

MoveUpNorth

SWEDISH LAPLAND

A daily life with wow
Discover the inspiring people & special places

Moving here?

Relocation managers who support you throughout the entire process

10 municipalities
with their
charm and opportunities

MoveUpNorth is a project in Region 10. Together, we have developed a joint magazine highlighting what it's like to live, work, and reside in our ten inland municipalities. We talk about people who have moved here, as well as those who have chosen to stay here for most of their lives. People who have found their place here and those who balance their family life. People with a daily life that feels better than many vacations. Those who live in the shadow of the mountains and surround themselves with the warmth of the forest. Like all places, not everything is perfect, but here there is room to breathe and find balance in life. Maybe your life?

Region 10

Region 10 as a collaboration model was started in 2012. It is an alliance of ten municipalities in the provinces of Norrbotten and Västerbotten, aimed at strengthening the role and development of these municipalities. Region 10 also acts as an influential body ensuring that decisions at the government level are also made from our perspective.

Print: Originaltryckeriet in Lycksele

Cover: Grönfjäll, Vilhelmina municipality. Photo: Emma Sandström

Responsible publisher:
Move Up North
moveupnorth@sorsele.se

Project management
Project leader: Birgitta Corin
Project economist:
Kristina Axelsson
Project communicator:
Sofie P From

REGION 10
INLANDSKOMMUNER I SAMVERKAN



Medfinansieras av
Europeiska unionen

region
västerbotten

REGION
NORRBOTTEN



This is Move Up North

Move Up North covers 62,600 km², which is 1/7 of Sweden and almost twice the size of the Netherlands. Approximately 47,000 people live here, which means we have an average of 1.3 km² per person. In other words: only 0.77 people per km². So, there is plenty of space here!

In our region, there are only three traffic lights and one escalator, but many more snowmobiles, snowmobile trails, mountain peaks, and lakes.

Here lies Sweden's largest nature reserve and Europe's largest protected natural area.

Quick facts

Project owner: Sorsele municipality

Project duration: 3 years

Financiers: European Social Fund (ESF), Region Västerbotten, Region Norrbotten, and participating municipalities.

Participating municipalities: Arjeplog, Arvidsjaur, Dorotea, Lycksele, Malå, Norsjö, Sorsele, Storuman, Vilhelmina, and Åsele

Learn more about Move Up North
by scanning the QR code



moveupnorth.se

Our ten municipalities

Arjeplog

Area: 14 494,08 km²

Population: 2 619

In the municipality with the largest archipelago in the mountains of Sweden, you will find welcoming people, nature, culture, and businesses with great potential. Here, we live a good life with work and services close by. Our preschools and schools are of a high standard, and the pristine nature with 8,727 lakes offers opportunities for outdoor sports and recreation in the backyard. As a Sami-recognized municipality, Arjeplog has an international appeal. Unique places such as the Silver Museum, Pieljekaise National Park, and the ski resorts Galtis and Jäckvick provide a unique attraction.

Arvidsjaur

Area: 6 126,28 km²

Population: 6 079

Here you will find an international airport, the Norrland Dragoon Regiment K4, and a strong Sami culture with the largest preserved Sami church town in Europe, Lappstaden. Arvidsjaur is a hub for road, rail, and air, with proximity to Norway. The municipality is also the center for car testing on winter roads. A rich community life, small-scale entrepreneurship, and engaged villages create a vibrant and growing place – perfect for those seeking an active lifestyle in beautiful nature.

Malå

Area: 1 727,49 km²

Population: 2 972

In Malå, you will find everything between mountains and sea. The natural resources from the mountains, forests, and lakes are optimally utilized, creating a unique mix of outdoor activities, culture, dynamism, and technology. The expertise in natural resources makes Malå an innovative, international municipality specializing in geology, minerals, and wood processing.

