

**BUSINESS
FINLAND**

Working Life Research Call:

**Competitiveness, Productivity and the Quality of Working Life -
– Leadership and Organizational Development in Digital Transformation**



Info 24.10.2024

Programme

Welcome

Elise Ramstad and Maarit Lahtonen,
Chief Funding Advisors

Digital Native Finland Mission

Janne Järvinen, Mission Lead

Immersive Digital Life Mission

Sanni Siltanen, Mission Lead

Business Finland Health Mission

Eeva Salminen, Senior Director

Working Life Research Call

Maarit Lahtonen and Elise Ramstad,
Chief Funding Advisors

Questions and Discussion



Objectives of research call

- To find new kind of competences in the challenges of Finnish working life amidst digital transformation, and to strengthen the productivity and competitiveness of Finnish companies as well as to improve the quality and attraction of working life
- To produce new, widely disseminated solutions and tools for the development of leadership, work, organizational practices and the quality of working life
- To advance competences of Finnish research organizations and the ability of companies to promote better working life
- To meet the MEAE's strategy and Business Finland's objective to increase quality of working life and productivity at Finnish workplaces
- To advance [Business Finland missions](#): Digi Native Finland, Immersive Digital Life and Business Finland Health

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Digital Native Finland Mission

Working Life Research Info
24.10.2024

Janne Järvinen
Mission Lead



DIGITALIZATION ACCELERATES PRODUCTIVITY

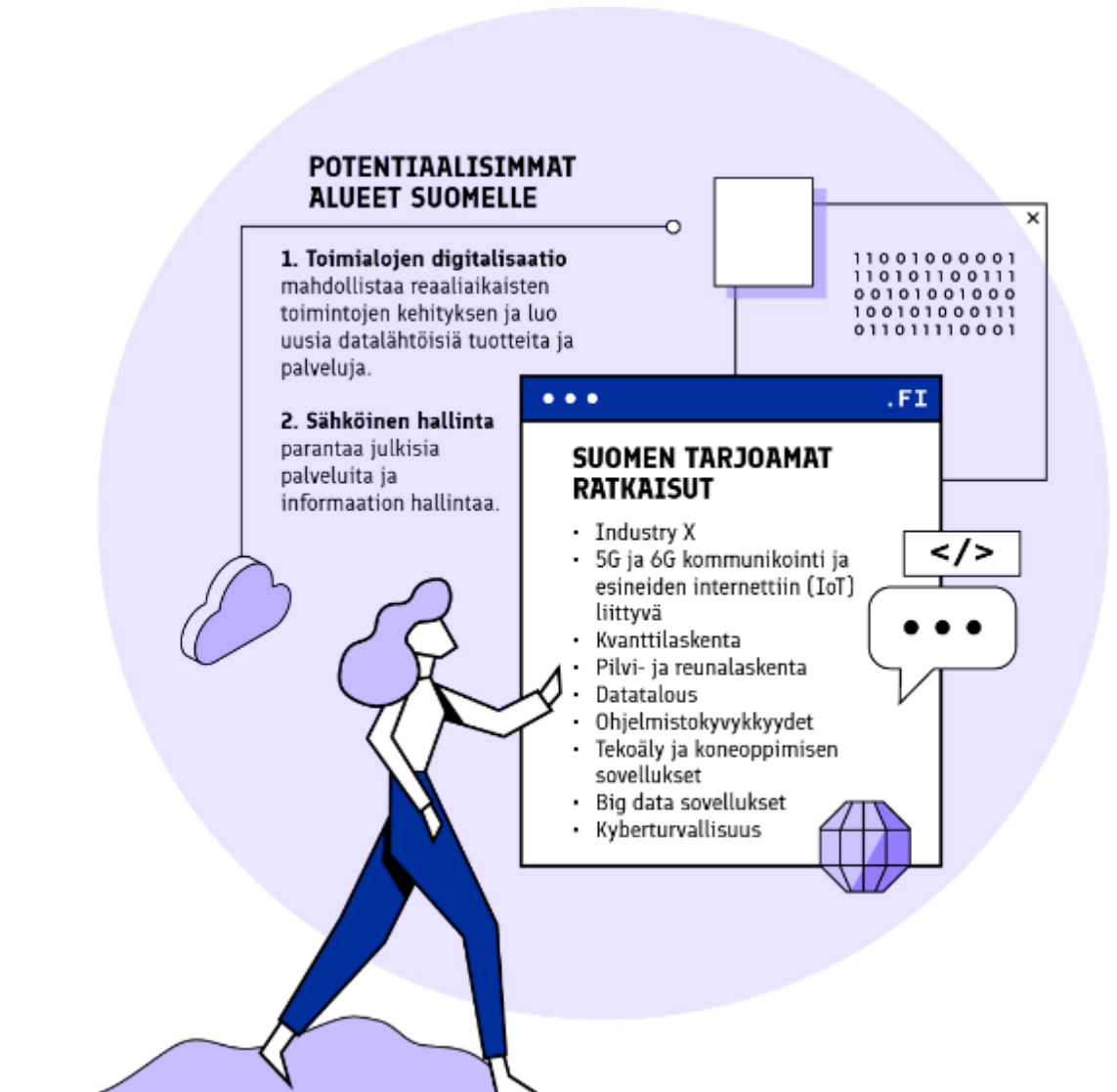
Digitalization transforms world

Digitalization touches **all sectors** and enables transformation **between** and within them.

Renewal is critical for the necessary productivity leaps in almost all sectors and plays an important role in creating sustainable growth.

Finland is number one in the world in digitalization-related development and skills (ETLA Digital Barometer 2023)

The know-how, advanced technologies and **digital solutions** of Finnish companies and research organizations are what the growing global market and the **increasing demands of productivity development** will need.



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GLOBAL CHALLENGE

Digitalization is sweeping the world and causing dramatic changes to all sectors. We need to dramatically accelerate digital transformation to survive and take productivity to next level. Digital is also a great enabler in saving our planet and time to act is now.



THEMATIC FOCUS AREAS

Investing into **future connectivity** and **robust data economy** gives us a competitive edge for our export businesses and attracting foreign investment.

