

European Bioeconomy Scientific Forum 2025  
Thematic Session 4. Bioeconomy Innovation Skills  
Thursday, June 12, 2025, 14:00-15:30

# Forest Capital of Europe



**Forest Joensuu**  
**Innovation Ecosystem**

**Jarno Hämäläinen**  
**Coordinator, Forest Joensuu**  
**Business Joensuu**

**BUSINESS  
JOENSUU**



**J • ENSUU**

**POHJOIS-KARJALA**  
*Maakuntaliitto*



**Euroopan unionin  
osarahoittama**



Innovation Joensuu (est. 2023) is home of world-class innovation ecosystems with synergies



# Innovation Joensuu's state of mind and vision 2035

## Innovation Joensuun Vision

In 2035, Innovation Joensuu will be a value network that will bring significant investments and jobs, build functional cooperation networks and modern RDI infrastructure, and actively network with international centres of excellence

### Business-centric ecosystem structure

The operating models of the ecosystem will be specified to utilize common interfaces and to promote a business-centric approach and internationalization

### Continuously developing RDI cooperation

Capable and developing cooperation with higher education institutions will be utilized to create new innovations and innovative companies, as well as to attract international actors and experts to the region on a permanent basis

Development  
spearheads

### Commercialization as an enabler of exports

Focus on products with a high degree of added value (incl. dual-use) as the spearhead of innovation and business creation, internationalization and attraction

### Increasing financing capabilities

We will strengthen the awareness of international (including direct EU) funding channels and the ease of applying for them to increase the amount of funding

## Resources

Communicating value creation | Meaningful partnerships | Active member companies | Spearhead industries and technologies





# Forest Joensuu

- Top-class hub of forest bioeconomy **research, development, education and infrastructures**



- Leading **wood product industry, machine equipment and technology manufacturing** companies



JOHN DEERE



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[www.forestjoensuu.fi](http://www.forestjoensuu.fi)

- Sustainably managed forests
  - 89% / 1,6 Mill ha forest land
  - Growth 9,3 Mm<sup>3</sup> /a
  - Harvesting 6 – 7,5 Mm<sup>3</sup>/a
  - 50% private family-owned
    - average size 30 ha







# Forest Joensuu

- Recognized **smart forestry solutions** with **remote sensing and advanced analysis** of forest and natural resource data

*arbonaut*

**SITOWISE**



- Sustainable growth from the **circular economy innovations** and **value-adding investments in industrial parks**



AISTI

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[www.forestjoensuu.fi](http://www.forestjoensuu.fi)







# Startup Joensuu

## Soft landing and take-off for susicorns

**Startup Joensuu**, where entrepreneurial dreams turn into high-impact successes and exits.

**With over €200 million in recent startup exits, a thriving ecosystem of 70+ startups**, and direct access to robust funding networks, Joensuu is the ideal launchpad for ambitious founders.

**Benefit from tailored programs like GrowthBase Coaching, expert mentorship, and connections to regional and international investors.**