Lycksele

Area: 5 888,84 km²

Population: 12 196

Lycksele is the place for you if you want to combine outdoor living with your career. Known for its vibrant community life, there is a strong sense of community, a rich history, and plenty of cultural events. In the midst of nature, surrounded by forests and water, you will also find restaurants, spas, shops, and

plenty of career opportunities thanks to a diverse economy and a campus for higher education. Our airport also makes travel easy. Here, there are opportunities for everyone, and we have everything within reach – city and mountains!

Åsele

Area: 4 543,62 km²

Population: 2 693

Åsele is a safe place to live and work, with a pleasant pace, a strong community life, and plenty of events. One of the best schools in Sweden is located in Åsele, and we have world-class broadband. We invest in future-oriented sectors such as tourism and innovative technology, welcome diversity and equality, and believe that collaboration is the key to success.

Sorsele

Area: 7 957,97 km²

Population: 2 373

The municipality of Sorsele offers a diverse business environment with strong industries in wood and high technology. The municipality is part of the region for car testers, which creates a lot of employment. Many residents commute to jobs in mining in neighboring areas. In the municipality, there are many companies involved in reindeer husbandry, and Sami activities include further processing of food and cultural experiences. The percentage of young, especially female entrepreneurs, is high. Nearly 50% of the population lives in smaller villages. Here is the area with the highest reindeer density in Sweden, and more than half of the municipality's area is protected nature reserve.

Vilhelmina

Area: 8 740,66 km²

Population: 6 257

Vilhelmina never stands still. In this mountain municipality, the center is bustling with activities, entertainment, people, and events. On the outskirts, there is plenty of space to catch your breath and find peace, whether you are hiking in the forests or paddling on mountain lakes. The municipality of Vilhelmina has a strong Sami culture and is a Sami-recognized municipality. With a close-knit community and proximity to nature, Vilhelmina is the perfect place for those seeking a life close to nature, with cultural richness and support for new residents.

Dorotea

Area: 2 939,86 km²

Population: 2 347

Dorotea is a small municipality that has a lot to offer its residents, with plenty of opportunities for a high-quality life. Dorotea has a thriving entrepreneurial climate, stable and reliable childcare, good housing options, and a mix of culture and adventure. Here, you are welcome; everyone works together to move the community forward, and everyone – young and old – gets the chance to contribute and influence the future.

Norsjö

Area: 1 923,58 km²

Population: 3 941

Norsjö is located in the forested landscape of the region and has a picturesque environment and a strong community. We say we have the best daily life in the world, with work, childcare, school, study, play, outdoor sports, cinema visits, shopping, community life, cooking, socializing, singing, playing musical instruments, sports, and much more. Many work in the wood industry and the public sector. Beautiful nature and an interesting cultural history have created good conditions for tourism.

Storuman

Area: 8 234,45 km²

Population: 5 591

In the municipality of Storuman, there is much to see and experience, both for those who visit for a day and for those who stay for several days. If you live in the municipality, there are many hidden gems around the corner. We have rich nature, and you can, among other things, hike on one of the many trails, fish, enjoy a good cup of coffee in one of our cafés, or take a snowmobile ride on the mountain tops. If you love skiing, you can challenge yourself on one of our beautiful ski slopes. For those who enjoy skiing downhill, there are opportunities to race down the slopes shaped by world stars such as Ingemar Stenmark, Anja Pärson, and Jens Byggmark.



”

I like being in a place where the ecosystem is still largely pristine and untouched.

Text and photo: Emma Sandström

From visitor to resident – Henriksfjäll feels like *home*

The small mountain village of Henriksfjäll has not only recently passed the 200-year mark – four new villagers have settled there, and a fifth is on the way. "It feels good to live here," says Christian Saastamoinen.

For Christian Saastamoinen, the journey to his new lifestyle began during fishing trips after football training, around the age of eighteen. He lived in Sundsvall, a city on the Swedish coast, and together with his friends, he searched for good fishing spots in the area. But one day, someone in the group suggested going to the mountains to fish.

