



# The New Presence

**Innovations from the North**

Why Oulu should be the next European Capital of Innovation in the Rising Innovative City category?



Oulu is the **European Capital of Culture in 2026**



Oulu's startup ecosystem ranked **#2** after capital area by Startup Blink



Oulu has the **most FabLabs** in the world per capita



**2024-2026, the city of Oulu will invest €650 million** in the development and infrastructure of the city. Ongoing private investments exceed 3 billion euros.



**39.6** is the average age of people in Oulu – one of the youngest cities in Europe



A year-round **tourist city** surrounded by **pure nature**

A major ICT hub:  
**1 000** companies,  
**20 000** employees



**1 in 3** people with a **university degree**



Number of doctoral students, relative share **highest in Europe**



**#1 in R&D expenditure** per capita



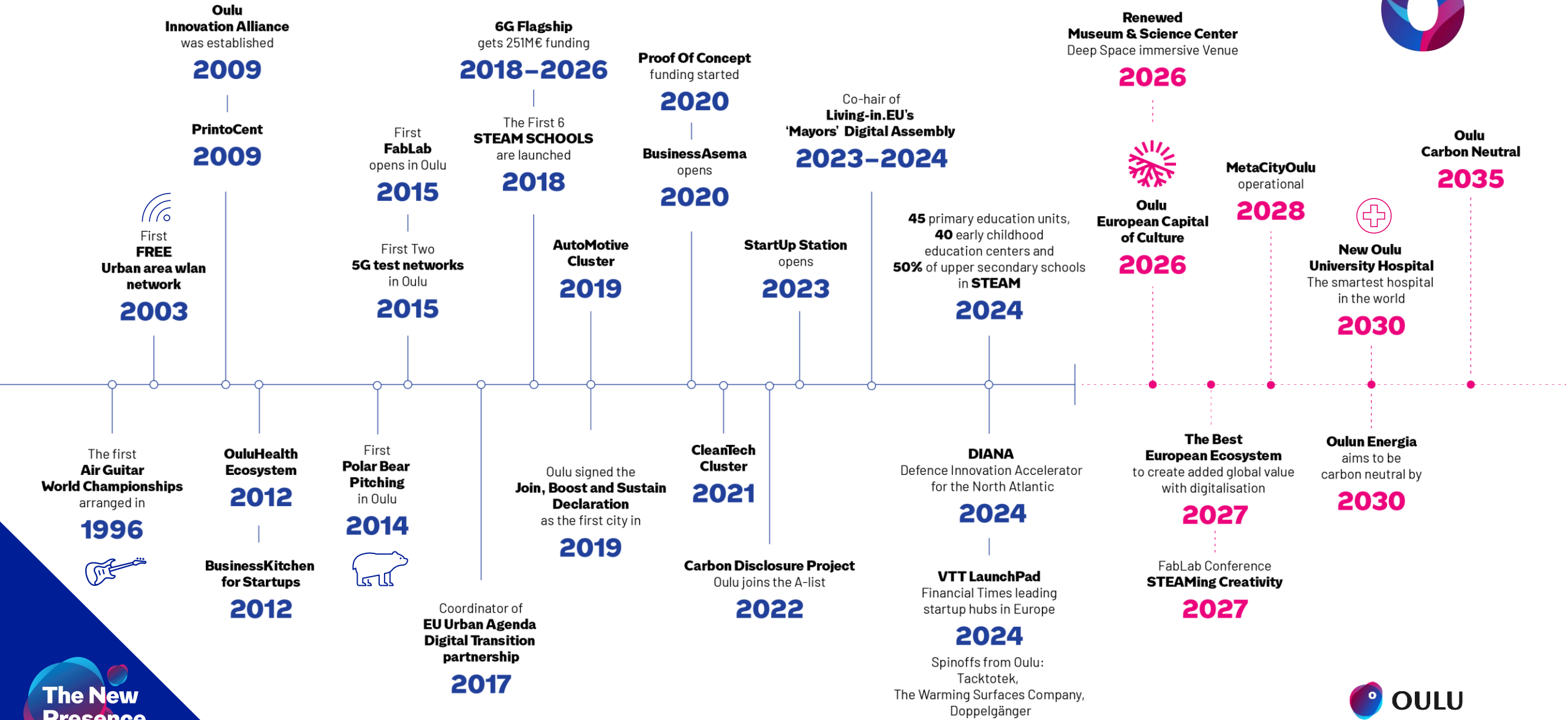
**Happy City index 2024:** Oulu ranking **#13** in the world



