Keinot entistä toimivampaan tutkimus-yritysyhteistyöhön – tavoitteena yhteiset EU-hankkeet

EUTI/Business Finland ja kansalliset Horisontti-yhteyshenkilöt (NCP)

20.8.2025 Tampere

HORIZON EUROPE

EU RESEARCH AND INNOVATION PROGRAMME

Means for more effective research-business cooperation – aiming for joint EU projects

EUTI/Business Finland and National Contact Points (NCP)

Tampere 20 August 2025

HORIZON EUROPE

EU RESEARCH AND INNOVATION PROGRAMME

Means for more effective research-business cooperation – aiming for joint EU projects

20 August 2025

12.00–12.05 Opening by Business Finland EUTI-office

12.05–12.35 Keynote speakers

- Professor Heli Skottman, Tampere University
- Research Director Antti Kolu, Novatron

~12.40–13.20 Panel discussion

- Heli Skottman, TUNI
- Antti Kolu, Novatron
- Jari Ahola, Business Tampere/City of Tampere
- Pia Salokoski, CLIC Innovation
- Veera Virtanen, Valio Food 2.0 (Leading company & ecosystem)

13.20–13.30 Summary by Harri Länsipuro (TAMK) and closing

Moderation: Otto Vainio, Business Finland

Our motivation for the event

- Finland's goal to boost the impact of its R&D investments and move towards its 4% R&D intensity target by 2030
  - demands the implementation of the parliamentary RDI working group's policies, multi-annual plan for RDI funding, RDI Funding Act and government program
- To achieve the 4% R&D spending target (PM):
  - The aim is to increase ambitious R&D activities in companies and research organizations, strengthen R&D expertise and the number of R&D experts, and **increase international R&D cooperation**.
- Another goal set by the Government:
  - **Doubling the repatriation of EU RDI funding** with new actors – Horizon Europe in focus

- How to encourage companies to utilise public R&D funding, develop their activities, grow and create new business ?

Previous reviews in boosting collaboration between research organisations and private sector

EC Policy Support Facility (PSF) review (2025)
Support to Finland on improving R&D collaboration between research organisations and the private sector

- Broadening the base of firms engaged in R&D and science-business collaboration:
  - Stronger collaboration with public research organisations, to ensure increased access to talent and advanced technologies
  - Use of tailored schemes with low administrative burden to encourage SMEs/ other companies to employ researchers
- Stronger incentives (universities): prioritise engagement with business and society
  - Need to reward knowledge valorisation & revise academic promotion criteria to interactions with business; better IP frameworks and support for academic entrepreneurship
  - Building bridges through internships, joint projects, and **European collaborations** can deepen mutual understanding between public and private actors

Tutkimustulosten siirto- ja kaupallistamisehdot - selvityshanke (2024)

- Baseline:
  - The results/innovations of research organizations are central, and
  - companies that do not yet have R&D activities should be more strongly involved
    - ❖ **HOW?**
- The goal:
  - Harmonizing practices through good examples
  - Clarifying research commercialization process
  - **Practical examples and tools needed**

Means for more effective research-business cooperation – aiming for joint EU projects

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Keynotes

Heli Skottman, Tampere University
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HORIZON EUROPE
EU RESEARCH AND INNOVATION PROGRAMME

Tampere University

Means for more effective research-business cooperation – aiming for joint EU projects

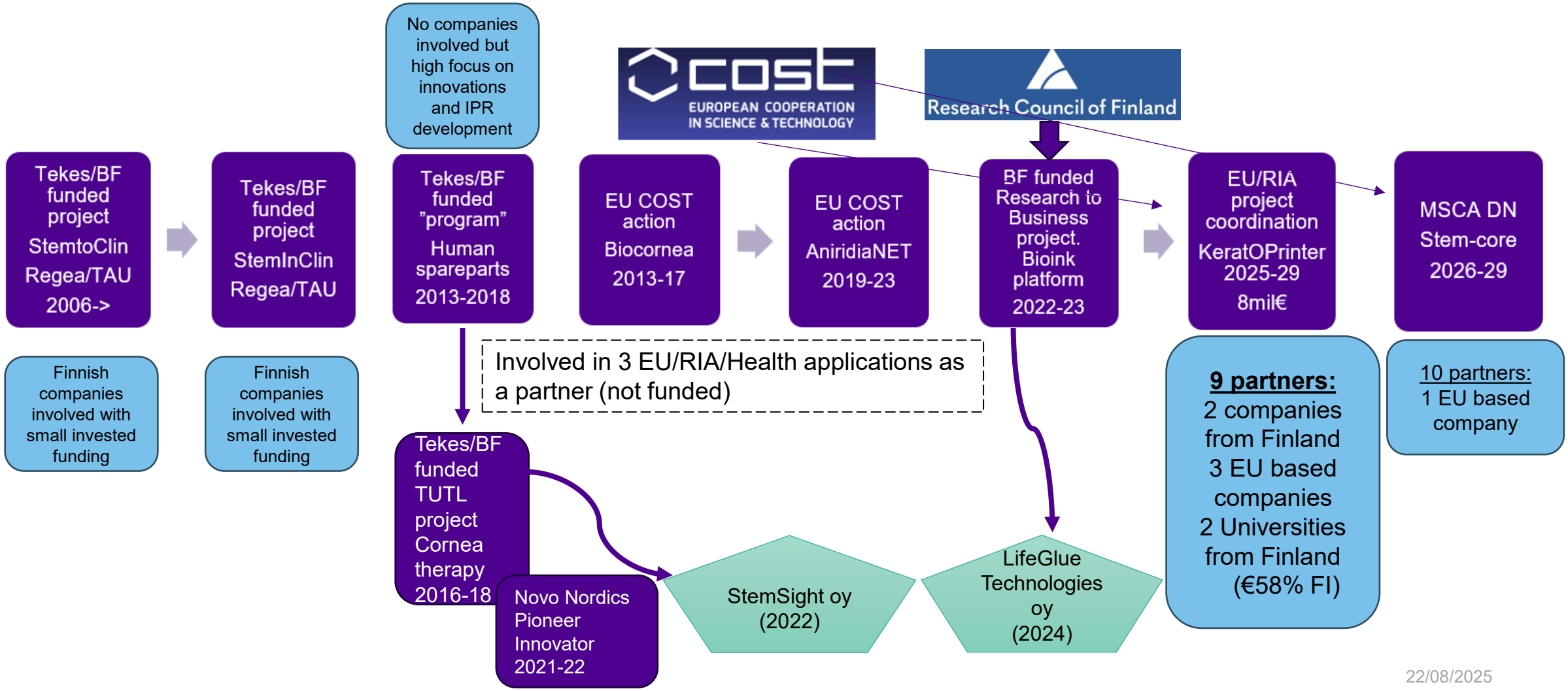
Professor Heli Skottman
Faculty of Medicine and Health Technology
Tampere University

