

Helsinki-Uusimaa
Regional Council

Regional Policies and Measures on Digital Transformation in the Helsinki-Uusimaa Region

PLP Thematic Workshop on Digital Innovation Hubs
Espoo, November 2022

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Helsinki-Uusimaa Regional Council



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Helsinki-Uusimaa Region



26 municipalities,
including the Finnish capital
Helsinki



4 universities and
**7 universities of
applied sciences**



Rich and unpolluted **nature**,
combined with a modern
infrastructure and **high
living standards**



World-class
research institutes and
innovation organisations



1.7 million inhabitants



Over **110 000 companies**
and **837 000 jobs**

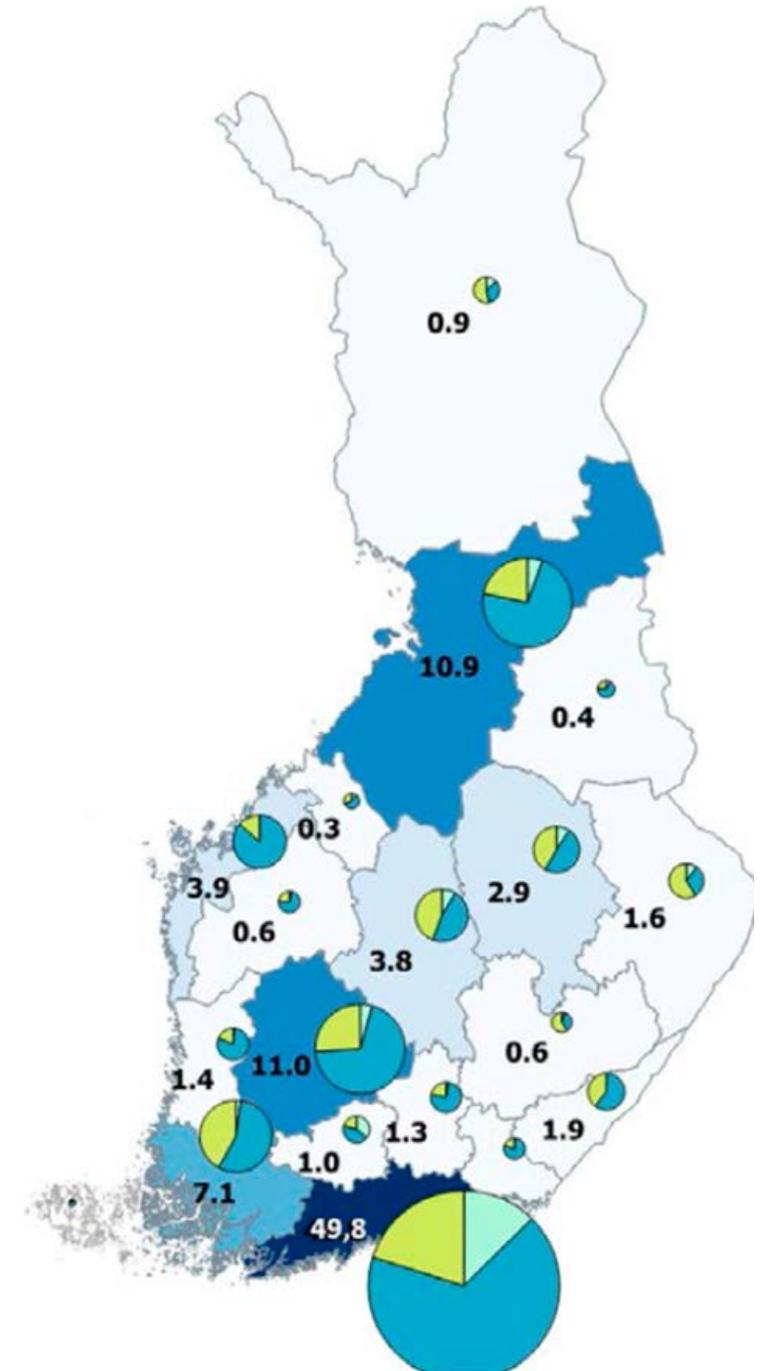


40 % of the Finnish GDP



**50 % of the RDI expenses
in Finland**

Helsinki Smart Region – a forerunner in implementing the New European Innovation Agenda





Digital Transformation

The Old Digital Economy (1980s-mid 2000s)

Digitization driven by the rise of the PC and the internet as key drivers of greater business efficiency, creating access for individuals to digitization and the beginning of e-commerce.

