#### INFO SESSION ON CALL FOR IDEAS

#### **AGENDA**

**14.00 Opening words**Jarmo Heinonen, Business Finland

**14.10 Call principles**Esa Panula-Ontto, Business Finland

### 14.25 Short introduction to call content and selection criteria

Timo Sorsa, Data Economy Tero Ijäs, Hydrogen & Batteries Juha Heinola, Immersive Customer Experience

14.40 Q&A



## BUSINESS FINLAND'S THEMATIC FOCUS AREAS



Digitalization based boost for productivity



Comprehensive health & wellbeing



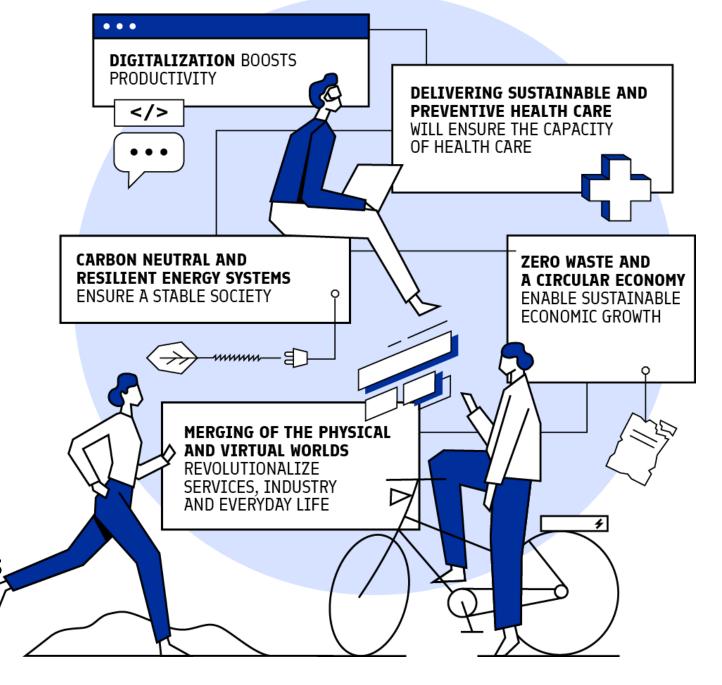
Carbon neutral & resilient energy system



Zero waste & circular economy



Engaging immersive experiences,





#### BF Programs and Campaigns ongoing and under planning 2023

2022 2023 2024 2025 2026 **New Space Economy Digitalization based boost Digital Trust** for productivity **6G Bridge Quantum Computing Mission Digital Native Dataeconomy Personalized Health Comprehensive health & Smart Life** wellbeing **RRF Health Smart Mobility & Batteries RRF Decarbonizing Industries** Carbon neutral & resilient **RRF Low Carbon built environment** energy system **Decarbonized Cities Mission Zero Carbon Hydrogen&Batteries Future Decarbonized Maritime** and Ports **Bio and Circular** Zero waste & circular **Sustainable Manufacturing** economy **Food Experience Commerce Engaging and immersive** experiences **RRF Creative Business** 

BUSINESS **FINLAND** 

# CALL FOR IDEAS: DATA ECONOMY, HYDROGEN & BATTERIES, IMMERSIVE CUSTOMER EXPERIENCE

- Applications of intent, i.e. short descriptions of the project idea, are requested to be submitted to Business Finland's record office by April 19, 2023
- The scope of applications for proposals is a maximum of 3 pages.
- Business Finland evaluates the applications of intent, gives the applicants feedback on the application and tells them whether it is recommended to send the actual funding application or not
- The actual funding applications are requested to be sent by 30 August 2023 via Business Finland's online service

