



**BUSINESS  
FINLAND**

# Challenge competition 2024 for Leading companies & Challengers

Webinar 9.4.2024

# BUSINESS FINLAND

## Agenda

- Opening & welcome  
Janne Peräjoki, Business Finland
- Principles of the Challenge Competition  
Kari Komulainen, Business Finland
- Q&A
- Example case video  
Jari Lehtinen, Borealis



# Opening words & welcome

Janne Peräjoki, Business Finland

# VETURI LEADING COMPANY CONCEPT



Target to increase R&D investments to 4% of GDP by 2030

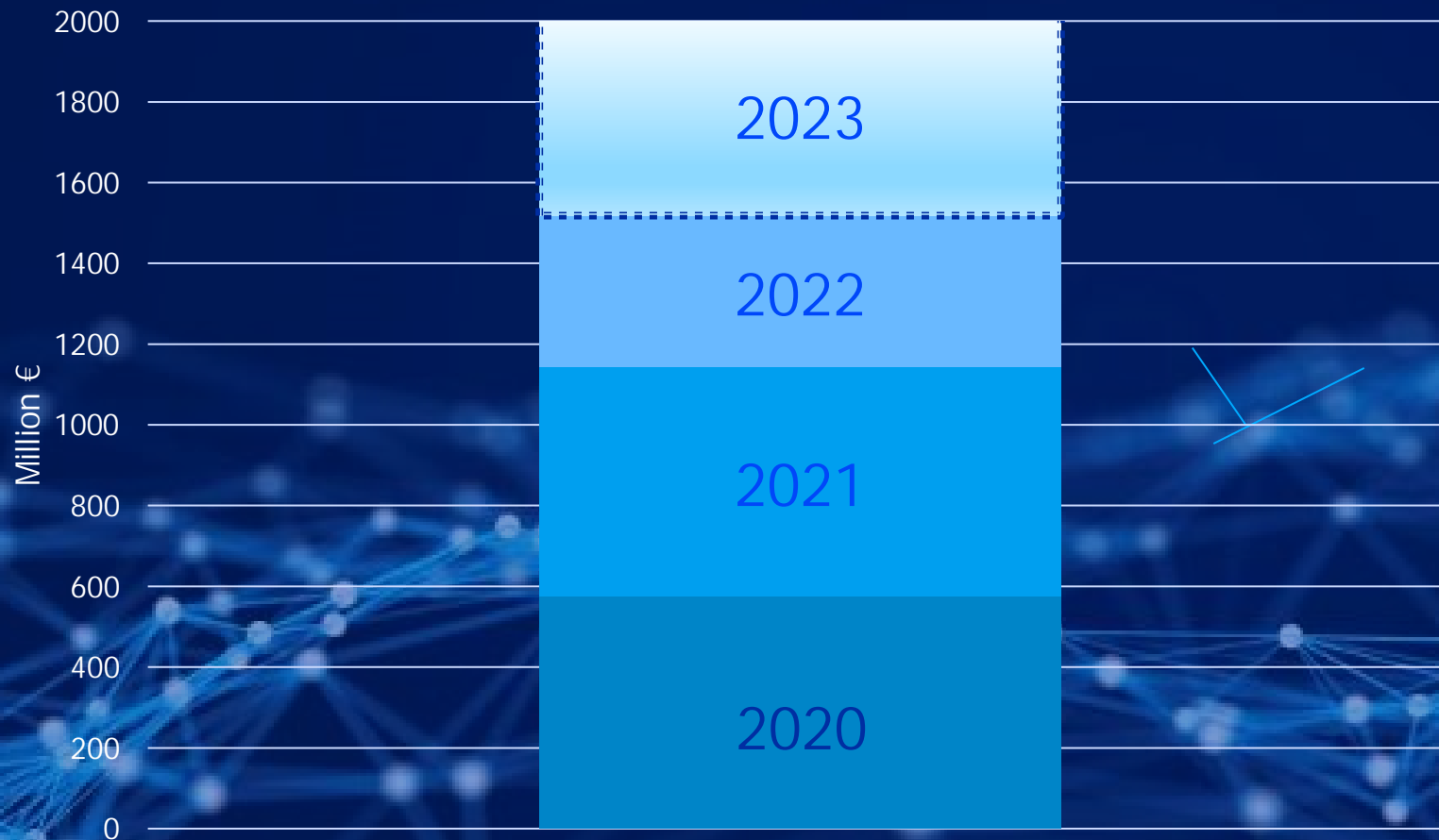


Big companies are vital to reach the target



Challenge competition for companies to i) increase significantly their R&D expenditures in Finland and ii) make an impact to the ecosystem

