

SAIMAA ILMIÖ

Culture as a catalyst of change

The decade of ambition has dawned on Saimaa. Among the provinces of eastern Finland and their central cities, the city of Savonlinna has been selected as a European Capital of Culture (ECoC) 2026 candidate. When we win, arts and culture will bring an abundance of benefits to the area including new business, international connections and unlimited, unforeseen possibilities. Our task is clear: we need to articulate the uniqueness of our region and spread the word.



What is a Capital of Culture?

The EU has formally designated European Capitals of Culture since 1985. Two Finnish cities, Helsinki (2000) and Turku (2011) have been designated earlier.

Considerable benefits are bestowed upon an area awarded the designation. European Capital of Culture 2011 Turku and southwest Finland in general, benefited to the tune of 260 m€ as a result of the designation.

Another city in Finland will be designated as European Capital of Culture 2026. In contention for the title are Savonlinna/Saimaa, Tampere, and Oulu.

The final bid book will be submitted on April 23, 2021.

The successful candidate will be announced on June 2, 2021.

The name "Saimaa Phenomenon" derives from the Tuuliajolla ("Adrift"), rock festival tour in the early 1980s, created by Savonia born musician Juice Leskinen .

In 1981, Finnish film directors Aki and Mika Kaurismäki made the documentary film "Saimaa-ilmiö" ("Saimaa Phenomenon").

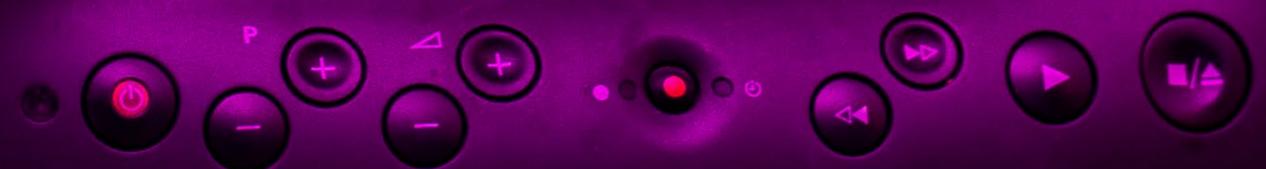
The name of the project has the blessing of Kaurismäki.



