

# National Finnish Cluster Event

Kokkola, Finland, Sept. 3 2024

“Dos and Don’ts with a Cluster”

Johan Wasberg

Senior Expert

Oy Merinova Ab/EnergyVaasa Cluster





Sweden

Norway

Oslo

Stockholm

Baltic Sea

Finland

Vaasan keskusta

St Petersburg  
Санкт-Петербург

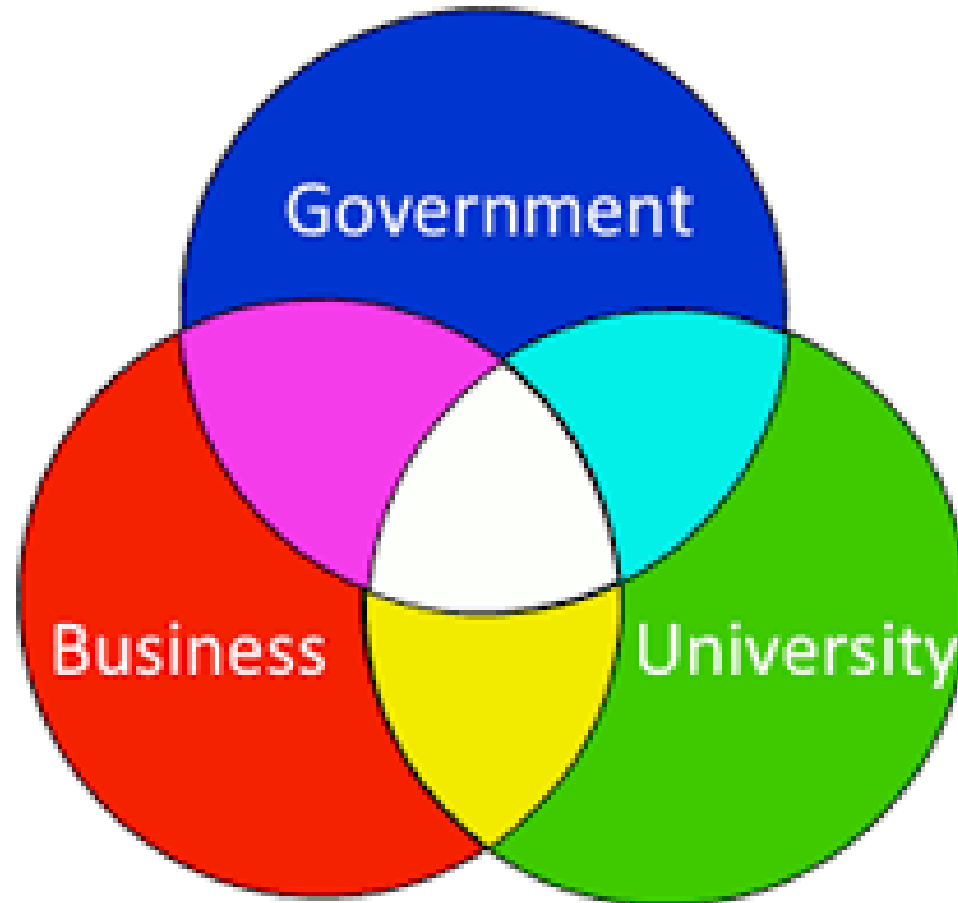
Estonia

# The EnergyVaasa cluster in short

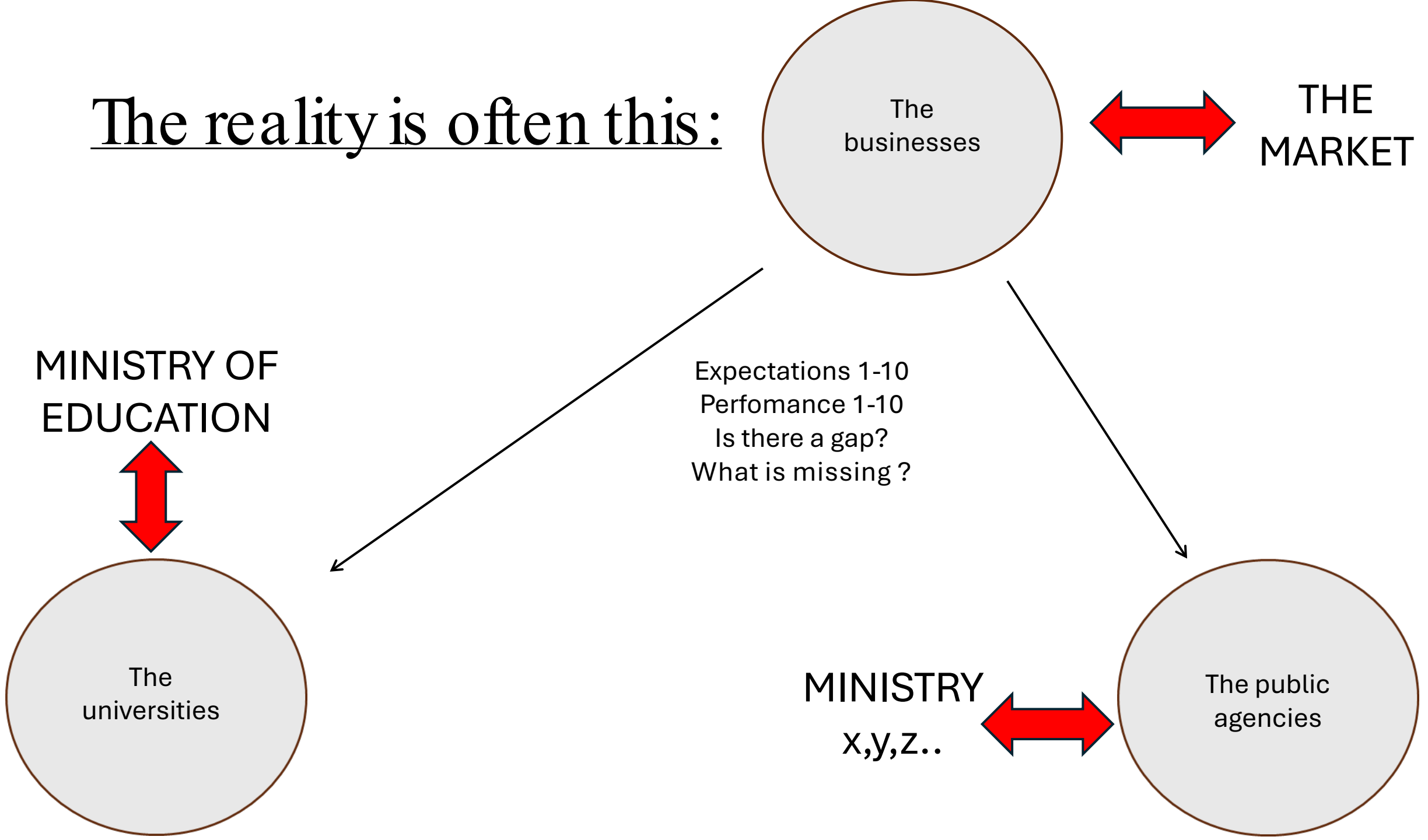
- Companies: 180 of which 65 are core members
- Turnover: 6 billion euro/a
- Export: Over 80% of the total turnover
- Employees: 13.000 +
- Annual R&D spendings: 250 million euro
- Organisations involved:
  - Merinova: Cluster management (Owners: Companies 71,5%, cities/municipalities 28 %, universites 0,5%)
  - VASEK: Cluster marketing
  - Viexpo: Internationalisation services and the Nordic Hub initiative

# Make the triple helix work ...

The theory:



The reality is often this:



# EU Affairs Manager Services

- ✓ Three-year project by the Universities in Vaasa region; the City of Vaasa; the Region of Ostrobothnia; VASEK and Merinova. **FREE OF CHARGE** for the partner organisations
- ✓ Help in writing and administrating the EU funding proposals
- ✓ Help in building consortia
- ✓ Help in finding the call to apply for, on the basis of research area
- ✓ Presentations and seminars for EU funding opportunities

# ENERGY SPIN STARTUP ACCELERATOR

[HTTPS://ENERGYSPIN.FI/](https://energyspin.fi/)

