

Taking innovation across borders: What does that mean in the Baltic Sea Region ?

Company perspective – benefits and challenges

The Nokia logo is displayed in a bold, black, sans-serif font. It is positioned on the right side of the slide, above a background image of a sun rising over a vast, textured landscape that resembles a sea of clouds or a desert under a bright sky. The sun is a bright, glowing orb on the right, with rays emanating from it, creating a lens flare effect. The landscape below is a mix of dark and light brown tones, with horizontal bands of light and shadow, suggesting a vast, flat expanse.

NOKIA

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NOKIA & GLOBAL RESEARCH NETWORK



UNIVERSITY OF
CAMBRIDGE



Aalto University



UNIVERSITY
OF TAMPERE



TAMPERE UNIVERSITY OF TECHNOLOGY



NOKIA

Open Innovation Collaboration:

Practical Industry Research & Innovation Targets as 5Ps:

- 1) Prototypes
- 2) Publications
- 3) Patents
- 4) Product impacts
- 5) Publicity

Known Challenges

- Traditional mental resistance – culture questions
- IPR rules and ownership of results
- No common ways of working
- No common interfaces for practicalities
- No synchronisation in public money usage
- Current policy programmes don't fully support scaling practical innovation activities



**NEW TALENT ECONOMY FOR
BALTIC SEA REGION IS NEEDED !**

Example of new ways of working: Demola Innovation Platform

Demola is the leading platform to engage companies,
talented students and universities in co-creation.



*AER regional
innovation award 2010*



*The Best Summer Job
2011 in Finland*



*Baltic Sea Region
Innovation award 2012*

DEMOLA
NETWORK



DEMOLA FOR NOKIA - BENEFITS

- 55 Real Demo cases from Nokia
- Nokia demo ideas from different sites (Tampere, Espoo, Berlin)
- Boosting R&D and innovation process
- A way to build international student collaboration
- Engage the best young talents

