



PIRKANMAA

Welcome to the Tampere Region

The hotspot of Nordic innovation policy
transformation and circular economy

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THE CRITICAL MOVE

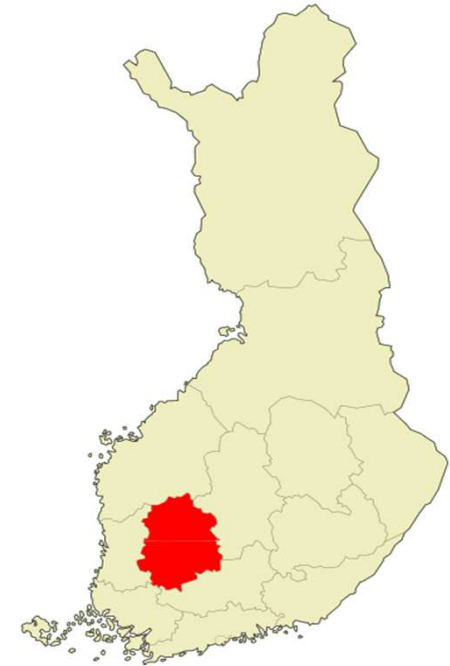
FINLAND'S ROAD MAP
TO THE CIRCULAR
ECONOMY 2.0





Pirkanmaa (Tampere Region) - growing and the most attractive region in Finland

- **People** 520,000 + inhabitants – the most desired place to live in Finland
- **R&D&I** Centre for leading edge research and education, 4-7 % of GDP in R&D , ~ 40,000 students, **new (united) Tampere University**
- **Business** About 30,500 places of business. Companies in the region include Nokia, Huawei, Intel, Cargotec, Glaston, John Deere, Agco Sisu Power, Metso, Valmet, Saab, Fastems, Sandvik, Nokian Tyres, Santen...+ rapidly evolving startup ecosystem
- **Quality of life** Easy access, compact and developing infrastructure, positive flow of high level congresses, museums, theatre, music, sport...



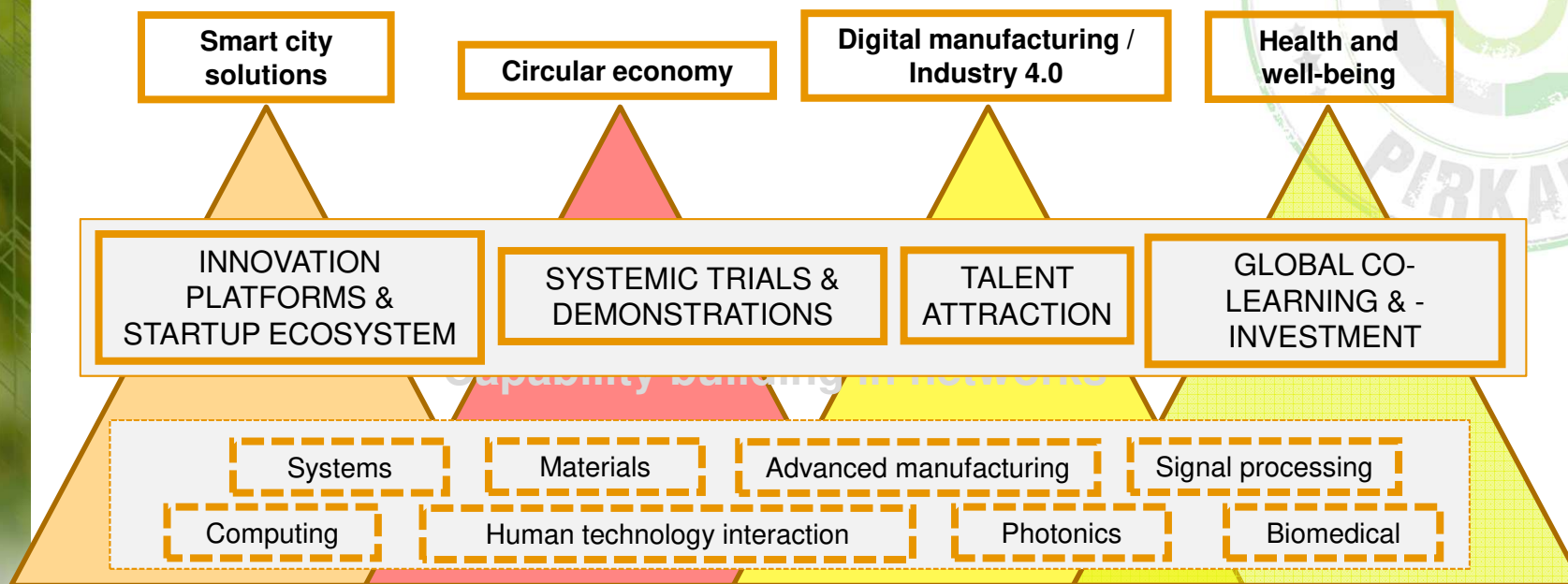
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Key enabling techs, key innovation capabilities and opportunity spaces



← SPECIALIZATION →

SMART ↑

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circwaste



EUROPEAN
REGIONAL
DEVELOPMENT
FUND



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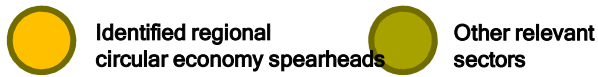




Our circular economy spearheads

- Construction and built environment
- Machinery and electrical products
- Paper and packaging
- Water, waste and energy
- Chemical-, rubber-, and plastic products

*Based on Local Analysis done as part of H2020 SCREEN-project





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Developing and Managing Innovation Ecosystems in the Circular Economy

- Outline of a Digital Monitoring Tool



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