

# Oulu- Capital of Northern Scandinavia

- Gateway to the Arctic areas
- Located Midway between Asia and North America
- Excellent Global and Local Connections



Sweden

Finland

Russia

Norway

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DEPUTY MAYOR, CITY OF OULU  
GLOBAL FORUM, GENEVA  
17.11.2014

# The New York Times

Wednesday, November 4, 2020

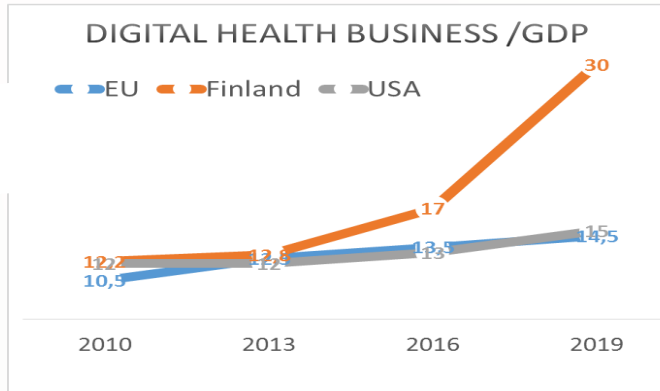
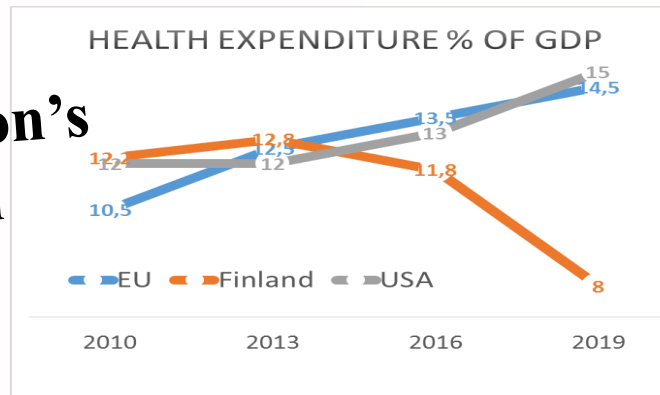
## Miraculous Healthy Living – A Finnish model

The Finns made a clever realisation years ago. They concluded that **all behaviours in a person's everyday life are health related** – from nutrition habits to the services we use. Therefore, all data collected in everyday life is for guidance in health choices. This leads to the innovation of **personalized services** that make use of a person's **Digital Footprint**, her or his health data and user preferences in seeking information and using services that are good for her or his short and long term health.

A crucial element in the success story has been **the trust of privacy** that the developers have been able to build into the services. Users can rely that their data is protected.

### Digital Footprint

An additional factor were peer support health networks focusing on the value and meaning of personal data started to question customary ways of thinking about short and long term health concerns, leading to innovative products and services.



The rethinking of health and wellbeing generated an important societal learning culture that led to the development of **highly successful and competitive service providers** for the global health market.

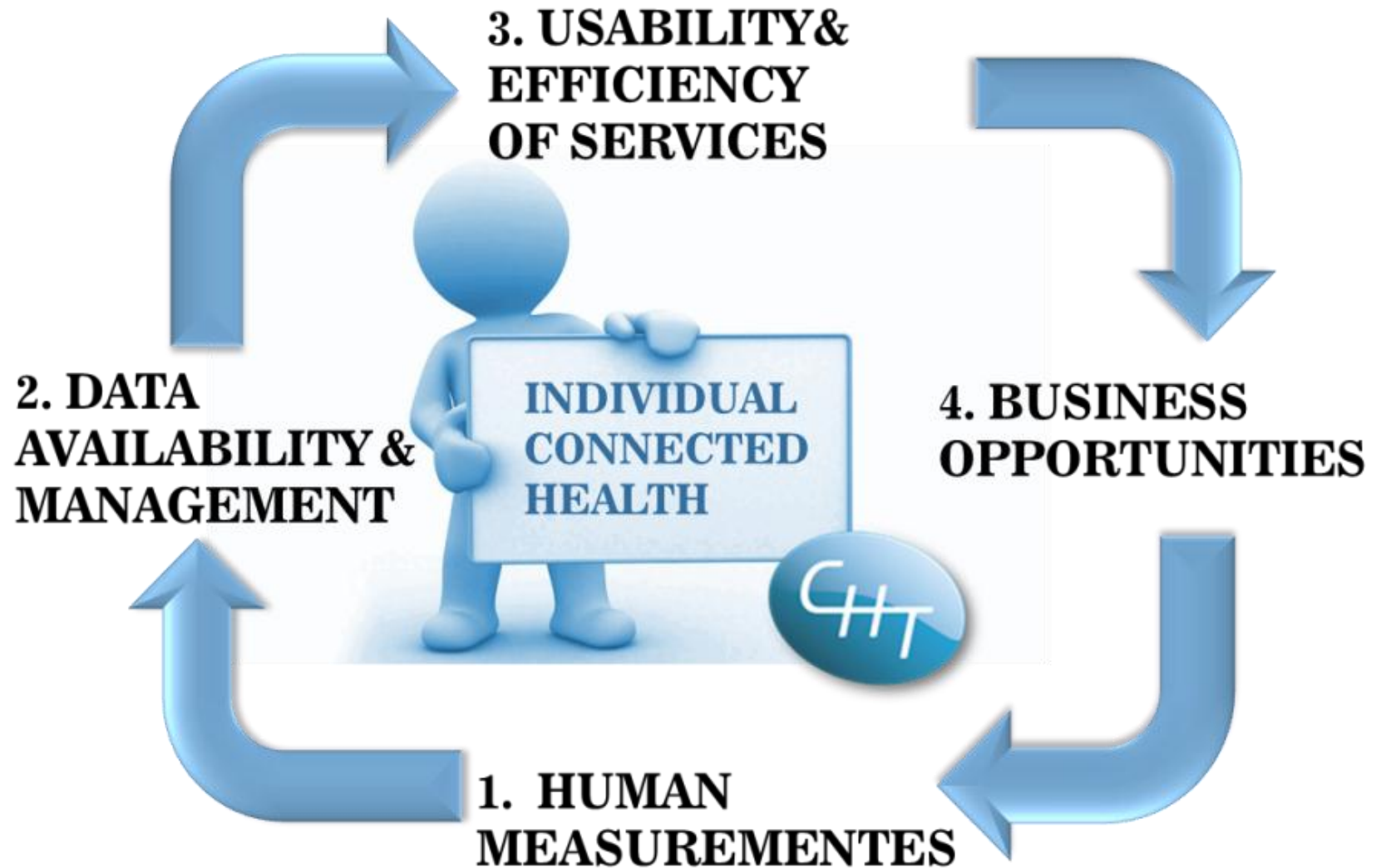
The economic growth – now referred to as **the Finnish data miracle** – has been remarkable and Finland now ranks among one of the most competitive in the world.

