

# European Capital of Culture Oulu2026





**A strong technology city is  
also a bold cultural city**



**Aiming for a permanently  
richer cultural life**



**Together, we create  
cultural climate change**



# Now is the time to get excited and be proud!

- Finnish culture in the European spotlight in 2026
- The Oulu2026 programme is a window into European culture
- In addition to Oulu, 39 municipalities in North Ostrobothnia, Kainuu, Southern Lapland and North Savo have committed themselves to cultural climate change





Oulu  
2026

# Cultural climate change starts in the north





# Cultural climate change creates vitality

- Oulu and northern Finland will become a creative, vibrant area that attracts visitors and new residents and takes care of its current citizens.
- Northern Finland is more attractive and is also being noticed at the European level.
- The events will attract new audiences. Culture will become part of everyday life and increase the well-being of residents.
- The operating conditions and earning models of culture professionals will develop.
- Culture will strengthen its position as a building force for a better future.
- The number of creative spaces and places will grow, and creativity will flourish.



**365 days  
of the European Capital of  
Culture programme.  
Thousands of events and  
things to see and  
experience!**

Thousands of events

An expected  
2 million visits in  
2026

Oulu2026  
programme

70% of events  
organised in a hybrid  
format

Hundreds  
of partners

Budget 2021–27

€50 M

The European  
Capital of Culture of  
Finland

Oulu2026

Thousands of hours  
of work for creative  
industries

European visibility  
for Finnish culture



# Capitals of Culture since 1985



# European Union's culture-promoting actions

- Capitals of Culture highlight the richness of Europe's cultural diversity and strengthen the sense of belonging to a united European cultural area.
- European Capitals of Culture have been shown to boost the vitality of cities.
- International cooperation opens new doors for art and culture professionals.
- Bringing new European culture to Finland and making Finnish culture widely visible in Europe.





# Widespread regional economic impact

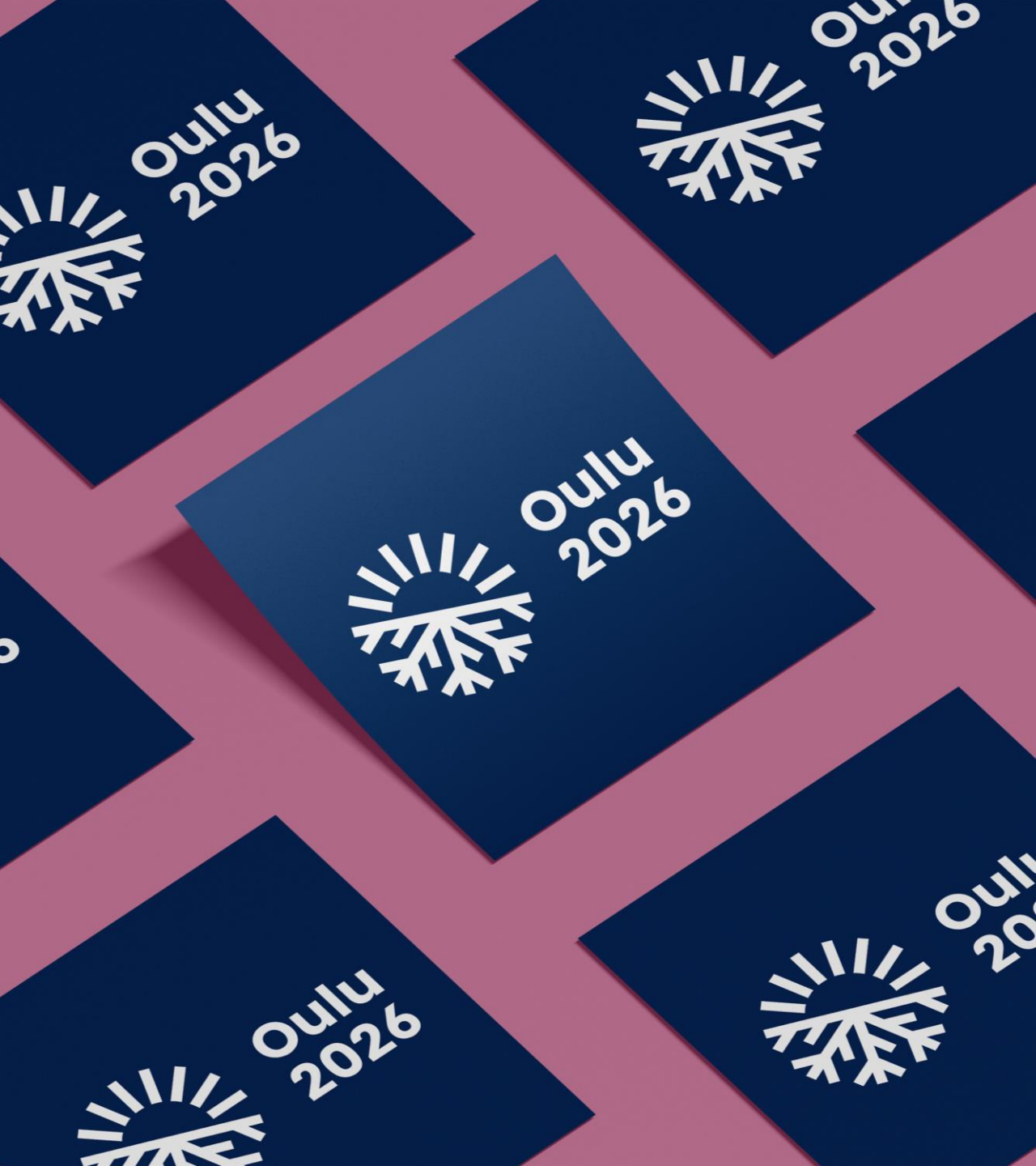
**Turku2011, Finland:** investment €55 M

- Regional economic growth €260 M
- New jobs 3,300 FTE
- Accommodation services growth €17 M
- International media attention value €54 M

**Kaunas2022, Lithuania:** investment €26 M

- More than 3,000 events
- 2 million visitors
- International media attention in 66 countries in nearly 2,000 publications
- Followed by more than 1,000 events, objects and publications

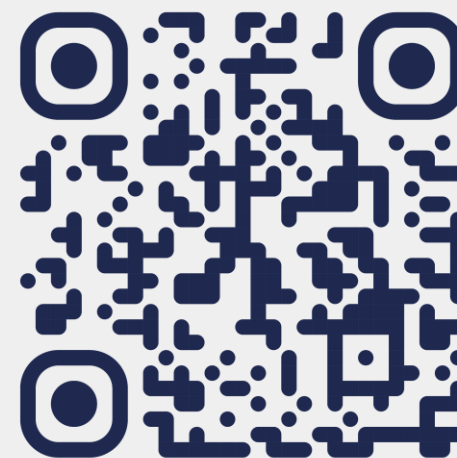




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