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startupjoensuu.fi





# Symbiosis of bio-based circular and hydrogen economy

## Circular Park Joensuu



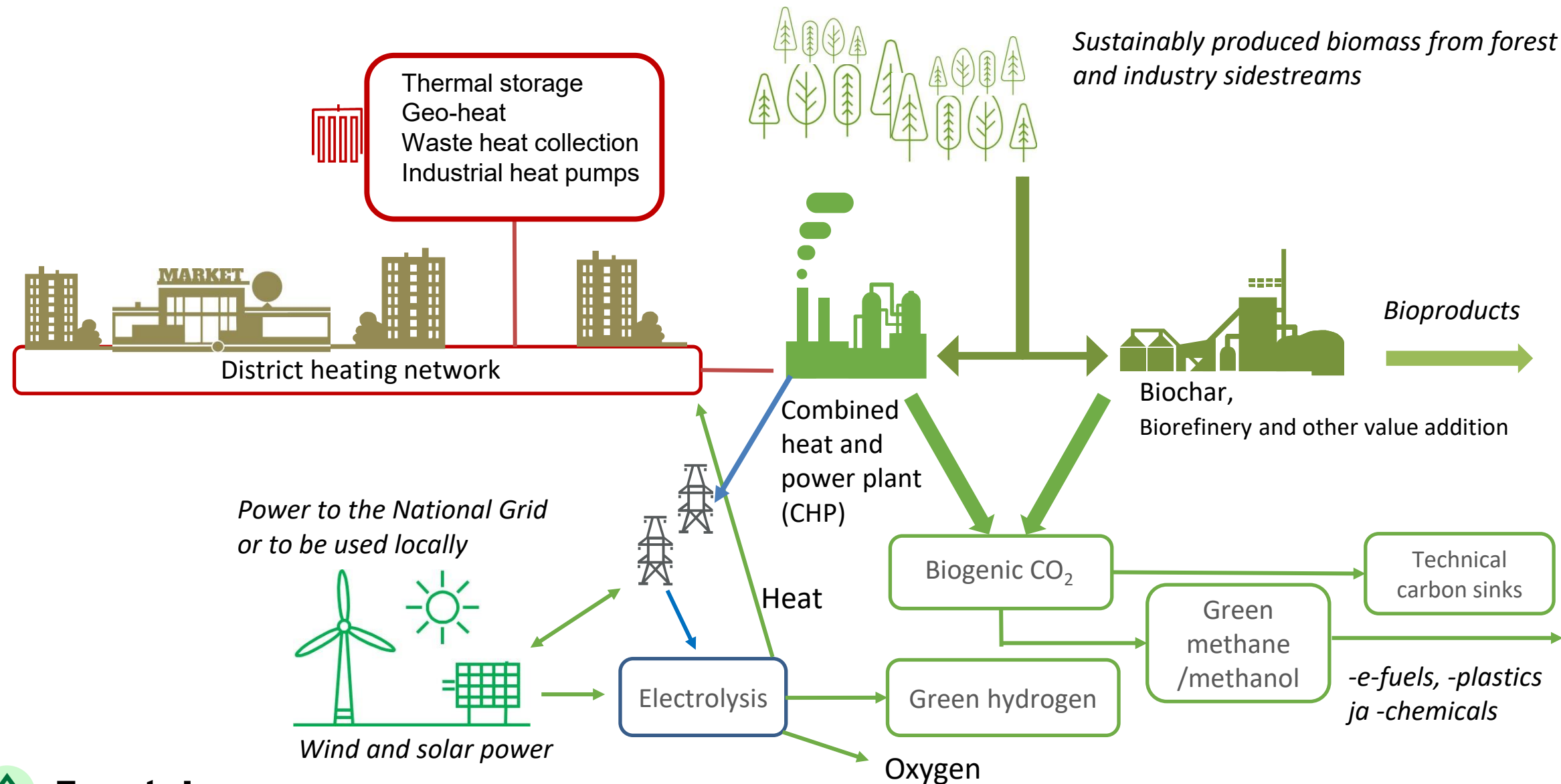
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# Research, Development and Innovation Roadmap 2050

## Circular Park Joensuu







# Forest Joensuu

## Open for international collaboration

- **Knowledge exchanges** between the Bioeconomy Research & Innovation ecosystems and businesses
- **Joint R&D&I projects** e.g.
  - Flagship projects: [Forest UNITE](#) and [Photonics PREIN](#)
  - International collaboration: Europe, North and South America, Asia
- **Piloting**
  - technologies for increasing industry efficiency
  - combatting climate change, prevention of forest fires and loss of biodiversity
- **Development of value-added bioproducts**
- **Green transition investments to Joensuu region**



**Forest Joensuu**

[www.kelluu.com](http://www.kelluu.com)







**Jarno Hämäläinen**

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**Thank you.**

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JOENSUU**

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WITH

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*Maakuntaliitto*

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