# Veturi companies' cumulative R&D commitments



More than 600  
R&D projects in  
Veturi ecosystems  
during 2020-2023

# LEADING COMPANIES

## NESTE

Sustainable and globally scalable solutions to reduce the use of crude oil

## ABB

Platforms for the optimal generation and consumption of electricity in a carbon-neutral society

## FORTUM & METSÄ GROUP

New fiber-based products for consumer markets to reduce the carbon footprint.

## KONE

Mobility solutions for urban environments in line with the principles of sustainable development

## NOKIA 5G

Making Finland a pioneer in 5G networks

## NOKIA EDGE

Energy efficient edge-computing

## WÄRTSILÄ

Zero emission marine

## WÄRTSILÄ

Wide & Intelligent Sustainable Energy

## SANDVIK

Globally competitive electric and digital solutions for heavy machinery

## TIETOEVRY

Trust based digital services

## BOREALIS POLYMERS

Sustainable plastic industry

## MEYER TURKU

Climate neutral cruise ship and shipyard

## VALMET

Circular economy technology

## BITTIUM

Seamless and Secure Connectivity

## DANFOSS

Fossil free future

## KONECRANES

Zero4 material flow

## MIRKA

Shaping the Green Transition

## PATRIA

Disruptive digital capabilities

## ORION

A Digital Boost for the Finnish Pharmaceutical R&D

## PICOSUN

Chip zero

## VALIO

Food 2.0

## KEMPOWER

Heavy Electric Traffic Ecosystem

## PONSSE

Unlocking sustainability in off-road and commercial vehicles

# Principles of the Competition

Kari Komulainen, Business Finland

# Competition categories

The goals of the competition are considerable increases in research, development and innovation investments by the companies in Finland, as well as the creation of new jobs and ecosystems for new business operations worth billions of euros.

Leading companies\*: companies that operate globally and have the capacity to make major additional investments in RDI in Finland. The maximum amount of Business Finland's funding is EUR 20 million for a leading company and EUR 50 million for ecosystem partners.

Challenger companies\*: for companies that strive to grow into a global player, solve a smaller or more focused challenge, develop completely new business openings or strengthen the role of a company operating in Finland in a globally operating group. Business Finland's funding for the challenger company up to 10 M€ and for its ecosystem 20 M€.

The plan is to use a total of EUR 60 million for this challenge competition. Funding for the ecosystem partners is not included in this figure.



Competitors must provide solutions to major future challenges, either to missions or significant technological challenges

