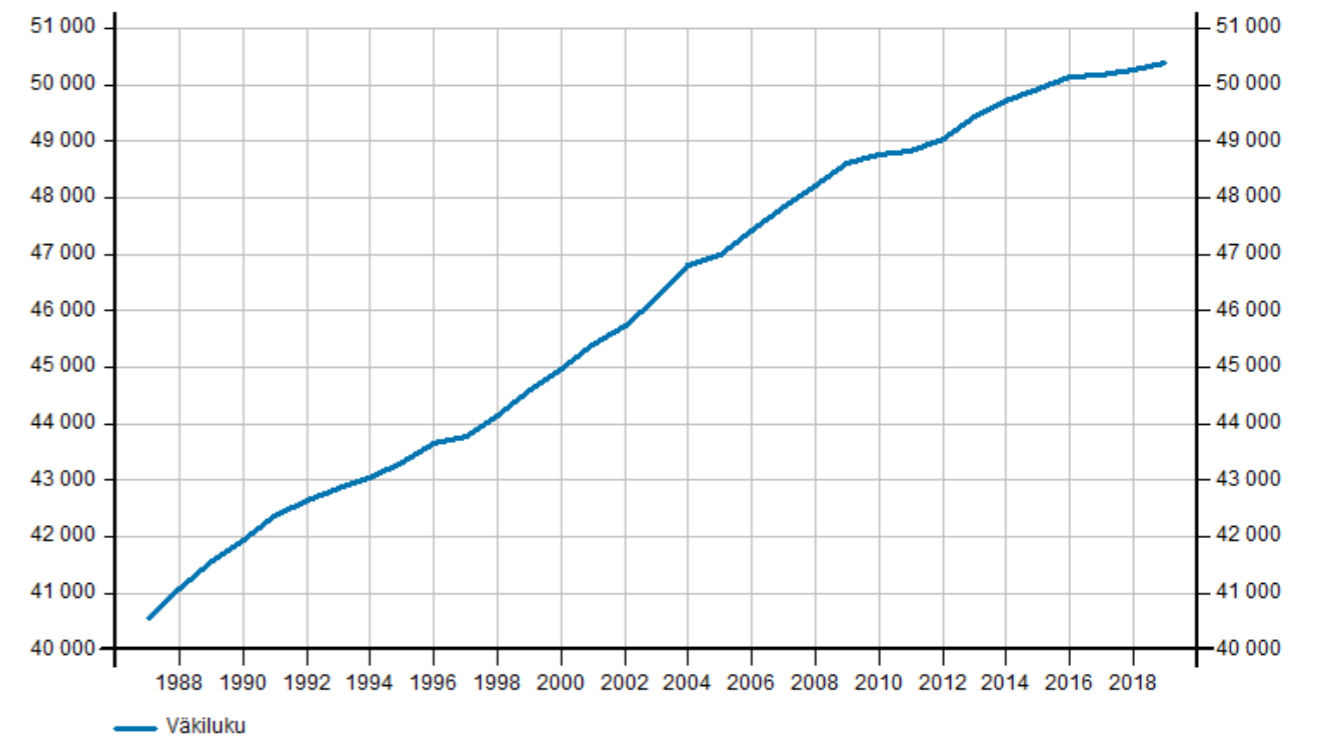
3.3.3 PORVOO



Image 12 Location of Porvoo, Map Source: Pinterest, Vemaps

Porvoo is the center of the Itä-Uusimaa region, and significantly larger than other municipalities and towns in this study. The dynamic development of the Metropolitan region has an impact on Porvoo; commuting to Helsinki is possible. Historically, Porvoo was one of the six medieval towns in Finland. Among the towns of Finland, Porvoo is well known and has an excellent brand.

According to the Finnish statistics, the population of Porvoo has increased by 300 people during 2015 - 2020.



Tilastokeskus

Graph 13 Population of Porvoo 1988 - 2019, Source: Finnish Statistics, 2020

The unique old town of Porvoo serves as an attraction to the area. Porvoo has advanced policies related to land use and planning. The good work of the municipality can be seen for example in how the planning of new environments and the preservation of the old buildings are combined. One good example of that is the renewed market square, where the quality of public space carefully planned and developed. (Porvoo, 2019)

One of the interesting features in the strategy of Porvoo is the open and welcoming approach towards diverse ethnic backgrounds and languages; yet Porvoo values its own history. It is obvious as well, that strategy of Porvoo is used as marketing tool.

There were six answers to the questionnaire from Porvoo:

Good brand – Porvoo as a town has not been doing much new for the brand of the city, it has only been underlining strategies supporting the already existing brand, which relies on the medieval church and the surrounding attractive historic environment. A major revitalization has been the development of the services nearby.

Immigration – There are controversial opinions on this topic among the responses, but mainly there is no single strategy, that would help the population grow through immigration.

Good connections – Municipality has excellent commercial bus connections between Porvoo and Helsinki, there are about 135 buses to Helsinki metropolitan area and back every day Porvoo's bus station is the fourth busiest in Finland. However, the lack of railway connection was brought up in the responses.

Quality of environment – This is one of the strengths of Porvoo: the central park development for recreational areas, new wooden town area on the west bank of the Porvoo river, the recreation of old town of Porvoo, the merger of new and old built environment, different housing opportunities (city center vs. rural), national urban park.

The town of Porvoo values its nature and history.

Land use and planning – New downtown housing has raised a lot of interest.

Investments - Porvoo has a high work self-sufficiency of 90%. There are also several big companies in the town, one developed industrial area and good mechanisms and environment to support to the smaller businesses.

Other policy - In recent years, several new schools and kindergartens have been built to replace old buildings with poor indoor air quality; this seems to be one of the factors contributing to population growth. In Porvoo there are a lot of events all the year round.

All in all, it appears that the factors behind the success of Porvoo include - town brand, good traffic connections and the overall location in relation to the Helsinki metropolitan area, quality of the environment, especially, the old town and the merger of old and new, as well as successful land use strategies and the zoning of new residential plots. The outcomes of the questionnaire regarding this town were more informative, because, there were many responses to the questionnaires. Moreover, strategy of Porvoo itself is well communicated and designed as a tool for marketing.

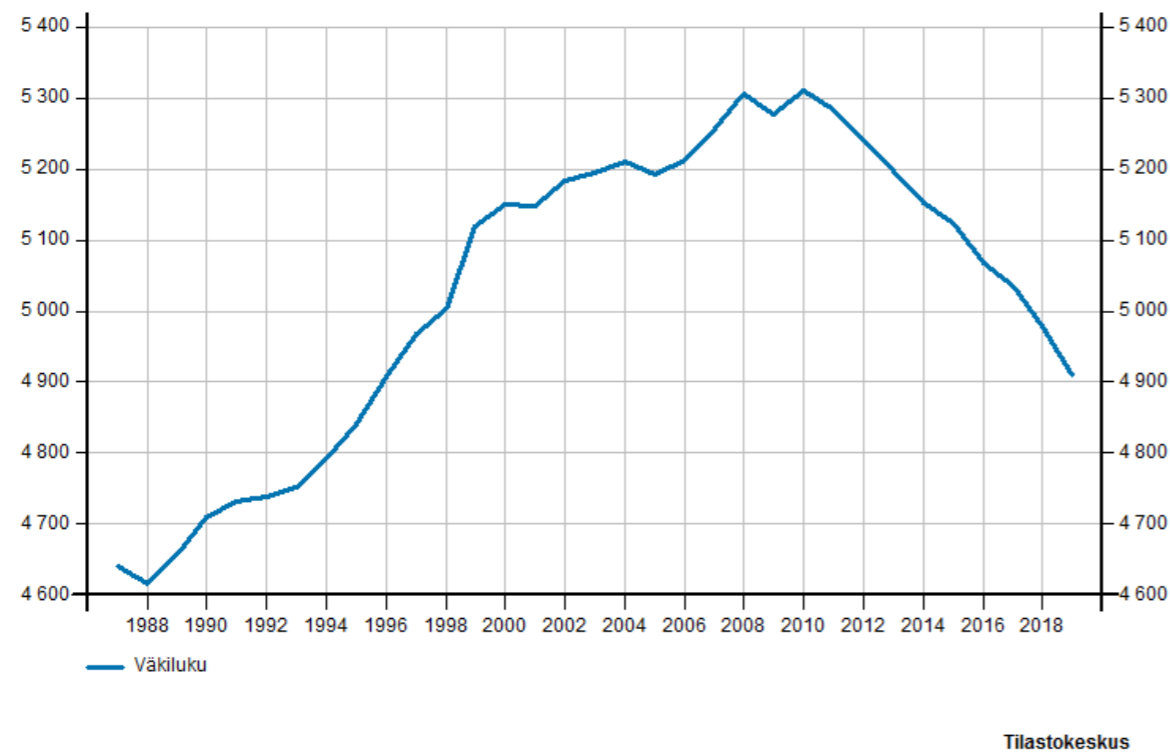
3.3.4 SIEVI



Image 13 Location of Sievi, Map Source: Pinterest, Vemaps

Town of Sievi is located in the central Ostrobothnia. Sievi is a famous brand of professional footwear, popular across the whole country, Sievi has low unemployment rate. According to the strategy document, more than half of the Sievi's inhabitants finds the image of municipality positive. The strategy reflects the future megatrends, such as climate change, urbanization, digitalization, etc. Moreover, Sievi has its own strong approach on new entrepreneurship, which should be developing in that area.

According to the Finnish statistics, from 2015 to 2020 the population of Sievi has had a declining trend, after two decades of steady growth..



Graph 14 Population of Sievi 1988 - 2019, Source: Finnish Statistics, 2020

Sievi has been very successful with its business policies; moreover, the level of self-employment in that area is 130%. (ELINKEINOPALVELUT, 2020)

There were **two** responses for the questionnaire from the decision-makers of Sievi:

Good brand - The name of the municipality appears in several brands and company names, which in itself has not required any investments or measures by the municipality.

Immigration – There has been some negotiations about this strategy, however not much has been done. Despite this fact, the number of immigrants in rather high in Sievi.

Good connections – Because of its location, Sievi serves as a local centre for commuting. There are a few bigger cities with attractive services around Sievi.

Quality of environment - The strategic documents of Sievi describe opportunities related to sustainability and renewable energies. However, the outcome of questionnaire shows no evidence that these opportunities would be seized in reality.

Land use and planning – Zoning has focused on the needs of companies and industry.

However, there are residential plots that have been successful.

Investments – Many industries are based in Sievi, for example: shoe industry, electronics-mechanics and elements industry. Sievi sees that its role is to provide a favorable for the development of industry.

Other policy - Several founders of a large company in the municipality and large families with religious background have contributed the municipality's population.

The most important strategies of Sievi include attracting industrial investments and providing good connections for work and commuting. The strategic approach not setting any obstacles to the development of industry - does not appear very pro-active. Previous growth origins from the success of industry and this may also explain the approach of the current strategy. The growth of Sievi between 1988 and 2010 may be linked to the development of the adjacent town, Ylivieska. However, it is difficult to find any strategic responses to the declining trend in population from 2010s on. Sievi is not actively developing the good municipal brand generated by the success of the commercial brands which utilize the name of the town.

3.3.5 VALKEAKOSKI

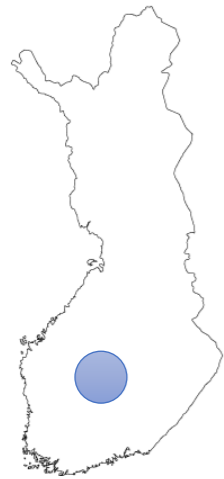
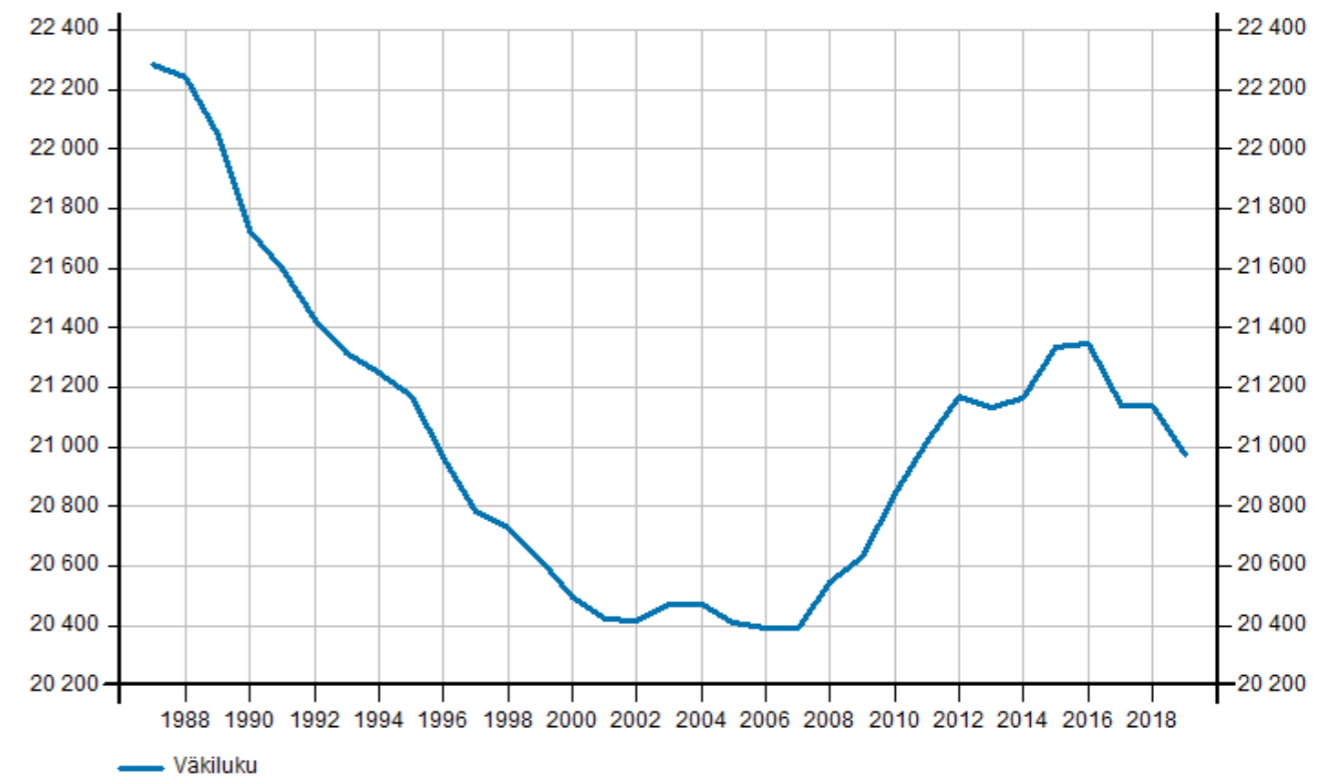


Image 14 Location of Valkeakoski, Map Source: Pinterest, Vemaps

The town of Valkeakoski is located in the Southern part of the Pirkanmaa region, about 35 kilometers from Tampere. According to the statistics of Finland, there has been a remarkable increase in population, between 2007 and 2015. It appears that Valkeakoski has been able to turn the trend of depopulation, at least for some years, in the 21st century.