Teaching and research interests/expertise

- Cell technology (professorship and leader of MSc specialization)
- Tissue engineering
- Stem cells and cell therapy development
- Eye diseases

Tampere University

Own background in R&D with industry collaborations (Tampere perspective from 2005 onwards)



Key elements for the successful collaboration between academics and industry:

- **Networks**, knowledge of some key players in the field (snowball effect…someone knows someone).
  - Confidence and Relationship Building, importance of face-to-face interaction.
- Identification of potential win-win elements, match-making and effective dialog -> Shared goals
- Smooth and fast agreement process e.g NDAs
  - Universities in general very slow with this, many opportunities can be lost if discussions delayed.

Joint interest building and forms of collaboration

- **Staff exchange and funding instruments**
  - Sabbaticals or secondments for professors and researchers.
    - Finnish Research Impact Foundation (postdocs, professors)
    - Previously e.g. FiDiPro program/Tekes could be implemented for joint R&D with companies.
    - PoDoCo (Post Docs in Companies) -> joint R&D after secondments?
    - Joint PhDs, not yet fully exploited
  - Consulting or advisory roles
  - Participation in product development or R&D teams
  - From industry: guest lectures or adjunct teaching/supervisory roles

Tampere University

Towards joint R&D

Source: Wong/Information Technology & Innovations, CC BY-SA

Bridging the valley of death from both side

1. R&D pilots and testing (funding instruments)

- Preliminary evidence for joint TRL development (important for grant applications).
- Should be doable “just with one” Finnish company involved. Especially important for high-tech/ specialized fields.
- If company covering the costs, “full cost model with profit margin” is a killer for a SME.
- Administrative bureaucracy should be minimal, e.g. “ready made models”.

2. Joint project funding identification

- Partnering with other experts and technology providers to build functional consortium.

3. Use of grant writing consultants for EU applications

- Support with costs for both academics and companies

Tampere University

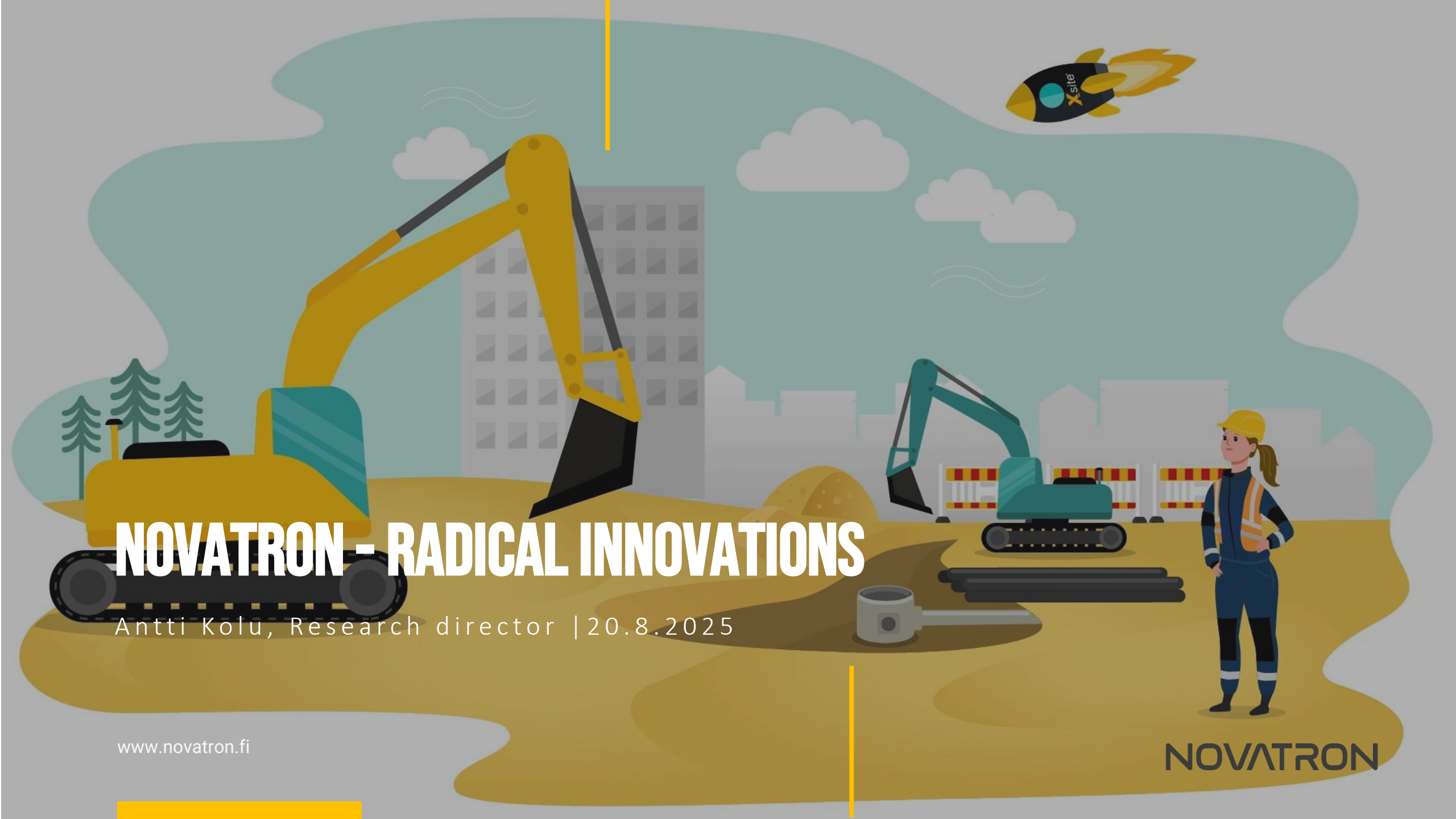
Key elements for success from our perspective

