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FROM VAASA TO THE WORLD



FINLAND is full of modest cities, but Vaasa isn't one of them. We believe that a good life comes from having the courage to be proud of what you are without being ashamed to show it.

POSITIVE ENERGY and a forward-thinking attitude can be felt everywhere in Vaasa, almost as if it is wired into our DNA. Our wide range of languages and cultures allows us to discover new perspectives far beyond the normal horizon; things are handled easily, and we are not afraid to think outside the box. We are the Nordic Energy Capital and offer a home port for the world's best-performing energy cluster. Here, the city, companies and universities work together in a way that generates innovation and growth and solves global challenges. In Vaasa, saving the planet is our daily passion.

Working towards making the seemingly impossible achievable requires a lot of **PASSION**, courage and determination, while standing firmly on the ground. We have the attitude and framework to achieve a happy life according to our personal needs. Here you can create an international career, study the profession of your dreams, wander in the coastal nature, enjoy culture and become empowered by hobbies.

THE SEA is part of our everyday life and gives us strength. Our close proximity to Finland's only UNESCO Natural World Heritage Site, the Kvarken Archipelago, offers us a perspective stretching far beyond the country's borders.

When others say maybe, we say yes. When others remain unsure, we act. When others stay put, we move ahead. If you want an easier fun-filled life, then make Vaasa your home. Our message to anyone doubtful: It is easy to be happy in Vaasa.

VAASA'S BRAND NUTUSHELL





VAASA IS:

A PIONEER AGAINST PREJUDICE

We think more about opportunities and less about threats. We see diversity as an asset. We have the courage to believe in ourselves, to be enterprising and resourceful.

ACTIVE PARTNER

We look ahead and recognise the common interests. We can create new things together.

THE NORDIC ENERGY CAPITAL

Our ultimate goal is to save the planet by developing and promoting environmentally-responsible solutions. Our social responsibility stretches around the world, starting from everyone's immediate environment.

HAPPIEST PEOPLE IN THE WORLD

For us, happiness is not a buzzword, but a lifestyle, a combination of holistic wellbeing and perceived satisfaction that City of Vaasa is actively involved in creating things for its residents.







TAR GET IMA GE

VAASA is internationally recognised as The Nordic Energy Capital, where innovative solutions are being made to save the planet. It is easy to be happy in the happiest city located in the world's happiest country. Holistic well-being is accessible for everyone.







IF VAASA was a person, they would be a cosmopolitan who is at home anywhere in the world, but always returning to their roots.

Their open values are based on the city's multicultural climate, safe living environment, coastal nature and uncomplicated everyday life. Vaasa as a person would be courageous, know who they are, confident in their abilities, and not thinking that the grass is always greener somewhere else.

They would also be responsible and aware of how growth is created, while understanding that prosperity only becomes well-being when it is shared.

Many people believe that saving the planet and happiness are concepts too big to mention in the same breath. For Vaasa, however, such goals are pursued together, one action at a time.

BRA ND DIA MOND

TOP OF MIND

Vaasa, The Nordic Energy Capital

BENEFITS

Happiness
An easy life
Competitiveness
Unique nature experiences
Rich cultural offerings
Well-being

FEATURES

Coastal International Historical Versatility Growth Prosperity

MISSION

To save the planet through sustainable energy solutions while creating a good life and happiness for everyone

AREA COVERED

From Vaasa to the world

ATTITUDE

Passion Openness Active partnership Responsibility

ROLE

A saviour of the world with social responsibility

PEOPLE

Young Straight talking Educated Courageous Sympathetic









CORE MESSAGE FROM THE VAASA REGION



THE NORDIC ENERGY CAPITAL is a pioneer and centre for energy technology, with many opportunities for experts in other fields as well. A proven competitive environment for entrepreneurship guarantees new investments and innovations, as well as success for Vaasa in the future.

It's EASY TO BE HAPPY IN VAASA. A smooth-running daily life, well-being and happiness arise from good employment, a high level of education, well-functioning services, rich cultural offerings, a wide variety of recreational opportunities, and nature by the sea. Internationalism and diversity are emphasised in our young university city age structure, where everyone has the freedom to be themselves, find new paths and make dreams come true.







VAASA is a youthful city where modern forms of interaction are encouraged. Communication is neither top-down nor bottom-up but directed to the receiver at their level of understanding.

Vaasa's tone is young and fresh - relaxed but professional.

In practice, this means avoiding rigid lofty formalities, office jargon and the unnecessary use of unfamiliar words. Instead, everyone is invited to use everyday colloquial language or bring in compassion, warmth, an edge and humour in a way to suit the situation at hand.









A CITY OF VAASA EMPLOYEE CAN SAY THIS ABOUT VAASA

99

When others say maybe, we say yes. That's why we are the hometown of the energy cluster, a business-friendly city according to surveys, and the city that invests the most in culture per capita in Finland.

A CITY DECISION MAKER CAN SAY THIS ABOUT VAASA

"

FINLAND is full of modest cities, but Vaasa isn't one of them. The good life we have comes from setting high goals and being proud of ourselves when they are achieved.

When others say maybe, we in Vaasa say yes. By having a saviour-of-the-world attitude and open-minded cooperation, we have created the conditions for the Vaasa energy cluster, strong competitiveness, and large cultural investments.

The Nordic Energy Capital, Vaasa, is a university city full of upward career paths, languages and nationalities, as well as opportunities to live out your dreams. And we must not forget the UNESCO Natural World Heritage Site: in front of Vaasa, an area of new land equivalent to 150 soccer fields rises from the sea every year.