Graph 15 Population of Valkeakoski 1988 - 2019, Source: Finnish Statistics, 2020

Valkeakoski has industrial history: it has been a home of paper mills since the end of 19th century. The Valkeakoski has also been investing a lot in the sports and health departments. (Kaupunkistrategia, 2018) The primary in strategy aim is the growth of population. The strategy is also tuned to steer the working culture and working environment inside the municipal administration. Strategy itself seems to be used as a tool for marketing. Strategy itself seems to be used as a tool for marketing. From Valkeakoski **five** decision-makers responded to the questionnaire:

Good brand – There are a few major events, which are arranged regularly in Valkeakoski. It has been systematically marketing itself for new residents and enterprises under the brand

“Mansikkapaikka” (strawberry site). Marketing has taken place in various forums and has included for example, television advertising. The housing fair 2009 and the house exhibition 2017 have generated growth.

Immigration – This strategy works well on the educational level. The international students of the University of Applied Sciences are attracted and encouraged to settle in Valkeakoski.

Companies recruit internationally. Some of the newcomers are immigrants.

Good connections - Valkeakoski has supported the public transportation and the improvement of the road Valkeakoski-Tampere.

Quality of environment – Municipality has been taken a good care of both the recreational areas and the built environment. Moreover, people are satisfied with services.

Land use and planning - The housing fair in 2009 has been a great success. The small detached house plots in Länsi-Lintula have become very popular. The apartment building plots in the city center have been provided.

Investments – Valkeakoski is a place, where exists replacement of the large-scale industry with other activities. Investments in industrial plots have not produced the desired result.

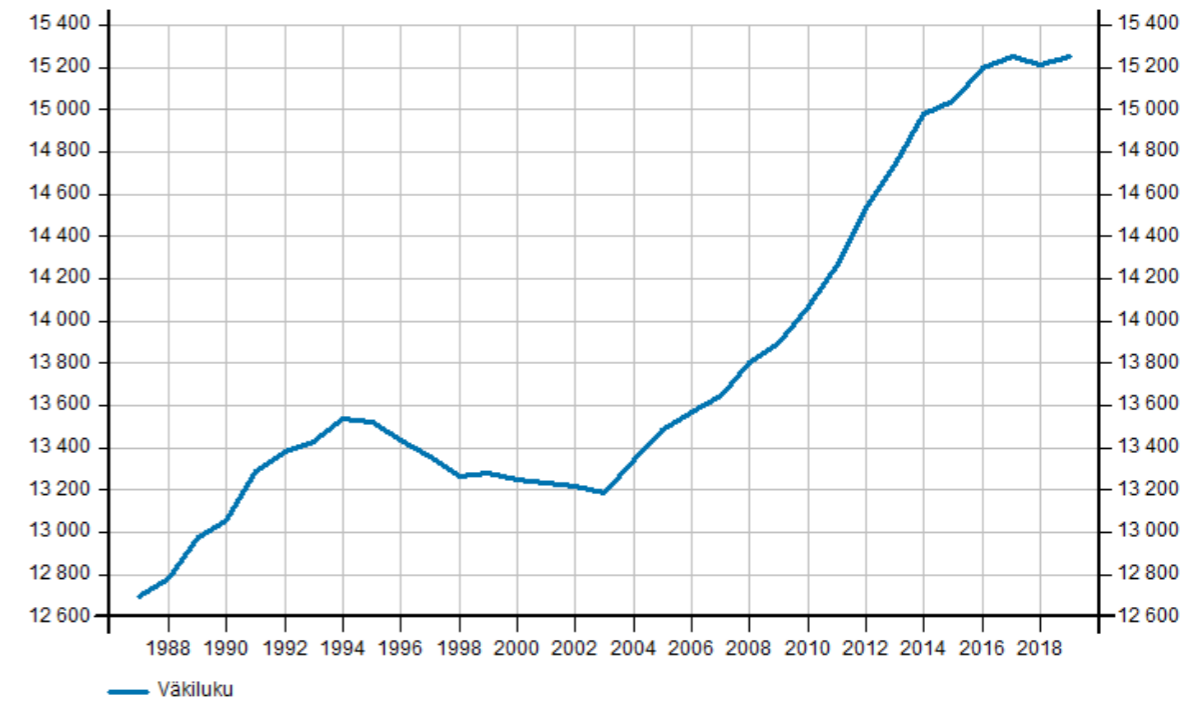
According to the questionnaire, the most important strategies for this municipality are zoning, (especially the plots for small-detached houses have been popular) in that municipality, immigration of students and specialists. Valkeakoski is also joining the Tampere zone ticket-system in public transportation. The branding efforts with the national housing fair (2009) coincide with the positive trend in population development.

3.3.6 YLIVIESKA



Image 15 Location of Ylivieska, Map Source: Pinterest, Vemaps

The town of Ylivieska is located in central part Ostrobothnia. Finland has 30-40 towns, which can be considered as “regional centres”; Ylivieska is one of them. According to the Finnish statistics, the population has been growing steady since the slight decline in population in 1994-2003.



Tilastokeskus

Graph 16 Population of Ylivieska 1988 - 2019, Source: Finnish Statistics, 2020

In 2010s only five towns had increasing population in Finland, Ylivieska was one of them. (Aro, Timo 2017) Nowadays Ylivieska is a regional center, providing services for over 76 000 people.

According to (Kunta Liitto 2019), Ylivieska has one of the highest Vitality Numbers among Finnish municipalities. Unemployment rate for that municipality is very low, 8, 2 %. (Municipality of Ylivieska 2019) Despite the fact that Finland will be facing a declining trend in population in the future, the municipality of Ylivieska is expected to grow until the year 2025.

The age structure of Ylivieska is balanced. About 75 % of labor is employed in services. The strategy of Ylivieska for 2019–2030 is titled “Ylivieska – the town of growth”. Ylivieska has a beneficial location by the crossroads of railway lines. The strategy considers good connections as the root cause for growth.

The good point of that town is a good rail connection. The municipality of Ylivieska has invested a lot in businesses. (Ylivieska's attraction factors, 2020) The strategy entrepreneurship as engines of positive development. (Ylivieskan strategia 2019 - 2030, 2019)

The strategy of Ylivieska aims at enabling at least 1000 new workplaces by 2030. In the activities, it highlights the importance of education and know-how. According to the SWOT analysis, the current strengths include traffic connections, Ylivieska's status as a regional centre, services, safety, population growth and the balanced age structure of population. (Ylivieskan strategia 2019 - 2030, 2019)

There were **two** answers to the questionnaire from Ylivieska:

Good brand - Ylivieska developed its role as a regional centre of retail since the 1980s. It is not so much a brand consciously developed by the city, but something that has arisen under the

influence of different factors. This municipality provides services also for many surrounding municipalities.

Immigration – There is no active strategy or policies related to immigration in Ylivieska.

Good connections - 3/4 of the residents live in the center of Ylivieska. The center is located at the junction of two main roads and a railway, which makes the location logistically advantageous.

Quality of environment - The center of Ylivieska is dense, but there are plenty of green areas around it. In many places, it is possible to access nature trails. The Kalajoki river flows through the town center, which forms a strong positive identity factor. The town planning of the city center aims to improve the accessibility of the riverbank and recreational factors. Ylivieska, as the rest of the region, has one of the cleanest tap waters.

Land use and planning - The goal of the land use is to offer commercial and industrial plots of various sizes, at least one multi-stored apartment building plot and 40 detached house plots each year. However, zoning targets are reviewed annually. Municipality supports entrepreneurship also through zoning.

Investments – There is constant active search for new investments in that area. The City Business Services are active in finding new business contacts and supporting the operations of start-ups. The companies themselves also approach the town with their contacts. This is likely influenced by Ylivieska's logistical location, current commercial vibrancy and image factors based on these.

Other policy – Major policy of the Ylivieska is supporting the survival and development of Ylivieska as a vibrant regional center for housing, culture and business.

Summary shows that the most important strategies for this municipality are good connections, investments, and supporting of the entrepreneurship. The centre of the municipality is located at the junction of two main roads and railway, which makes the location logistically beneficial and prosperous.

3.4 DISCUSSION

The respondents of the questionnaires were primarily decision-makers of the selected Estonian and Finnish municipalities. All responses were anonymous and clarified the importance and implementation of various strategies. The questionnaire was carried out in four different languages. There were 23 respondents from eight municipalities, from which two are Estonian municipalities and the six are Finnish ones. From Estonia, there were municipalities of Haapsalu and Jõhvi. However, from Finland there were municipalities of Närpio, Pedersöre, Porvoo, Sievi, Valkeakoski and Ylivieska.

The respondents estimated the importance of each proposed strategy with the scale from 0 to 4, In addition, the respondents were asked to describe the concrete activities carried out under each topic. The questionnaire proposed six alternative strategies, after which there was an opportunity to describe some other strategy which the respondent considered important for the growth of the municipality. The results of the questionnaire are presented in full in the Annex 1.

In general, the questionnaire provided insider views to the strategic development of the municipality. When evaluating the results, it is important to remember that the decision-makers may also disagree on the policies and strategies of the municipality, and the causalities related to population development are often difficult to prove.

In conclusion, there are plenty of similarities in the strategies of selected municipalities. In Finnish side they mainly result from the Finnish legislation (Kuntalaki 37 §) according to which a municipality needs to have a strategy, which takes into account seven aspects related to the core duties of municipalities.

In addition, the strategies of Finnish municipalities tend to highlight the uniqueness of local nature. This aspect appears to be so common that it is impossible to differentiate with it. When aiming at growth, there must be other strategies than beautiful nature to make it happen in reality. Examination of unique approaches and differences opens more perspectives that are interesting. Perhaps the SWOT analysis as a basic tool for strategy building could also be revised, so that it would render a more sharp-sighted overview of the present situation and the future prospects in the municipality.

It seems that municipal strategies themselves are more and more used as tools for marketing. This characterizes the strategy documents of Porvoo and Pälkäne (new strategy) for example.

In some municipalities has remained more formal document for internal use (Ylivieska), in some cases it may even emphasize the steering the working culture inside the municipality administration (Valkeakoski).

Furthermore, there is no exact answers on the question: if municipal strategies are in the process of turning from the tools for municipal decision-making into the tools of marketing and branding or is it about making the citizens interested and engaged with the strategy of their home municipality /town? However, if they are intended to guide the every-day decision-making in the municipality, they should be based on realistic analysis of current situation. In brief, the results of the analyses could be described as follows:

1. Haapsalu is a place of summer events; seaside town with successful recreational parks and public spaces.
2. Jõhvi is a place of good connections, with good educational opportunities, lively cultural life and good development dynamics.
3. Pedersöre is a small, rural and bilingual municipality with strong culture of entrepreneurship. It carries out strategic planning, but applies no such measures, which would explain the continuous population growth.
4. Närpio has an exceptionally strong brand from production of vegetables. Its strategy is unique in its relation to immigration: it is proud for the multicultural backgrounds of its residents and sees the immigrations as an asset to the municipal development.
5. Porvoo has multiple strengths: it is a regional center with unique history; it is located relatively close to Helsinki and has a strong brand as a town due to the quality of living environment, which it continues developing with success.
6. Sievi enjoys a good brand developed by local industry, which has also generated a period of growth. In its strategy, it seems to rely on industrial investments and new workplaces as and engine of growth, but presents no tools to respond to the recent decline in population.
7. Valkeakoski has responded to the decline of local paper industry and economy by policies, which seem to have turned the population development. These policies include zoning of attractive plots and active marketing of the municipality.
8. Ylivieska's growth appears to be based on its beneficial location in a railway transport junction, which has supported its development as a regional center of retail and businesses.. Municipal strategies seem to foster the natural growth successfully.



Image 16.. Finnish municipalities and Pälkäne. Similarities and differences in strategies. Source: Author, 2020

4 THE NEW STRATEGIES FOR PÄLKÄNE

When proposing the strategies, it is first necessary to critically examine, whether it is justified to name the population growth as the single future objective for the municipal strategy. As pointed out by Tintera, adapting to the general trend of depopulation could be a basis for strategic decisions, which could secure the well-being within the boundaries of municipality more effectively than unrealistic expectations.