- Reputation as a reliable partner is important, Finnish partners doing very well.

- High-quality infrastructure, including laboratory facilities and equipment
  - Making us “attractive partner” for both academics and companies.

- Networks have been under our own effort, **international visibility is a must.**
  - Rate limiting factor currently the trend to limit travels and no travel budged available e.g. for professors.
    - PI with “extensive travels” -> high track-records with EU applications/funds.
- Previous work with dedicated EU grant consultant – efficient project design, consortium building and grant writing.

- Administrative support in project implementation and coordination for EU-funded projects
  - For project coordinator this is crucial



NOVATRON – RADICAL INNOVATIONS

Antti Kolu, Research director | 20.8.2025

www.novatron.fi

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NOVATRON

1991

Founded

Founded by Jukka Tervahauta, current CEO Petri Moisio.

140+

Employees

Driving Innovation with industry-changing products

23M€

Revenue (2024)

90% of business generated by Nordic market.

Technology Center in Pirkkala, Finland

OUR ECOSYSTEM

OUR SOLUTION

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Infra owner

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Cloud Platform:
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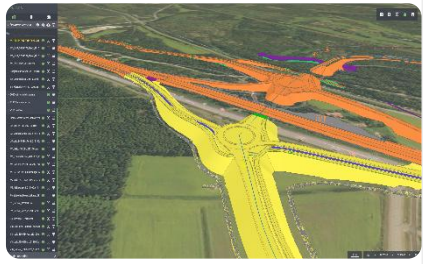


Strategic Partnership with Vektor.io

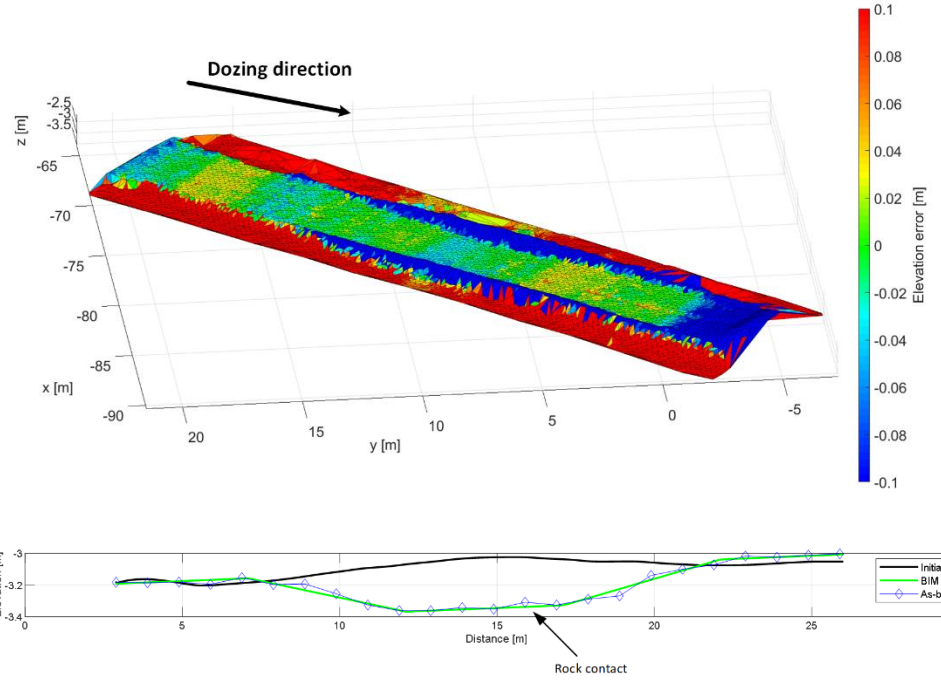
Research projects

- EU level
  - MORE (Marie Curie, Doctoral school)
  - STREAM (Horizon 2020)
  - XSCAVE (Horizon Europe)
  - ENGAGE (Marie Curie, Doctoral school)
- National level
  - SWARM (BF)
  - AI4Machinery (BF)
  - DSII – Teollisuuden tohtorikoulu
  - PoDoCo – PostDocs in Companies

