

A photograph of three people seen from behind, jumping with their arms raised in a forest at sunset. The person on the left has red hair, the middle person wears a blue beanie and jeans, and the person on the right is in a dark jacket. The sun is low on the horizon, creating a warm glow. The word 'KOUVOLA' is overlaid in large white letters.

KOUVOLA

City Strategy 2032

Kouvola – Centre for South East Finland

Community for active people – come where the action is!

CITY STRATEGY 2032:

Kouvola – Centre for South East Finland

Kouvola is the community for active people, located in the thick of things. We are well connected – to each other, to nature, to opportunities and the world beyond!

Kouvola is all about living your best life. We get excited, celebrate the moment and cheer each other on. The recipe for success for us means that we take care of everybody and move forward – together!



Space to grow in the biggest city of South East Finland!

Foundation

Kouvola is a platform for sustainable evolution

Growth drivers

Children & Youth
Companies

Values

Together, Sustainably, Developing



Growth driver: Children & youth

Kouvola enables safe formative years for kids. Our goal is that nobody is bullied and nobody goes it alone.

Everyday life in Kouvola is active and inclusive, and every child can have a hobby. We provide a great education path from kindergarten to the gates of adulthood.



Growth driver: companies

For entrepreneurs, Kouvola provides an easy-going business scene, great networks and opportunities for growth – regardless of the company size.

Local authorities operate under the 'one shop stop' principle, and plots and infrastructure can be accessed without delay. There is also skilled labour available for the special needs of the companies.

In Kouvola, your company is always well connected. The city supports businesses actively, with an eye for international, sustainable growth.



Our values

Our values are the principles which guide the City forward. These values can be summed up by three words: Together, Sustainably, Developing.

Together: We are committed to cooperation in everything we do. All opinions are listened to and respected. Inclusion is our way of doing things. Diversity is held in high regard and it is embraced as a key strength of our community.

Sustainably: We work reliably, safely and with respect for nature. We react to changes, both big and small, in a flexible, resilient way. We take the long-term view while we build solid, sustainable economy, community and environment.

Developing: Our activity has momentum. We improve our operations based on feedback. We have a common direction and we stand by our decisions. We're not afraid to try out new things.



Our common goals:

Living:

Kouvola is a safe homebase for everybody

Sports & Culture

Kouvola is a vibrant playground

Sustainable Lifestyle:

Kouvola is a natural foundation

Education:

Kouvola is a campus-for-all

Working life:

Kouvola is a hub for modern ways of work

Entrepreneurship:

Kouvola - in the thick of things logistically



LIVING:

Kouvola is a safe homebase

You can find your perfect dream package right here. We promote residential solutions that fit everybody.

- Safe everyday living
- Functional, accessible services
- Fluid mobility and free public transport
- Nature starts from your backyard
- Cottage living around the year



SPORTS & CULTURE:

Kouvola is a vibrant playground

**Let the fun begin
in the City of the Active People!**

- High-quality, exciting cultural offering
- Downtown is the anchor for entertainment
- Events all over the community
- Active lifestyle supported by versatile options
- Hobbies for children and youth always a big priority
- Sport City
- Inclusion rules!



SUSTAINABLE LIFESTYLE:

Kouvola is a natural foundation

When everyone feels they can contribute to the community, we're on the right path. We create a sustainable future, turning challenges into opportunities along the way.

- Life with meaning and substance
- Promoting families' wellbeing
- Solutions for improved quality of life
- Continuously evolving organic/local food production; From field to world
- Sustainable, year-round travel
- Progressive bio & circular economy
- Top community for renewable energy, targeting carbon neutrality!



EDUCATION:

Kouvola is a campus-for-all

Creative, open and brimming with energy: Kouvola delivers the best starting point for life-long learning

- Key skills taught by daycare centres/schools
- Diverse university education and large high school with focus on sports & athletics
- Adult training for prospective professionals of various fields; training to support new entrepreneurship
- R&D with international reach
- Business-driven, growing innovation activities
- Future-proof capabilities for young people
- City centre enables rich student life
- Inexpensive, quality student housing



WORKING LIFE :

Kouvola is the hub for modern ways of work

Quality services, great collaboration and solid networks create opportunities to earn a living, advance yourself and truly embrace life.

- Smart training, employment and entrepreneurship paths
- Continuous learning, business-oriented training
- Expertise to support local economy
- Encouraging investment environment for companies
- Strong youth employment and support for entrepreneurship
- Promotion of immigrant policies which target education and employment
- Internationalisation & new initiatives



ENTREPRENEURSHIP:

Kouvola is in the thick of things logistically

Great connectivity provides potential for first-rate business, both domestically and internationally.

- Modern logistics centre and Finland's largest dry port
- Attractive cluster for trade and food sector
- Progressive energy & circular economy solutions
- Platform for know-how and new business
- Broad, versatile plot portfolio
- Best business services, entrepreneurship infra
- Promoting fast rail connections



City playbook

This is how we succeed. Our policy playbook lays out how we get the job done, working together for the citizens of Kouvola.

- New ways of operating
- Wellbeing of personnel, inclusive leadership
- Collaboration with range and depth
- Stable, controlled economy



Kouvola is Centre for South East

Most inexpensive living among big cities.

- 80,000 residents – 11th biggest city in Finland
- Land area largest in South Finland (2,558 km²)
- 850 farms – most in Finland
- Summer cottage paradise:
 - 494 lakes
 - 7,500 cottages
- 43,100 households
- Urban residents 74 %
- Rural residents 25 %
- 7,150 families with children
- 7,900 students



In the thick of things!

Kouvola is a passenger traffic hub and a centre for railway logistics, with smooth rail & road connections to all directions.

- Largest garrison community in Finland
 - 4,400 conscripts
- Major forest industry cluster
- 4,900 companies
- 29,600 jobs
- Employment rate 67 %
- Total work force 30,700
- Kouvola-Lahti rail segment:
 - long distance trips 1,3 million
- Kouvola-Luumäki rail segment:
 - cargo traffic 13 million tonnes



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Kouvola is more than the sum of its parts. Each of us has an impact on the kind of city we want to live in, now and in the future. Strategy provides us with the right direction.

Mayor Marita Toikka





KOUVOLA

City of Kouvola

PL 85/Torikatu 10, 45100 Kouvola

Tel. +358 20 61511

e-mail: kirjaamo@kouvola.fi

www.kouvola.fi/strategia