GreenHUB

Business Joensuu as a local bioeconomy innovation platform

PEOPLE AND NETWORKS MATTER - ENABLING SUSTAINABLE BIOECONOMY TRANSITION 27-28 MARCH 2019, KARLSTAD, SWEDEN
A) Unique concentration of forest-based research

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
GreenHUB
Open innovation community

Challenges
New ideas

Company needs, signals from markets
Client and consumer needs
Opportunities

Knowledge outside region
Expertise inside region
Expertise, passion, openness, commitment
Research & education
Development organizations
Companies

Company needs, signals from markets
Client and consumer needs
Opportunities

GreenHUB
Open innovation community
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 vaucher
Business incubator
R&D projects / funding
Growth funding
Business Cafés
Networks
Hackathlons
EPIC Challenge
Official contacts
Tiedepuisto.fi/GreenHUB

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Thanks!