



Helsinki-Uusimaa  
European Entrepreneurial Region  
2021-2022

# Helsinki-Uusimaa EER 2021-2022

**Green, digital and entrepreneurial**  
Accelerating climate actions toward carbon neutrality by 2035

Christine Chang, Uudenmaan liitto, MYRs kokous 2021/9/3

# Green?

Sustainability advocate

# Are you

# Digital?

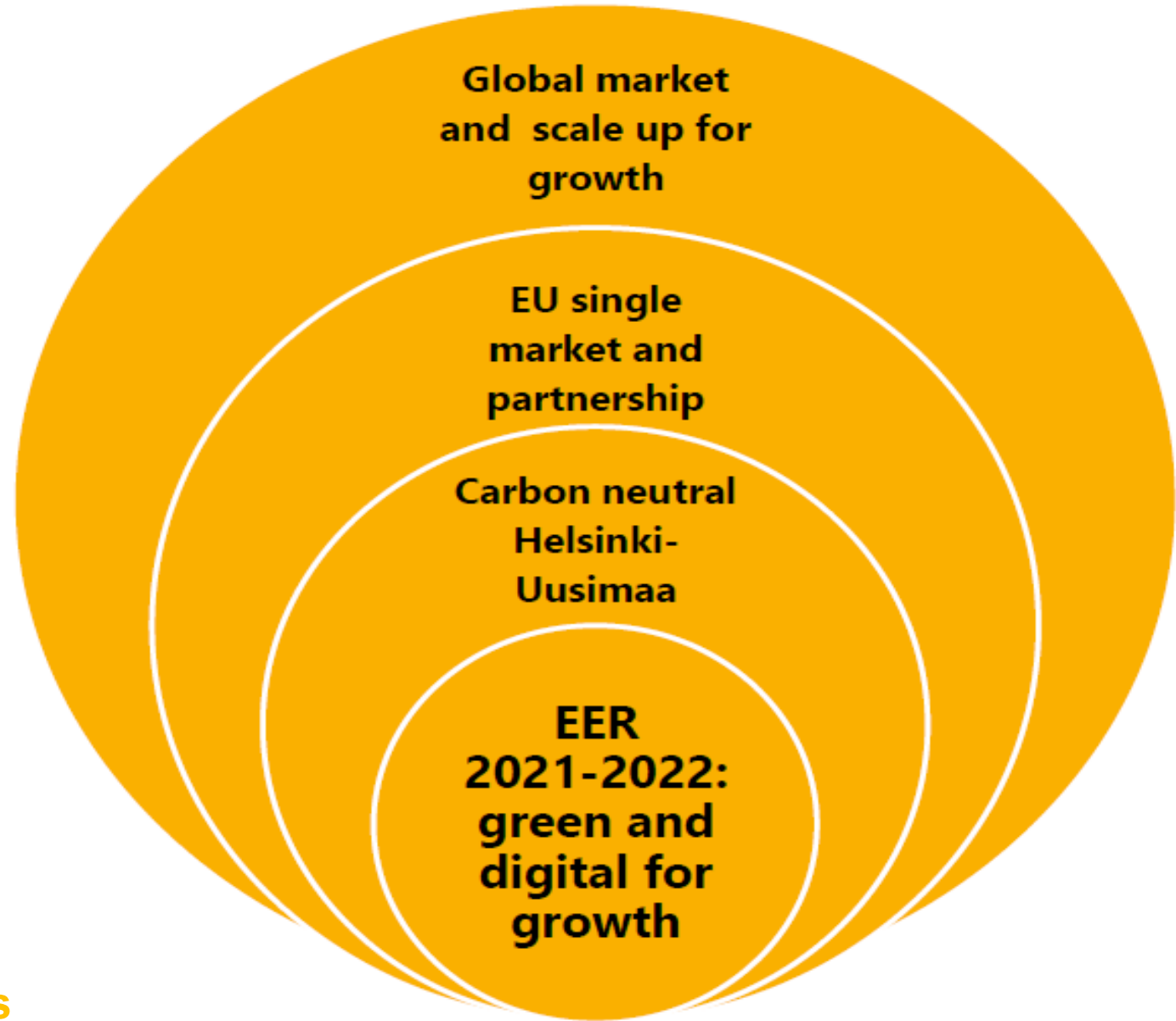
Tech savvy

# Entrepreneurial?

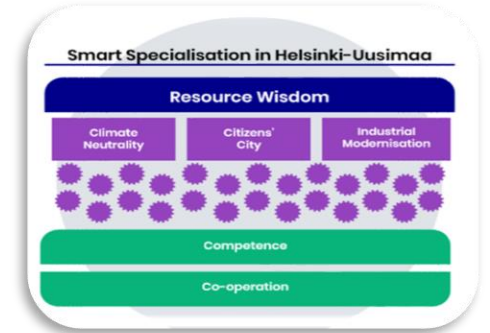
Creating value with no fear – the sisu

# 1.5°C

challenge & opportunities



# From global targets to local actions. From local actions to global impacts.



**Carbon Neutral Finland 2035 (2019)**

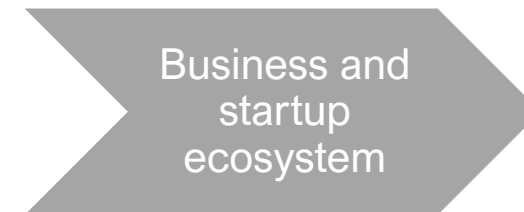
**Carbon Neutral Helsinki-Uusimaa 2035 (2017)**