The following evaluates, the applicability of the six proposed strategies in Pälkäne.

4.1.1 GOOD BRAND

= BRAND = Marketing is part of the current strategy of Pälkäne, which emphasizes developing of village identities. Similar objective can be found in the strategy of Pedesöre. However, there is no evidence that stronger village identities could generate growth. With declining population, the services of these villages will be reduced – for example, small schools need to be closed in Pälkäne in 2020.

In Närpiö and Sievi, the success of industry and its branding support the municipal brand. Porvoo's strong brand relies a.o. on the quality of environment and the medieval old town with landmark buildings and attractive riverside environment.

In the planning of physical environment branding could mean

1) Developing the urban spaces on the main streets of Onkkaala, and 2) planning of a new „facade“ for the municipality in the direction of road 12. Currently, part of the buildings facing the road direction are in poor shape.

In addition, passing by Pälkäne vehicles are usually going with the speed 80 km/h or more. At This speed nothing besides the open and inviting architecture is seen, nor details. (Gehl 2010, 44) A roundabout on the crossroads to Pälkäne would slow down the speed and could make dropping by opportunity that is more attractive.

4.1.2 IMMIGRATION

IMMIGR ⇒ ATION Supporting immigration would be a new and perhaps radical strategy in the municipality of Pälkäne. In Närpiö, there is a need for more labor and the immigration brings in more workforce. Närpiö is proud of its multicultural profile and the versatile backgrounds of its residents, announcing that the residents of Närpiö speak more than 30 languages as their mother tongue. As a phenomenon, large scale immigration might be a game changer in urbanization and the population development. However, specific policies would be needed to guide the immigration towards rural villages instead on main cities and suburbs around them. (Migrant crisis: Finland's case against immigration, 2015) Pälkäne would need to be able to provide new workplaces and apartments as well as introducing new municipal policies, which contribute to the creation of multicultural environment.

4.1.3 GOOD CONNECTIONS

CONNECTIONS

In Porvoo and Ylivieska, the connections and the traffic infrastructure have played an important role in the development of these towns. Also the current strategy of Pälkäne recognizes the potential of commuting from Pälkäne to Tampere direction.

In Pälkäne, this strategy could mean investing on more frequent bus connections to Tampere and the renewal of bus station with the better quality services. The neighbor town Valkeakoski plans to join the ticket system of Tampere public transportation.

4.1.4 QUALITY OF ENVIRONMENT

ENVIRONMENT As noted earlier in this Thesis, municipal strategies cannot rely on the beauty of nature.

The towns of Porvoo and Ylivieska have been successfully developing the quality of built environment. The centre of Pälkäne, Onkkaala, is significantly smaller. However, the attraction of historic layers of built environment is an opportunity also for Pälkäne. This could be applied in the Onkkaalantie, with the aim to revive the traditional features and the atmosphere of village road milieu, as described by Mäkinieniemi. This could also mean reclaiming of “human scale” in both street space dimensioning and in new construction. As indicated by (Gehl, 2010) urban environments with huge empty spaces where people are absent, are not experienced inviting.

Another opportunity to highlight historic layers of Pälkäne could be to activate the ruins of the medieval church, which already today is a popular venue for various types of events, such as weddings. Following the principles of the Valga town architect Jiri Tintera, a new strategy could aim at keeping the very core of Onkkaala livable and dynamic. No abandoned buildings should be accepted within this area.

4.1.5 LAND USE AND PLANNING

LAND USE As demonstrated by town of Valkeakoski, carefully considered zoning of single-family home plots, together with systematic branding, may have a major impact on the development of the entire municipality. This approach is included in the current strategy of Pälkäne.

The towns of Ylivieska and Porvoo are also doing excellent work with their land use policies, but the scale is urban, and these models cannot be applied in the scale of Pälkäne.

The shrinking town strategy, as described before, should also reflect in planning of land-use.

The development plan for Onkkaala, presented later in this Thesis, proposes how these ideas could be implementation in the Pälkäne centre.

4.1.6 INVESTMENTS

INVESTMENTS Industrial investments seem to have driven the growth especially in Sievi. However, it is difficult to point out a single municipal strategy or policy, which would contribute to the investments. The municipality can create opportunities for businesses, but this does not automatically attract any investors, especially when all municipalities welcome investments and new jobs. Pälkäne’s opportunities to invest on education are limited. However, it would be possible to take more active role in this field for example by offering free facilities for the university start-ups, with the aim of activating the abandoned buildings and attracting businesses to Pälkäne.

The type of space needed may no longer be industrial hall but rather a cozy building with a superb internet connection and no rental cost.

II PART

5 ANALYSIS OF PÄLKÄNE

5.1 LOCATION AND THE AREA

The center of the municipality of Pälkäne, Onkkaala, is located 37 km from Tampere, which means 30 minutes by car and 40 minutes by bus. The municipality is located by the main road 12, which connects the cities of Tampere and Lahti. The road was built around the 1970s. Before that, the main road lead through the Onkkaala centre.



Photo 5 View on Onkkaala street, Source: Author`s photo, 2020

739 km² is the area of the municipality, from which is $\frac{1}{5}$ or 178 km² is water. The nearest municipalities' neighbors are Hämeenlinna, Valkeakoski and Kangasala (About Pälkäne , 2018)

5.2 POPULATION

According to the (The decline in the birth rate is reflected in the population development of areas, 2019) the population of Pälkäne has been slightly, but constantly decreasing during the past 10 years. Starting from 2010, the population of Pälkäne was 6950, in 2015 it was nearly 6676. However, in the year 2020 it is 6435. Despite the merger with other municipality, the population of Pälkäne has been decreasing by more than 200 people every 5 years. The population is decreasing by a bit more than 200 people every 5 years.

According to (vitality Indicator, 2019) the Vitality Number is showing the level of prosperity of particular municipality among other municipalities. The number is combined from population factors, level of education, employment etc. Bad indication is negative number; however, Pälkäne has 11.75, which means that the well-being of municipality is not at the worst level.

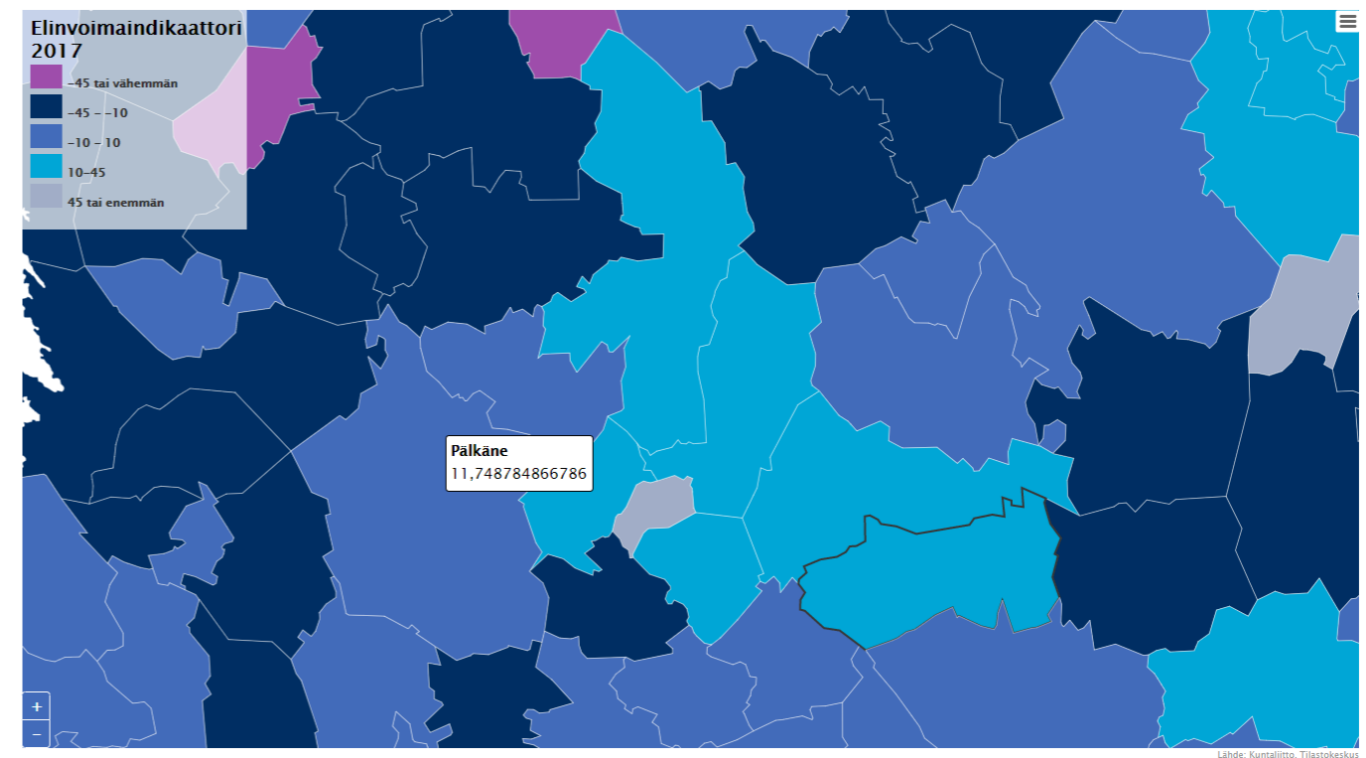


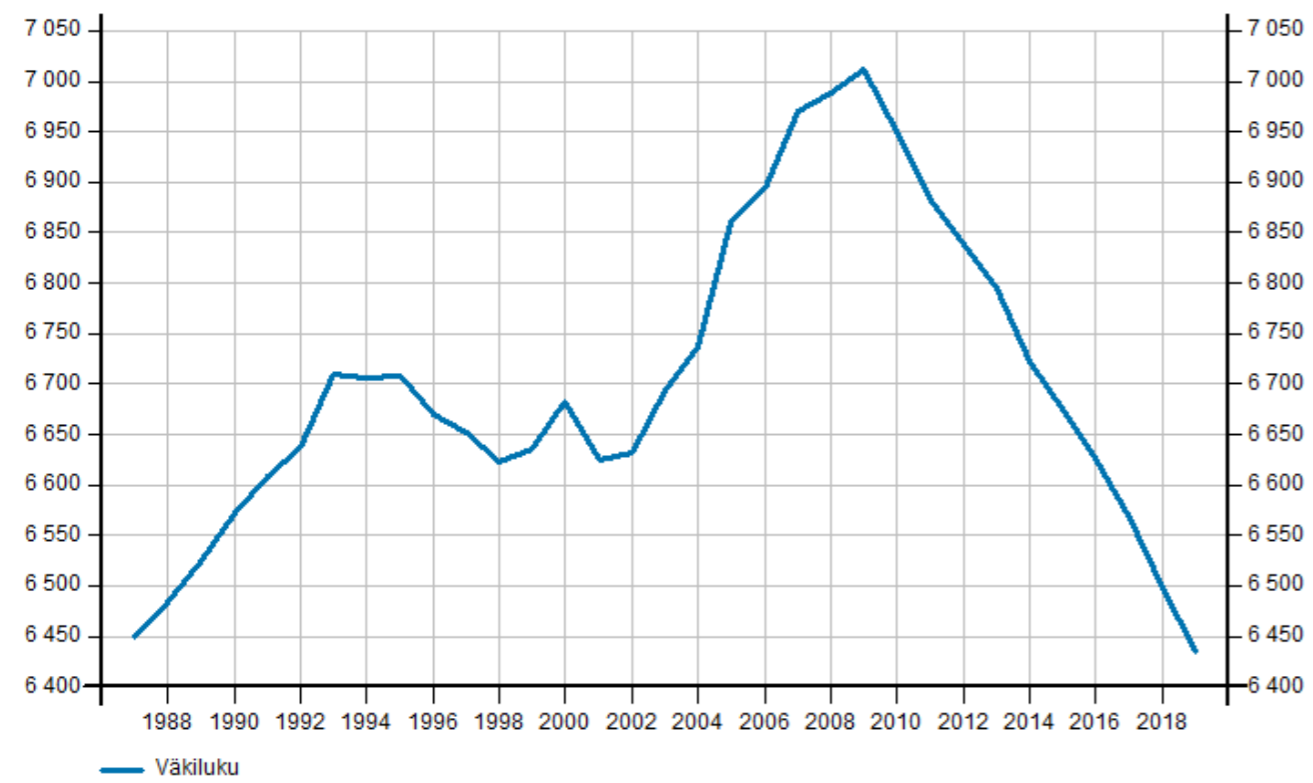
Image 17 Vitality number indicators, Source: Kunta Liito, 2019

As for statistics of the 31.12.2016 - the percent of people with age 65+ is superior to the age under

15:

Age 65+ is 27,9%

Age under 15 is 15,3% (About Pälkäne , 2018)



Tilastokeskus

Graph 17 Population of Pälkäne 1988 - 2019, Source: Finnish Statistics, 2020

6 PÄLKÄNE DEVELOPMENT PLAN

6.1 EXISTING SITUATION

6.1.1 SURROUNDINGS

The landscape of the Pälkäne has a lot of variation in topography, from the height of 119 meters to the 87 meters near the river and lakes. Here are two lakes - Pälkänevesi and Mallasvesi, which surround city the Onkkaala center and are connected by the Kostian river. The view opens after the hill Pikkulukko.

