

LAPLAND'S ENTREPRENEURSHIP STRATEGY 2025-2030+

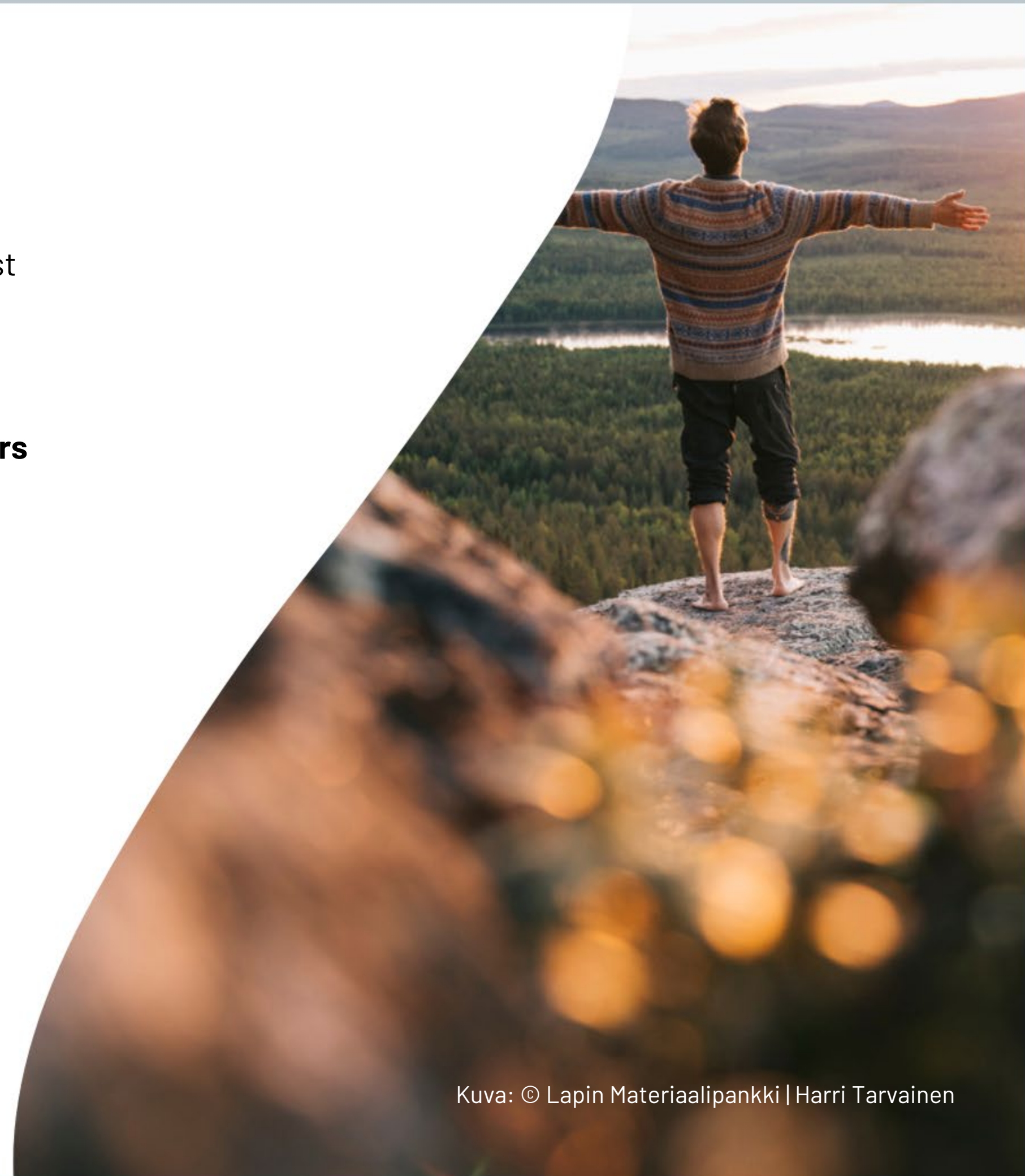
SUMMARY

English

BACKGROUND | LAPLAND'S ENTREPRENEURSHIP STRATEGY 2025-2030+

Lapland's first entrepreneurship strategy has been developed to boost entrepreneurship in Lapland and to support the growth potential and competitiveness of businesses.