## WHAT YOU CAN GAIN OUT OF IT



WORKSHOPS



MENTORING



INDIVIDUAL COACHING



PILOTING / TESTING



NETWORKING



INVESTMENT OPPORTUNITIES



UNIQUE INDUSTRY CLUSTER



INTERNATIONAL COLLECTIVE

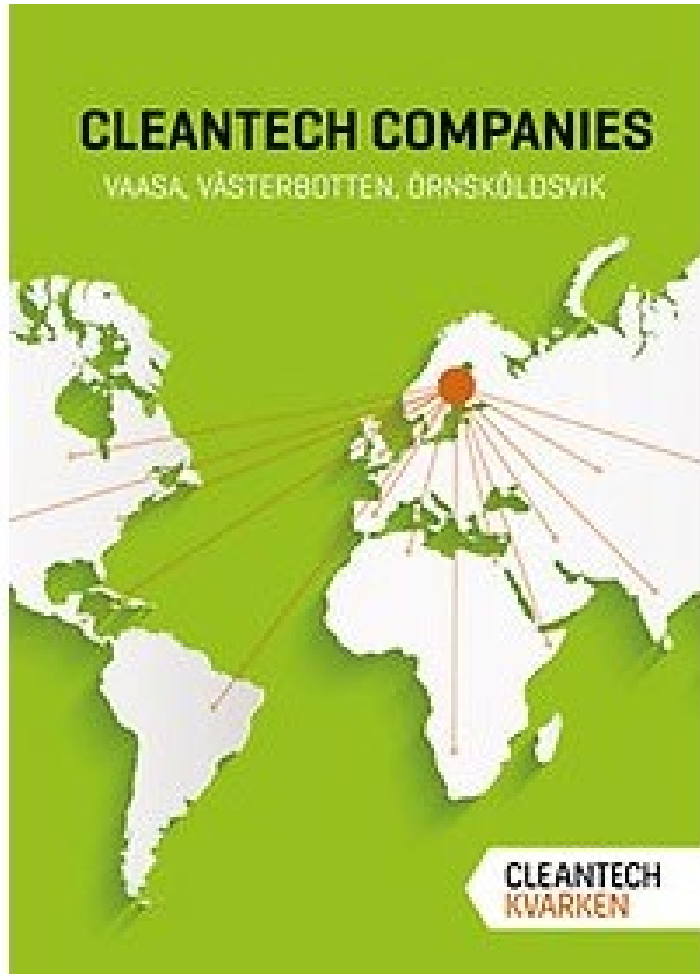
# Some good experiences we have ...

- **Best summer job ever, 10.000 €/month**, <https://www.vasek.fi/vaasa-region-development-company/communication-and-information-2/news/energy-ambassadors-summer-job-is-closing-to-its-end-the-growth-of-renewable-energy-continues>
- **Merge** your seminars & events into an **annual thematic week** (Energy Week, Optical, Space Tec Week, AI Week etc.) – it **boosts visibility and interest**. **Internationalisation: Find reliable local partner:** ministry, consultant, national company..
- **Use the opportunities provided by Viexpo and ECCP for Internationalisation etc.**
- **Employ high-level retiring CEO(s)** to the cluster = contacts, funding, authority, visibility..
- **Find the right creative persons** in the member companies for the cluster work.
- **Labeling = documentation and communication. A good CRM system is a key factor.** **“Podio” is made by a cluster manager for cluster management;** Morten Weeth, [morten@workways.dk](mailto:morten@workways.dk) Used by all Danish clusters except one.
- **Gold Label benefits?** Visibility, recognition, funding, member enthusiasm, more efficient work...
- Annual discussions and **visits to members – personal contact is very important.**
- **Don'ts: Refuse to send out bullshit to the members/companies**



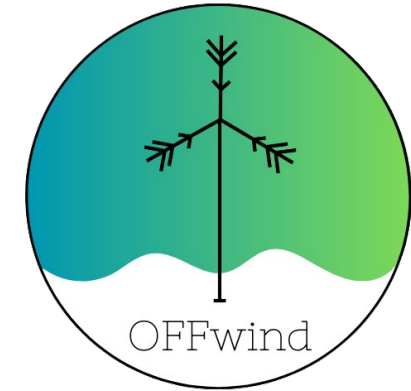
# Examples of Member Company Catalogues

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



Updated  
Finland  
Cleantech  
Companies  
Catalogue  
2025?