A STUDENT CAN SAY THIS ABOUT VAASA

"

IF you want more out of life, then Vaasa is the place to call home. We combine low rents and short distances with an international urban culture and educational opportunities that effectively open the doors to working life.

At the University City of Vaasa, every fifth person you meet is a university student. By transforming sustainable development into profitable business, the energy cluster of 160 companies and universities in Vaasa are finding the solutions needed to save the planet for future generations.

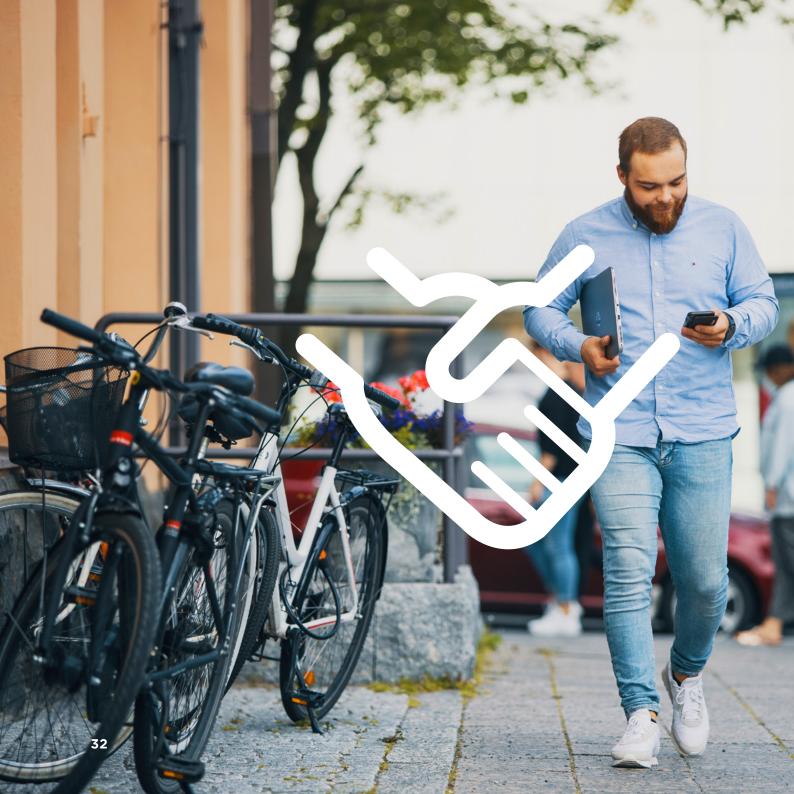
A RESIDENT CAN SAY THIS ABOUT VAASA

"

IF you want more out of life, then Vaasa is the place to call home.

In the Nordic Energy Capital, there is a competitive labour market for those wanting an international career. Here, you can fulfill your housing dreams, and for families with children there are immersion language learning opportunities in the city of culture. Our nature is unusual and fascinating, as the Kvarken archipelago is the only UNESCO Natural World Heritage Site in Finland.







A BUSINESS MANAGER CAN SAY THIS ABOUT VAASA

"

FINLAND is full of cities with rigid bureaucracy, but Vaasa isn't one of them. Enjoying a good life in the Nordic Energy Capital means being able to set high goals and be proud when they are achieved.

When others say maybe, the people of Vaasa say yes.

Yes, for the city's fast processes.

Yes, for functioning subcontracting chains.

Yes, for short logistics chains.

Yes, for universities that produce a skilled workforce.

Yes, for the companies, the universities and the city who support the joint energy cluster, containing 160 enterprises, many of which are global market leaders.

AN ACTOR IN THE TOURIST INDUSTRY CAN SAY THIS ABOUT VAASA

"

FINLAND is full of modest cities, but Vaasa isn't one of them. Vaasa is the sunniest city in Finland – both literally and in terms of attitude!

See the iconic Strömsö with your own eyes. Hear a multilingual speaker in the city. Taste food that comes fresh from the land and sea. Feel the sea breeze on your face. In Vaasa there are experiences for all your senses.

Vaasa is full of culture and history, and in the archipelago outside Vaasa you will find perhaps the largest wonder of all. An area of new land equivalent to 150 soccer fields rises from the sea every year. The Kvarken archipelago is Finland's only natural heritage on UNESCO's list of worldheritages. This nature can be seen from the deck of the world's most environmentally-friendly passenger ferry, sailing from Vaasa to Umeå, Sweden in the space of a few hours only.







DON'T FORGET TO MENTION THESE THINGS



- Vaasa is the Nordic Energy Capital, which is saving the planet through sustainable energy solutions.
- Wherever you are in the world, you will be using powergrid technology developed in Vaasa.
- The ancestor of the Vaasa energy industry was John Wikström. In the late 19th century, he worked in Chicago for Henry Ford, before returning to Finland and founding his first company. This grew into a conglomeration of energy companies.
- In the Vaasa region, 2% of the Finnish population creates 30% of Finland's energy technology exports.
- Vaasa is the place to be or become an entrepreneur, we have the entrepreneurial spirit needed.
- The world's most environmentally-friendly passenger ferry sails between Vaasa and Umeå.
- The residents of Vaasa are young. Every fifth Vaasa resident is a university student.
- Almost one hundred languages are spoken in international Vaasa.
- Vaasa invests the most in culture per capita in Finland.
- In the Kvarken archipelago, an area of new land, equal to an A4 sheet of paper, rises from the sea every second.
- It is the only natural heritage site on UNESCO's list of worldheritages in Finland.
- Vaasa aims to be a city with the happiest inhabitants of Finland.