6.1.2 ZONES

The whole municipality area is located between two large lakes Mallasvesi and Pälkänevesi and the river Kostian River. Pälkäne could be divided by two parts according to their purposes into private and public. Therefore, public part would be divided into different zones:

- Administrative area
- Church area
- Sports area
- School area
- Central area



Image 18 Zones of Pälkäne, Source: Author, 2020

6.1.3 PRIVATE

The private sector includes the small houses all between the central area of Koulutie and the Kostian river area. It is also located between upper part of Onkkaalantie and the highway Tampere-Pätkäne-Lahti. Private area covers also the area between church market and the Mallasvesi lake.



Image 19 Zones of Pälkäne (Residential), Source: Author, 2020

6.1.4 PUBLIC

The public area is separated from each other and is not presenting the whole picture. All functions are made for cars, not for human scale. The central area between old municipality hall's buildings is presented as parking lots space. However, according to (Gehl, 2010) the public urban space should have more services happening on the human scale size, like open spaces for people on the building's first floors.

6.1.5 TRANSPORT

There are two main highways going through the Pälkäne's region – Tampere - Lahti highway and Onkkaala Street, speed limits over there are 80km/h, on Onkkaala street partly 40-50 km/h. The main road for car inside Pälkäne centre is Keskustie.



Image 20 Vehicles' roads, Source: Author, 2020

6.1.6 BICYCLE

The main route for bicycles is located among the main road of Pälkäne's centre – Keskustie. It starts from the „Entrance of Pälkäne“ from the Tampere – Lahti highway side and ends near the Kostian river's bridge.



Image 21 Bicycles' ways, Source: Author, 2020

6.1.7 PEDESTRIAN

Pedestrian ways are connecting all the important services, but are divided by roads in many places. These are mainly located across Keskustie, Onkkaalantie and Kehätie. There are several problems with pedestrian ways in the centre of the town. Some entrances of different services are open firstly for cars and secondly for pedestrians.



Image 22 Pedestrian ways, Source: Author, 2020

6.1.8 GREENERY

Pälkäne has a lot of greenery across the whole region. However, there is no park in the municipality, only left out occasional forests.



Image 23 Greenery, Source: Author, 2020

6.2 STRATEGIC PLAN

Developed area of Pälkäne's centre includes 540 249, 1 m²

There are 6647 m² of new-constructed buildings, from which residential buildings are 997 m² and generic 5650 m².



Image 24 Plan of Pälkäne, Source: Author, 2020

Four strategies of Pälkäne are in correlation with the new strategic plan of the municipality. These could be described as:

1. Adaptation: the Onkkaala center defines the core, according to the (Tintěra, 2019); empty and abandoned buildings in the centre of the municipality should be demolished.
2. Connections: the renewed and contemporary bus station is inviting. There are new bus stops created for more comfortable travelling between two municipalities.
3. Good quality of environment: Onkkaala street is now pedestrian-friendly, it is the extension of the centre, which connects Church of Pälkäne, new harbor, and central park with new Municipal Hall.
4. Education & investments: New business centre and offices located across Pälkäne: near Keskustie and in empty buildings of Onkkaala street.

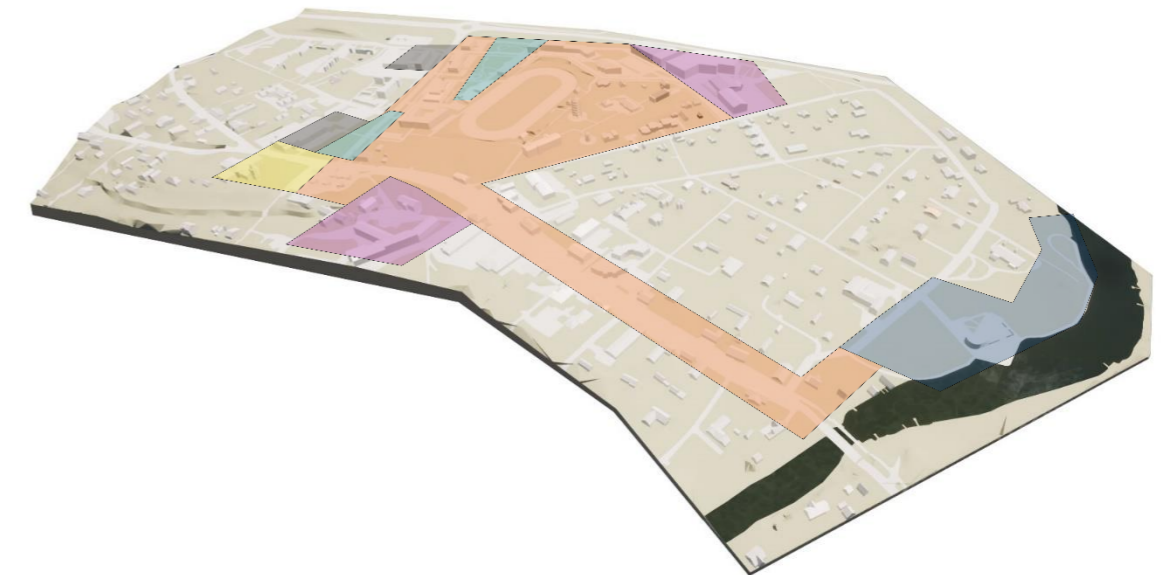


Image 25 New zones of Pälkäne, Source: Author, 2020

6.2.1 ZONES

New plan of Pälkäne consists of 6 total zones according to their purposes:

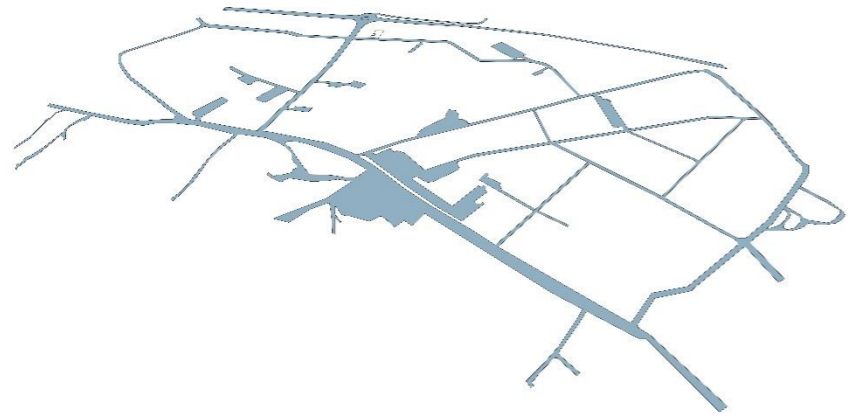
- Park area
- Church area
- School area
- Central area/services
- Grocery store area
- Harbor area

6.2.2 VEHICLES

New planning contains a few changes in highway turn to the Pälkäne. After the changes, it has new regulations in the form of roundabout. Moreover, there are changes in the direction of Kehätie street.

6.2.3 BICYCLE/PEDESTRIAN

All new roadways have bicycle ways near them. A few bicycle routes were added to the renewed harbor area near the river.



6.2.4 GREENERY

There are two new parks created, both are the centres of the central part of Pälkäne. New ways keep people distanced from vehicles, parking etc.

Image 26 Cars, Greenery and Pedestrian/Bicycle zones, Source: Author, 2020



6.2.5 SECTIONS

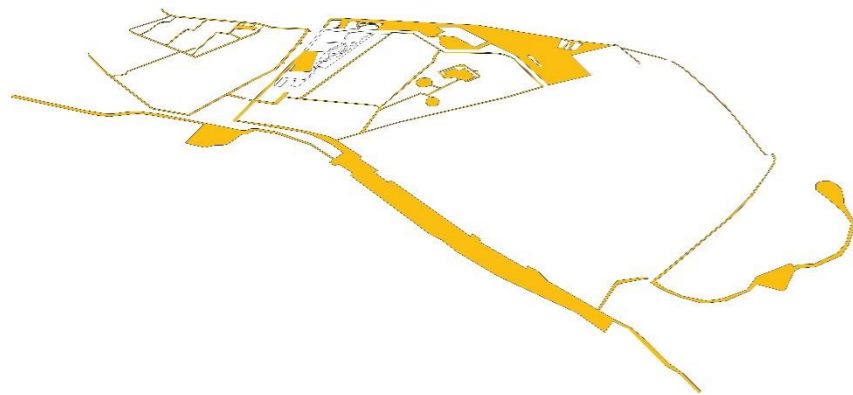




Image 27 Section of the Pälkäne's centre, Source: Author, 2020



Image 28 Section of Keskutie street, Source: Author, 2020

Image 29 Section of Onkkaalantie, Source: Author, 2020



Image 30 Section of Onkkaalantie, Source: Author, 2020



Image 31 Section of the Kostian River, Source: Author, 2020

TOWARDS NEW STRATEGIES

Benchmarks – the lessons learnt

This research has analyzed eight selected benchmark municipalities in Finland and Estonia to understand the reasons behind the growth in population, in order to apply this knowledge in the case of Pälkäne, which has named population growth as the main objective in its current strategy. Special focus of the research has been on successful strategies, which selected municipalities have been implementing and their possible adoption in other municipalities across Finland and Estonia.

The analysis of eight municipalities shows that they find themselves in very different kind of situations, although there are many concerns that they share.

The key factors for success, according to the decision-makers who responded the questionnaires, are as follows:

1. Pedersöre - Education and businesses;
2. Närpio - Immigration, investments and their policy of supporting self-employed people;
3. Sievi - Investments and good connections;
4. Valkeakoski - Zoning of small-detached houses, immigration of students and commuting;
5. Ylivieska - Support of the entrepreneurships, investments and railway junction;
6. Porvoo - Quality of the environment, merger of old and new and good connections;
7. Jöhvi - Cultural life, good connections and education;
8. Haapsalu - Quality of the environment, Good brand in the face of popular near sea pedestrian way and beach.

In the responses, certain focus areas, such as education and investments, are repeated. However, the municipalities find themselves in very different kinds of situations. Some reasons highlighted in the questionnaire, such as historic environments or infrastructure (connections) cannot be created by municipal strategies. It is not possible to point out a single reason or strategy for the population growth in the selected municipalities. In most cases, the strategic decisions of the municipalities do not seem to generate the growth but may contribute to the positive development.

Proposing a new strategy: Four points of Pälkäne

Strategic points of Pälkäne were structured in six elements according to the book "Eight Elements of Successful Image of Regions" by M. Sotarauta and N. Mustikkamäki and questionnaire results.

The future strategy of Pälkäne, "Four points of Pälkäne" could consist of four strategies:

- Adaptation: applying the shrinking town strategy in the Onkkaala center
- Connections: Attractive commuting to Tampere
- Good quality of environment: highlighting the layers of history
- Education & investments: Attracting (university) start-ups and knowledge-intensive businesses to Pälkäne.

A cross-cutting theme could be developing the brand, which appears to be one cornerstone of competitiveness.

Applicability of results in other towns and municipalities

Based on this analysis, it seems that it would be wise to consider carefully the functions of the municipal strategy during the preparation work. Certain contents may be defined by legislation, but the success of a strategy may be also simply measured by its capacity to direct activities towards the commonly accepted goals. It may be wise to use separate tools and materials for marketing and strategic planning.

SWOT analysis should be developed as a tool to produce realistic overviews which can highlight the specific features of each municipality and produce analyses which provide a solid foundation for strategy work.

It seems that good models of strategies and policies for towns and municipalities can be found in both Finland and Estonia. However, it is difficult to verify their direct and indirect impact on population. Furthermore, the municipal strategies may not be powerful enough to turn the megatrend of urbanization, but also clear indications of success can be found when analyzing towns and municipalities which have been active and systematic in their endeavors

ARUTELU

Analüüsi tulemused

Käesolevas uurimistöös on analüüsitud Soome ja Eesti omavalitsused, nende kontrastsete demograafiliste olukordadega, et mõista rahvaarvu kasvamise mehhanisme omavalitsustes ja käsitleda saadud teadmisi Pälkäne valla planeerimisprojekti. Uurimistööl on keskendunud edukatele strateegiatele, mida konkreetsed omavalitsused on rakendanud juba aastaid, ning nende võimalikele kohanemistele teistes omavalitsustes üle Soome ja Eesti. Küsimustik Eesti ja Soome omavalitsustel oli peamiseks vahendiks strateegiate väljatöötamisel. Küsimustikule vastas 8 omavalitsust: Soomes kuus - Närpio, Pedersöre, Sievi, Ylivieska, Valkeakoski, Porvoo ja kaks Eestis - Jõhvi ja Haapsalu.

Küsimustikele vastanud spetsialistide sõnul on edu võtmetegurid järgmised:

1. Pedersöre - haridus ja ettevõtted;
2. Närpio - sisseränne, investeeringud ja ettevõtjate toetamispoliitika;
3. Sievi - investeeringud ja head ühendused;
4. Valkeakoski - väikeelamute tsoneerimine, õpilaste sisseränne ja pendelränne;
5. Ylivieska - ettevõtluse, investeeringute ja raudtee ristmiku toetus;
6. Porvoo - keskkonna kvaliteet, vana ja uue ühendamine ning head ühendused;
7. Jõhvi - kultuurielu, head ühendused ja haridus;
8. Haapsalu - keskkonnakvaliteet, hea kaubamärk, jalakäijate promenaad ranna kõrval.

Vastustes korratakse teatavaid fookusvaldkondi, näiteks haridus ja investeeringud. Mõningaid küsimustikus esile toodud põhjuseid, näiteks ajaloolist keskkonda või infrastruktuuri (ühendusi), ei

saa omavalitsusstrateegiate abil luua. Enamikul juhtudel ei näi omavalitsuste strateegilised otsused kasvu loovat, kuid need võivad positiivsele arengule kaasa aidata.