NOVATRON

Industrial doctoral schools

- Good:
  - Natural way to get new information into the company as the student will be working directly inside the company.
  - Specific challenge that is in companies' interest
  - E.g. Bulldozer automation development
- Bad:
  - PhD ready after 4-5 years from the start of the project, so lots of things can change during that time
- Good and bad
  - Student has large freedom on where to concentrate



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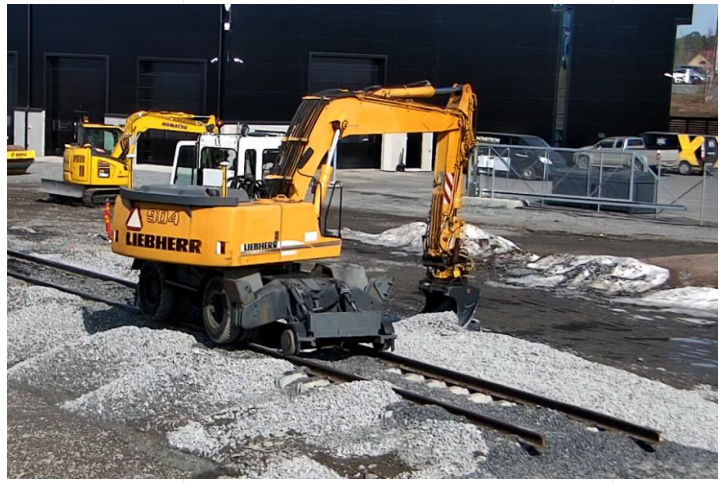
  - 100% funding so it is easier to do far reaching research.
  - New partners means new ideas
  - International projects are also good for international business
- Bad:
  - Success rate is not so good (Ours is way above average… 4/11 -> 36%)
  - New partners means new ways of working
  - Co-operation is not always the best…
  - It is almost impossible to plan a project from SME point of few
- Notes
  - The leading partners need to have experience on EU projects
  - Research comes first



NOVATRON

BF projects

- Good:
  - Good communication with BF
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- Bad:
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NOVATRON

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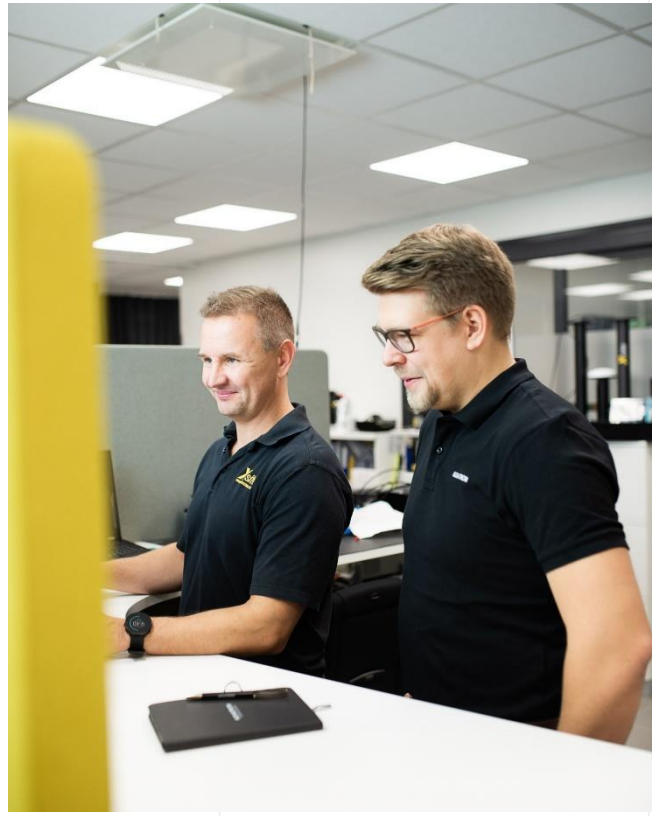