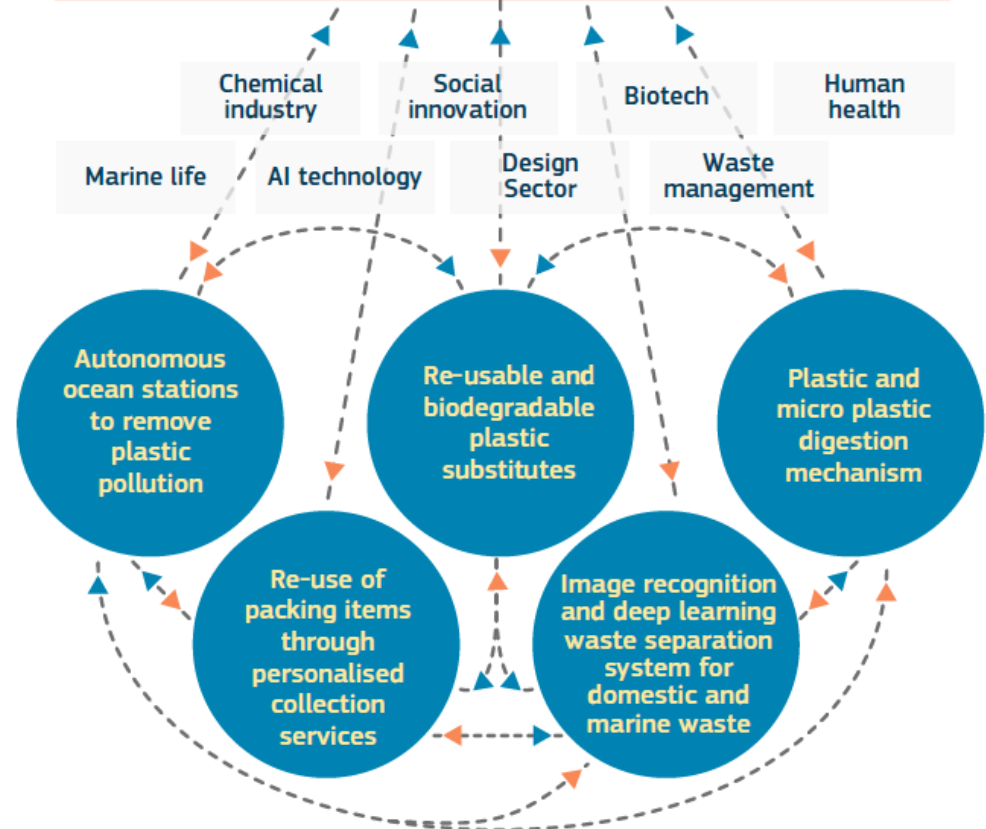
- Leading company defines the mission and roadmap and leads the cooperation
- Partners (companies, research organisations) and their projects contribute to solving the mission

**CLEAN OCEANS** Example



**A PLASTIC-FREE OCEAN**

Reduction of 90% of plastics entering the marine environment and collection of more than half of plastics present in our oceans, seas and coastal areas by 2025



Valio - Food 2.0 Nature-smart Food System builds added value on sustainably produced food: circulates nutrients efficiently, promotes biodiversity, recognises the complementary roles of plant-based, animal-based and cell-based foods and builds on resource- and data efficient technologies.

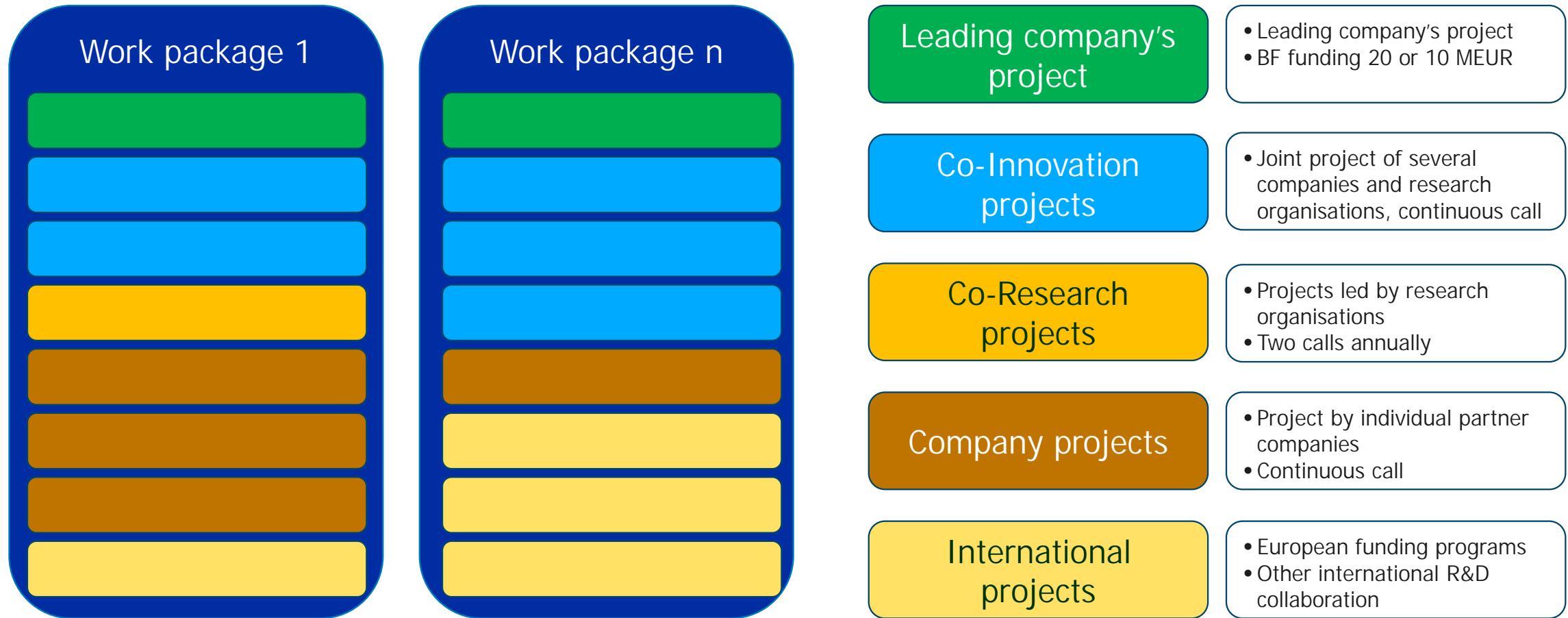
Danfoss - Our mission is to lead, guide and support an ecosystem in which power electronics form the basis for developing intelligent, sustainable and cost-effective, fossil-free solutions for electric energy transition.

