UN STI Workshop for SDGs

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Global Cleantech Cluster Association
Our Vision:

- Resilient regional economies
  providing
- Sustainable growth, secure jobs, and human wellbeing
  enabled by
- Large scale deployment of low carbon technologies
Access to Capital, Markets & Insights

- 53 Cluster Partners
  31 Countries
  10,000+ Companies
- Annual event & GCCA Later Stage Award
- Online HUBs for SDGs
- Finance Innovation (cross-border funds)
GCCA Later Stage Awards (since 2011)

- 800+ companies assessed, 70 Best in Class Winners
- Finding the Hidden Champions
- Potential Showcases for UN STI Forum 2018
GCCA AWARD EVENTS

Host Cities 2011 to 2020

2011: Dublin, Ireland
2012: Savannah, Georgia
2013: Lahti, Finland
2014: Lausanne, Switzerland
2015: Taipei, Taiwan
2016: Little Rock, Arkansas

London, UK (2017)
Chile or Japan (2018)
Vancouver, Canada (2019)
Lahti, Finland (2020):
GCCA 10 year anniversary
The Online HUB Concept is converging physical cluster collaboration into a digital deployment network

Developed and tested in the Nordics by NIA since 2013
WHERE ARE THE CLEANTECH INNOVATION HUBS IN THE WORLD?

*Cleantech Group’s Cleantech innovation index embedded in google-map*
Online HUBs offer Precise Match Making

- Large Corporates, Cities & NGO’s with technology needs
  - MARKET DEMAND – THE SEEKERS
- SMEs & Startups & Researchers with innovative solutions
  - INNOVATIONS – THE SOLVERS
- Corporate Venture / VCs / Institutional funds
  - FUNDING, RISK CAPITAL
Call Projects: **Average 80% Success Rate**

NIA’s Best Practice shows that a Call project - on average - leads to the following results:

- 20-30 Qualified online submissions from technology providers (SMEs, Startups) per Call, within 2-3 months *
- 5 Company pitches from selected technology providers to executive teams at large corporate
- 1 New business partnership between large corporate and best technology provider in 80% of Call projects

*Numbers are data from innovation calls run only in the NIA platform in the Nordic countries.*
How can a multi-sided digital innovation platform CREATE VALUE for its different stakeholders?
Research by Lappeenranta University of Technology, Finland

• OPPORTUNITIES TO CREATE VALUE:
  • Digital platform creates value by enhancing efficiency in learning, connecting, networking and visibility among new partners in cleantech and sustainability
  • Corporations are looking for global reach of innovations, more platform services and proactive communications for enhanced value creation potential
  • SMEs can get value by getting access to information about the corporate calls, visibility and contacts to right corporate key persons otherwise difficult to reach
How can a multi-sided digital innovation platform CREATE VALUE for its different stakeholders?
Research by Lappeenranta University of Technology, Finland

• CHALLENGES:
  • Large corporations are challenged by the *corporate lack of open innovation mindset, culture, structures, processes and resources*
  • SME value creation is challenged by *lack of SME readiness, lack of information updated on the platform and proactive communications* from the platform provider
  • Investor view: Value creation is challenged first by *quality of information* on the digital platform— if not timely and rich enough, not valuable for investor
IMPORTANT LEARNINGS for online platforms

• Research findings implicate the importance of understanding various stakeholder expectations to build a sustainable business model, related earnings logic and trust.

• Focus on global reach opens value creation opportunities for all stakeholders.

• Value creation challenges can be tackled by timely information, proactive communication and additional open innovation services to complement stakeholder weaknesses and challenges.

• Digital affordances are complemented by spatial (physical) affordances thus call for attention on the importance of studying “hybrid affordances” in the context of B2B innovation platforms:
  • Local Clusters/ecosystems and Events such as STI Forum versus Digital clusters = Online platforms
Our vision is making local, global.

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