The strategy will work as **a guideline for both public and private actors** providing services to businesses and for the cooperation between them. Furthermore, the strategy and its implementation will help entrepreneurs to make better use of the services and other support provided by public actors.



No barriers to entrepreneurship.

LAPLAND 2030+

The vision behind Lapland's Entrepreneurship Strategy is:
No barriers to entrepreneurship.

We must establish as good and easy conditions as possible for entrepreneurship and enterprises throughout Lapland. Supporting entrepreneurship requires the ability to understand and respond to the individual needs and objectives of entrepreneurs and businesses.

The work of public authorities involves necessary administrative work, but it would be important to aim to simultaneously remove unnecessary obstacles to entrepreneurship, make life easier for entrepreneurs and boost the development and growth of businesses in Lapland. The strategy is also about promoting positive attitudes towards entrepreneurship.

The strategy is divided into four key points



1. IMPROVING ATTITUDES

We are making Lapland an entrepreneur-friendly region where supporting the success of entrepreneurs is a shared goal for all.



3. OPPORTUNITIES LEADING TO SUCCESS

We actively identify new business opportunities and discover new growth spearheads for Lapland.



2. BREAKING DOWN BARRIERS TO GROWTH

We act in ways that increase the willingness of entrepreneurs and businesses to grow and develop, and we create opportunities for sustainable growth for as many entrepreneurs as possible.



4. THE ENTREPRENEUR IS NOT LEFT ALONE

We build a seamlessly accessible and unified public business service package that supports business development throughout the entire lifecycle of companies across Lapland.

**The strategy is divided
into four key points**



1. IMPROVING ATTITUDES

The first, “Improving attitudes”, focuses on creating a culture and attitudes that value and fuel entrepreneurship which is reflected and implemented in all decision-making and activities of all actors in the region.

Positive attitudes to entrepreneurship in Lapland must not be just fine words; instead, it should be reflected in all public sector activities, practices and decision making.

**The strategy is divided
into four key points**



2. BREAKING DOWN BARRIERS TO GROWTH

The second, “Breaking down barriers to growth”, emphasises the reduction and removal of bottlenecks to business growth and development through measures at regional and local level, such as joint advocacy.

The lack of skilled labour, inadequate housing solutions and the shortage of premises, among other things, limit the opportunities for entrepreneurs and businesses to develop and grow across Lapland.

Improving accessibility and transport links is also vital for many businesses. The bottlenecks to business development and growth require bold and effective measures and strong advocacy from all actors in Lapland.

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3. OPPORTUNITIES LEADING TO SUCCESS

The third, “Opportunities leading to success”, emphasises anticipation and an open-minded approach to identifying and seizing opportunities.

The environment for entrepreneurship is constantly changing. The changing environment highlights the need for foresight and dialogue between different actors.

New opportunities for entrepreneurship are constantly emerging in Lapland. Businesses also need have a desire to grow to seize these opportunities.

**The strategy is divided
into four key points**



4. THE ENTREPRENEUR IS NOT LEFT ALONE

The fourth, “The entrepreneur is not left alone”, focuses on identifying the needs of entrepreneurs, organising a truly entrepreneur-centred service package and developing the skills of entrepreneurs through cooperation between different business service organisations and other public and private actors.