**5th biggest city in Finland,** 215 000 inhabitants, 350.000 in the catchment area



# Oulu's track record of building local innovation ecosystem



The New Presence



# Coollest startup hub in the World



**Startup Station**



**Polar Bear Pitching**



**Oyster Incubator program**



# The Role of the City in fostering regional RDI cooperation



TECHNOPOLIS

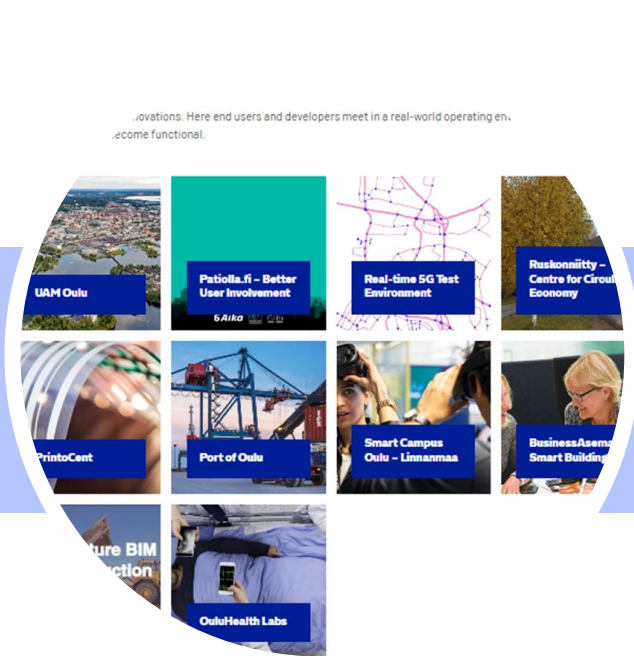


**Oulu Innovation Alliance**

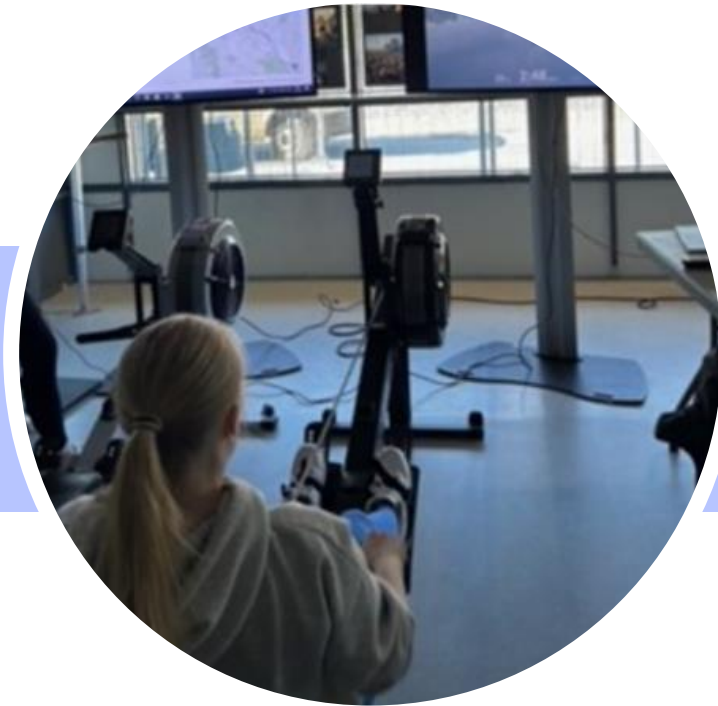
**Clusters: PrintoCent**

**OuluHealth**

## Intelligent learning environments of the future



### Testbeds & platforms



### Oulu Schools Virtual Rowing Competition for Sustainability



### eLibrary and Oulu 5G Library Vehicle



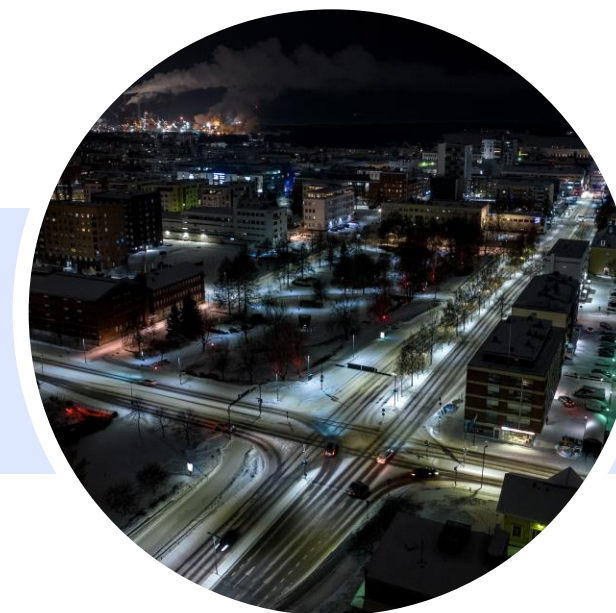
# Made in Oulu, ready for the world!



**Sustainable  
Future Learning  
Flow**



**Amazing North &  
Tool Camp**



**Green Wave for  
Emergency Vehicles**

# Meta City Oulu – The New Presence for the people



**Oulu 2030 – cultural climate change now!**



**100 steps towards smarter Oulu roadmap**



**Metacity Oulu**



## Equality and Inclusion for every Oulu resident



**Interational House  
Oulu**



**Oulu Youth  
Council ONE**



**Participatory budgeting  
– innovative student's  
engagement**

**Make Air  
Not War**  
Thank you!