The New Digital Economy (as of mid 2000s)

Digitization driven by a combination of mobile technology; ubiquitous internet access; shift toward cloud, and more recently artificial intelligence and robotics

DIGITAL TRANSFORMATION is an enterprise strategy that leverages digital technologies and the data they produce to connect organizations, people, physical assets and processes, etc.

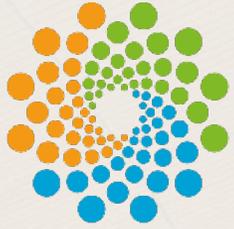
1st: The Industrial Revolution

2nd: Steam and Railways

3rd: Steel and Heavy Engineering

4th: Energy and Combustion Engine

5th: Digital Age



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Policy Targets

In 2030, Helsinki Smart Region will be Well Ahead in



Climate change mitigation: Climate neutral region



Economic competitiveness: 5 % of the GDP will be invested in R&D



Wellbeing: 80 % employment rate



LIVING-IN.EU

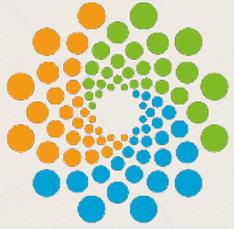
The European way of digital transformation in cities and communities



THE SIGNATORIES AGREE ON THE FOLLOWING PRINCIPLES:

- 👉 a citizen-centric approach;
- 👉 a city-led approach at EU level;
- 👉 the city as a citizen-driven and open innovation ecosystem;
- 👉 ethical and socially responsible access, use, sharing and management of data;
- 👉 technologies as key enablers;
- 👉 interoperable digital platforms based on open standards and technical specifications, APIs and shared data models.

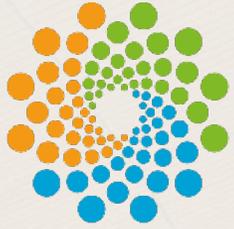




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For us, **industrial modernisation** means green and digital transition. We see that digital solutions can help achieve climate and welfare goals.

Helsinki Smart region is a developer of leading-edge technologies for future industries and processes.



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European Digital Innovation Hubs (EDIH) will be created to help the industry and public sector utilize new technologies and opportunities for improved and sustainable solutions.

The Helsinki Smart Region has signed the **Living.in.EU Declaration on joining forces to boost sustainable digital transformation in cities and communities in the EU.**



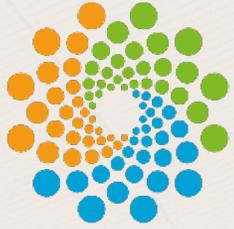
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**The designated EDIH Candidates in Uusimaa:
Finnish AI Region (FAIR)**

led by the City of Helsinki

Location Innovation Hub (LIH)

**led by National Land Survey of Finland/
Finnish Geospatial Research Institute**



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European Commission's data act from the perspective of both industry agreements and the digital green transition:

- **Does the new regulation of data contribute to the emergence of data sharing practices and the digital green transition?**
- **The new data regulation in its current form does not consider the specificities of the industry (?)**



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...and in Practice?