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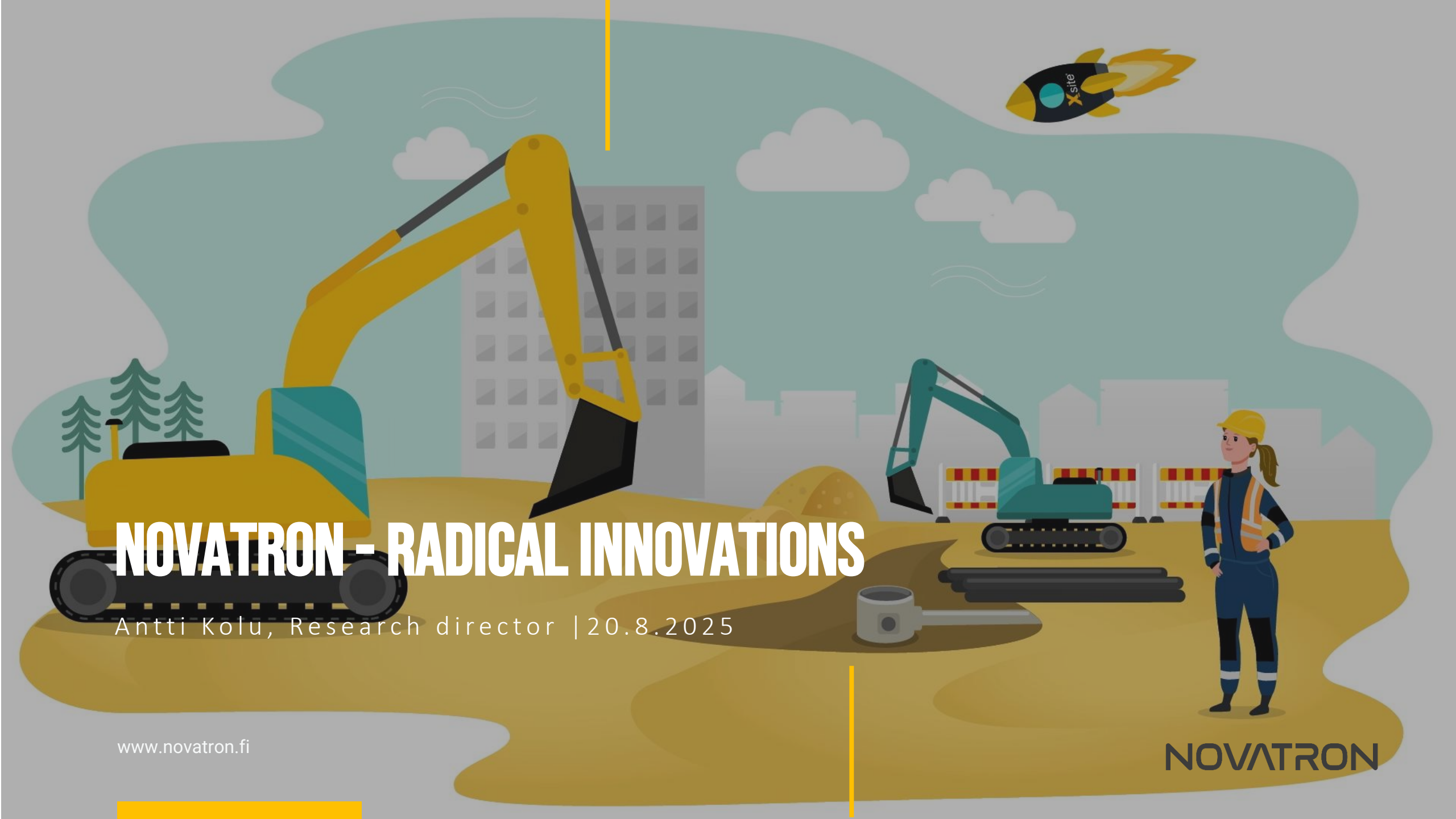

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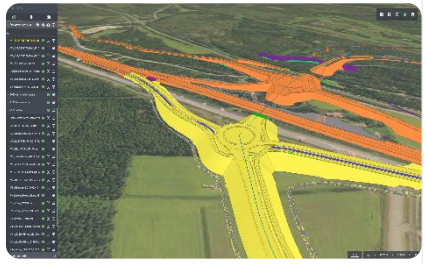

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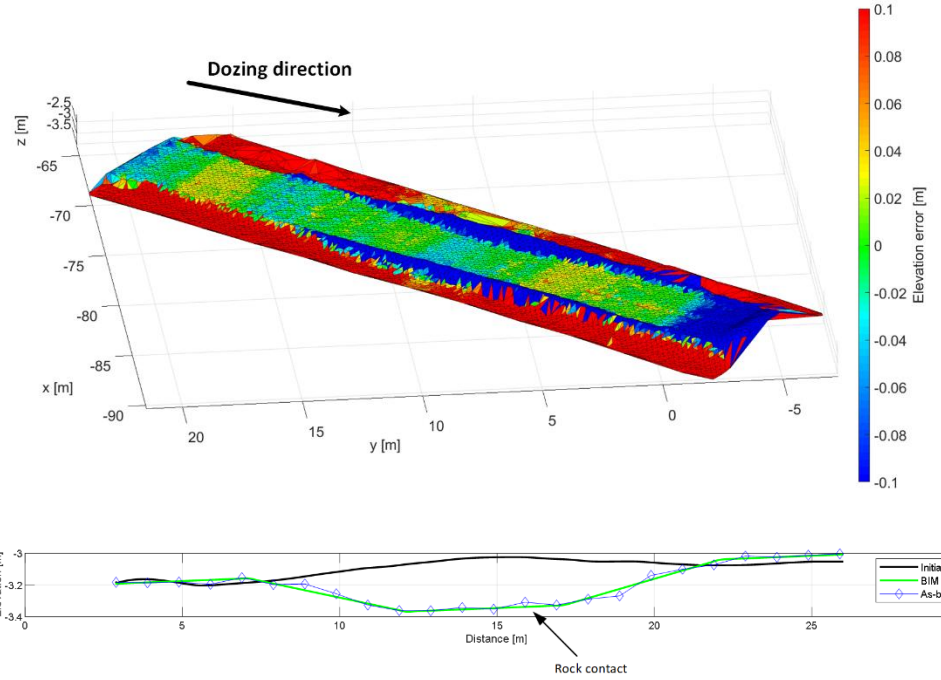

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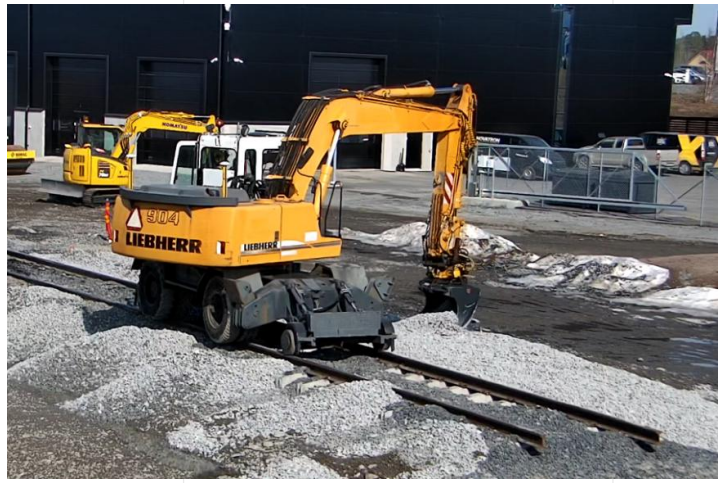