Uue strateegia ettepanek: Pälkäne neli punkti

Pälkäne strateegilised punktid olid jaotatud kuueks elemendiks vastavalt M. Sotarauta ja N. Mustikkamäki raamatule „Piirkondade eduka pildi kaheksa elementi“ ja küsimustiku tulemustele. Need on hea bränd, sisseränne, head ühendused, keskkonna kvaliteet, maakasutus ja planeerimine ning investeeringud. Seega, lähtudes teiste omavalitsuste strateegilisest mõttest ja Pälkäne enda plaanist, Pälkäne tuleviku pilt on hea brändi nimi kasutus:

Pälkäne = 4 punkti = 4 strateegiat:

- Hes ühendus Tampere linnaga nagu eluviis (head ühendused)
- Onkkaala tänava ajalooline minevik tulevikku (hea kaubamärk)
- Sisseränne kui kasvava ravaarvu näitaja (sisseränne)
- Tampere ülikooli tudengite asutused Pälkäne (investeeringud)

Tulemuste rakendatavus teistes linnades ja valdades

On raske tulla järeldusele, mis strateegia võiks olla samasugusena erinevate omavalitsuste jaoks. Hoolimata asjaolust, et mõne „eduka loo“ omavalitsuste ja nende rahvastiku kasvu vahel on sarnasusi, paljude omavalitsuste lähenemisviisid on erinevad. On kohti, nagu Närpio oma sisserändepoliitikaga, Pedersöre oma haridusstrateegiatega, kuid Jõhvi jaoks, samad haridusstrateegiad on puudu, seda saaks rakendada ainult Pedersöres.

Lisaks peaks Jiri Tintera uuringute järgi kahaneva omavalitsuse taaselustamise protsessis seisma linna keskuse tihendamine. Tühjad ehitised tuleks lammutada, et rajada selles kohas elavatele inimestele uus kvaliteetkeskkond.

Tulevased uuringud on vajalikud „omavalitsuste strateegiate“ teemade uurimiseks.

Samuti on oluline rõhutada, et väljaspool kasvavaid keskusi kahanevate omavalitsuste suurem osa kahaneb rahvastiku vähenemise tõttu globaalse linnastumise suundumuse tõttu, muutes omavalitsused seetõttu võimetuks. Siiski tuleks arvestada samal tasemel rahvastikustrateegiatega.

Lisaks võiksid omavalitsused mõista, et peamisi rahvastikuga seotud suundumusi (rahvastiku vähenemise prognoos, inimeste vananemine, linnastumine) ei saa omavalitsuste otsustega muuta. Edulood tõestavad, et omavalitsuste strateegiad võivad midagi muuta, kuid sama oluline on olukorraga kohanemine.

Lisaks tuleks selgitada iga strateegia funktsiooni. See visioon võib muuta tuleviku optimistlikuks, kuid strateegilised suunad peaksid ikkagi lähtuma tegelikkusest. Turundusvahendid tuleks eraldada strateegiast, mille eesmärk on suunata omavalitsuste igapäevaseid otsuseid. Strateegia peaks siiski olema suunatud arengu suunamisele tulevikuvisioni suunas: neid ei tohiks lahti ühendada.

LITERATURE

- Retrieved 05 24, 2020, from Statistical Database's Frontpage: <https://www.stat.ee/database>
- About Pälkäne*. (2018). Retrieved 05 04, 2020, from Municipality of Pälkäne: <https://www.palkane.fi/municipality-and-administration/about-palkane>
- Aro, T. (2015, 03 20). *Muuttoliike ja kaupungistuminen*. Retrieved 04 27, 2020, from Slideshare.
- Aro, T. (2017). *Seutukaupunkien kasvun osatekijöiden tilastoanalyysi*. Retrieved 09 05, 2020
- Dalsgaard, A. (Director). (2012). *The Human Scale* [Motion Picture].
- Daytrip from Tallinn to Haapsalu*. (2018, 05 24). Retrieved 05 02, 2020, from Visit Tallinn : <https://www.visittallinn.ee/eng/visitor/discover/blog/daytrip-from-tallinn-to-haapsalu>
- Department of Economic and Social Affairs*. (2018, 05 16). Retrieved 04 24, 2020, from United Nations : <https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html>
- Developments and Forecasts on Continuing Urbanisation*. (2020). Retrieved 04 29, 2020, from European Commission: https://ec.europa.eu/knowledge4policy/foresight/topic/continuing-urbanisation/developments-and-forecasts-on-continuing-urbanisation_en
- ELINKEINOPALVELUT*. (2020). Retrieved 05 04, 2020, from Municipality of Sievi : <https://www.sievi.fi/elinkeinopalvelut>
- Estonia Population 2020 (Live)*. (2020). Retrieved 04 30, 2020, from World Population Review : <https://worldpopulationreview.com/countries/estonia-population/>
- Faster than expected differentiation divides Finnish municipalities*. (2020, 02 20). Retrieved 05 06, 2020, from Finnish Government: https://valtioneuvosto.fi/en/article/-/asset_publisher/10623/odotettua-nopeampi-eriytymiskehitys-jakaa-suomen-kuntia
- Finland Population 2020 (Live)*. (2020). Retrieved 05 07, 2020, from World Population Review : <https://worldpopulationreview.com/countries/finland-population/>
- Finland Statistics. (2019, 09 30). *The decline in the birth rate is reflected in the population development of areas*. Retrieved 04 30, 2020, from https://www.stat.fi/til/vaenn/2019/vaenn_2019_2019-09-30_tie_001_en.html
- Finland: Urbanization from 2008 to 2018*. (2020, 01 27). Retrieved 05 04, 2020, from Statista Fi : <https://www.statista.com/statistics/455824/urbanization-in-finland/>
- Finland's flight from the country*. (2014, 12 04). Retrieved 05 06, 2020, from YLE FI: https://yle.fi/uutiset/osasto/news/flight_from_the_country_how_finland_moved_from_rural_areas_to_the_cities/7677896
- Future Population Growth*. (2014). Retrieved 04 29, 2020, from Our World in Data : <https://ourworldindata.org/future-population-growth#global-population-growth>
- Gehl, J. (2010). *Cities for People*. Washington: Islnd Press.
- GUIDING PRINCIPLES FOR A QUALITY SPATIAL ENVIRONMENT*. (2020, 02 25). Retrieved 05 06, 2020, from Ministry of Culture : https://www.kul.ee/sites/kulminn/files/guiding_principles_for_a_quality_spatial_environment.pdf
- Haapsalu linnavalitsus. (2018). *HAASALU LINNA ARENGUKAVA*. Retrieved 05 26, 2020, from https://www.haapsalu.ee/documents/377464/26081923/HaapsaluLVK_2019_m57_lisa1+%282%29.pdf/102813dd-0d8f-4eb0-b70b-1554bbc222f1
- Heikkilä, E. (2002). *History and future lines of urbanization process in Finland*. Dortmund: Siirtolaisuusinstituutti Institute of Migration.
- How America's shrinking cities can 'rightsized'*. (2020, 02 13). Retrieved 04 30, 2020, from The Guardian : <https://www.theguardian.com/us-news/2020/feb/13/us-shrinking-cities-rightsized>
- How Some Shrinking Cities Are Still Prospering*. (2019, 06 12). Retrieved 05 02, 2020, from City Lab: <https://www.citylab.com/life/2019/06/shrinking-cities-map-jobs-income-data-economic-inequality/591586/>
- Kaupunkistrategia*. (2018, 05 21). Retrieved 05 04, 2020, from Municipality of Valkeakoski: http://www.valkeakoski.fi/files/attachments/julkaisut/hake/valkeakosken_kaupunkistrategia_kv_21_5_2018.pdf
- Laar, M. (2002). *Drugaya Estonia: vozrozhdenye nezavysimosty Estonyi 1986-1991*. Tallinn: SE&JS. Retrieved 04 26, 2020
- Linnad ja linnastumine*. (2001, 02 14). Retrieved 04 29, 2020, from Estonica: http://www.estonica.org/et/%C3%9Chiskond/Asustus/Linnad_ja_linnastumine/
- Linnastumine*. (216, 11 10). Retrieved 04 29, 2020, from Maailma kool MONDO: <https://maailmakool.ee/linnastumine/>
- Mäkinen, K. (2012). *POHJOIS-POHJANMAAN KIRKONKYLIEN*. Oulu: Erweko Oy. Retrieved 05 01, 2020

- Migrant crisis: Finland's case against immigration.* (2015, 09 09). Retrieved 05 03, 2020, from BBC News: <https://www.bbc.com/news/world-europe-34185297>
- Migration data in Europe.* (2020, 23 03). Retrieved 04 28, 2020, from Migration data Portal: <https://migrationdataportal.org/regional-data-overview/europe>
- Mohammad Dastbaz, W. N. (2018). *Smart Futures, Challenges of Urbanisation, and Social Sustainability.* UK, the Netherlands, Germany: Springer. Retrieved 04 25, 2020
- Municipality of Jöhvi. (2020). *JÖHVI VALLA ARENGUKAVA 2020 – 2025.* Retrieved 05 26, 2020, from <https://www.johvi.ee/arengukavad>
- Municipality of Pälkäne. (2013). *PÄLKÄNEEN KUNNAN STRATEGIA.* Retrieved 05 25, 2020, from palkane.fi/municipality-and-administration/strategy-and-vision
- Narasaiah, M. (2003). *Urbanisation and Cities.* New Delhi: Discovery Publishing House. Retrieved 04 25, 2020
- NÄRPIÖN KAUPUNGIN STRATEGIA.* (2019, 05 27). Retrieved 05 02, 2020, from Närpio Municipality: <https://www.narpes.fi/file/37663/download?token=kreVbTSC>
- Nykyinen yhdyskuntakehitys.* (2012, 3 9). Retrieved 05 06, 2020, from Oy Pietarsaarensudun: <https://www.concordia.jakobstad.fi/assets/Uploads/Nykyinen-yhdyskuntakehitys-Pietarsaarensudulla.pdf>
- Pälkäne 2028. Tuhat uutta tapaa elää.* (n.d.). Retrieved 06 2020, 20, from Municipality of Pälkäne: palkane.fi
- Pälkäneen historia.* (2019). Retrieved 04 23, 2020, from Pälkäne municipality: <https://www.palkane.fi/kunta-ja-hallinto/tietoa-palkaneesta/palkaneen-historia>
- Pedersöre info.* (2020, 01). Retrieved 05 06, 2020, from Municipality of Pedersöre.
- Population projection until 2080, 2020 - 2080.* (2019, 06 20). Retrieved 04 30, 2020, from Statistical database update: https://www.stat.ee/sdb-update?db_update_id=22284
- Porvoo.* (2019). Retrieved 05 06, 2020, from Municipality of Porvoo: <https://www.porvoo.fi/kestava-kehitys-kouluissa#845d8fca>
- Projected Population Change in European Countries, 2017 to 2050.* (2017, 11 22). Retrieved 04 29, 2020, from Facts Maps: <http://factsmaps.com/projected-population-change-european-countries-2017-2050/>
- Rahandusministerium. (2017). *Haldusreform 2017.* Retrieved 05 09, 2020, from <https://haldusreform.fin.ee/static/sites/3/2018/07/haldusreform-2017.pdf>
- Sotarauta, M. (2001). *Alueiden kilpailukyvyn kahdeksan elementtiä.* Tampere: Suomen Kuntaliitto.
- Sterling, L. S. (2009). *The Art of Agent-Oriented Modeling.* London: The MIT Press.
- Strategiat ja ohjelmat.* (2012, 12 4). Retrieved 04 25, 2020, from Municipality of Pälkäne: https://www.palkane.fi/images/kunta-ja-hallinto/strategiat-ja-ohjelmat/Maank%C3%A4yt%C3%B6n%20kehityskuva_rantaraitti_2025.pdf
- Suikkari, R. (2020, 03 12). *Ylivieskan seutukaupungin haasteita. Presentation material.* Retrieved 05 09, 2020
- Suomessa väki keskittyy taajamiin.* (2011, 12 16). Retrieved 05 01, 2020, from Finnish Statistics: https://www.stat.fi/tup/vl2010/art_2011-12-16_001.html
- Syssner, J. (2020). *Pathways to Demographic Adaptation. Perspectives on Policy and Planning in Depopulating Areas in Northern Europe.* Norrköping: Springer.
- The Church of St. Michael at Pälkäne.* (2020). Retrieved 04 30, 2020, from Rauniokirkko Fi: <https://rauniokirkko.fi/english/>
- The decline in the birth rate is reflected in the population development of areas.* (2019, 09 30). Retrieved 03 05, 2020, from Finnish Statistics: https://www.stat.fi/til/vaenn/2019/vaenn_2019_2019-09-30_tie_001_en.html
- The strategy of Pälkäne municipality 2018-2028.* (2018, 05 03). Retrieved 04 30, 2020, from Municipality of Pälkäne: https://www.palkane.fi/images/kunta-ja-hallinto/strategiat-ja-ohjelmat/P%C3%A4lk%C3%A4ne_strategia_2028.pdf
- Tintera, J. (Performer). (2018). *Välkloeng: Kahanev linn, atraktiivne linnaruum.*
- Tintëra, J. (2019, 12 05). *PhD Thesis Defence: "Urban Regeneration Strategies for Shrinking Post-Soviet European Communities: A Case Study of Valga, Estonia".* Retrieved 05 06, 2020, from <https://www.ttu.ee/news/events/research-32/phd-defences/phd-thesis-defence-8/:file:///C:/Users/AnastassiaJ/Downloads/13442ce67efc44df906c4e45bb5b06e1.pdf>
- Vanhat painetut kartat.* (2020). Retrieved 04 25, 2020, from Maanmittauslaitos: <http://vanhatpainetutkartat.maanmittauslaitos.fi/>
- Visit Pälkäne. (2020). *History and Culture.* Retrieved 04 26, 2020, from <https://visitpalkane.fi/see-and-do/history-and-culture>
- vitality Indicator.* (2019, 03 26). Retrieved 05 09, 2020, from Kunta Liitto: <https://www.kuntaliitto.fi/tilastot-ja-julkaisut/elinvoimaindikaattori>
- World Population Prospects 2019.* (2019). Retrieved 04 27, 2020, from United Nations: https://population.un.org/wpp/Publications/Files/WPP2019_Highlights.pdf
- Ylivieskan strategia 2 0 1 9 - 2 0 3 0.* (2019). Retrieved 05 09, 2020, from Municipality of Ylivieska.