FINLAND'S STRONGHOLDS

Finland has strong knowhow in **smart, safe and sustainable digital technologies** with Software, AI, 5G/6G, cyber security, quantum and beyond. These technologies are key building blocks or facilitators to respond to societal, industrial and environmental challenges. World Economic Forum (WEF) has estimated that the total impact of digital transformation in the society can be even USD 100 trillion by 2025.

APPROACH

COMPETENCIES:

- ✧ Revolutionize digital competencies in Finland.
- ✧ Refactor education system based on digitalization impacts ensuring life-long up-to-date skills.

COLLABORATION:

- ✧ Remove roadblocks to digital business & society through joint actions globally.

COMPETITIVENESS:

- ✧ Enable rapid value realization from research to commercial digital-powered solutions with smooth customer journey.
- ✧ Challenge companies to fully digitalize their operations and business.

GOALS

	CUSTOMER	SOCIETY
Economic growth	Scalable success beyond borders	Digitally native transformation breeds prosperity
Sustainability	Platform to meet the challenges of global and planetary boundaries	Digital action is climate action
Competitiveness	Global assets from combining future connectivity and data economy	Open testbed of functioning green and digital country

2022 → 2025 → 2030

In 2030 Finland is a functioning green and digital country where people are productive, safe and well-being.



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IMMERSIVE DIGITAL LIFE Mission

Sanni Siltanen
Mission Lead
Business Finland



The aim of the Immersive Digital Life mission is to make Finland a leading architect and enabler of immersive digital life by 2035.



Mission focus areas



Enabling technologies and architectures



Human-Centric Experience



Industry-specific solutions & business models

Technology transformation and systemic change

- The ways of working changes
- Processes change
- New kind of work roles and tasks





Reaching full benefits of the immersive technologies in industry requires human-centered design and a comprehensive understanding of the whole.

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Business Finland Health Mission

Working Life Research Info
24.10.2024

Eeva Salminen
Senior Director

HEALTHCARE REIMAGINED 2035 MISSION

The main goal of the Healthcare Reimagined 2035 mission is to help solve **the health challenge of the increasing burden of chronic diseases tsunami and the growing healthcare workforce shortage in developed countries.**

Finland is a pioneer in sustainable healthcare solutions, driving efficiency and preventive healthcare.

