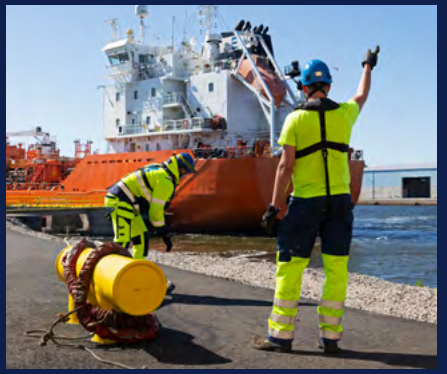
Rauma

Rauma's city strategy
for 2026–2035

Strong, impressive, and enticing











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The Rauma of 2035 attracts people and businesses



Rauma will be a **strong, impressive, and enticing city** in 2035. It attracts new residents, talent, businesses, and investments, but above all, it is a city where residents can enjoy a good life, work, study, do business, and shape their own future.

We build a Rauma where jobs, education, and services are secured. We promote resident well-being, develop services for a seamless daily life, and foster community and inclusion. Our goal is that everyone feels at home and finds their place in Rauma.

We invest in events, recreational opportunities, and shared experiences that make Rauma distinctive and attractive. We pay special attention to the well-being of children and youth.

This strategy was developed and will be implemented in collaboration with local residents, the business community, employees, and city councillors. Turning it into action is our shared mission. Together, we can build an even stronger, more livable, and more attractive Rauma for us all.

Esko Poikela
Mayor

Rauma's vision is to be

Strong, impressive, and enticing

A strong and impressive Rauma is thriving, vibrant and a leading force.

An enticing Rauma offers a great experience for visitors. It offers memorable experiences and a smooth everyday life.



Rauma pays special attention to children, youth, and families.



Rauma drives job creation, investments, and sustainable growth.



Objectives and key projects:

Vital Rauma

1. We will strengthen the business environment and boost investments and RDI activities

- Rauma is a home port for green industry growth and new investments.
- We support the establishment of jobs and businesses.
- We actively promote investment and business opportunities.

Key project
Developing the operating environment of the port and the Seaside Industry Park.

2. We ensure the availability of a skilled workforce and align education with labour market needs

- Education is aligned with the needs of industry and Rauma's internationalisation.
- Good conditions for the development of higher education and teacher training.
- Retention and integration of skilled professionals.

Key project
Supporting the development of a maritime education and research cluster.

3. We will strengthen Rauma's influence as a region

- Collaboration between municipalities across the region to strengthen the area's influence nationally.
- Enhancing the region's appeal to attract working-age residents.
- We promote the area's potential through regional advocacy efforts.

Rauma is home to smooth everyday life.



Objectives and key projects:

Retaining Rauma

1. Enabling smooth everyday life

- Rauma is a place for easy everyday living, where services, work, leisure activities, and nature are easily accessible.
- Effective and data-driven services enhance everyday life and support businesses, employment, and entrepreneurship.
- Working closely with education providers and third-sector organisations to deliver services that support everyday wellbeing and strengthen the community.
- Close dialogue with the wellbeing services county to ensure the successful implementation of services and related investments.

Key project
Developing quality education and harnessing research from various education providers.

2. Building Rauma into a home for work and talent.

- Diverse and attractive housing solutions for different life situations.
- A pleasant, safe, and accessible living environment.
- Helping people settle in and promoting integration, equality, and inclusion.
- Supporting young people's wellbeing and their integration into education and working life.

Key project
Boosting housing production and developing diverse housing solutions.

Rauma offers vibrant experiences year-round.



Objectives and key projects:

Attractive Rauma

1. We will develop a strong and distinctive Rauma brand

- Rauma has a reputation as a dynamic, youthful, and thriving city.
- Pride in our city and actively sharing our successes.
- Old Rauma, traditions, and modern industry blend into a shared success story.

Key project
Embedding the Rauma brand into city governance and decision-making, daily operations, marketing, and communications.

2. We will create conditions for an evolving, unique, and year-round range of events

- Event organisation in Rauma is simplified and streamlined.
- City Centre Vision: attractive and inviting urban environment in Rauma.
- Cultural events and national and regional youth sports events as important contributors to the city's appeal.

Key project
Developing the Kanalinranta area and Rauma's maritime identity in line with the City Centre Vision.

The foundations for a successful Rauma



Vital Rauma

We will support the activities of businesses, residents, and communities to drive employment, investment, and sustainable growth in Rauma.

We will develop Rauma into a home port for green industrial growth, improve the conditions for business activity, and develop an attractive city centre.

We will make effective use of economic policy and networks, ensure the availability and retention of a skilled workforce, and provide smooth and efficient services.

We will embrace new opportunities and actively engage in national and international networks.