Ylivieska's attraction factors. (2020). Retrieved 05 05, 2020, from YTEK: <https://ytek.fi/palvelut/tuoyrityksesi-ylivieskaan/>

LIST OF GRAPHS

Graph 1 Prognoses on global population, Source: United Nations, 2019	18
Graph 2 Population of Estonia 2000 - 2020 on 1 January, Source: Estonian Statistics, 2020	20
Graph 3 Population of Tallinn and Tartu 2010 - 2020, Source: Estonian Statistics, 2020	20
Graph 4 Population of Pärnu 2010 – 2020, Source: Estonian Statistics, 2020	21
Graph 5 Population of Jõhvi 2010 - 2020, Source: Estonian Statistics, 2020	21
Graph 6 Population of Finland 2000 – 2019 on 31 December, Source: Finnish Statistics, 2020	22
Graph 7 Prospect on Population of Estonia 2020 – 2100, Eurostat, 2019	24
Graph 8 Prospect on future population of Finland, Souce: Eurostat, 2019	25
Graph 9 Population of Haapsalu 2016 - 2020, Source: Estonian Statistics, 2020	34
Graph 10 Population of Jõhvi 2016 - 2020, Source: Estonian Statistics, 2020	36
Graph 11 Population of Närpio 1988 - 2019, Source: Finnish Statistics, 2020	38
Graph 12 Population of Pedersöre 1988 - 2020, Source: Finnish Statistics, 2020	40
Graph 13 Population of Porvoo 1988 - 2019, Source: Finnish Statistics, 2020	41
Graph 14 Population of Sievi 1988 - 2019, Source: Finnish Statistics, 2020	43
Graph 15 Population of Valkeakoski 1988 - 2019, Source: Finnish Statistics, 2020	44
Graph 16 Population of Ylivieska 1988 - 2019, Source: Finnish Statistics, 2020	45
Graph 17 Population of Pälkäne 1988 - 2019, Source: Finnish Statistics, 2020	53

LIST OF IMAGES

Image 1 Size of Tallinn in different ages before and after urbanization, Source: Digar	18
Image 2 Estonian municipalities with decreasing and increasing population, Source: Estonian Statistics, 2020	21
Image 3 Finnish municipalities with decreasing and increasing population, Finnish Statistics, 2020	23
Image 4 Prospect on European population 2050, Source: Facts Maps, 2017	24
Image 5 Drawing of a church from 1892, Source: Kuva Kokoelmat	28
Image 6 Eight elements of competitiveness of regions. (Translated by the author) Sotarauta, 2001	33
Image 7 Location of Haapsalu, Map Source: Eesti Metsameister	34
Image 8 Location of Jõhvi, Map Source: Eesti Metsameister	35
Image 9 Jõhvi, Haapsalu and Pälkäne similarities and differences in strategies, 2020	37
Image 10 Location of Närpio, Map Source: Pinterest, Vemaps	38
Image 11 Location of Pedersöre, Map Source: Pinterest, Vemaps	39
Image 12 Location of Porvoo, Map Source: Pinterest, Vemaps	41
Image 13 Location of Sievi, Map Source: Pinterest, Vemaps	42
Image 14 Location of Valkeakoski, Map Source: Pinterest, Vemaps	44
Image 15 Location of Ylivieska, Map Source: Pinterest, Vemaps	45
Image 16 .. Finnish municipalities and Pälkäne. Similarities and differences in strategies. Source: Author, 2020	48
Image 17 Vitality number indicators, Source: Kunta Liito, 2019	52
Image 18 Zones of Pälkäne, Source: Author, 2020	54
Image 19 Zones of Pälkäne (Residential), Source: Author, 2020	55
Image 20 Vehicles' roads, Source: Author, 2020	55
Image 21 Bicycles' ways, Source: Author, 2020	56
Image 22 Pedestrian ways, Source: Author, 2020	56
Image 23 Greenery, Source: Author, 2020	57
Image 24 Plan of Pälkäne, Source: Author, 2020	57
Image 25 New zones of Pälkäne, Source: Author, 2020	58
Image 26 Cars, Greenery and Pedestrian/Bicycle zones, Source: Author, 2020	59
Image 27 Section of the Pälkäne's centre, Source: Author, 2020	60
Image 28 Section of Keskutie street, Source: Author, 2020	61
Image 29 Section of Onkkaalantie, Source: Author, 2020	61
Image 30 Section of Onkkaalantie, Source: Author, 2020	62
Image 31 Section of the Kostian River, Source: Author, 2020	62

LIST OF MAPS

Map 1 Pälkäne in the year 1716, Source: Expo Oscapps	27
Map 2 Pälkäne in the year 1855, Source: Expo Oscapps	27
Map 3 Drawing of Pälkäne in 1867, Source: Kuva Kokoelmat	28
Map 4 Pälkäne 1956, Source: Vanhat Painetut Kartat	29
Map 5 Pälkäne 1964, Source: Vanhat Painetut Kartat	30
Map 6 Pälkäne 1975, Source: Vanhat Painetut Kartat	30
Map 7 Pälkäne 1998, Source: Vanhat Painetut Kartat	30

LIST OF PHOTOS

Photo 1 Battle in Pälkäne 1713, Source: Expo Oscapps	26
Photo 2 Pälkäne from 1893, Source: Kuva Kokoelmat	28
Photo 3 New Pälkäne Church, 1900 - 1920, Source: Kuva Kokoelmat	29
Photo 4 Pälkäne 1900 - 1917, Kuva Kokoelmat	29
Photo 6 View on Onkkaala street, Source: Author`s photo, 2020	52

ANNEX 1

FINNISH MUNICIPALITIES			
MUNICIPALITY	STRATEGY	SCORE	EXPLANATION
Haapsalu	GOOD BRAND	4	Diversification of leisure opportunities
	IMMIGRATION	3	The city's development plan, in the preparation of which the public is involved
	GOOD CONNECTIONS	3	Good public transport connections to the capital. Public transport management. We are also waiting for the train to get even better.
	QUALITY OF ENVIRONMENT	4	Beautiful location by the sea

	LAND USE AND PLANNING	3	Detailed plans for the development of residential areas have been prepared and implemented.
	INVESTMENTS	4	Has applied for grants and also contributed, for example, the development of the Haapsalu Episcopal Castle, the construction of sports buildings. Development of industrial areas in Haapsalu and Uuemõisa.
	OTHER POLICY/STRATEGY	3	Make the most of all funding opportunities. Keep the urban environment clean and attractive. Additional funding has been requested from all kinds of support funds. City Maintenance Ltd. has been established.
Haapsalu	GOOD BRAND	4	As Haapsalu is a summer town, the best advertising has been summer events.
	IMMIGRATION	2	Schools, kindergartens, social services, general well-being and the environment are priorities.

	GOOD CONNECTIONS	1	We are working to restore the Riisipere-Rohuküla railway section
	QUALITY OF ENVIRONMENT	4	Develops a green and artificial environment
	LAND USE AND PLANNING	1	I don't know what you mean by zoning. The city has developed a residential quarter in Paralepa and sold real estate with communications. It is now developing a residential quarter. The city does not have much attractive land and the state does not give up its own.
	INVESTMENTS	4	2 development of communications in the industrial area in 2019, cleaning of water areas in ports, construction of Puise port, repair and reconstruction of roads, installation of street lighting.
	OTHER POLICY/STRATEGY	4	Slogan: Haapsalu is good! The city tries to do as much as it can to make Haapsalu good. The priority is education. Kindergartens have all been reconstructed, a new house is being built from the schools to the basic school, the reconstruction of the primary school is as follows. For small / medium-sized municipalities, these are very big financial efforts.

	GOOD BRAND	3	Functional cultural events, pleasant urban environment - good order.
	IMMIGRATION	1	Attracted to check in, very does not work.
Haapsalu	GOOD CONNECTIONS	1	Does not change location, only Hiiumaa transit passes, connection with Tallinn is good, we do everything to restore railway transport with Tallinn
	QUALITY OF ENVIRONMENT	4	Developed, arranged public green areas, created an opportunity for pedestrians to pass through the entire beach area, in city parks we have created activities for families with small children, possible information stands for tourists (history), created pleasant rest areas, public park benches - everyone has the opportunity to buy a bench in Haapsalu.
	LAND USE AND PLANNING	2	As Haapsalu is an attractive summer residence, real estate in the Old Town is included in the price, practically all the dilapidated real estate houses have been renovated and are in use today. Real estate prices in the Old Town are high, developments are not located in the Old Town, and thus the residents of Haapsalu still acquire real estate at the edge of the settlement. The developments are rather

			popular with holidaymakers in sparsely populated areas and by the sea in the territory of the former Ridala municipality.
	INVESTMENTS	1	The municipality has very little chance in this regard. We are ready to plan the forest area in the city as production land. So far there have been no interested people.
Jõhvi	GOOD BRAND	3	Directly through so-called soft activities (annual events such as the Ballet Festival, the use of the slogans "Jõhvi, a place for pleasant meetings" and logo logos). Indirectly through infrastructure investments (reconstruction of roads and streets, school buildings, kindergartens).
	IMMIGRATION	2	There is no one-minute strategy to support direct immigration. Immigration is primarily supported by job creation.
	GOOD CONNECTIONS	3	Many infrastructure investments have been made within the municipality. For example, improving the accessibility of the railway station (new road, light traffic roads, parking lots at the railway station). Accessibility to the bus station has been improved (new light roads, parking spaces). It is hoped that funds will be found in the future to upgrade the airport.

	QUALITY OF ENVIRONMENT	3	Improving the quality of the environment is being pursued. The municipality applies for money from various funds to eliminate hazardous waste, organize waste collection rounds, and arrange protected parks. The municipality also plans to allocate budget funds and project grants for the construction of light traffic roads leading to recreation centers or the seashore.
	LAND USE AND PLANNING	3	The municipality is a partner and supports the activities of the Ida-Virumaa Industrial Areas Development Foundation, the aim of which is, among other things, the development and sale of production and business land equipped with infrastructure in Jõhvi.
	INVESTMENTS	3	The municipality has attracted investments that indirectly contribute to job creation (especially infrastructure). The Ida-Virumaa Industrial Areas Development Foundation, in which the municipality is a shareholder, has more directly involved in job creation.
	OTHER POLICY/STRATEGY	2	Cooperation is established with neighboring municipalities in the development of development plans and project applications. Cooperation is also established with twinned municipalities abroad. However, the number of effective cooperation projects with the latter is relatively small.
Jõhvi	GOOD BRAND	3	In an effort to differentiate itself from the rest of the county's cities, which are predominantly industrial cities. Much has been invested in culture and education. Open communication and many contacts with the rest of Estonia and the rest of the world.

	IMMIGRATION	2	There is no comprehensive strategy (incl. Strategy document), but there are individual grants or motivation packages - for example, additional support for a teacher starting work at a school. To a small extent, also the provision of rent-free housing for specialists working in the city.
	GOOD CONNECTIONS	3	The advantage stems from the historical geographical location, the city itself has not had to put much effort. At the same time, transport connections can be further improved, they are more dependent on public investment decisions and are being lobbied for.
	QUALITY OF ENVIRONMENT	4	Numerous development projects for the quality of both artificial and natural environments have been implemented and efforts have been made to make maximum use of support funds (because the independent investment capacity of Estonian local governments is extremely small). The city's public and private investments have also been attracted, which have mainly promoted the built environment.
	LAND USE AND PLANNING	2	In certain periods, the city has also been active in drawing up own-initiative plans, which have regulated land use and created future preconditions for better land use. Residential planning has taken place on the initiative of private developers, but in most cases the local government has tried to process the planning procedures as soon as possible so as not to hinder the opening of new opportunities. It must be borne in mind that many plans have been or will continue to be unrealistic (especially during the economic boom) - the marketing of these areas has not been successful, but this is inevitable and has happened elsewhere in cities.

	INVESTMENTS	2	There has been no strong immigration of new people to our city specifically due to the investments involved, but it has certainly helped to curb emigration. It must be taken into account that the city of Jõhvi (and the whole rural municipality, ie the city is a part of the rural municipality) is relatively small and people who work in the city do not always choose the same city as their place of residence. There are other cities in the neighborhood where real estate is cheaper, while transport connections are good, and there are also more attractive habitats for the wealthier who are able to buy or rent housing there.
	OTHER POLICY/STRATEGY	3	Positive image, bold architectural language (since the city was largely destroyed in the war, there are no special restrictions or obstacles here), public investment. Trying to keep a positive image in Jõhvi. It is not defined in a separate strategy or policy document, but has been an accepted and practiced approach on the ground for decades. Being a part of the problem area (Estonia's "Ruhr"), it is possible to stand out as positive by skillfully playing out your strengths and opportunities. Once again, the attempt to attract public investment on the ground by using bold architectural language is worth emphasizing - it is often necessary to do both the preliminary work and to be a co-financier. For example, Jõhvi Concert Hall, Jõhvi Gymnasium, the principle of classics says that we first change the environment (better, more modern, brighter), then we can hope that the environment will change us (better ...).

