Oulu

“Creative tech–city by the Bothnian Bay”

- ~ 600km North from the capital city Helsinki
  - 50 min flight
  - 5h 50min by train

- Residents in Oulu: **209 551**
  - Foreign citizens in Oulu: **7 123**
  - Average age in Oulu **39,2 years**
    (Finland: 43,6 years)

- Residents in **Oulu2026** region: **512 378**

- Easily accessible, light of the north
Extreme, wonderous winter
Bright, lively summer
Dark, luminous autumn
Oulu2026 region covers also 32 municipalities, cities and towns from the North.

- Oulu was the applicant city, the ECoC title belongs to the entire region.
- Region will have an active role in the culture programme.

- The Open Call projects will take place within this region.
MAIN THEME: CULTURAL CLIMATE CHANGE

Co-creation
Thousands of people participated in the preparation of the programme

Budget
2021-2027 in total 50 M€
FROM A COLD TECH CITY TO A VIBRANT, GRIPPING CITY

• Oulu’s reputation as a city of culture strengthens in Finland by 25% and Oulu’s international visibility grows by 25% by 2027
• 50% of the events of the cultural programme’s projects take place outside of established cultural facilities
• Net migration is positive among young adults (25-34 years) in 2027
THE GOALS OF OULU2026

FROM AN UNBALANCED COMMUNITY TOWARDS EQUAL CULTURAL RIGHTS

• 40% of Oulu2026 projects are implemented outside of Oulu city centre
• 10% of residents participate as volunteers and 80% as an audience in Oulu2026 activities in the project area
• 80% of Oulu’s residents feel that, by 2026, it is good for everyone to be in Oulu

FROM A PERIPHERIC AREA TO A CREATIVE AREA WITH NEW JOBS

• 80% of Oulu2026 projects are implemented via international cooperation
• 70% of Oulu2026 projects combine art and technology
• The creative economy in the Oulu region has grown by 20% and the number of jobs in the creative sector has grown by 30% by 2027
Brave Hinterland

Cool Contrasts

Wild City

CULTURAL CLIMATE CHANGE
WILD CITY

Oulu is on the cusp. We could settle for being a tame municipal city on the fringe. Or we could go Wild. We choose Wild.

With Wild City we bring wildness into the city by celebrating the wilderness around it. Creating a new cultural approach with our unique northern vibe. Oulu as a cultural laboratory, going wild for Europe.

What exactly is a creative city in the middle of the wild nature? What is a lively, creative village? How do art, subcultures and creative spaces fill emptiness, silence and darkness?

COOL CONTRASTS

Oulu is the kingdom of great contrasts – positive, but also challenging. Contrasts such as the nightless nights of the midnight sun and sunless days in the heart of winter. Contrasts have the power both to connect and disconnect, but also to create something new.

BRAVE HINTERLAND

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Thank you,
Let’s meet in social media!

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