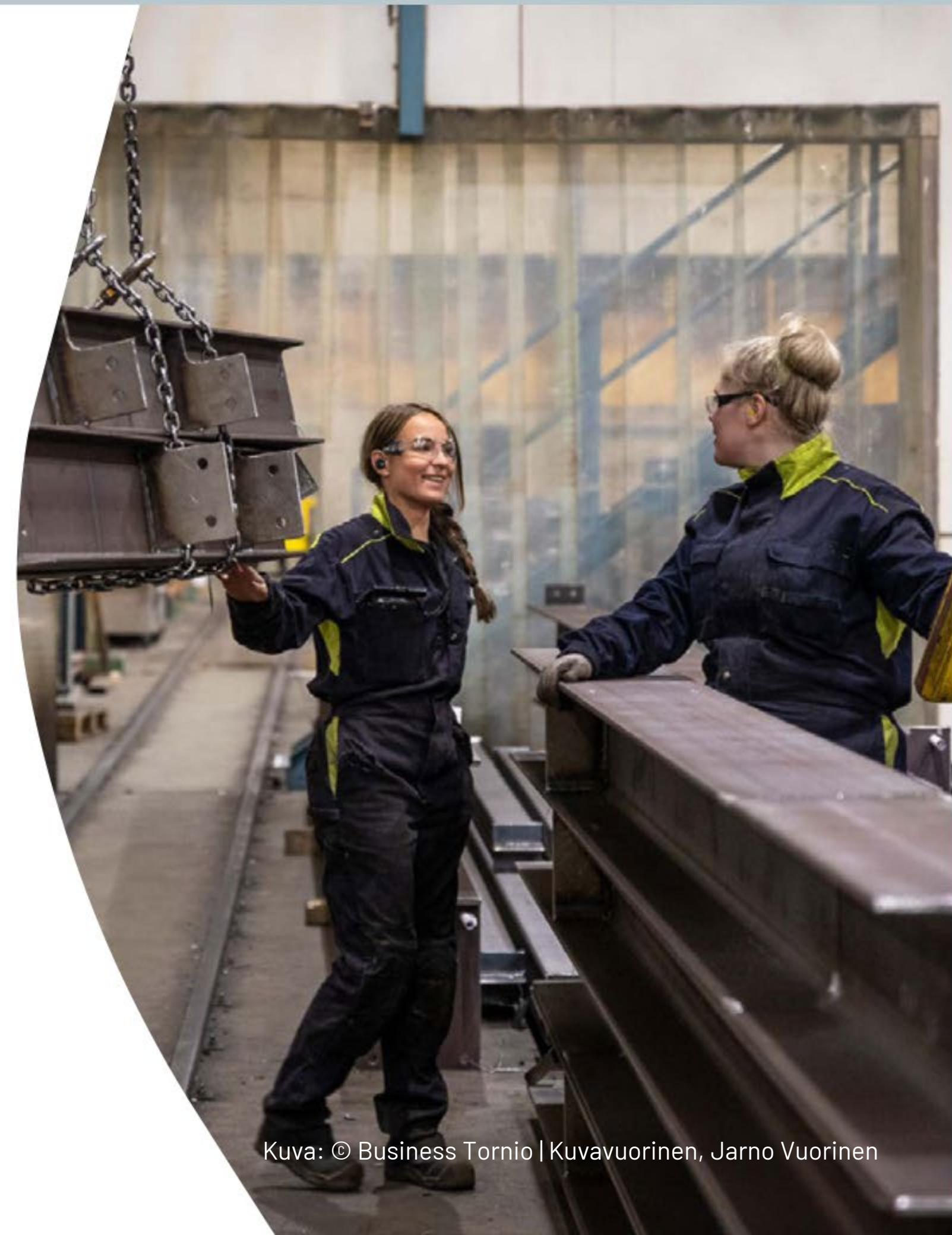
We must offer all available services and support to entrepreneurs and businesses in as entrepreneur-driven way as possible. Access to services and support should be as simple, quick and convenient as possible.

IMPLEMENTATION | LAPLAND'S ENTREPRENEURSHIP STRATEGY 2025-2030+

The contents of the strategy are discussed with the key actors in the early stages of implementation, so that each actor can assess the content of the strategy and integrate it into their own planning.

Through the strategy, actors such as municipalities can include into their planning the needs, important shared goals and key measures highlighted by entrepreneurs. Achieving the objectives and implementing the measures will require concerted effort by many actors.

The strategy should also guide decision-making on the allocation of resources, such as project funding. The list of measures will be supplemented during the implementation of the strategy. The implementation of the strategy will be monitored through the monitoring indicators defined in the strategy.



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Lapland's Entrepreneurship Strategy was developed during 2024 and 2025. The strategy was prepared under the management of a working group of the Lapland Centre for Economic Development, Transport and the Environment (ELY Centre). The strategy work was guided by a broader Entrepreneurship Strategy Working Group composed of different actors.

The strategy was developed as part of the Strategic Growth in Change project funded by the European Social Fund (ESF).

LAPIN YRITTÄJYYS- STRATEGIA

2025–2030+



Elinkeino-, liikenne- ja
ympäristökeskus



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