



North-East Finland Industrial Transition Pilot

Innovation Camp – Challenge #4





Challenge 4: Barriers for growth and development in business and industry 21.9.2018

Conclusion on 29th Aug (1/4)

Challenge owner: Jouni Ponnikas, Regional Council of Kainuu – Facilitator: Ilari Havukainen, Regional Council of Lapland & Harri Malinen, University of Lapland

Human resources

- **Lack of right kind of skilled human resource: 42 % of Finnish companies located in rural areas in close proximity to towns lack significantly skills and right kind of applicants. Structural unemployment.**
- **Lack of critical mass (R&D Specialists, engineers, ... etc.)**
- **Distances are too long for commuting**
- **Mismatch of skills**
- **Lack of marketing skills and business knowledge especially for export**
- **Challenges caused by the ageing of entrepreneurs and labour**
- **Immigrants should be integrated more effectively**
 - Language skills
 - Certifications
 - Lack of skilled immigrants



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Conclusion on 29th Aug (2/4)

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List of opportunities

- Professional training
- Master-apprentice
- Specialization education
- Tailored education on specific focus areas
- Immigrants
- How to lure returners? (attractiveness of the region)
- Me and my city concept for immigrants and adults
- Virtual Reality & Artificial Reality (VR & AR)
- If micro companies could employ +1 person per company, it would have a huge impact
- Place based branding (Attractiveness)
- Immigrants can help for exporting goods & services
- Collaboration between regions and sharing good practices



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Conclusion on 29th Aug (3/4)

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Manufacturing & Logistics

- Roads and railways should be improved in order to enhance logistics
- Natural resources are local and the logistics is a challenge
- Low profit making & too man force demanding manufacturing processes

Opportunities

- Combined logistics & collaboration with other companies (new value chains)
- Broadband & high speed communication
- Industry 4.0 (partial solution)
 - Automatization & Robotization
 - Internet of things (IoT)
 - Open data, Big data, Data mining, Data analytics
 - Artificial intelligence (AI)
 - 3D printing (metal, plastics, composite)
 - On demand manufacturing & printing



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Conclusion on 29th Aug (4/4)

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FDI, Funding & other issues

- Lack of startup funds. There is a one in Oulu, soon also in Northern Savonia
- How to convince the investors?
- SME's are, in general, aren't willing to grow and/or too passive to aim to international market

opportunities

- NEF FDI platform



Lack of right kind of skilled human resource: 42 % of Finnish companies located in rural areas in close proximity to towns lack significantly skills and right kind of applicants. Structural unemployment.

Factors

Professional transform training

- Provides new updated degree for professionals
- Certification

Specialization education

- Tailored need based education program
- Doesn't aim for degree
- Collaboration with companies

Master-apprentice

- Apprenticeship
- Suitable also for Immigrants
- Certification



Lack of right kind of skilled human resource: 42 % of Finnish companies located in rural areas in close proximity to towns lack significantly skills and right kind of applicants. Structural unemployment.

Objectives

Professional transform training

- Adapt skills to the needs of labour market
- Respond to the needs of companies
- More professionals with a certificate

Specialization education

- Increase skill level
- Respond to the development needs of companies

Master-apprentice

- Fast track for practice-oriented people to a profession
- Early connection to potential employees
- Continuous assessment of a potential employee
- More professionals with a certificate



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Target groups

Professional transform training

- Professionals with a degree looking to widen their skillset to a different branch/sector

Specialization education

- Professionals in employment (often in R&D)
- Professionals looking to deepen their expertise

Master-apprentice

- Practice-oriented people (suitable for students of all ages)
- Immigrants



Lack of right kind of skilled human resource: 42 % of Finnish companies located in rural areas in close proximity to towns lack significantly skills and right kind of applicants. Structural unemployment.

Activities

Professional transform training

- Labour market analysis
- Political commitment
- Education funding

Specialization education

- Increasing awareness within the target group and stakeholders
- Political commitment
- Company participation and commitment
- Ensuring continuous funding

Master-apprentice

- Increase company awareness of the short-term apprentice courses
- Ensuring continuous funding



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Time perspective

Professional transform training

- Ongoing
- Impact in 24-36 months

Specialization education

- Ongoing
- Impact in 12-24 months

Master-apprentice

- Ongoing
- Impact in 6-18 months



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Responsible stakeholders

Professional transform training

- Ministry of Education and Culture (OKM)
- Ministry of Economic Affairs and Employment (TEM)
- Universities of Applied Sciences

Specialization education

- Ministry of Education and Culture
- Ministry of Economic Affairs and Employment
- Regional Councils
- Universities and Universities of Applied Sciences

Master-apprentice

- Ministry of Education and Culture
- Universities of Applied Sciences
- Vocational Institutions



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21.9.2018

Key message: ENF Clusters' roadmap for Growth

Who: Universities, Universities of applied science, Local & Regional Development organizations (non-profit) + support from sector research institutes

What: Coordination of Clusters, in order to map and analyze needs of companies for human resources, joint investments, joint logistics, RDI services, marketing and export competence

For whom: Active cluster members (companies) and potential employees

How: Active motivation of regional authorities to allocate resources, (require political commitment), start inter-regional cluster pilots (in selected themes), scaling-up pilot actions to other clusters

Expected outcomes: Improved collaboration between clusters and regions and RDI organizations, better knowledge of companies' needs, better integration to regional S3 implementation

Impact: Growth and improved resources of clusters and their members



ENF Clusters' roadmap for Growth

Improved collaboration
between clusters and
regions & RDI organizations

2018 ->

● Active motivation of
regional authorities to
allocate resources
2018

● Inter-regional
cluster pilots (in
selected themes)
2019

● Scaling-up pilot
actions to other
clusters
2019-2020



Growth and
improved resources
of clusters and their
members