Personalized digital health

prioritizing chronic diseases, aging, cancer & mental health



Data & new technologies enable personalized, efficient healthcare

Preventive & sustainable healthcare

prioritizing chronic diseases, aging, cancer & mental health



Healthcare focus moved from sickness care to health promotion

Why this call?

Challenges of working life

- Finnish working life and its operating environment have been in major transition in recent years. Companies are challenged by post-pandemic period, increasing remote work, new technologies and artificial intelligence, sustainable development and problems with the accessibility and well-being of skilled workers.
- Innovations in management, organizational practices and technologies that support them are critical for the competitiveness of companies in the current digital transition situation, as well as people's well-being, creativity and enthusiasm.
- There is a great need for the reform and development of working life.

Schedule and budget

- Call is open 1.10.2024-17.2.2025.
- Budget **10 MER.**
- We require that you discuss your plans with Business Finland before submitting your application. The discussions will take place in Teams from December 1, 2024, to January 31, 2025.
- Application submission at the latest on **Monday, 17 February, 2025.**
- The application is made in [Business Finland's online service system](#).



To whom

- Only research organizations are funded in the Working Life Research Call
 - Universities
 - Government research institutes
 - Universities of Applied Science
- In addition, active cooperation must involve at least 3 exporting or targeting companies, as well as other companies that finance and/or otherwise contribute to research (e.g. provide data, software, materials, equipment or act as a case), participate in the project steering group and utilize research results.
- The projects may also involve other forerunner organizations and data utilizers in their field, through which different work organizations are able to develop their operating models and share their expertise. The projects also have societal impact.
- Priority will be given to projects with **wide utilization potential and active corporate cooperation.**

Research call themes

The main theme of the research call is **digital transformation**.

Sub-themes are:

1. Digitalization and new technologies at work (e.g. artificial intelligence, data economy, multi-location, immersiveness, metaverse, 6G)
2. Renewal of management and organizational practices in digital transformation
3. The quality of working life and the competitiveness of companies in digital transformation

1. Digitalization and new technologies at work (e.g. artificial intelligence, data economy, multi-location, immersiveness, metaverse, 6G), e.g.

- How are new technologies transforming work and the community?
- How do they enable productivity growth and business competitiveness in a sustainable way?
- How and where will work be done in the future?
- How does digital transformation affect on-the-job learning and knowledge transfer?
- How can digital transformation be used in innovation?

2. Renewal of management and organizational practices in digital transformation, e.g.

- What kind of leadership and new operating methods are needed in the current transformation and future working life?
- What are the new models of leadership and innovation in the world, what could be learned and utilized in Finland and how?

3. The quality of working life and the competitiveness of companies in digital transformation, e.g.

- How to develop a sustainable working life that combines high quality of working life and people's well-being with the productivity and competitiveness of companies?
- How can the attraction and holding power (e.g. diversity) of Finnish working life be increased?

Evaluation criteria

Research funding in this call is competitive research funding, other applications are regarded in evaluation. The funding is subject to Business Finland's Co-Research funding criteria. In the assessment of applications, particular attention shall be paid to the following issues:

- The novelty of research and fitting to the call themes
 - Capabilities and resources of the applicant(s)
 - Credibility and feasibility of the project plan
 - Quality of the result utilization plan, steering group
 - The wide-ranging benefits of the results for Finnish working life and the competitiveness of companies
 - Corporate involvement and commitment to collaborative research
 - Quantity and quality of international cooperation, added value for the project
 - [Read more about Co-Research funding service](#)
 - [Review the general terms and conditions for funding public research](#)
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Co-Research funding

- Funding is aimed for one or several research organizations. In Working Life Research Call joint projects between different research institutes/groups are particularly invited to apply. The participants in a joint project submit their own applications, but they have a joint project plan.
- The funding is aimed at projects developing strategic competence, which will significantly contribute to the generation of new expertise to develop Finnish working life and competitiveness of companies. The results can serve as a basis for the companies' own development projects and potential [Co-Innovation](#) projects.
- The project must include active cooperation with companies and possibly also other organizations, which steer the research and utilize research results. The research problem and the basic research premise should be discussed with the companies.
- If the research conducted in the project takes advantage of case examples or research problems received from companies, the results must still be freely available for publication and use by research organizations without restrictions.
- Project has to involve active international cooperation and high quality dissemination plan.
- Business Finland funding level is 80 %.