Picosun - Chip Zero aims to lower the deposition emissions of semiconductor manufacturing by 50% and increase the handprint of chips by double digit percentages by 2030, thus leading to an overall zero lifetime emission.

Konecranes - We aim to decarbonize material flow equipment and activities, and design equipment and operations to consume less energy and regenerate what is spent. Moreover, we make material flows and related activities safer for humans and remove disruptions from operations.

Insert your mission here

# Leading company's ecosystem evolves over time, catalysed by clear and compelling mission



# Division of tasks between Leading Company & ecosystem case Wärtsilä Zero Emission Marine



The roadmap describes

- what Wärtsilä will do (blue part of pie chart)
- what is needed from partners (red)

# 1<sup>st</sup> competition phase concentrates on impact

During the first phase, the idea/mission and the impacts of the solution on Finland are presented in a max 10-page proposal. Written proposal and pitching will be reviewed by a panel of BF staff members, focusing on

- Increase in RDI investments in Finland, credibility of the increase, other positive impacts on society
- Clarity of the mission and goals
- The need for an ecosystem to resolve the mission and to exploit the export business potential
- Compatibility of the project with the company's strategy, commitment of the company's senior management
- Added value provided by funding from Business Finland

First round entries must be received by Business Finland by 23:59 pm on September 5th, 2024.  
Pitching times available from 12.9 to 20.9.2024

# Payment indicators

New RDI investments in Finland (weigh 70%):

- M€, as reported to Statistics Finland

Collaboration with other companies and research entities (weight 30%):

- # of co-innovation projects
- # of intl. R&D applications
- # of partners

Payment indicators will be finalized during the 2<sup>nd</sup> phase and documented in the funding decision. If targets are not met, funding will be reduced.

	Ref. year 2023	2024	2025	...	...	End year of the project
Group's RDI personnel in Finland (number of employees)						
Group's RDI expenditure in Finland (EUR million)						

Other impacts and impact pathways are described in writing in section 2 of the text section.  
Any impacts on the green transition, in particular, must be described in detail.

# 2<sup>nd</sup> competition phase focuses on project plan quality

We will communicate results of the 1<sup>st</sup> phase to the competitors by October 4<sup>th</sup>

Negotiations with the companies selected for the 2<sup>nd</sup> phase will take place in October-December, and will focus on

- Quality of the Leading company's own R&D project plan
- Plans for ecosystem collaboration and development (roadmap)
- Plans for utilization other funding sources (EU, Academy of Finland, Nordic...)
- Payment indicators

Funding decisions early 2025



## Further information

Kimmo Kanto (ICT ja digitalization)

Ella Kylmäaho (Health and consumer business)

Jarkko Piirto (Energy and built environment, process industry)

Juha Suuronen (Electronics manufacturing, manufacturing industry, shipbuilding)

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<https://www.businessfinland.fi/en/whats-new/calls/2024/challenge-competition-for-leading-and-challenger-companies-2024>



# Case Borealis

Jari Lehtinen, Borealis (video)

<https://suite.icareus.com/web/business-finland/player/embed/vod?assetId=287881003>