FINNISH MUNICIPALITIES			
MUNICIPALITY	STRATEGY	SCORE	EXPLANATION

Pedersöre	GOOD BRAND	3	Plots can be found everywhere
	IMMIGRATION	2	We accept a couple of families per year
	GOOD CONNECTIONS	3	A train station can be found and good bus services available
	QUALITY OF ENVIRONMENT	4	There are many hiking trails and there are opportunities for exercise
	LAND USE AND PLANNING	3	Plots can be found in every village

Porvoo	INVESTMENTS	3	2 new primary schools will be built in the next few years and many large factories can be found in our municipality
	OTHER POLICY/STRATEGY	2	Unemployment is less than 2%
	GOOD BRAND	4	Preservation and utilization of medieval Old Porvoo in marketing. Utilizing small-town identity and "real city" identity: services nearby; an urban center with sufficient commercial and other services, Porvoo is not a sleeping suburb of the Helsinki metropolitan area, but the center of its own region.
	IMMIGRATION	0	There is no strategy to promote immigration. There has been talk of an English-language primary school, but there has been no real need / desire to implement one.
	GOOD CONNECTIONS	3	Market-based public transport now works well (bus transport) between Porvoo and the Helsinki metropolitan area. The city aims to ensure that public transport will continue to operate between Porvoo and the Helsinki metropolitan area in the future as well. The city has invested a lot (statements, lobbying, co-operation with

			various parties, land use planning, studies, etc.) that in the future there should be a rail connection to Porvoo.
	QUALITY OF ENVIRONMENT	3	Porvoo National City Park has been established. The city of Porvoo has developed riverside areas for recreation in the city center, and will further develop them into a "living room" for riverside city dwellers. Preservation and consideration of areas and sites of cultural and historical value in zoning (for example, Old Porvoo, the Empire district, the cultural landscape of the Porvoo River Valley, etc.). Adaptation of new construction to the old structure (example Modern wooden town on the West Bank of Porvoo).
	LAND USE AND PLANNING	3	The city has tried to hand over 100 detached house plots for new construction from 2000 to 2018, and from 2019 to 40 per year. The supply of detached house plots has been diverse: plots of various sizes from all over the city, also building rights varied. For the construction of apartment buildings zoned attractive objects right next to the city center.
	INVESTMENTS	3	Porvoo has a high job self-sufficiency of 90%, and there are many companies in the area. In zoning, business projects go to the first urgency category, ie they are tried to be promoted on a fast schedule. The city also offers companies vacant plots for new construction. The development company, partly owned by the city, Posintra Oy, is working to develop the business community.

	OTHER POLICY/STRATEGY	3	In recent years, several new schools and kindergartens have been built to replace old buildings with poor air quality: This seems to be one of the factors contributing to population growth.
Valkeakoski	GOOD BRAND	2	Strawberry brand, Housing fair, House exhibition
	IMMIGRATION	1	-
	GOOD CONNECTIONS	4	Public transport (bus transport), Road improvement Valkeakoski-Tampere
	QUALITY OF ENVIRONMENT	2	Leisure services

	LAND USE AND PLANNING	2	As few regulations as possible for construction
	INVESTMENTS	1	-
Valkeakoski	GOOD BRAND	3	Strawberry market marketing
	IMMIGRATION	3	Häme University of Applied Sciences' international lines, companies, both of which the city strives to help
	GOOD CONNECTIONS	4	Marketing as a place of residence, support for public transport

	QUALITY OF ENVIRONMENT	4	Very good outdoor and sports facilities, good public services
	LAND USE AND PLANNING	4	Housing fair 2009, detached house exhibition 2017
	INVESTMENTS	3	Premises built for the use of companies, which the company will gradually redeem for itself
	OTHER POLICY/STRATEGY	3	A city-owned rental housing company
Valkeakoski	GOOD BRAND	3	Strawberry Place Long-term brand building,

	IMMIGRATION	3	Construction of English-language lines for secondary education (high school + international economics in vocational education) and polytechnic education, as well as projects for the recruitment of international experts in companies
	GOOD CONNECTIONS	3	City joining the Tampere region zone ticket system, previously significant support for the regional ticket system, measures to obtain lighting for the MT 130 between Saarioinen-Ideapark.
	QUALITY OF ENVIRONMENT	3	The city center of Valkeakoski is urban. Supermarkets are located in the city center. The city has invested considerable sums in the construction and maintenance of public parks and recreational area
	LAND USE AND PLANNING	4	National Housing Fair 2009, National Detached House Exhibition 2017
	INVESTMENTS	2	The city has good land and plot reserves as well as a pre-built plot reserve. In addition, the city has created its own redemption construction procedure for industrial premises suitable for business use

	GOOD BRAND	3	City marketing in various forums, e.g. television advertising. The housing fair 2009 and the house exhibition 2017 provided significant growth impetus. We could be even more active, e.g. organizing architectural competitions. In recent years, visibility has not increased. The relocation gain also seems to be waning.
	IMMIGRATION	2	The international students of the University of Applied Sciences are attracted and encouraged to settle in Valkeakoski. Companies recruit internationally. Some of the newcomers are immigrants.
Valkeakoski	GOOD CONNECTIONS	4	Activity to extend Helsinki-Tampere bus connections and Tampere commuter traffic to Valkeakoski. The passenger connection to the main line is an opportunity that is not yet being realized.
	QUALITY OF ENVIRONMENT	4	We take good care of both the recreation areas and the values of the built environment.
	LAND USE AND PLANNING	3	The small detached house plots in Länsi-Lintula have become very popular. The apartment building plots in the city center have been built fairly evenly.

	INVESTMENTS	2	Valkeakoski is a place of structural change, where attempts are being made to replace the declining large-scale industry with other activities. Job self-sufficiency has declined, but has remained relatively high. Investments in industrial plots have not produced the desired result.
	OTHER POLICY/STRATEGY	1	The development of welfare and tourism services is included in the strategy. However, the city's actions have not been very active in this regard. A new ballroom has been built with the city's guarantee. The downtown park has been improved and views of the market square canal opened up.
Valkeakoski	GOOD BRAND	2	Sports services in the city
	IMMIGRATION	2	International students
	GOOD CONNECTIONS	2	130-road lighting

	QUALITY OF ENVIRONMENT	3	Construction control is traditionally accurate. Lots of old value areas (detached house areas)
	LAND USE AND PLANNING	4	Länsi-Lintula and a detached house exhibition there
	INVESTMENTS	2	Development of existing factory areas
			Good zoning strategy and land acquisition program.
Närpes	GOOD BRAND	4	The city of Närpiö has made a good advertisement for example tomato production.
	IMMIGRATION	3	Immigrants are treated in the same way as their own townspeople.

	GOOD CONNECTIONS	1	Roads and Railroad Projects is a presented strategy.
	QUALITY OF ENVIRONMENT	3	Beach Master Planning and Natural Attractions maps have been drawn up.
	LAND USE AND PLANNING	4	
	INVESTMENTS	3	The city has its own livelihood company. DYNAMO
	OTHER POLICY/STRATEGY	4	The city supports self-employed people. Low-cost industrial plots and good and fast service are an example of building permit processing.

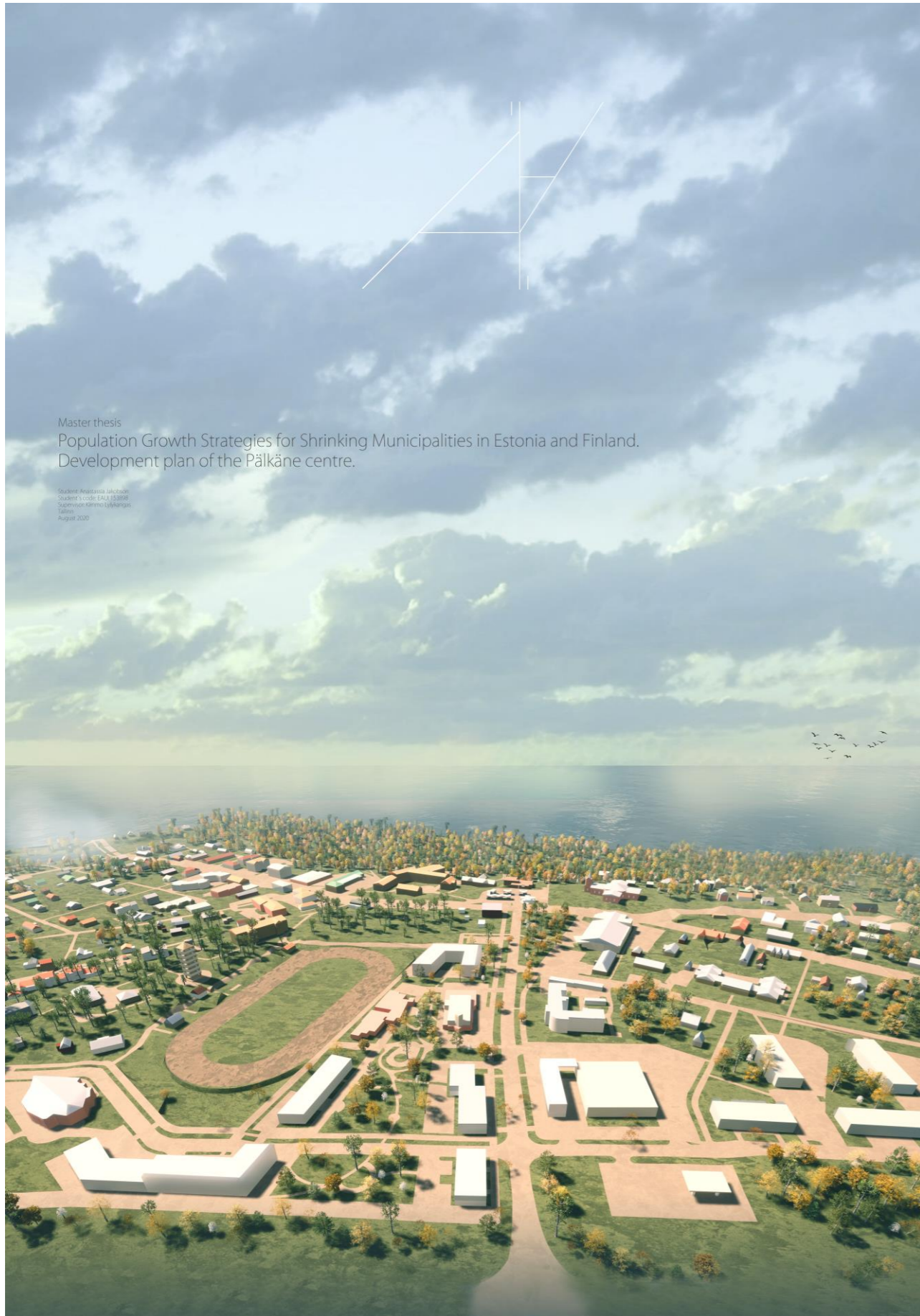
Närpes	GOOD BRAND	3	By treating immigrants, that has already moved to Närpes, in a good way and helping them gives the city a good reputation among their family and friends back home. They know that in Närpes you will get a job and a place to live because we have industries that constantly need workers. Närpes would be one of the cities that are shrinking if we did not have immigrants moving to Närpes. That is something that we are well aware of.
	IMMIGRATION	4	The town has actively worked with immigration for over 30 years. At first with refugees and now mostly with working immigrants because most of our immigration is people immigrating for work. The city offers help from immigrant coordinators to these people. In schools we have special classes and teachers for immigrant children. In some schools as much as 50 % of the children have a foreign language as their native language.
	GOOD CONNECTIONS	1	The public transportation is not so developed in our region as it is long distances to surrounding bigger cities. But because there are many jobs in the city, not so many need to commute to other cities.
	QUALITY OF ENVIRONMENT	2	The city tries to offer a green environment and possibilities to do different sports.

	LAND USE AND PLANNING	3	The city wants to be able to offer different types of plots for both industries and homes. We always tries to have different alternatives to offer that are ready to use. We have also low prices so the cost for the plot should not be an obstacle.
	INVESTMENTS	2	The city has its own development company that helps with business advices for new and existing companies. We have a very low unemployment and industries that constantly need workers. The industries are greenhouses and metal industries.
Ylivieska	GOOD BRAND	2	Ylivieska has been known as a trading town since the 80's. It is not so much a brand consciously developed by the city, but something that has arisen under the influence of different actors.
	IMMIGRATION	1	No action.
	GOOD CONNECTIONS	4	Ylivieska is a major intersection of the main line in rail traffic and at the junction of highways.

