



Project part-financed by the European Union (ERDF + TACIS) within the BSR INTERREG III B NP programme

## HINTERLAND Vitality Check

### Examples from typology: Type 2 *Helula in Karelia (Russia)*



#### *Helula*

Inhabitants: 3742

Municipality: Helula

Name of County: Sortavala district

Vorderland distance:

240 km South-West from Petrozavodsk

300 km North-West from Saint-Petersburg



#### A voice from Helula:

“We have all the resources to create comfortable living conditions, and that is what we will do!”

*Ryzenkov Anatoly, head of administration*





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## We are type 2!

What does it mean for our village and what do we have to do?

### Strengthen the strengths!

#### Demography

- *More people living there work in Sortavala*

#### Economy

- *The number of enterprises – 30*
- *The unemployment rate – 8,4%*

#### Social Life

- *Share of people involved into social clubs and activities – 35%*

### Reduce the risks!

- *Create comfortable living standards and working places.*
- *Create investment sites for outer investors to come.*
- *Organize the leisure time spending for young people mostly.*



*Rough life – rough nature –  
tough character*



*The historical heritage*