

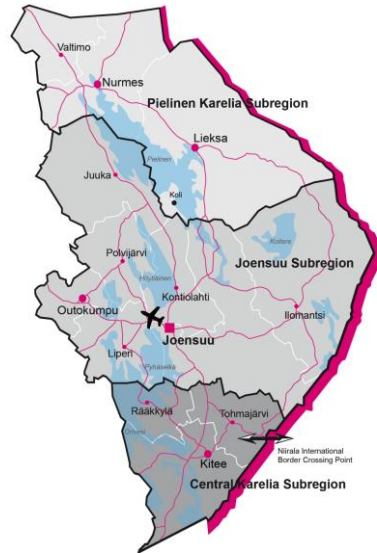
The logo for GreenHUB features a large, light green circle on the left side. A thick, dark green arc starts from the top of the circle and curves towards the right, ending in a small gap. The text 'GreenHUB' is positioned to the right of this arc, with 'Green' in a light green color and 'HUB' in a dark green color. The background of the entire slide is a solid dark purple color.

GreenHUB

Business Joensuu as a local bioeconomy
innovation platform

PEOPLE AND NETWORKS MATTER - ENABLING SUSTAINABLE BIOECONOMY
TRANSITION 27-28 MARCH 2019, KARLSTAD, SWEDEN

”The Forestry Capitol of Europe”



A) Unique concentration of forest-based research



JOENSUU SCIENCE PARK



B) All the levels in forestry education

C) Forest machines, timber logistics & forest management

600+ experts in bioeconomy

North Karelia

- 1,6 Mill ha forestry land
- Annual growth 9,3 Mm³, harvesting 5,3 Mm³
- 160,000 inhabitants, half of them in Joensuu
- 500 companies, 6000 jobs in forest cluster

Background

Companies appreciate research knowledge, but...

- what, where, how to contact ???

Research organizations' contacts rare and linked to need to get company funding for projects

- development organizations have more contacts and knowledge on company needs

Solution often requires multiple knowledge

—> *Cooperation in problem solving*

—> *Action: activity - continuity*



Challenges

Knowledge outside region

New ideas

Expertise inside region

GreenHUB

**Open innovation
community**

**Company needs,
signals from
markets**

**Expertise, passion,
openness,
commitment**

Client and consumer needs

Research & education

Opportunities

Development organizations

Companies



GreenHUB process

HUB's contact

Company's contact

Partners contact

Odd contact

<< JOINT CLIENT >>

*Expert (LUKE) 1-2 days
working for the company !*

<< TEAM SUPPORT >>

Innovation voucher
Business incubator
R&D projects / funding
Growth funding
Business Cafés
Networks
Hackathlons
EPIC Challenge



Official contacts

[Tiedepuisto.fi/GreenHUB](https://tiedepuisto.fi/GreenHUB)



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JOENSUU



Pohjois-Karjalan
MAAKUNTALIITTO



Thanks!



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