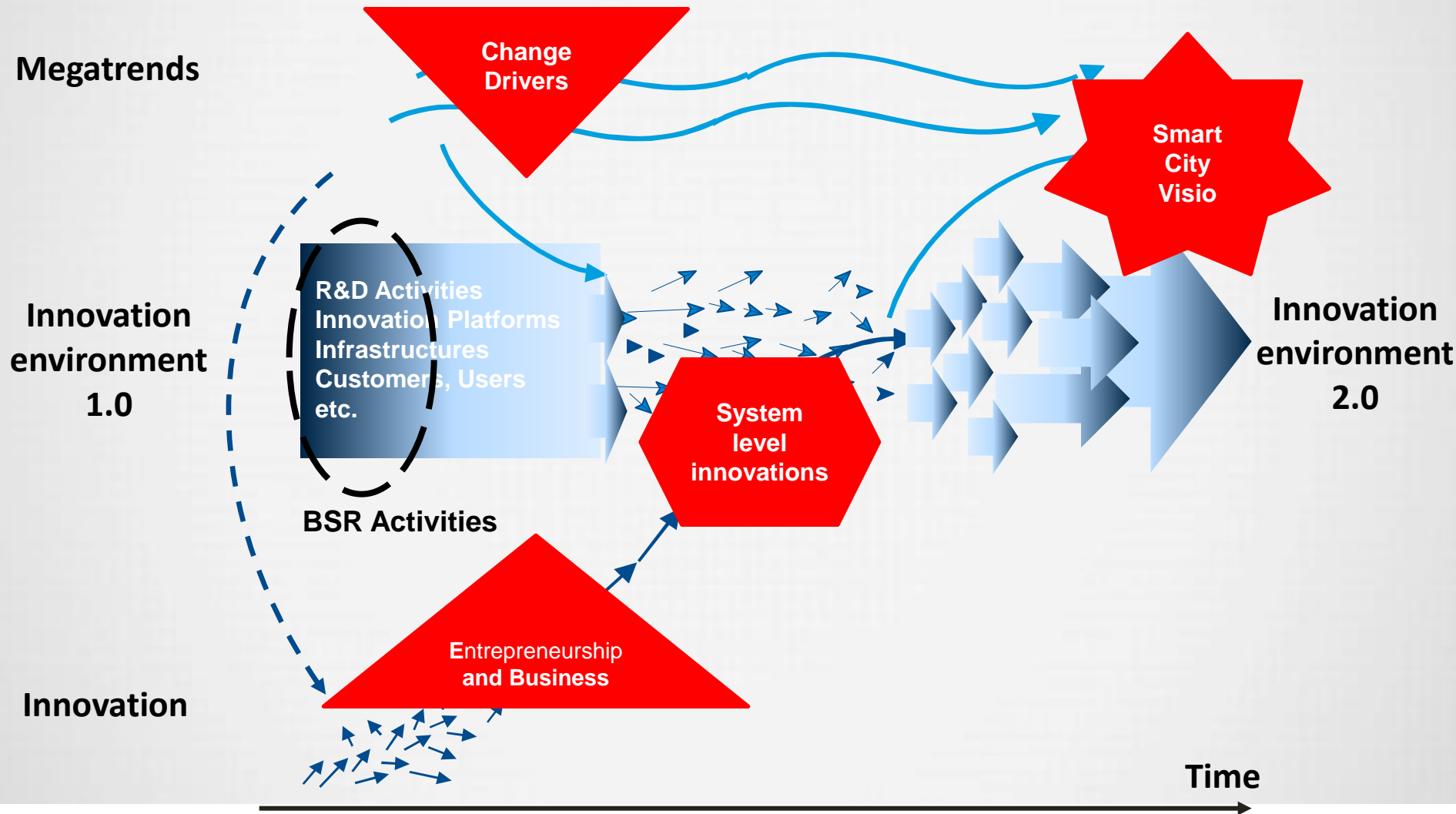


My Dream in the Baltic Sea Region

Let's take the learnings from platform thinking and start to build **System Level Innovations** in the BSR:

- The same type of platform for all regions
- IPR rules based on Open Innovation principles
- Economical way of working
- Cities as like test platforms
- Companies can offer the system level challenges for many places inside baltic sea region
- Take best assets → make reference implementations → standard interfaces → scale & sell implementation

Baltic Sea Region – Next Step: System Level Innovations



Let's use Open Innovation platforms – Not
company driven closed models

ABB



YLE



NOKIA



ALMA

Kela



SAAB



KONECRANES
Lifting Businesses™



SITRA



TAMPERE UNIVERSITY OF TECHNOLOGY

NSN



City of Helsinki

SONY
make.believe

Canon



OP-Pohjola



e-on



sanoma get the world

ECO₂
Ekotehokas
Tampere 2020



gorenje



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New Report Available:

Models for International Innovation Policy: Transnational Channels and Regional Platforms

Fostering Globalizing Innovation
Communities in Finland and Abroad

Mika Raunio, Mika Kautonen & Jukka P. Saarinen

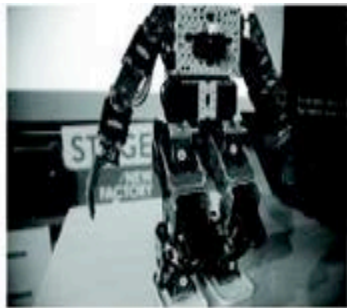
Content - Chapters

1. **Enabling innovations beyond national innovation systems**
 2. **Regional platforms: Innovation factories hosting and stimulating innovation communities**
 3. **Facilitating model: Promoting the internationalization of the members of an innovation community**
 4. **Bridging model: Connecting with the key sites of the global innovation ecosystem**
 5. **Inclusive model: Integrating new members and linking with the new sites of innovation**
 6. **Channels and platforms: A systematic framework for policy planning**
- **Report available in pdf format:**
 - <http://tampub.uta.fi/handle/10024/94438>

Thanks ! / Kiitos !

A red-tinted background image showing a person working on a laptop.

**Demola
Tampere**

A red-tinted background image showing a person working on a laptop.

**Demola
Vilnius**

A yellow-tinted background image showing a group of people in a meeting or workshop.

**Demola
Budapest**

A yellow-tinted background image showing a group of people in a meeting or workshop.

**Demola
Oulu**

A red-tinted background image showing a group of people in a meeting or workshop.

**Demola
East Sweden**

A yellow-tinted background image showing a group of people in a meeting or workshop.

**Demola
South
Sweden**

A red-tinted background image showing a group of people in a meeting or workshop.

**Demola
Maribor**

A yellow-tinted background image showing a group of people in a meeting or workshop.