# OFFwind – Offshore Wind Turbine Farms Project, <https://offwindproject.com/>



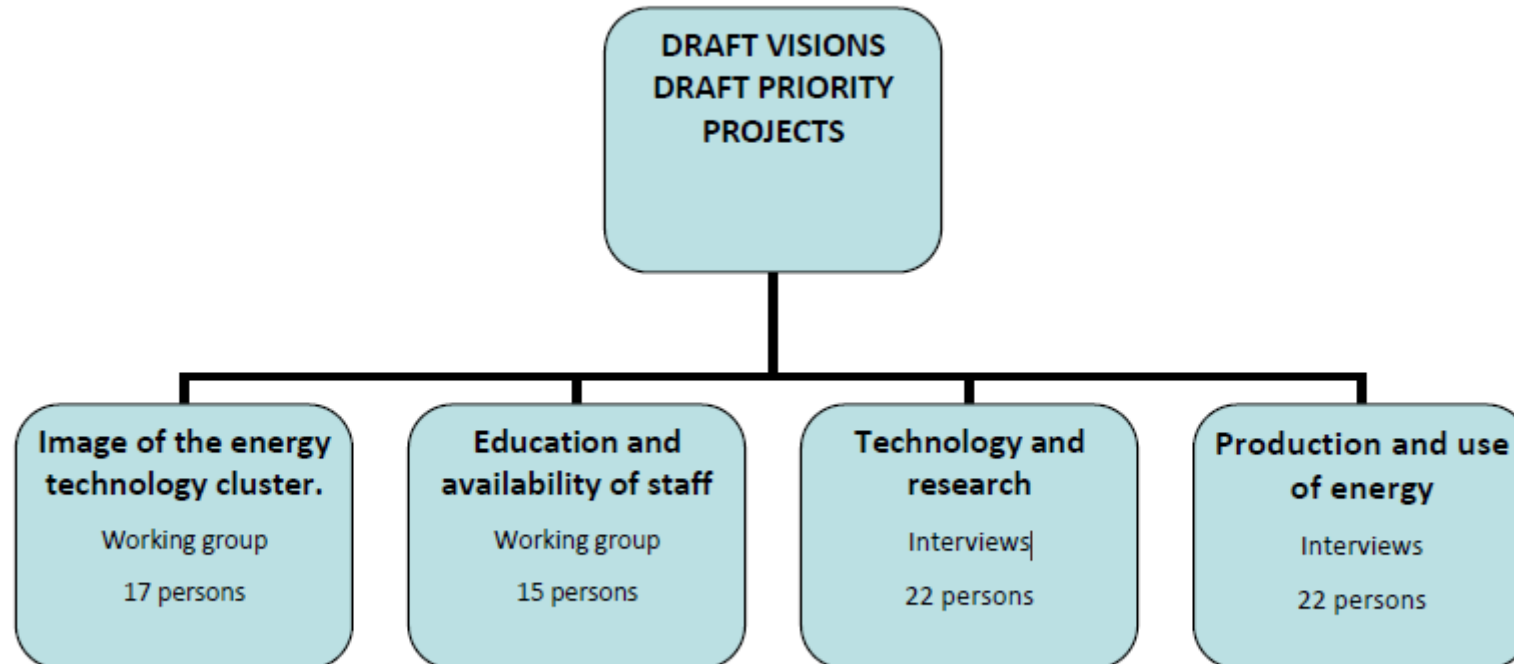
# Startegy: The roadmap preparation process

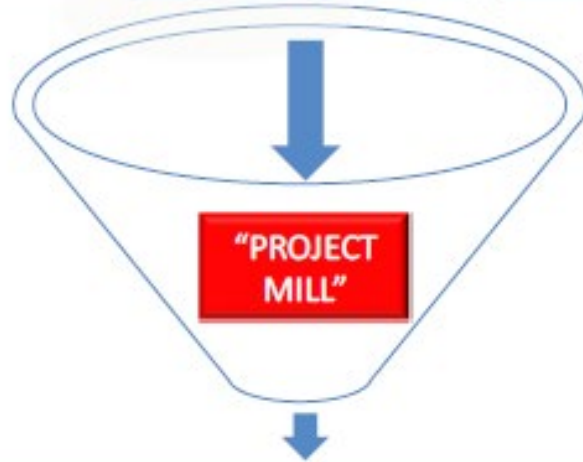
## Project Flow Chart



Source and copyright: Prof. Erkki Antila, Faculty of Technology, University of Vaasa, 2008.

*Origin of the draft visions and draft priority projects , 4 groups*





DRAFT VISIONS AND BRIEFS OF PRIORITY ACTIONS

SCORING AND RANKING BY THE 70 KEY PERSONS

FINAL VISIONS AND PRIORITY ACTIONS FOR THE ROAD MAP

PROJECT NUMBER:	
PROJECT NAME	Establishment of a geothermal laboratory
PURPOSE	R&D + education
KEY COMPANIES	Mateve, KWH-Pipe, SUP, VEI, Merinova, KTH, LU
BUDGET	500.000 EURO
TIMING	2010 - 2012
FUNDING	ERDF 70%, PRIVATE 30%



# The output

