LESSONS LEARNED FROM RESEARCH INTERVIEWS
Kateryna Kryzhanivska & team
WHAT HAVE WE DONE SO FAR?
FIRST INTERVIEWS

- 28 GRN member interviews, during January – February 2019 by Kateryna Kryzhanivska, Kirsimarja Blomqvist & Tommi Rissanen from LUT

- The first analysis served as a basis for the project development and EAKR funding application. A full report will be provided later.

- Objectives:
  - to understand the motivation and expectations of GRN members
  - to analyze the viewpoints on GRN opportunities, challenges and past success in collaboration
  - to collect potential ideas for joint-projects and initiatives
GRN MOTIVATION

- Business growth
- Know-how from research
- New customers & business
- New products/services
- Visibility
- Learning
- Networking

Firms

- Facilitation for development
- Achievement of green goals
- Enabling business growth

Public Sector

- Research projects
- Traineeships
- Jobs
- Entrepreneurship
- Sharing expertise

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GRN EXPECTATIONS

- R&D cooperation
- Business development & Internationalization
- Talent & human resources

Firms

- Fulfillment of cities’ strategies & targets
- Networking across the companies
- Working in a closer cooperation with researchers and students

Public Sector

- Establishment of new collaborative relationships
- Utilizing the knowledge & research in projects
- Opportunities for innovation

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Collective Goals
Connection
Teamwork
Impact
GRN CHALLENGES

- Engagement
- Lack of time
- Communication & Information sharing
- Recognizing possibilities and benefits from collaboration with others
- Visibility
- IPR
GRN OPPORTUNITIES

- More open pilots of projects
- University’s expertise or technology
- Market access for innovations
- Connect the key operational areas of partners & combine human expertise
- Raise awareness and organize big international events
- Support for startups
- Attract new companies to the South Karelian area
GRN PERCEPTION OF DIGITAL COLLABORATION

“The platform solution would be most valuable to succeed in the future; e.g. we need to have investment to the certain areas and some partners of GRN may have already references but seek for more capital…” (I-10-public sector)

“If we would have some kind of communication or collaboration platform or a sharing network - it would definitely increase the follow-up…” (I-21-industry)

“I am bit sceptic. I have to emphasize that it’s important that people make it to talk to each other.” (I2-university)

Total number of GRN Interviewees: 28
PAST SUCCESS-STORIES

- Urban Infra Revolution project application
- Research-related projects, mostly focused on clean-technology & energy
- B2B and tender projects
- Company visits
- Recruitment campaigns
STRATEGIC AREAS FOR CO-CREATION

- Smart energy-related projects
- Circular economy
- Resource efficiency, recycling & environmental sustainability
- Joint research & exploring opportunities
- Greenreality Network Development
"I would like to have more cooperation with the companies of the GRN, because I feel that in my lab and in our department we have more knowledge beats, which those companies could use and cooperate on different projects." (I-3-university)

"I am really happy that we have the network and hope to see it growing stronger, as an internationally recognized network." (I-7 public sector)

"If there are public tendering processes, then local operators should be valued and the involvement to GRN could help you. Since we have urgent need for resources, we need some measurement tools, engineering work and we need people" (I-20-industry)
GRN’s FUTURE PERSPECTIVES

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- Access of university innovations to market
- Solving environmental & energy issues
- Regional development projects
- Business & technology development
- Testing ideas of companies with students & stuff

Firms
- Solar energy projects
- Internationalization of products/services
- EU-program projects
- Purchasing activities coming from cities

Public Sector
- Energy sector projects to solve challenges of the cities
- Business Case evaluations
- Co-development of cities’ strategies