



DIGITAL TRUST FINLAND

Idea Challenge Launch 12.3.2020

Kirsi Kokko
Head of Digital Trust Finland

DIGITAL TRUST VISION 2025

Digital Trust Finland will enable multi-billion business through development of safe and cybersecure solutions

Allow nation states to achieve digitally trusted societies

Create new industry driven ecosystems and global multi-billion business boosted by research

5 years

during 2019-2024

100 MEUR

public funding

GOALS IN THREE HORIZONS

Grow current business in public safety, cybersecurity and smart finance – Horizon (H) 1

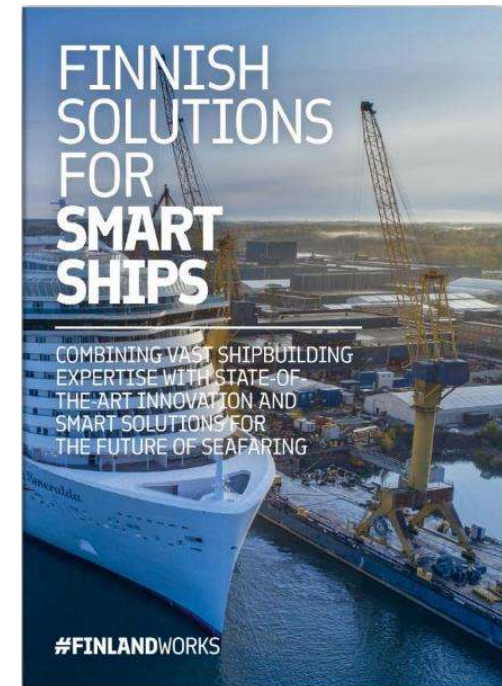
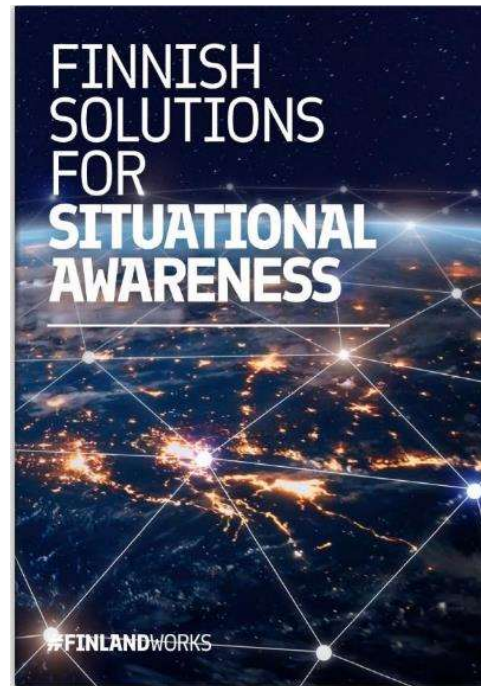
Build emerging businesses and ecosystemic joint-offerings with industry verticals and facilitate international (EU) innovation research activities – H2

Create renewal and growth opportunities, e.g. readiness for quantum computing – H3



MARKETING THE FINNISH OFFERINGS

- New joint-offering materials of Digital Trust coming in 2020: public safety, critical communication, cybersecurity, fintech
- Next: a websurvey to cybersecurity companies and organizations with ecosystem partners (FISC and PIA)





**WELCOME
TO A
SOCIETY
YOU CAN
REALLY
TRUST**

BUSINESS
FINLAND

FINLAND WORKS

THE MOST
DIGITAL
SOCIETY IN
EUROPE

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**CYBER
SECURITY
IS NOT
A CONTEST
BUT WE'RE
WINNING**

BUSINESS
FINLAND

FINLAND WORKS

EUROPEAN
LEADER IN
CYBER
SECURITY

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**SAFE.
SECURE.
DIGITAL.
FINLAND**

BUSINESS
FINLAND

FINLAND WORKS

THE MOST
ADVANCED
AUTHORITY
NETWORKS

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**WE PUT
THE
SMART IN
SMART
FINANCE**

BUSINESS
FINLAND

FINLAND WORKS

A FORE-
RUNNER IN
FINTECH

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IDEA CHALLENGE

Themes

- Industrial security
- Critical infrastructure
- Critical communication (e.g. AI)
- Technology development of cybersecurity (e.g. detection, response)
- Quantum computing and cybersecurity

Goals

- Boost new ideas, new R&D&I projects,
- Co-creation and co-innovation consortia, inputs to EU calls, new and stronger ecosystems



SAFE
CONNECTED
DIGITAL
FINLAND

JOIN THE DIGITAL TRUST CHALLENGE 2020!
www.businessfinland.fi/en/digitaltrust/challenge

DIGITAL TRUST CHALLENGE PROCESS



Note: The dates may change, please follow the Digital Trust Challenge website for possible changes

WHAT HAPPENS AFTER THE EVALUATION

Workshops May-June, Hki @Business Finland

- **Target**
 - Elaborate the ideas into larger projects
 - Engage idea owners in collaboration and avoid similar competing proposals
- **Workshop groups**
 - Teams: Ideas with similarities or synergies
 - Participants: Idea owners and their planned key consortium members
- **1st round of workshops @ Porkkalankatu 1, Helsinki**
 - Infrastructure security 8.5. and 11.5.
 - Critical communication 6.5. and 19.5.
 - Industrial cybersecurity 12.5. and 14.5.
 - Cybersecurity technology developments 8.5. and 13.5.
 - Quantum computing and cybersecurity 13.5. and 15.5.
- **2nd round of workshops: June, before the holiday season (TBD)**



IDEA CHALLENGE

Next: Idea papers 13.3. – 17.4.

Themes

- Industrial security
- Critical infrastructure
- Critical communication (e.g. AI)
- Technology development of cybersecurity
- Quantum computing and cybersecurity

Instructions and idea form on web from Friday 13.3.2020 onward

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DIGITAL TRUST FINLAND – YOUR CONTACTS

Kirsi Kokko

Head of Digital Trust Finland Program

kirsi.kokko@businessfinland.fi

+358 50 550 2023

Pauli Stigell

Senior Advisor DTF, NCP (EU)

pauli.stigell@businessfinland.fi

+358 50 557 7856

Christina Rinne

Senior Advisor, Export and Invest-in

christina.rinne@businessfinland.fi

+358 50 468 9460

Kari J. Leino

Senior Advisor DTF, EU ICT Chair

kari.leino@businessfinland.fi

+358 50 557 7698

Tiina Nurmi

Senior Advisor, Digi Ecosystems

tiina.nurmi@businessfinland.fi

+358 50 557 7868

Henri Nyberg

Coordinator

henri.nyberg@businessfinland.fi

+358 50 576 8243

Pekka Rantala

Senior Advisor, EU

pekka.rantala@businessfinland.fi

+358 50 396 2922

www.businessfinland.fi/digitaltrust

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