**Carbon neutral targets of many actors in the region**



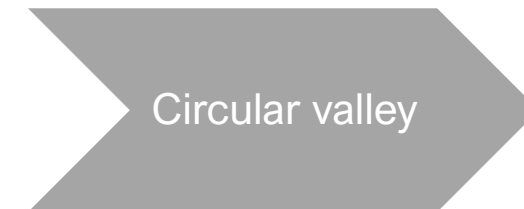
## **GROWTH**

**Supporting the expansion of green businesses in key clusters and their access to the global market**



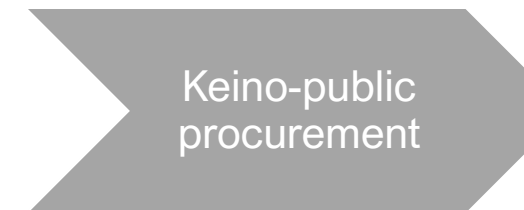
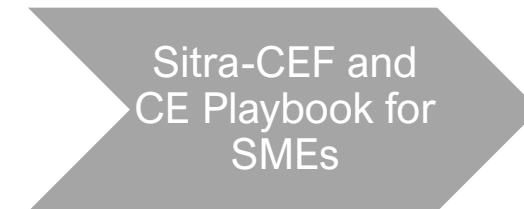
## **ADAPTATION**

**Fostering the adaption of ecosystem actors and entrepreneurs to new business models, to digitalisation and to a circular economy in the face of a new normal**



## **EDUCATION**

**Creating awareness and developing the competence of SMEs in digitalisation and sustainability**



**National authorities and political commitment**

Ministry of Economic Affairs and Employment of Finland  
Finnish Innovation Fund, Sitra  
Members of the European Committee of Regions, representing the Helsinki-Uusimaa Region

**Local and regional joint authorities**

Helsinki, Espoo, Porvoo, and Lohja  
Helsinki Region Environmental Services, HSY  
Association of Finnish Municipalities, Kuntaliitto

**Education institutions**

University of Helsinki  
Aalto University  
Metropolia University of Applied Sciences  
Laurea University of Applied Science  
Haaga-Helia University of Applied Sciences

**Research institute and industry association**

Technical Research Centre of Finland VTT  
Technology Industries of Finland  
Chemical Industry Federation,  
*Finnish Textile and Fashion industry*

**Start-up organisation and business actors**

Startup Foundation  
Slush  
Helsinki Region Chamber of Commerce

**Entrepreneur associations**

Helsingin Yrittäjät  
Espoon Yrittäjät  
Vantaan Yrittäjät  
Uudenmaan Yrittäjät

**Development agencies**

Posintra,  
Novago  
Forum Virium

**Public-private initiatives**

Green Net Finland  
CLIC Innovation

**Solid support to the EER application**

# What do we really want to achieve?

**A year of cooperation, actions and impacts.**

**Collective activities to accelerate digitalisation and sustainability with aspiring entrepreneurs to achieve climate neutrality**

# A year of activities accelerating digitalisation and sustainability with aspiring entrepreneurs to achieve climate neutrality

Kick-off 11/30/21  
@Urban3 &Hybrid

Uusimaa-viikon  
13/5/2022 alateema:  
Vihreä ja digitaalinen  
yrittäjyys Uudellamaalla

Hackathon and  
bootcamps for  
Sustainability

Sitra CEF/Slush for  
Scaling sustainability &  
digitalisation

12/22  
Closing event



Circular business  
model skill upgrade

Better policy &  
funding: public  
procurement

Green, digital and  
entrepreneurial  
campaign

Digital transformation  
training and adaption  
for SMEs & business



# We have got a plan – implementation overview

Implementation

Stakeholders' agenda

Stakeholders' projects

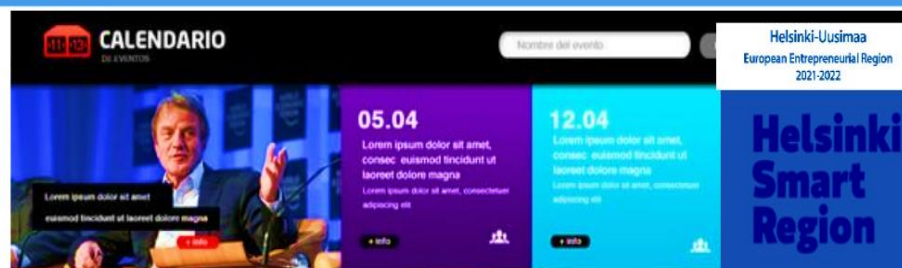
Stakeholders' activities

Stakeholders impacts

For a  
Green, Digital &  
Entrepreneurial  
Uusimaa

Coordination  
Tools

Regional Communication platform (A mockup)



Awareness

Campaign

Collaboration

Networking

Coordination  
projects

**UKKE EER2022** for Regional coordination and communication

**3UAS4EER** for Competence development

**iEER Interreg** for international exchange on Twin transition for recovery

**DT4REGIONS** for international exchange on digital transition for public administration

**How do we start?**



## **Tell us.**

How can we best involve you and your organisation in this joint effort?



## **Join us.**

Let's make Uusimaa a truly green and digital region for entrepreneurs.

**Kiitos!**  
**Tack!**  
**Thank you!**

