



## Challenge 2: Achieving Smart Specialization and Resilience by broadening value chains and moving to higher value chains

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## Challenge 2: Achieving Smart Specialisation and Resilience by broadening value chains and moving to higher value chains

### Option 3: ICT as cross cutting

- Supplier for big industry (Machinery, Chemical, Forestry)
- Supplier for smaller scale industries (Tourism, ?)

### Option 1: Tourism

- Relevance for gastronomy and agrofood and transport
- move into higher value chains possible (luxury tourism)
- Branding

### Option 2: Biomass what about forest Biorefining?

- Relevance for energy, agrofood and others?
- Example for value chain broadening developing alternatives to classical wood export model (refinery, energy, ?)
- Examples of additions to value chain (food, residuals)

### Option 4: Industry supporting sectors

- Relevant for business services and machinery linked to mining
- Example for broadening value chain



# *Prototype 1: ICT Boost - Building capabilities*

- **Problem:** R&D and industries often lack coordination that could be used for joint development of technical and digital solutions.
- ICT capabilities of labour force is a risk for adaptation to the future work and competitiveness of the whole region.
- **Target Groups:** Regional developers, R&D centers, educational units, SME's, Industries, Financiers
- **Activities:**
  - Building capabilities
  - ICT network as a tool to boost R&D and industries
- **Organizations needed to put action in place:** Regional councils, Digital Innovation Hub in Oulu



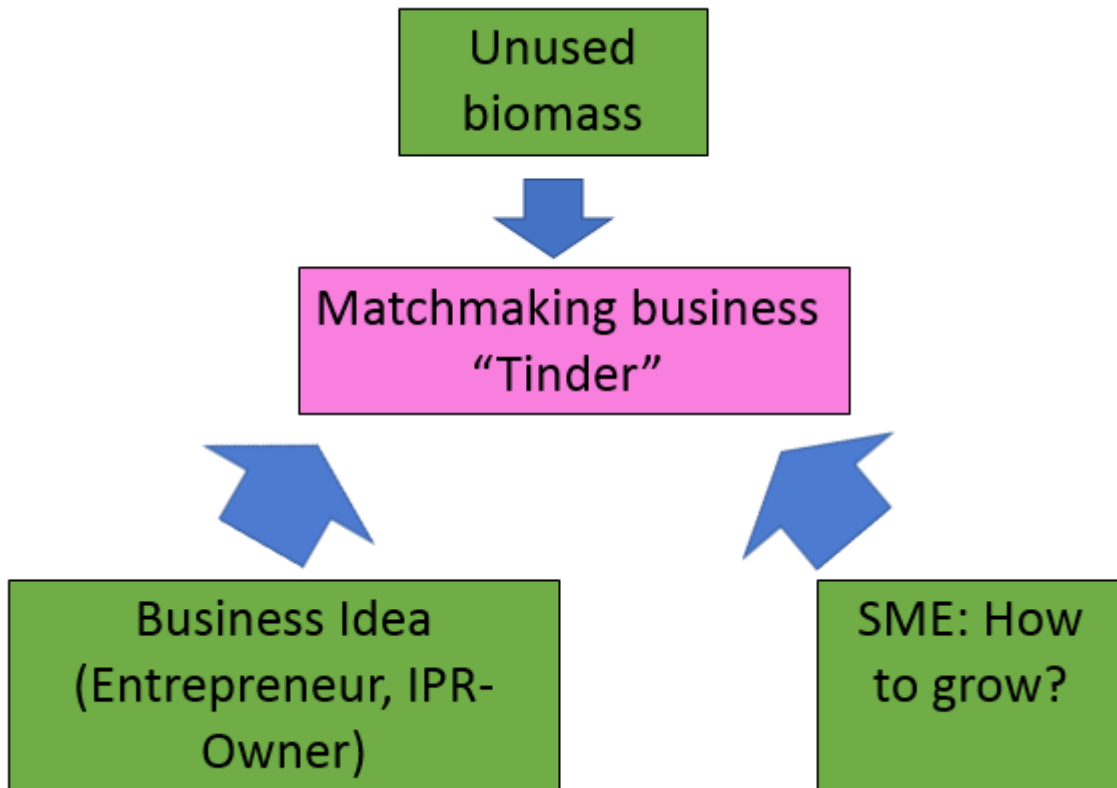
## *Prototype 2: Tinder for Biomass*

- **Problem:** SMEs and Entrepreneurs very often lack the knowledge which type of biomass is available. This leads to inefficient low value use of some biomass

- **Target Groups:** Biomass producers and biomass entrepreneurs, SME's, innovators
- **Activities:**

1. Advisors and experts together mapping the needs of biomass owners and of entrepreneurs Platform prototype development
2. Testing / piloting with companies (one year)
3. Comprehensive coverage (2 years)
4. The end goal: platform working market-based (3 years)

- **Success marks:** number of matches made <sup>4</sup>





## Prototype 3: Developing sustainable tourism in East and North Finland

- **Problem:** Lack of critical mass of sustainable tourism products & services
- **Stakeholders:** tourism, food and creative sector (SMEs), regional authorities, r&d, education sector, multinational businesses
- **Success marks:** increased registered over-nights, jobs created, improved collaboration with Visit Finland, new recognizable brand
- ENF Tourism Board?
- Activities & timeline

Task	2018	2019	2020	2021	2022	2023	2024
Defining resources per participating entities							
<ul style="list-style-type: none"> <li>• Drafting strategy and defining key performance indicators                             <ul style="list-style-type: none"> <li>- each region to strenghten their own unique selling points</li> <li>- common nominators, unique differences</li> <li>- how to benefit from each others' strenghts?</li> </ul> </li> </ul>							
Identify key advocates and decision makers, politicians etc – influence them (ongoing)							
Sharing good practices and strenghtening local/regional markets							
Develop skills base (education)							
Develop branding							
Implementing strategy							
Measuring success of implementation							