In addition, Finns enjoy services that enable them to lead healthier lives, as recorded by international statistics. Remarkable indeed!

# Next Generation – Citizen-Centered Smart Service Model of Oulu



# OULU





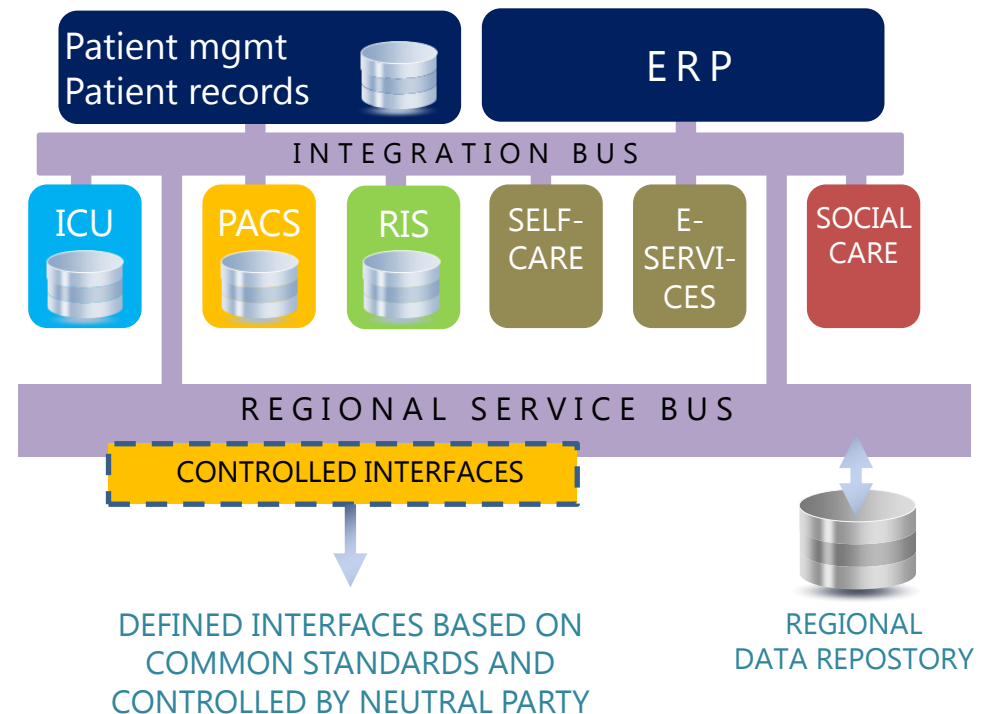


## OULU SELF CARE SERVICE



# Need for co-operation and standardization

- Standardization is needed in all levels.
- Need for co-operation between various parties when we select which standards we choose



# 5G Network development already on-going

Oulu Capital  
of Northern  
Scandinavia



Oulu City Wi-Fi network including 5G is under construction

Different wireless technologies are utilized at the different stages of the treatment process for data communications.

5G is not only about technology but will eventually enable and create new types of services, service providers and business models.



PDA



Laptop



Access Point



WBAN



PDA

Access Point



## Oulu

- OPEN INTERFACES AND STANDARDS
- SOFTWARE AND SERVER RESOURCES



**FUTURE CITY  
WIRELESS  
INFRASTRUCTURE:  
A SYSTEM OF SYSTEMS**



Ubiquitous computing  
infra – citizen interaction



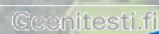
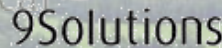
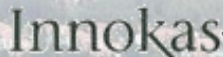
3D Virtual City





# OULU HEALTH

## CONNECTED HEALTH ECOSYSTEM







- Oulu region has 250 000 residents
- Largest urban center of the Northern Regions in Scandinavia
- Oulu is one of the youngest cities in Europe
- New creative atmosphere
- High level of education
- Trade and finance center

[www.oulu.fi](http://www.oulu.fi)

**OULU**

**A good basis for building the future health!**