PHILIPS

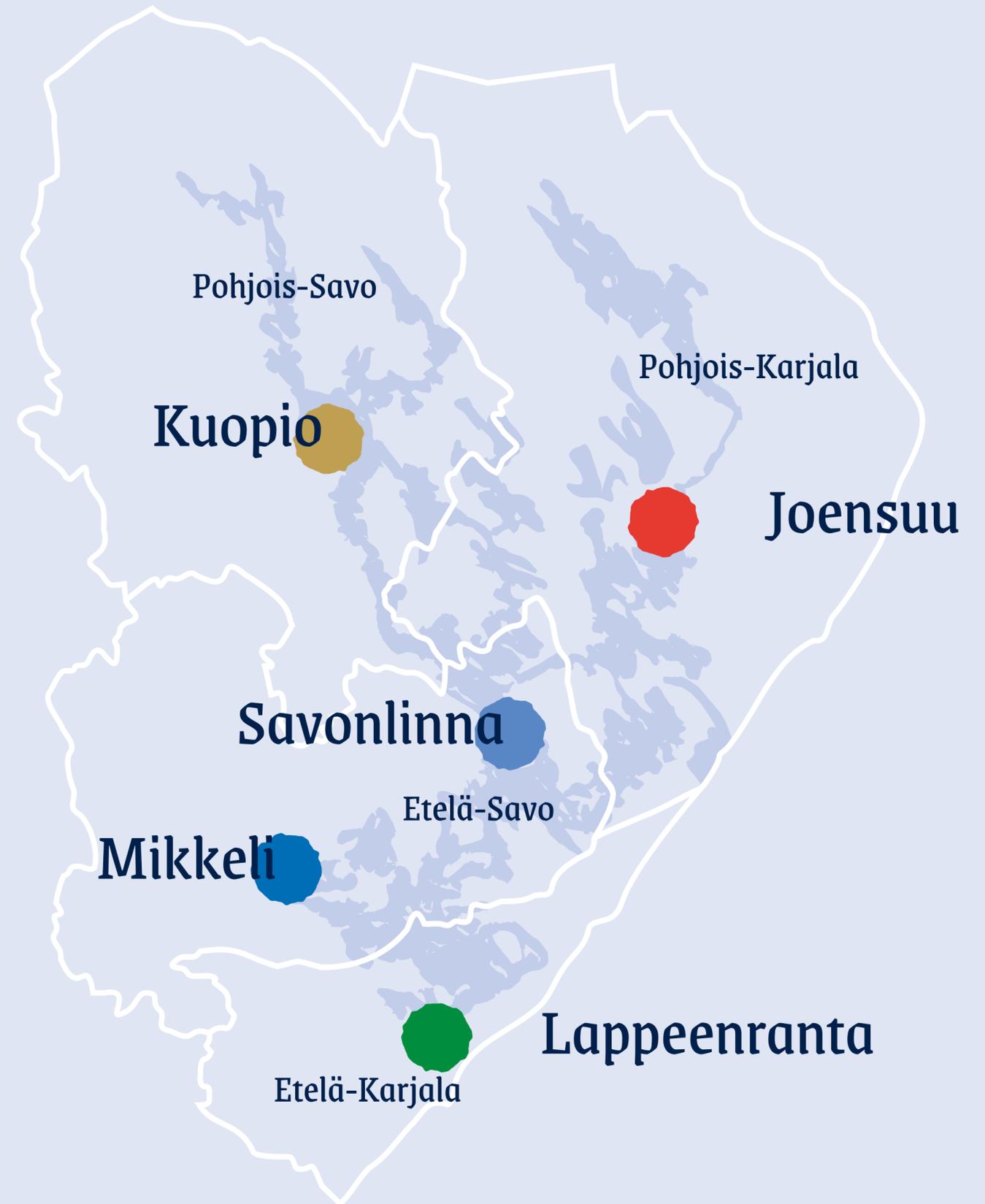
SHOWVIEW

Teletext VHS HD Longplay



The decade of ambition has dawned on Saimaa

The area included in the Savonlinna Capital of Culture project is determined by natural boundaries consisting of the Greater Saimaa and Vuoksi watersheds, and characterised by a common history and culture inspired by water.



KUOPIO

MIKKELI

J•ENSUU

LAPPEENRANTA



POHJOIS-SAVON LIITTO



ETELÄ-SAVON maakuntaliitto



POHJOIS-KARJALA Maakuntaliitto



ETELÄ-KARJALAN LIITTO



UNIVERSITY OF EASTERN FINLAND

The nine member Saimaa Phenomenon team will be hard at work until the end of 2021:

Leader Sari Kaasinen

Aluekoordinaattorit

Mona Taipale (South Karelia)

Minna Valonen (North Karelia),

Jarkko Kääriäinen (North Savonia)

Anu-Anette Varho and

Veera Kolehmainen (South Savonia)

Communications Manager Jonna Ekroos

Bid Book Writer Anne Leinonen

Project Assistant Katja Riihilahti

Researchers Katja Pasanen and

Johanna Heinonen

Supportive groups: Bridge Builders and

Finance and Communications teams



Together we will achieve:

- Collaboration and cohesion
- International visibility, visitors and contacts
- Attraction and retention power
- Well-being from exposure to arts and culture
- Pride in our region and sense of belonging
- Revitalising attitudes of cooperation and sustainable ways to work and live
- Additional work opportunities for creative professionals in the area
- Impetus for an influx of investment and vitality in the region
- Instilling the role of culture as an essential part of the strategic development of the provinces and cities in eastern Finland





We are a platform for novel ideas

Saimaa Phenomenon will establish a new way of working in eastern Finland , and improve the accessibility and acquirability of services

Saimaa Phenomenon as a platform will encourage ground breaking cooperation

Saimaa Phenomenon will bring together services and service providers from different sectors of society and enables all kinds of people to participate.

It is also a new digital platform that will bring together players in the region, establish a new way of working, and improve the accessibility and acquirability of services including cultural and travel services , events, tours and transport services.



Taiteelliset sisällöt

**The Power
of Water**

**Connecting
Bridges**

**Eastern
Joy**

Budget considerations

Saimaa Phenomenon 2026's allotted budget for 2022-2027 is 20 million Euro.

The budget is proportionate to the economic carrying capacity of the participating cities.

The aim is to increase funding by inviting all cities and municipalities in eastern Finland, as well as businesses and foundations, to join in before the final bid book is submitted.

The regional councils have agreed to direct, as much as possible, subsidies amounting to approximately 6 million Euro, from the European Regional Development Fund to projects under the Saimaa Phenomenon. Other EU programme funding will also be pursued.

The total additional funding sought equals 7 million Euro, bringing the total available budget to the sum of 27 million Euro.



Join us!

Saimaa Phenomenon explores the power of creativity through a sustainable waterway journey to the seas of the world.

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