Preparation for pitching discussion before submitting application

- Discussion about project idea takes place only in a pitching session.
- The half an hour discussion will take place in Teams from December 1, 2024, to January 31, 2025.
- Discussion booking is open, discussion must be booked no later than January 15, 2025.
- Book your discussion time: [Työelämän tutkimushaun pitchausajat 2024 \(lyyti.fi\)](#)
- Send a compact presentation based on given questions (max 3 pages or one slide per question) about a week before the Teams discussion via secure mail to Business Finland <https://secure.businessfinland.fi/suojaposti>, write on the Accompanying letter: Työelämän tutkimushaku pitchaus, *BFRK/02/910/2024*

Agenda for discussion

Time slot 30 min

15 min at most for presenting the idea (see structure and questions on the right)

10 min for questions and discussion

Submit the presentation to Business Finland about a week before the discussion!

- 1. Goal:** Research questions, concrete deliverables and impact? Novelty and connection to the themes of the call?
- 2. Research team**
- 3. Project plan:** Research methods, work packages, international cooperation
- 4. Budget**
- 5. Utilization of results in Finnish working life:** Dissemination plan and steering group
- 6. Participation and commitment of companies and other organizations in research cooperation**

Submitting application

- Call will end on Monday, 17.2.2025. The application is made in [Business Finland's online service system](#). The participants in a joint project submit their own applications.
- Business Finland does not comment project plans and application drafts after the pitching session.
- Choose funding service Co-Research.
- Include the notifications of participation made by companies and other organizations which participate in the funding, cooperation and/or steering group of your project [Ilmoitus projektiin osallistumisesta -lomakkeet](#).

Research

Co-Innovation, participant

Co-Research

Research to Business

Co-Creation

What can the funding be used for?

- Salaries, indirect personnel costs and overheads of researchers who work in the research organization applying for funding
- The costs of international cooperation: organized information exchange, researcher exchange, and the costs of the Finnish participant in the joint research project
- Travel expenses
- Services related to conducting the research from companies and other research institutes, as long as the procurements are small in relation to the overall budget (e.g. small-scale testing and analysis services).
- The costs of disseminating the research results
- Material and supplies costs and equipment purchases with a special reason (mainly these are included in overheads)

What cannot be done with Business Finland funding?

- Subcontracting of research from other Finnish research organizations
- Research carried out by a non-Finnish research organization

Project plan (max 20 pages)

- **PROBLEM, SOLUTION, BENEFITS:** What is the internationally recognized problem that the project aims to solve? What role does the research conducted in the Co-Research project play in solving the problem, and what is the participating companies' and other organizations' potential to utilize the results?
- **GOALS:** What are the goals of the Co-Research project and the cooperation conducted? How will you monitor the achievement of the goals?
- **IMPACT:** How will the Co-Research project promote renewal of Finnish working life, people's well-being, creativity and enthusiasm as well as productivity and competitiveness of companies in digital transformation?
- **PARTICIPANTS:** Which research groups/researchers are involved in the joint project, what kind of expertise do they bring to the project, and what is their role? Other parties involved (e.g. companies)?
- **IMPLEMENTATION:** What measures will be taken and by whom? What research will be carried out in the project? What kind of cooperation does the project involve? What are the plans for international cooperation? Description of the implementation (work packages: who will do what and when, what the expected outcomes and pursued results are), resources and costs (work carried out by the different parties, purchased services).
- **UTILIZATION OF RESULTS:** How results of the project will be disseminated and used during and after the project? Describe the measures to disseminate the research results of the project academically (e.g., workshops or conference presentations) and to companies and Finnish working life (e.g., seminars, articles, or other publications). Please also include a publication plan concerning the results in the utilization plan.
- **STEERING GROUP:** Co-Research project steering group

Thank you!

More information:

<https://www.businessfinland.fi/en/whats-new/calls/2024/working-life-research-call-2024>

<https://www.businessfinland.fi/en/for-finnish-customers/services/funding/cooperation-between-companies-and-research-organizations/co-research>