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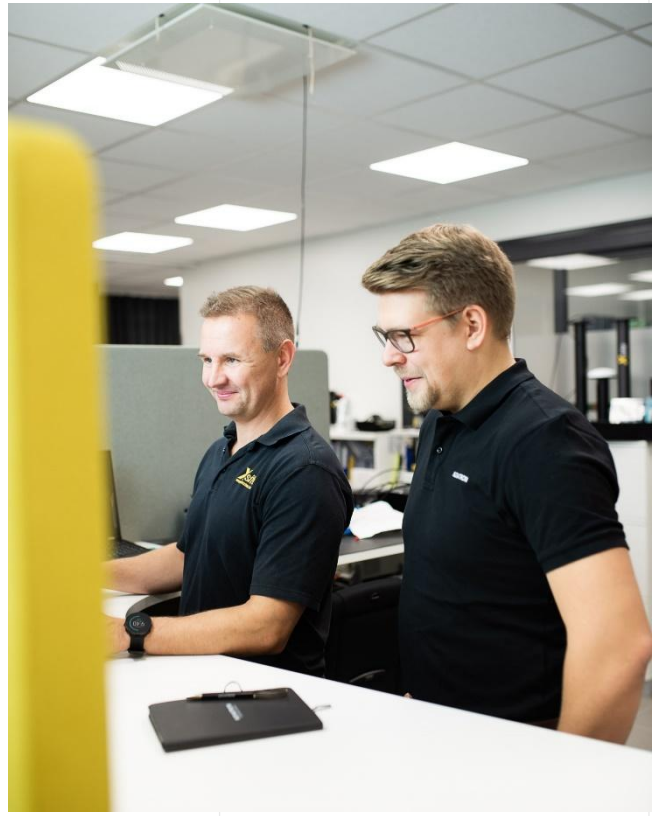

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Panel discussion

Panelists:

Heli Skottman, Tampere University

Antti Kolu, Novatron

Veera Virtanen, Valio (Food 2.0 Veturi)

Jari Ahola, Business Tampere

Pia Salokoski, CLIC Innovation

Moderator: Otto Vainio, NCP (Digital), Business Finland

HORIZON EUROPE

EU RESEARCH AND INNOVATION PROGRAMME

Panel discussion

Question 1: Introduce yourself and your organization!

Veera Virtanen, Valio (Food 2.0 Veturi)

Jari Ahola, Business Tampere

Pia Salokoski, CLIC Innovation

HORIZON EUROPE

EU RESEARCH AND INNOVATION PROGRAMME

FOOD 2.0 ECOSYSTEM – AUGUST 2025

192 MEMBERS

AND LINKS TO THE OTHER VETURI COMPANIES

Valio

ENERGY AND TRANSPORT

Kempower – HETE; Patria – eALLIANCE; St1; Kuljetusliike Järvimäki Oy; Suomen Lantakaasu; Xylo Gas; Wärtsilä – ZERO EMISSION MARINE 2030; Nokian Tyres – FUTUREPROOF; Neste – Novel sustainable & scalable solutions for transportation and chemicals

MATERIALS AND CHEMICALS

Valmet – Beyond Circularity; Nordic Bioproducts Group; Kemira; Kapasity; AB Enzymes; Woodgrow; Granulous; Borealis; Mirka – Shape; Fortum; Metsä – EXPANDFIBRE

CONSULTANCY

Ultra Lean Business; Medfiles; Invenire; HE Health & Economics; AFRY; Sweco; Ravistamo; Deloitte.; Claned; gaia; Viexpo; Ihan parasta!; ideascout; KPMG; toDD; OpenCO2Net; Nordicher; Young Finnish Design; Visintum; ELAP; blic; DataBites

FOOD AND FEED, PROCESS TECHNOLOGY

Yara; Maanvaalija; Berner; BOR; Bio Kasvu; JEPO; Hankkija; Kinnarin Tila 1887; Verman; Mäsli; Porokylän; Rosten; Kekkilä BVB; Kiertoravinne; DAVA Foods; Bonne; Heino; Arctic Aevia; Kotimaiset Kasvikset; Filtson; Vöner; Linseed; Lantmännen; Sinebrychoff; Senson; EOC; DTS; faba; JEPRO; Apetit; 10 Kymppi; Viking Malt; VikingGenetics; Champ; Vihreä Keiju; Laihian Mallas; foodwest; NPHarvest; SuperGround; Juustoportti; Raisio; Gova; Halal FoodTech; Locusia; Osuuskunta Pohjolan Maito; HKFoods; Fazer; Oddly Good; Three; Ferm Foods; Atria; MB; Happy Plant Protein Co.; Origin Ocean; Volare; FrostDry; Lyogix; Benerg; biomush; Powdea; Probitat; Rocsole; enifer; GEA; Honkajoki; Pumento; Aircohol; TM Systems; Puhi; Carbons; Sähköpojat; Bionto; Vaisala; Elomatic; Aro-Tanner Oy; Hiilipörssi; Proto Rhino; Lapela; Suvilumi; eurofins; innolact; Biosafe; Aistila; Alimetrics Research; KeinoX; inmec

