



UN STI Workshop for SDGs

Nina Harjula, Co-founder, Board Member, GCCA,
Chairman of the board, Nordic Innovation Accelerator

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**MAKING LOCAL,
GLOBAL.**



Global Cleantech Cluster Association

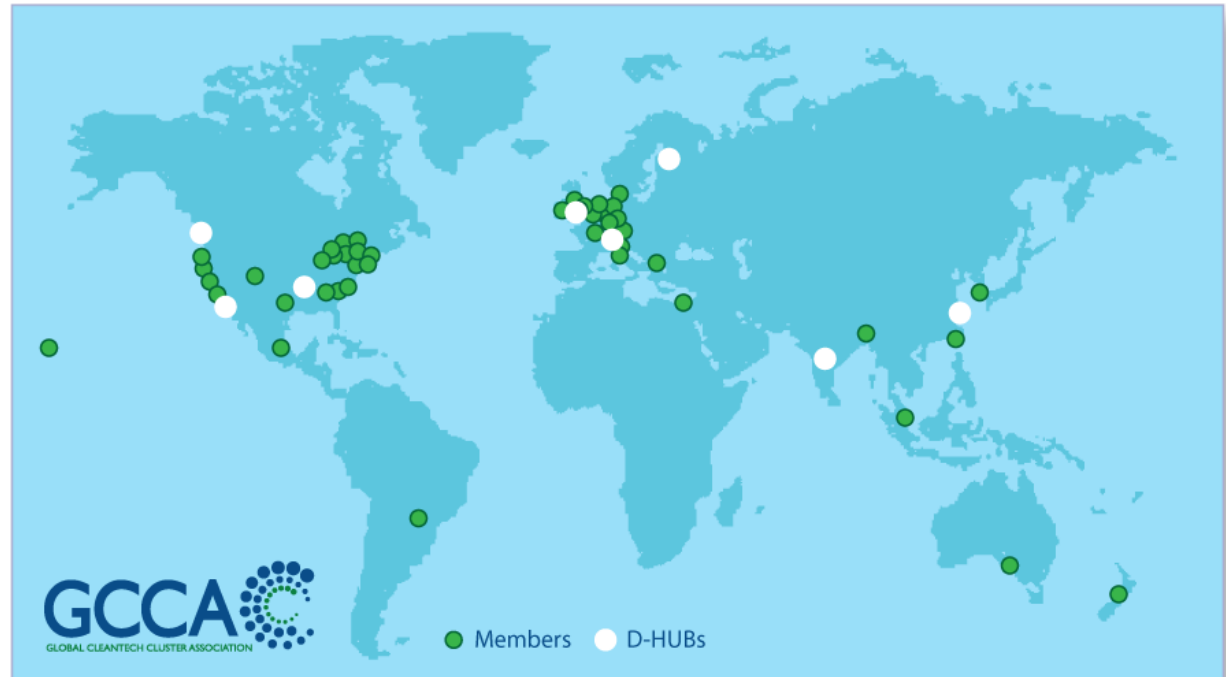
Our Vision:

- **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**
- **Pontential Showcases for UN STI Forum 2018**



A world map with a dark blue background and a light blue grid. The map is overlaid with various colored circles of different sizes, representing host cities for the GCCA Award Events from 2011 to 2020. The circles are color-coded: red for 2011, orange for 2012, yellow for 2013, green for 2014, blue for 2015, purple for 2016, pink for 2017, light blue for 2018, dark blue for 2019, and light green for 2020. The circles are placed over the geographical locations of the host cities: Dublin, Ireland (2011); Savannah, Georgia (2012); Lahti, Finland (2013); Lausanne, Switzerland (2014); Taipei, Taiwan (2015); Little Rock, Arkansas (2016); London, UK (2017); Chile or Japan (2018); Vancouver, Canada (2019); and Lahti, Finland (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

