



BUSINESS  
FINLAND

# SUSTAINABLE MANUFACTURING FINLAND

Duration: 1.1.2020 – 31.12.2023

*14.4.2020 EU Info Day (virtual meeting)*

# Sustainable Manufacturing EU Info Day

12:30 Welcoming words

12:35 Why European co-operation? *(Mervi Karikorpi, Teknologiateollisuus Ry)*

12:55 Experiences in European Networks and Funding

- Picosun Oy *(Jani Kivioja, Riina Ritasalo)*
- Emberion Oy *(Tapani Ryhänen)*
- Wool2Loop project *(Anne Kaiser, Saint-Gobain Finland Oy and Mirja Illikainen, Oulun Yliopisto)*

13:50 Break

14:00 Forms of European Collaboration

- European Partnerships for Industry *(Riikka Virkkunen, VTT)*
- Practicalities of Consortium and Proposal Building *(Eeva Viinikka, Business Finland)*

14:40 Select Funding Instruments

- EIC Accelerator, Fast Track to Innovation, Green Deal *(Heini Günther, Business Finland)*
- ECSEL / Key Digital Technologies, Eureka, EuroStars *(Kari Leino, Business Finland)*

15:30 Closing remarks

# WHY PROGRAM ON SUSTAINABLE MANUFACTURING?

Blend of Ecology and Economy

- To fight climate change, companies shall reinvent their business practices
- Environmental integrity of a business shall go hand-in-hand with financial profitability
- Productivity is the biggest challenge for our national economy\*
- Sustainable value creation is an opportunity to develop competitive edge



# WHY JOIN THE PROGRAM?

We provide a framework for:

## Research, Development and Innovation

We help Finnish companies and institutes to find **partners** both nationally and internationally and provide **funding** for their collaborative renewal efforts. Particular emphasis on *EU networks and funding, and attraction of talents*.

## New Markets and Business Opportunities

We help companies develop their competitiveness and find **business opportunities** in international markets.

We help companies find larger business opportunities together in international markets than they alone could.





# WHY EU FUNDING?

## Much more than money:

- Collaboration within European networks, obtaining the right contacts
- R&I together with potential customers, opening markets early in the R&I phase
- Sharing risk with international partners
- Direct influence on technology and policy development, standardization and other strategic benefits
- Benefitting from the very best European know-how

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