ORGANIZATIONS

Etelä-Pohjanmaan Liitto – Regional Council of South Ostrobothnia; Pietarsaaren seutu – Jakobstadsregionen; into; Rovaniemi; ETT; ETL; MTK; BSAG; Salaojituksen Tutkimusyhdistys ry; Pyhäjärvi-instituutti; AgriFood; Posintra; Business Vantaa; ProAgria; SLC

DIGITAL, DATA, AI

Yield Systems; Semantum; Orion; Siemens; ATR; codeo; Cense Analytics; digia; Monad; IBM; Mtech; emblica; Polar; Gofore; 4Barn; Bittium – Seamless and secure connectivity; Biomensio; brillian; avoin; Second Thought; GS1 Finland; Data Space Europe; Flybyme; Amazon; datasense; Digisalix; Liitos Solutions; Viherlinkki

RESEARCH AND EDUCATION

University of Eastern Finland; Luke; VTT; Aalto; Turun yliopisto; Oulun yliopisto; Vaasan yliopisto; Ysao; Tampereen yliopisto – Tampereen ammattikorkeakoulu; Ilmatieteen laitos; LUT University; Jyväskylän yliopisto; Xamk; Metropolia; LAB University of Applied Sciences; Laurea; Novia; Sykli; Haaga-Helia; OAMK; kpedu; HAMK – Hämeen ammattikorkeakoulu; jamk University of Applied Sciences; SeAMK; TTS TAK; PTT; Ruokavirasto; Savonia; Sokerijuurikkaan Tutkimuskeskus; Sven Hallinin tutkimussäätiö

FINANCIERS AND ENABLERS

Business Finland; Maa- ja metsätalousministeriö; Sitra; John Nurmisen Säätiö; Vaikuttavuussäätiö; EIT Food

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Tampere Region EU Office

TAMPERE.
FINLAND

- EU -rahoitukseen liittyvä alueen yritysten neuvonta (Business Tampere 2022->)
- EU-hankeportfolion management, EU -hankekoordinaatio & valmistelu (VTT 2000-2012, 2017-2021)
- Head of Unit (EIT, Budapest 2012-2016)
- TkL (1997), DI (1990) TTKK

BUSINESS TAMPERE

Jari Ahola
Senior Business Advisor, EU Funding
Jari.ahola@businesstampere.com

Puh. +358 40 505 2230

CLIC Innovation services for EU projects

Facilitating sustainable growt

CLIC Innovation - SME – non profit – open innovation cluster

We pick & mix

We create additional value to our partners by building, coordinating and managing R&D&I collaboration We work with cross-sectoral challenges in order to create new partnerships. We operate across different industrial sectors like energy, bioeconomy and circular economy

We transform

We are experts in open innovation facilitation and boosting communication, dissemination, exploitation and impact for RDI activities. We drive the transition with our open innovation ecosystems, projects and tools with Penta helix approach.