"It was the first time I visited Kittelfjäll. One of my friends also went there to look at a piece of land that was for sale. He bought the plot, which led us to return to clear the land. Then to prepare the ground for construction. And later to build and expand further," says Christian Saastamoinen.

He and his recently moved girlfriend Lovisa are sitting in the hammock in front of their cabin on the plot that Christian later bought, about eight years after his first visit to the valley. They are one of the two couples who recently moved to the village.

"My friends said at one point that I should buy my own place. And then this plot, with an old sawmill on it, was for sale."

Although the cabin is small, the land is large. And with Lovisa's move – where she also brought two horses – the property will eventually be developed into a ranch. Not long after buying his cabin, Christian said goodbye to Sundsvall and moved permanently to Henriksfjäll.

"I like being in a place where the ecosystem is still largely pristine and untouched. To eat fish that have swum in the Vojmån, a moose that has run over Grönfjäll, or berries that have grown in Gränssjö. It feels good to know that we have this here, and that's why I want to be here."

When he moved, Christian was co-owner of a car company and took half of the business with him. After the coronavirus pandemic, he switched to tourism. To avoid competing with existing businesses in the region, Christian chose a less known niche: northern lights tourism.

"I bought an Aurora Hut that lies at a jetty in the Vojmån in the summer, and in the winter we bring it to the mountains," he says.

The small, igloo-like hut offers a luxurious and complete experience for guests. In the long term, they want to further expand the business with the newly arrived horses.

"Then we can offer tours and guided horseback rides. Here, everyone contributes, both humans and animals," laughs Lovisa.

But first, they are expecting a little one on the farm. Lovisa, who herself comes from the mountain community of Åre, looks forward to starting her life in Henriksfjäll with her maternity leave. They are happy that village life is characterized by solidarity and helpfulness between families, farms, holiday home owners, and visitors.

"I also lived and studied in Stockholm for a few years. But there is something about big cities that doesn't feel like home. I want to feel safe, just like knowing the people I meet in the store," she says.



The village of Henriksfjäll has four new residents: Christian Saastamoinen, Lovisa Owén, Alric Hansson, and Moa Johansson are both new neighbors and newcomers to the village. They are all happy with the community in the surrounding villages.



Photo: Oksana Kliuchenko

A region full of charm and opportunities

Imagine living in a place where every day is an adventure. In our ten municipalities in the inland heart of Northern Sweden, from the coast to the mountains, vast forests, mirror-like lakes, and imposing mountain landscapes await to be discovered. Here, you enjoy both tranquility and quality of life, with a wide range of leisure activities all year round – from skiing and snowmobiling in the winter to hiking and beach volleyball in the summer. Here, you experience daily life with a real wow factor.

Balance between career and quality of life

The job market here is diverse and offers plenty of opportunities. There is growth and development in sectors such as technology, healthcare, industry, and tourism. The demand for labor is high in multiple fields, providing excellent opportunities for job seekers. Here, you can start your career, develop yourself, and find a good balance between work and leisure. Fifteen minutes after work, you can be skiing in the forest or preparing for a cozy evening at home.

Educational opportunities

The inland of Northern Sweden offers a wide range of educational opportunities for those who want to develop and grow. From vocational training to distance learning, allowing you to study from home. Whether you are interested in technology, healthcare, industry, or tourism, there are programs that match your interests and career goals.

A realistic view of life

Does this all sound too good to be true? Certainly not. Sometimes it snows so hard that the roads are slippery and buses struggle to run on time. And yes, there are more mosquitoes than inhabitants. But that's all part of the charm!

Leisure time and community spirit

The community life is active and varied, with sports clubs, cultural organizations, village associations, and other initiatives playing an important role in the community. These associations organize many of the activities in our municipalities, such as sports events, village festivals, and craft markets.