DTCase#1 Helsinki-Uusimaa: Digitalizing Healthcare

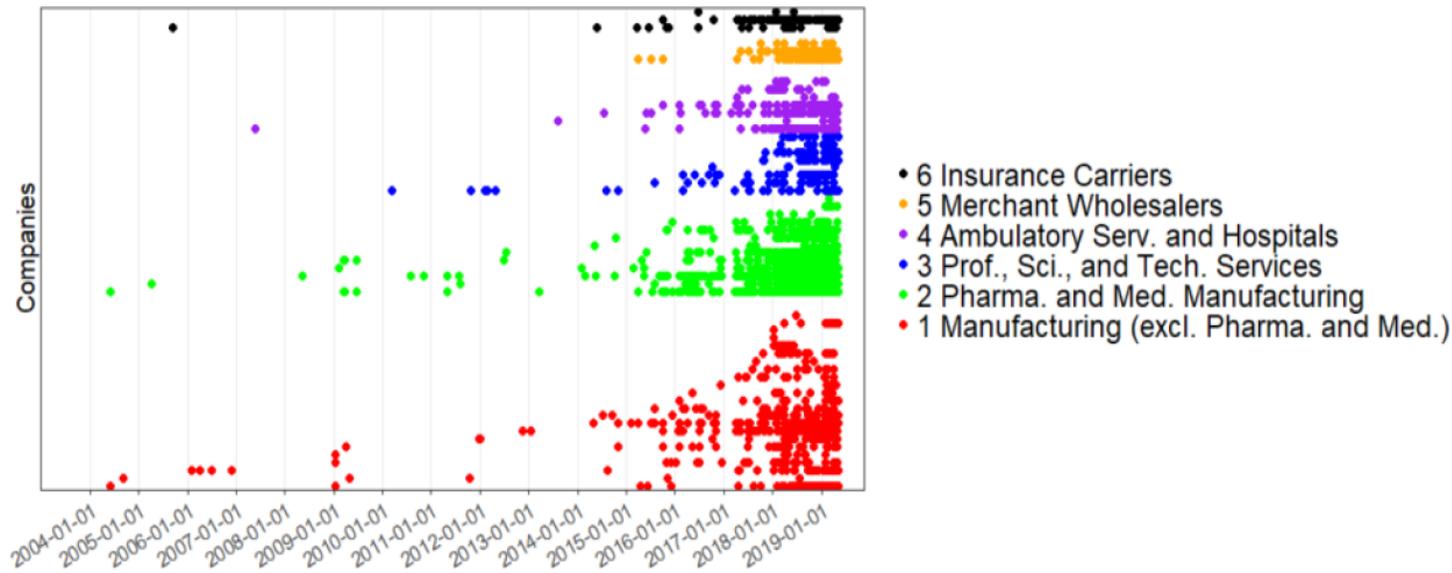


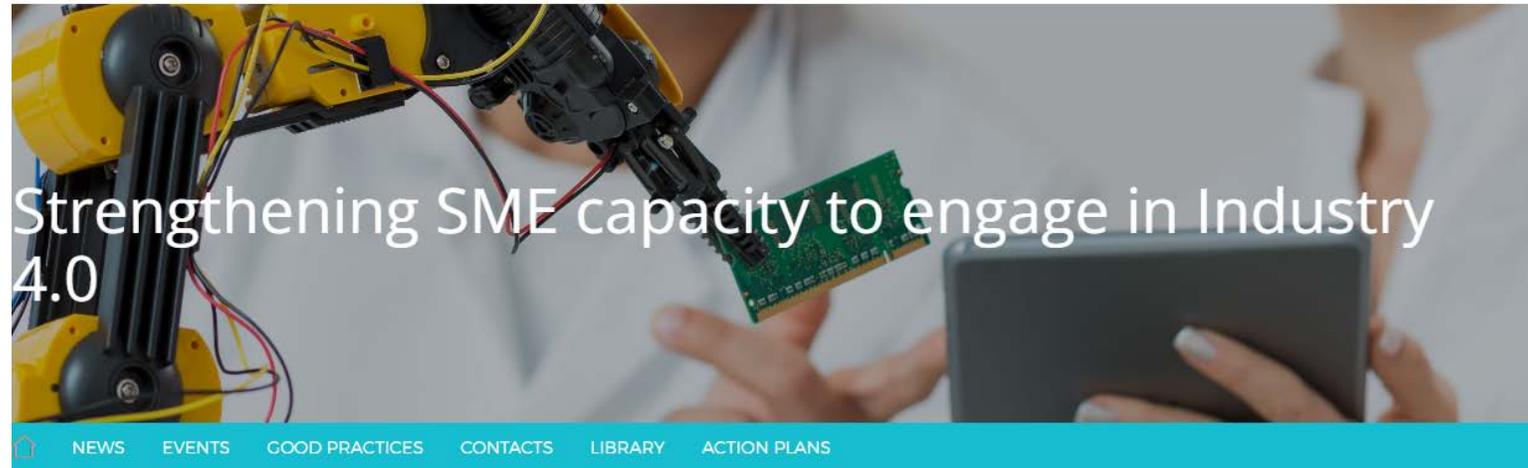
Figure 2. Timing of AI related news and media mentions of healthcare companies. Each row in the chart represents a single company.

Health Proof Helsinki combines Helsinki's three most significant public RDI environments in the form of a unified service entity for companies in the fields of health technology and medical technology.

DTCASE#2: The 40Ready Project



My Interreg Europe



NEWS EVENTS GOOD PRACTICES CONTACTS LIBRARY ACTION PLANS

Project summary

Industry 4.0 (I4.0) is taking off across Europe. Regions are keen to ensure that their strategies are coherent with this new line of integrated, digital development. They must also ensure that SMEs, the heart and soul of regional economies, are involved and that they benefit from it. This is not only technological R&D. It is about cultural mind-set, preparation and qualifications.