**Demola in
Your region?**



**AER regional
innovation award 2010**



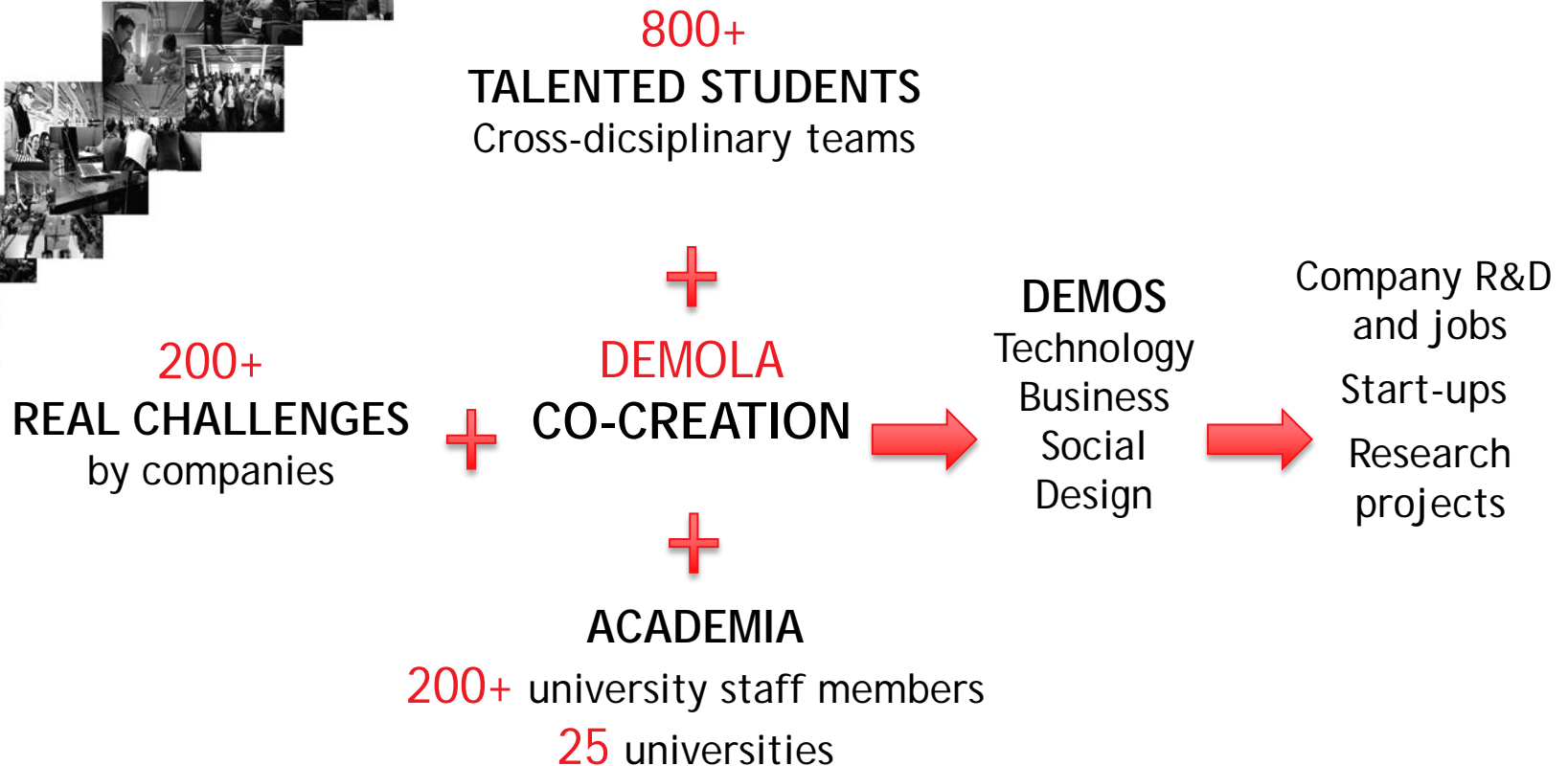
**The Best Summer Job
2011 in Finland**



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Demola Network 2013 in Figures



80 %

**ARE THE DEMOS AND
OUTCOMES VALUABLE?**

20 %

YES

NO

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CO-CREATION EFFECT In Baltic Region