GCCA AWARD EVENTS

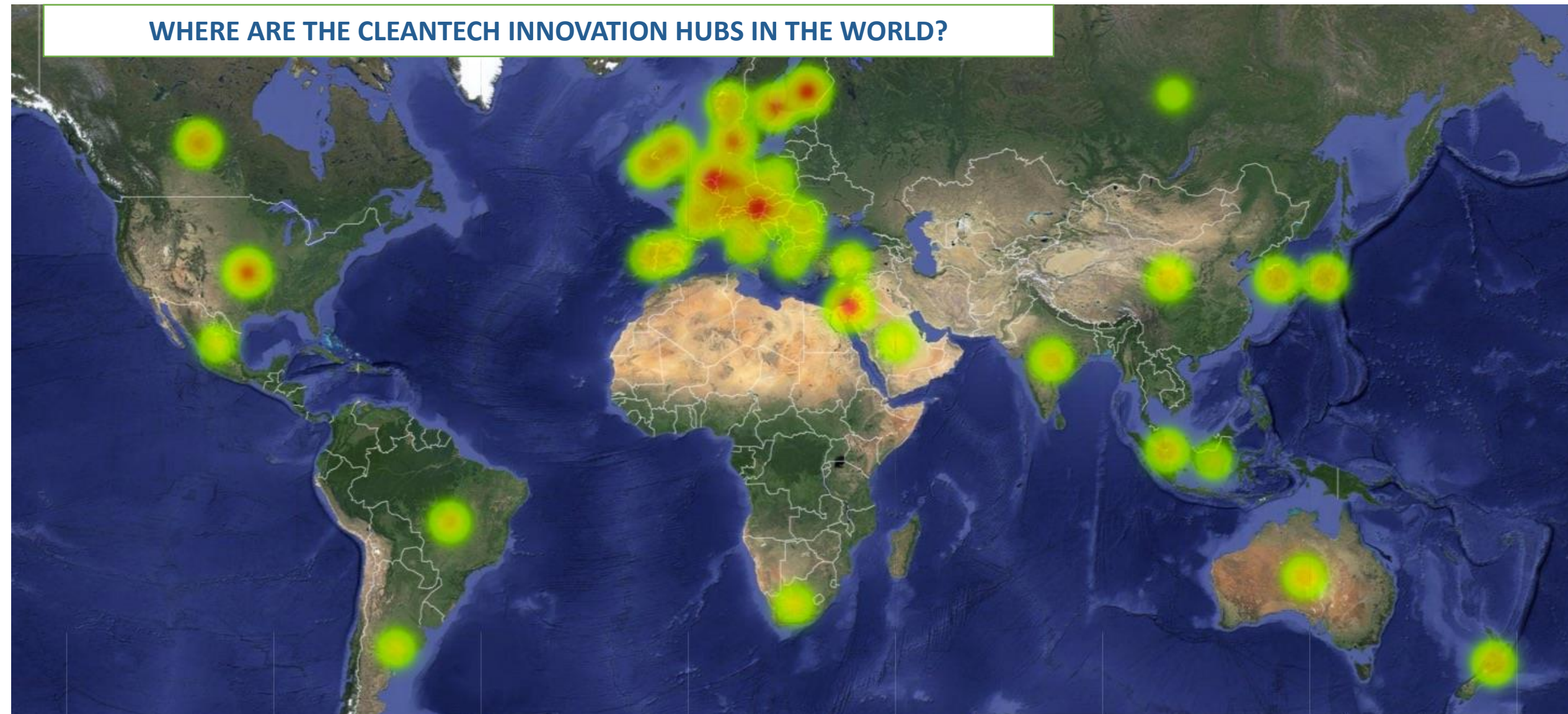
Host Cities 2011 to 2020

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?



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.



**Nina Harjula, Co-founder, Board Member, GCCA
Chairman of the board, Nordic Innovation Accelerator Ltd
Finland - www.nia.fi**

Nina.harjula@nia.fi

