

SMART GREEN GROWTH

2021-2027

SUSTAINABLE RENEWAL OF THE FOOD ECOSYSTEM

Into Seinäjoki Ltd

Background

According to the national RDI strategy, a high level of competence is the basis on which to build innovation activities that are ambitious, utilize the strengths of regions, sectors and organizations, and are internationally competitive and support the renewal of society.

The city of Seinäjoki and the state have signed an agreement on the strategic allocation of public and private RDI funding to strengthen globally competitive ecosystems.

4% from GDP

The national goal is to increase Finland's RDI share from the current level from 2.7% of GDP to 4% by 2030.





SMART GREEN GROWTH

An ecosystem that strengthens Seinäjoki's innovation activities for 2021-2027 is called SMART GREEN GROWTH.

The priorities for developing the strategic level as a whole are

- **sustainable regeneration of the food ecosystem;** and
- **intelligently renewing industry**



SMART GREEN GROWTH

- Based on regional strengths
- Prepared in the region in collaboration
- Formal agreement in February 2021

For the purpose of the ecosystem agreement, the City of Seinäjoki has established **a management team** that is responsible for selecting projects and measures in accordance with the strategic priorities and for monitoring implementation.

- The coordination responsibility is at Into Seinäjoki Ltd
- dedicated ERDF funding
- The city's co-financing is 40%

SUSTAINABLE FOOD

- COMMON STRATEGY FOR THE WHOLE REGION

active cooperation with RDI actors in the field



2020 -2024

2020 -2024
SeAMK and the
University Consortium;
sustainable food
solutions and growth
entrepreneurship



2018-2021

SO regional strategy;
sustainable food
solutions and new
solutions for the
bioeconomy



2012-2025

Seinäjoki City Strategy;
food system at the
forefront of
development



2021-2028

Innovation ecosystem;
sustainable regeneration
of the food ecosystem

The background features a close-up of fresh green leafy vegetables, possibly bok choy, with their characteristic crinkled leaves. Below the vegetables, a portion of a traditional bamboo steamer basket is visible, showing its intricate woven pattern. The entire scene is overlaid with a semi-transparent white rectangular box containing the text. A solid green vertical bar is positioned on the left side of the image.

**SUSTAINABLE RENEWAL
OF THE FOOD ECOSYSTEM**

WHAT?

The goal of the sustainable renewal of the food ecosystem during the contract period is to sustainably renew the region's food ecosystem to a new international level, taking into account the strengths of companies, investments, sustainability change in the sector and digitalisation as a source of growth.

Three selected actions:

01. **Strengthening the food innovation ecosystem**

The aim of the action is to strengthen and diversify the region's food innovation ecosystem, revitalizing its field of action and mutual relations in a regional, national and international framework.

02. **Change in the sustainability of the food system as a source of growth**

The aim of the action is to strengthen the perception of companies' business opportunities, competence and active role as part of the food ecosystem and its sustainability change.

03. **Future investments as a development platform**

The aim of the action is to strengthen the link between both private and public future investments and companies as a platform for business growth and renewal.



Goals

A new, more international ecosystem

Sustainable regeneration of the region's food ecosystem at international level.



New products

New high value-added export products as part of the reform of the food ecosystem.



New investments

At least one bigger investment to pilot a new business collaboration model.



HOW?

FOR EXAMPLE

- Identifying new business opportunities
- Consumer knowledge at the heart of business development
- International growth from experimentation and product development
- New logistics business models
- Online business development
- Accelerating the emergence of start-ups

- **Food Team 2.0**; clarification and strengthening of operations
- New forms of cooperation and partnerships
- Stronger subcontracting networks
- Existing and new international networks to support business growth
- Using test and development platforms
- Communicating competence

- Investment research, anticipation and promotion of dialogue / business cooperation
- Market dialogues
- Identification and utilization of data in product and service development
- Brainstorming and commercialization workshops

FOOD TEAM

The Food Team is an Advisory Board consisting of food companies in the region, which aims to enhance RDI cooperation based on the development needs of companies. The aim is to strengthen and diversify the region's food innovation ecosystem by intensifying their interrelationships in a regional, national and international framework. The aim is to increase opportunities for companies in the sector through exports and internationalization, to invest in the development of the region's food industry brand and to activate a testing and pilot platform for new food industry innovations.

Atria

Valio

Kyrö Distillery

Pirjon Pakari

Mallaskoski

Juustoportti

FOOD FORUM

The Food Forum is a new way of development; a close co-operation model that implements RDI co-operation that takes into account the needs and strengths of companies. The Food Forum creates the conditions and strengthens the construction of an international competence center and strengthens the innovation environment, taking into account the needs and wishes of companies. Activities will intensify co-operation between companies and RDI actors in order to increase competence and internationalization. The actions are being prepared in co-operation with the region's business community, universities, regional development organizations and research institutes.

University of Vaasa

Foodwest

ProAgria

University of Helsinki

Luke

SeAMK

University of Turku

Ruralia

Into Seinäjoki

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