4.0-Ready partners cooperate at interregional level to reach their overall aim: to **prepare SMEs for the I4.0 revolution**. With SMEs, we refer to entrepreneurs, owners, managers and staff at all levels, who need to become ready to take on the new challenges of I4.0.



Media Appearances Collection

A selection of semestral media appearances gathered by the partnership

DTCase#3: The DT4Regions Project

Challenge: AI in Preventive Health Care



Join the challenge with a team for a chance to win €2500!

Join the AI for Preventive Health Care Challenge Competition!

The DT4REGIONS project, in collaboration with the Helsinki-Uusimaa Regional Council, is looking for new ideas for the use of AI in preventive healthcare. Four winning teams will be awarded with 2500€ each!

To find the new solutions for preventive healthcare we need the power of crowds and cocreation. Join the movement, be part of the solution for future health!



Register Log in

DT Book ▾ Award Academy Community News Events | 🔍

DT Stories

The building blocks of DT4REGIONS platform are the DT Stories. In view of its narrative structure, a DT Story describes a business challenge and one or more AI or Big Data powered solutions adopted to tackle it.

[Browse the DT Stories](#)



DTCASE#4: MyData Global

Paving the way towards human-centric data spaces

November 9, 2022 · Update · Data spaces

One of the cornerstones of the [European strategy for data](#) is the concept of data spaces that should become EU-wide and interoperable. To support this vision to become a reality, European Commission is setting up the [Data Spaces Support Centre \(DSSC\)](#) through an EU-funded multi-year project.



About Participate Publications Events Updates

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The future belongs to companies that provide human-centric solutions to privacy and control of data

The human-centric approach to data is aimed at a fair, sustainable, and prosperous digital society. In such a society, people get value from their data and set the agenda on how it is used. And for organisations, the ethical use of data is always the most attractive option.

Who we are

MyData Global is an award-winning, international non-profit. We have over 100 organisation members and close to 400 individual members from over 40 countries on six continents. We help organisations build human-centric solutions and services, and we collaborate with local, national, and international stakeholders to advance ethical use of personal data. We facilitate the MyData community of thousands of experts who meet regularly at our flagship event, the international MyData Conference, which has taken place annually since 2016.

[More about us](#)

Our mission

MyData Global's purpose is to empower individuals by improving their right to self-determination regarding their personal data. We bring together professionals and organisations from business, legal, technology and society perspectives to accelerate transformation for ethical and human-centric data sharing and use. Our mission and values are described in the MyData Declaration. Join MyData – and make the use of human-centric data a reality!

[Join the movement](#)

The MyData Declaration

The MyData Declaration unites entrepreneurs, activists, academics, listed corporations, public agencies, and developers in one common goal: to empower individuals with their personal data. Together, we can restore trust in data-based business and establish a balanced and fair relationship between individuals and organisations.

[Read and sign](#)

DTCase#5: The Regions4Climate Project

HORIZON-MISS-2021-CLIMA-02 ...Adaptation to Climate Change Mission

The ambition:

“To significantly advance European transitions to Climate resilience“

Regional Demonstrations:

Including, for Helsinki – Uusimaa, A DigitalTwin, sensor data, ML decision making support, tools for future urban development and land use planning



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Wrapping Up

Helsinki Smart Region for a Resilient Green and Digital Transition

We are strongly committed to the EU Twin Transition and the United Nations Sustainable Development Goals. With our new Regional Programme for the Helsinki Smart Region, we are set to play our part in implementing and supporting the transformation of European societies.

The programme, with its vision for 2030, makes us a frontrunner in implementing the EU Green Deal, the European Digital Decade, and the new European Innovation Agenda.

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NEWS



The SLUSH 2022 side event “Before the Break of Dawn” a success!

Helsinki-Uusimaa Regional Council, the European Entrepreneurial Region award winner for 2021-2022 hosted an event in the morning of the first day of SLUSH 2022 in Helsinki.





Our key messages:

We implement Green and **Digital Transition**, and we will be Carbon Neutral by 2030.

We showcase how to reach the ambitious EU targets by working more together.

We mobilise extensive regional collaboration to increase the R&D investments to over 5 % of the GDP.

For us, being a forerunner means **increasing partnering** and collaboration **with the EU and other European regions and cities.**

Thank You!