	QUALITY OF ENVIRONMENT	2	Ylivieska, and the rest of the region, has one of the cleanest tap waters.
	LAND USE AND PLANNING	3	New residential areas have been zoned well ahead.
Ylivieska	INVESTMENTS	3	With fast and flexible zoning, plots have been obtained for commercial construction.
	GOOD BRAND	3	Active participation in the activities of various communities across municipal borders in Northern Ostrobothnia. Providing municipal services and special expertise also to neighboring municipalities.
	IMMIGRATION	1	The city has activities to support adaptation and guidelines for immigrants, but Ylivieska's growth is not based on immigration

GOOD CONNECTIONS	4	<p>3/4 of the residents live in the center of Ylivieska.</p> <p>The center is located at the junction of two main roads and a railway, which makes the location logistically advantageous.</p>
QUALITY OF ENVIRONMENT	3	<p>The center of Ylivieska is dense, but there are plenty of green areas around it. In many places, you can access nature trails or the trail from your own yard. The Kalajoki River flows through the city center, which forms a strong positive landscape factor. The town planning of the city center aims to improve the accessibility of the river bank and recreational factors.</p>
LAND USE AND PLANNING	3	<p>The goal of the city's land use is to offer commercial and industrial plots of various sizes, at least one apartment building plot and 40 detached house plots each year. zoning targets are reviewed annually.</p>
INVESTMENTS	3	<p>The City Business Services is active in finding new business contacts and supporting the operations of start-ups. The companies themselves also approach the city with their contacts. This is likely to be influenced by Ylivieska's logistical location, current commercial vibrancy and image factors based on these.</p>
OTHER POLICY/STRATEGY	3	<p>Ylivieska strategy 2019-2030, the city of growth. The mandatory implementation measures related to the strategy are aimed at supporting the survival and development of Ylivieska as a vibrant regional center for housing, culture and business.</p>

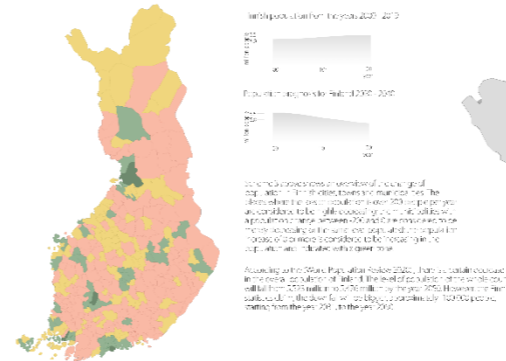
PANELS



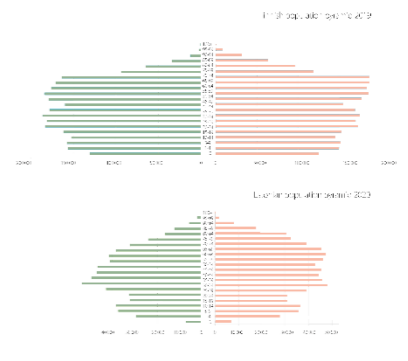
Estonian and Finnish growing municipalities and centres

Source: Eurostat, Statistics Finland

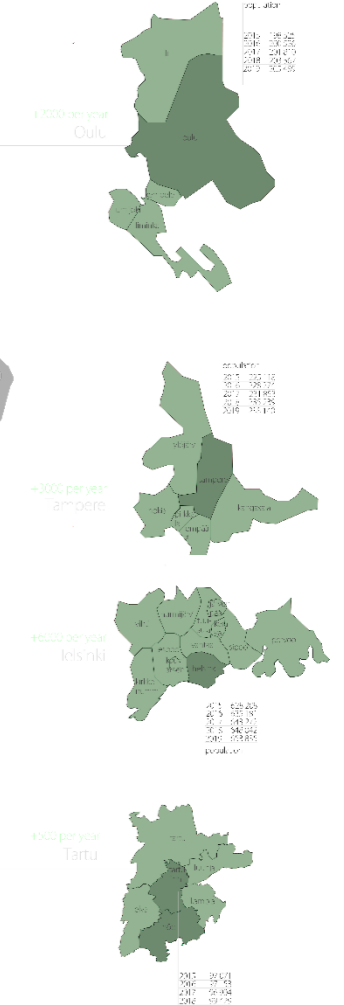
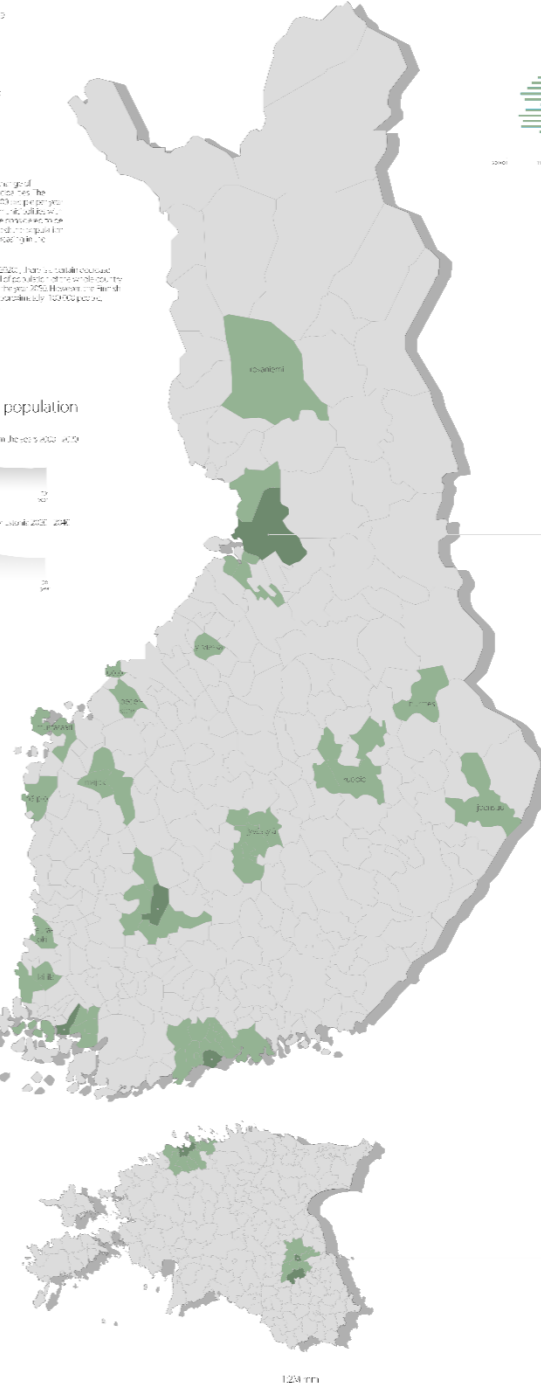
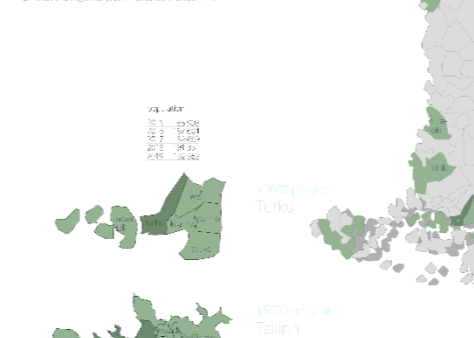
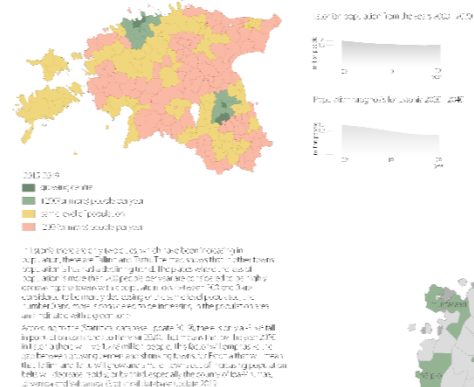
Finnish municipalities with increasing and decreasing population



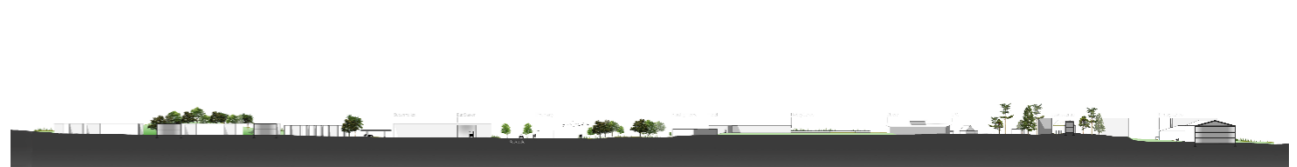
Population statistics

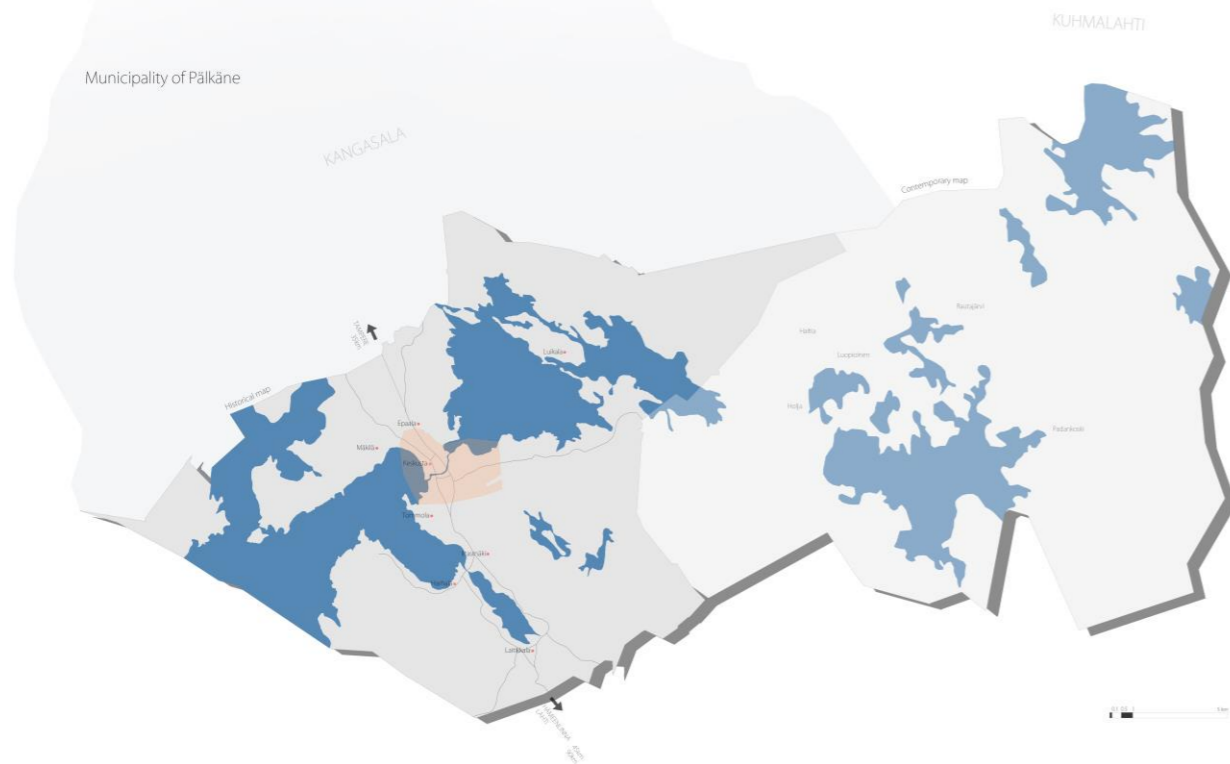


Estonian municipalities with increasing and decreasing population



Section - 1





Existing situation
Plan of Pälkäne



Public area



Private area



Pedestrian



Pedestrian ways are connecting all the important services, but are divided by roads in many places. There are mainly located across Keskikatu, Oskarikatu and Keltäntie. There are several problems with pedestrian ways in the centre of the town. Some entrances of different services are open only for cars and secondly for pedestrians.

Roads



There are two main highways going through the Pälkäne region - Tampere - Lappeenranta highway and Oskarikatu Street. Speed limits over there are 80km/h, on Oskarikatu street 40-50 km/h. The main road for car inside Pälkäne centre is Keskikatu.

Greenery



Pälkäne has a lot of greenery across the whole region. However, there is no park in the municipality, only left out occasional forests.

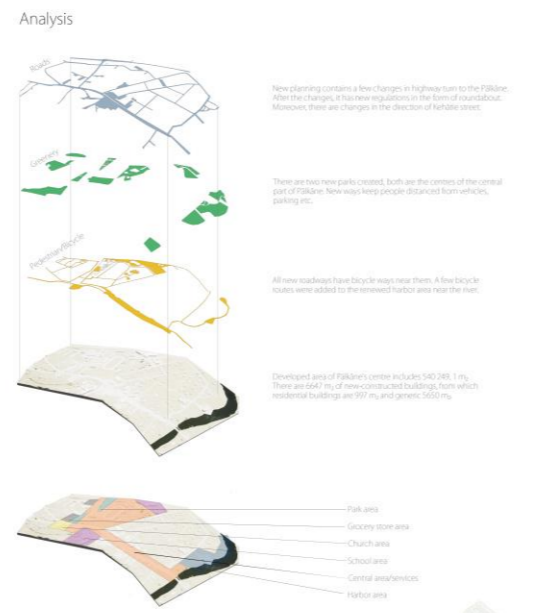
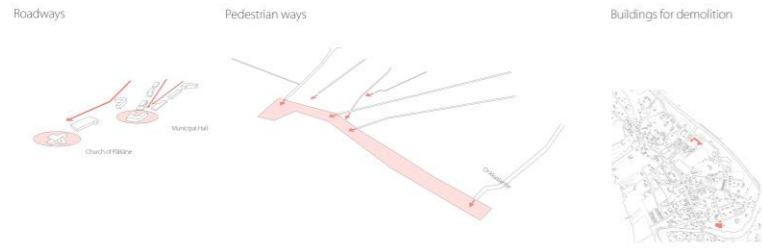
Bicycle



The main route for bicycles is located among the main road of Pälkäne centre - Keskikatu. It starts from the 'Entrance of Pälkäne' from the Tampere - Lappeenranta highway side and ends near the Kostoniemi's bridge.



Natural creators of the centre



New strategies of Pålåne are based on all proposed strategies from the questionnaire. Good brand means new face of Pålåne with the new name of Pålåne. Immigration could mean the right place to live and there will be need in residential buildings. Moreover, there are the new parks, add to pedestrian ways as the quality of the environment strategy. New businesses from Tampere University are the part of investments' strategy.