Retaining Rauma

Rauma provides an environment where people want to live and choose to stay. We will provide safe and diverse housing solutions and smooth everyday life, complemented by a wide range of leisure opportunities, culture, events, and nature experiences.

We will make use of Rauma's maritime resources and develop the city centre as a vibrant meeting place for everyday life and celebrations.

We will promote community spirit, the "Rauma spirit", and an inclusive culture. The proactive promotion of wellbeing is at the core of the city strategy.

We will welcome new residents and support smooth living, leisure, and integration.



Attractive Rauma

Rauma is a beautiful and unique city whose appeal is built on vibrant events, culture, and a high-quality living environment.

We will develop the city as an attractive place to work, study, and enjoy a good life, while strengthening the role of year-round events, our maritime environment, and our distinctive assets.

We will invest in the comfort and attractiveness of the city centre and highlight the city's strengths and long history.

Together with the entire community in Rauma, we will strengthen the city's reputation and competitiveness through meaningful brand development.

The world is changing. Rauma is prepared.

Dynamic factors 2025–2040

We recognize these as the key factors shaping the future of Rauma and its residents.

Strained public finances
State subsidies and tax revenues are changing, investment capacity is reduced, and legislation is changing rapidly.

Increasing importance of communication
Communication and transparent decision-making help manage phenomena like disinformation.

Climate change is advancing
Extreme weather events are more common. Emission reduction targets and energy transition.

Resilience and preparedness
Preparedness for various operational disruptions is becoming increasingly important.

Transformation of the welfare state structure
The importance of preventive services is growing. Cooperation with well-being services counties.

Technological development
Digitalization and the use of AI are accelerating. Ensuring cybersecurity and the responsible use of data.

Changing values and lifestyles
Sustainable consumption as an emerging trend. Individualism vs. communality.

Working-life transformation
Hybrid work and multi-locality are on the rise. Tackling the talent shortage and lifelong learning.

Demographic shifts and regional disparities.
The population is aging, and the dependency ratio is weakening. Risk of social exclusion among young people.

Security environment
Geopolitical uncertainty, alongside cyber and hybrid threats, requires crisis resilience.

We embrace new opportunities and boldly see potential for growth and success.



Rauma has the keys to success

Our resources include

- Skilled and healthy personnel
- Responsible financial management and the capacity to invest in the future
- Strong partnerships with businesses, educational institutions, and communities

Our operations are guided by shared values

- We think bigger – and build Rauma of the future
- We simplify execution – and make things run smoothly
- We take responsibility – and care for the common good



Turning words into action



Our strategy is realized through our programs

Vitality Programme

Strengthening the city's vitality, employment, and business climate.
The program promotes a business-friendly operational environment and the development of smooth processes.

Wellbeing Programme

Strengthening and monitoring the wellbeing of residents.
The program guides the city's wellbeing initiatives and their strategic management.

Personnel Programme

Supporting staff competence and well-being.
The program aims to promote employee wellbeing, coping at work, and continuous professional development.

Land Policy Programme

Guiding Rauma's growth and development.
The program outlines the objectives, tools, and principles of the city's land policy.

Sustainable Development Programme

Guiding the City of Rauma's responsibility and sustainability.
The program includes sustainable development goals, measures, and indicators for all municipal sectors.

Housing Programme

Meeting residents' housing needs and aspirations.
The program identifies housing needs and seeks effective ways to address them.

We track these indicators annually

Population development and migration	**Population** **Total net migration**
Education and wellbeing	**Tertiary-educated population** **HYTE coefficient**
Emissions indicators	**Total emissions (per capita)** **Emissions from road transport**
Employment and the labour market	**Employment rate (people aged 20–64)** **Unemployment rate**
Regional and municipal economy	**Regional GDP (€ per capita)** **The city group's loan portfolio**
Tourism	**Tourism revenue** **Tourist overnight stays**
Business activity	**New businesses** **Business turnover (€, million)**

Let's get everyone involved

The strategy will be made known to the entire community in Rauma, including local residents, the business community, third-sector actors, and stakeholders, so that everyone can participate in its implementation. The residents of Rauma are encouraged to participate in strategy implementation through various surveys and engagement channels. The implementation of the strategy will be supported by effective and efficient communication, using both traditional materials and digital channels.

We promote the strategy's content and objectives through the city's daily communication, both on our website and across social media channels.




RIP CURL

Rauma

Rauma's strategy in brief

In turbulent times, we keep going and hold our own. We are bold, but not arrogant. We are humble, but never make ourselves small.

We work hard and make sure there are ships at the port, and more coming out of the shipyard. We help our guests and new residents feel at home and foster a culture where everyone is included and respected.

We keep our surroundings clean and tidy, and our buildings well cared for. We support our children's learning and build fields where they can play.

We strive to live in harmony with one another and with everyone around us, even our friendly rivals in Pori.

Panu Helamaa, city resident and employee



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