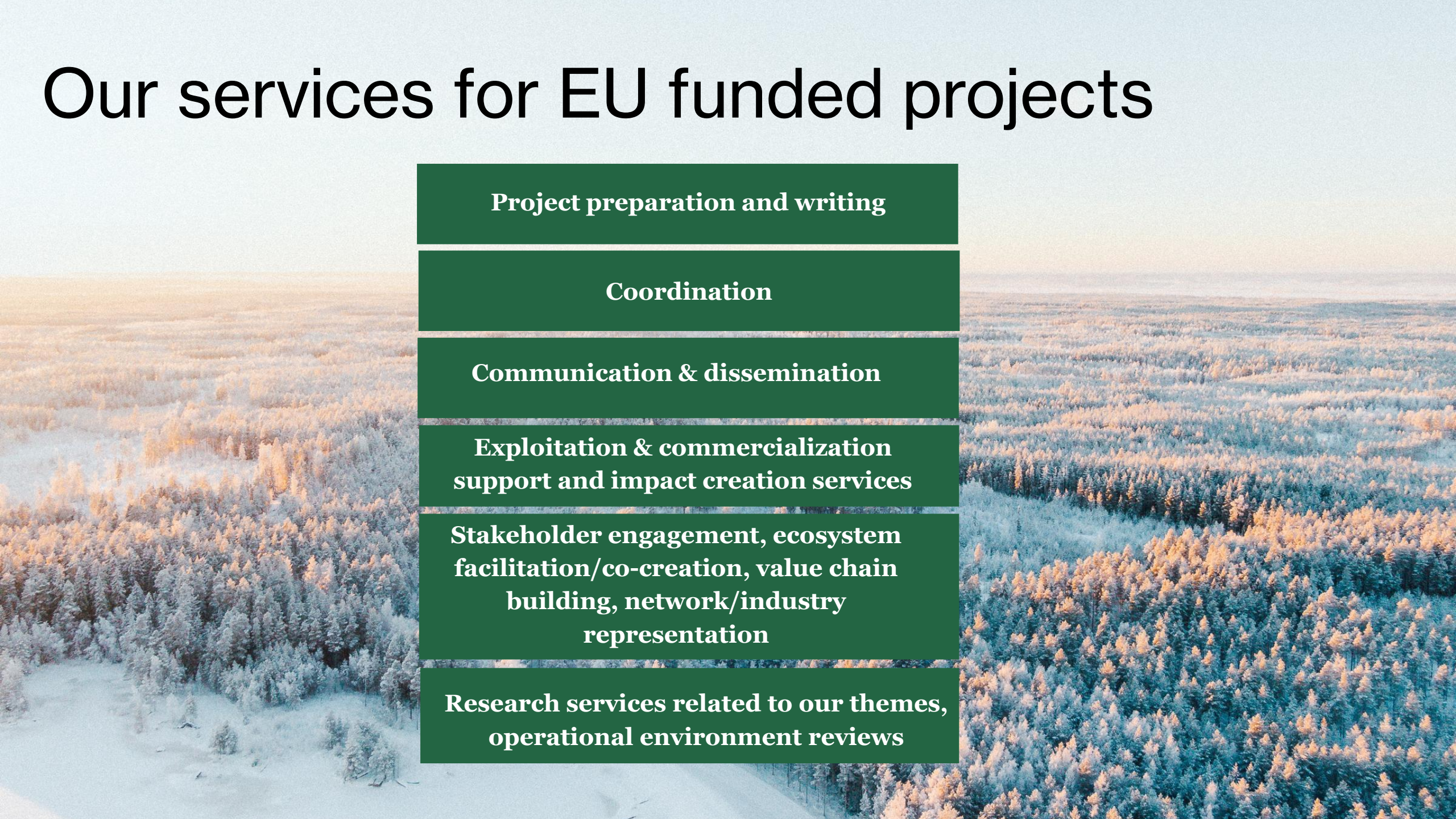
We CLIC

We are owned by leading international companies and Finnish research organizations committed to create sustainable solutions for the world.

We contribute to developing a more favourable innovation environment in Finland and EU.

CLIC Stakeholders and partners

Our services for EU funded projects



- **Project preparation and writing**
- **Coordination**
- **Communication & dissemination**
- **Exploitation & commercialization support and impact creation services**
- **Stakeholder engagement, ecosystem facilitation/co-creation, value chain building, network/industry representation**
- **Research services related to our themes, operational environment reviews**

CLIC's ongoing EU projects and projects under preparation

Energy

Ongoing EU priojects:

- **Baltic Sea H_2 Valley**: IA, Flagship, building hydrogen valley around the Baltic Sea
- **REMHub**, Rare earth and magnets hub for a resilient Europe, IA,Flagship
- **HyTruck**, Interreg project, Hydrogen road transport
- 3 projects under preparation for 2025 calls and 4 for the 2026 calls CLIC is coordinator in 6 of them

Bioeconomy

Ongoing EU projects:

- **Engage4Bio:** HE CSA Improving understanding of and engagement in bio-based systems with training and skills development
- **SuperBark** CBE RIA Safe, sustainable and high-performance adhesives and coatings
- **Value4Pack**: HE CSA Bridging investment opportunities to achieve a resilient European food packaging value chain,
- **PROTEUS**: CBE IA Flagship Valorisation of aquatic biomass waste and residues
- 3 projects under preparation For 2025 calls

Circular economy

- 4 EU-projects under preparation for 2025 calls, in two of them CLIC is a coordinator

Question 2

One observation in the Policy Support Facility's country report was that advancing the impact of Finnish R&D cooperation is hindered by the *siloing of information and expertise and barriers to their transfer*.

Have you identified such a challenge in your own operating environment, and have you found ways to avoid silos and promote transfer of information?

HORIZON EUROPE

EU RESEARCH AND INNOVATION PROGRAMME

Question 3

Given in the title of this workshop 'aiming for joint EU projects', the shared objective of the Finnish Government we all contribute to is double Finland's Horizon yield.

How can Finnish research institutions and companies best join winning EU consortia and maximize Finland's yield in EU projects, both in numbers and qualitatively?

HORIZON EUROPE

EU RESEARCH AND INNOVATION PROGRAMME

Question 4

Now it's your turn!

Raise your hand to get a mic, present yourself and ask a burning question to (any or all of) our panelists

HORIZON EUROPE

EU RESEARCH AND INNOVATION PROGRAMME

Wrap-up


dente, era nell'ordine (...)
Ma ci sarà quello che trascinerà
zione di coraggio e civiltà
Raffa e Fontana

EU PSF 06/2025: Barriers to cooperation

First of all => Finland has a well-functioning R&I system

Business-side challenges

- Limited number of firms - especially SMEs - engaged in R&I.
  - Private sector base for collaboration with research is too narrow.
  - SMEs face barriers such as a complex innovation support system and weak incentives.

- Finland, like other EU countries, is caught in the "middle technology trap."

- Insufficient domestic capital for scaling up

  ⇨ Risks of foreign ownership and relocation.

  Retention of growth firms requires embedding them in the Finnish ecosystem.

- Public support for business R&D is well below the EU average and should be increased.

Middle technology trap

- Companies are competitive in mid-level technologies
- They struggle to break into the global frontier of advanced, high-growth technologies.

⇨ Growth stalls

Too advanced to compete on low costs, not innovative enough to lead in top markets.

Firms may get stuck in incremental innovation limiting scale-up potential and international competitiveness.

Tampereen ammattikorkeakoulu

EU PSF 06/2025: Barriers to cooperation (continued)

Universities and Universities of Applied Sciences play a key role,
however, they face systemic and institutional hurdles in engaging with business.

Challenges include:

- Different expectations on timelines, deliverables, IP and confidentiality.
- Lack of institutional and personal incentives.
- Insufficient support services for business cooperation.
- Weak mutual understanding of needs between sectors.
- Cultural barriers, with limited priority given to business engagement in university missions and careers.
- Difficulty in recruiting sufficient R&D talent.
- Limited mobility of R&D staff between academia and business.

Thank you for your participation and your input!

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