For newcomers, community life is a great way to meet people and build a social network. Being active in an association helps you discover new interests and feel involved in the community. We often say here: in the inland, you are someone, everyone is important and contributes. Community work can give you the

chance to take responsibility and make a meaningful impact in your new place. How good does that sound?



Photo: Sanne Brännström



Photo: Sanne Brännström

My new love: Northern Sweden!

Hi there!

How wonderful that you are interested in Northern Sweden! I am Hilde Pape, an enthusiastic adventurer from the west of the Netherlands. In the summer of 2019, I discovered my new love: Northern Sweden! Think of rugged nature, impressive landscapes, and a serene tranquility that you won't find easily elsewhere. After my first visit, I couldn't stop returning – each trip brought me closer to the magic of this enchanting region.

Initially, it wasn't the plan to move within five years, but in June 2024, my boyfriend and I took the plunge. And now? We never want to go back! Of course, a lot came our way, and not everything went smoothly, but we had time and prepared ourselves as best as possible. We quit our jobs, sold our house in the Netherlands, and had some savings on hand. This gave us the freedom to avoid making

hasty decisions and calmly think about how we wanted to shape our new life.

Finding a job was also on my list, but it came unexpectedly sooner than planned. Through contacts in the municipality of Arjeplog – our new home – I heard that a cool vacancy would open up as a relocation advisor at the municipality in early 2024. I kept it in mind but also knew that my basic Swedish might not be enough. So, I continued with the preparations for our move.

In February 2024, I saw the vacancy online and thought: why not? I wrote my application in my best Swedish, and to my great surprise, I was invited for an interview. After two interviews, I received an offer! Unbelievable, especially since I wasn't yet fluent in Swedish. But my enthusiasm and personal experience

made an impression, which led them to give me the chance to embark on this adventure together.

We wrapped up the last matters in the Netherlands in May and moved to our new home on June 1, 2024. What an experience that was! The first weeks felt almost like a dream but also like a reality check. Everything was in Swedish and went incredibly fast. But thanks to the Swedish course I had taken in the Netherlands and the very friendly and helpful Swedes, I quickly felt at home and managed quite well with the language.

And here's a tip: fika is really important and taken very seriously! It's a perfect moment to not only get to know your colleagues, neighbors, or locals better but also to hear all the ins and outs of the area. A super accessible way to integrate!

Now, more than ten months later, I have survived my first real winter and still find it amazing! The fresh air, the beautiful nature, and the better balance between work and leisure make me enjoy every day and incredibly happy that I dared to take this step. By starting work immediately, I was immersed in Swedish culture, gained experience in the Swedish job market, and built a social network.

Why shouldn't you be the next person we help in Region 10 to start a new life in the far north? If you want to take the plunge, my colleagues from Move Up North and I are ready for you! Let's make this unforgettable journey together. Hopefully, we'll talk soon!

Love, Hilde



Photo: Arjeplog Outdoor

Relocation managers

MoveUpNorth



Form
– move here

Are you interested in moving to our region or just want more information? Contact one of our relocation advisors or scan the QR code to leave your details. Or follow us on Facebook.



Follow us on
Facebook



Emelie Ahlqvist
Åsele municipality
emelie.ahlqvist@asele.se



Thea Stjärnfelt
Vilhelmina municipality
thea.stjarnfelt@vilhelmina.se



Agnieszka Rombe
Storumans municipality
agnieszka.rombe@storuman.se



Paula Perriens
Sorsele municipality
Paula.Perriens@sorsele.se



Sofie P From
Norsjö municipality
sofie.from@norsjo.se



Ethel Cavén
Malå municipality
ethel.caven@mala.se



Jennifer Bleibdrey
Lycksele municipality
jennifer.bleibdrey@lycksele.se



Gabriel Holmlund
Dorotea municipality
gabriel.holmlund@dorotea.se



Ellen Högberg
Arvidsjaurs municipality
ellen.hogberg@arvidsjaur.se



Hilde Pape
Arjeplogs municipality
hilde.pape@arjeplog.se