

Lapland Green Week Webinar: Cleanest air in the world – today and tomorrow
28 May 2021, 9–16 EEST (UTC +3)

Programme

9.00–11.00 Sessio I

Klusterit kestävän kasvun moottoreina – Arctic Smartness -klusterit yritysten tukena (in Finnish)

Lapin älykkään erikoistumisen klusterit – Arctic smartness -klusterit ovat maakunnan osaajien verkostoja yritysten kestävän kasvun tukena. Tilaisuudessa kerrotaan, mistä klusterit ovat saaneet alkunsa Lapissa, klustereiden tärkeästä roolista ohjelmakauden 2021–2027 EU-rahoituksen saamisessa sekä mitä klusterit voivat tarjota maakunnan yrityksille. Mukana on esimerkkejä käytännön yritysysteistä ja sen tuomista mahdollisuuksista. Tule kuulemaan klustereiden ajankohtaiset terveiset!

Moderaattori: Sisko Häikiö, lehtori, Lapin AMK

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| 9.00–9.05 | Tilaisuuden avaus – Jukka Teräs, Norrum Oy |
| 9.05–9.15 | AS-klusterit kasvun moottoreina , Kristiina Jokelainen, toimitusjohtaja, SmartNorth Oy |
| 9.15–9.30 | Arktinen älykäs maaseutuverkosto: Johannes Vallivaara, yritysasiantuntija, ProAgria ry |
| 9.30–9.45 | Arktisen matkailun ekosysteemi: Anu Harju-Myllyaho, osaamisaluepäällikkö, Lapin AMK & Satu Luiro, strategiapäällikkö (sij.), Lapin liitto |
| 9.45–10.00 | Arktinen turvallisuus: Eija Raasakka, projektipäällikkö, Lapin AMK |
| 10.00–10.05 | Tauko |
| 10.05–10.20 | Arktiset kehittämissympäristöt: Raimo Pyyny, kehittämisspäällikkö, Lapin AMK |
| 10.20–10.35 | Arktinen muotoilu: Tomi Knuutila, lehtori, Lapin yliopisto |
| 10.35–10.50 | Arktinen teollisuus ja kiertotalous: Tuomas Pussila, ohjelmapäällikkö, Kemin Digipolis Oy |
| 10.50–11.00 | Kysymykset ja session päätös |

11.30–13.30 Session II

The voice of research – How research, technology and education boost sustainable development in Lapland (in English)

The second session highlights the efforts of the universities and research organisations in the region in boosting sustainable development. How does cutting-edge research and development in Lapland contribute to regional, national and international sustainability? How do digital teaching solutions boost sustainable development? Why should Lapland be chosen as a partner when seeking knowledge and expertise on sustainable development and the green transition?

Moderator: Hannu Panttila, Geologist, Geological Survey of Finland (GTK)

11.30–11.35 **Opening words** – Jukka Teräs, Norrum Oy

11.35–11.40 **Introduction** – Hannu Panttila, Geologist, Geological Survey of Finland (GTK)

11.40–12.00 **SCIENCE**

Research helping in solving land-use conflicts – Dr Pasi Rautio, Senior Scientist, Natural Resources Institute Finland (Luke)

Mineral exploration with plant chemistry – Dr Maarit Middleton, Associate Research Professor, Geological Survey of Finland (GTK)

12.00–12.20 **TECHNOLOGY**

Smartness from nature – green textile finishing agents – Dr Susan Kunnas, Research Scientist and Dr Risto Korpinen, Senior Scientist, Natural Resources Institute Finland (Luke)

Sustainable wood mobility – Rosewood4.0 – Dr Jussi Soppela, Principal Lecturer, Lapland University of Applied Sciences

12.20–12.30 **EDUCATION**

Regional sustainability and digital solutions degree programmes – Kenneth Karlsson, Senior Lecturer, Lapland University of Applied Sciences

12.30–12.35 **Break**

12.35–13.05 **ARCTIC EXPERTISE – 10 REASONS TO PARTNER WITH US**

Knowledge transfer and networking supported by need-based RDI services
– Harri Malinen, Senior Expert, Lapland University Consortium

How does the Arctic Development Environments Cluster work – Raimo Pyyny, Cluster Manager, Lapland University of Applied Sciences

Bridging universities and research institutions to business (validation) – Mirva Juntti, Head of Business, Lapland University of Applied Sciences

13.05–13.30 **Panel discussion**

14.00–16.00 Session III

Interregional cooperation enabling the work in Lapland – towards green tomorrow (in English)

The third session sets the green deal work in Lapland into an EU and international context. The session highlights the work towards greener Lapland from the EU and international viewpoint. Moreover, the session discusses green initiatives in Lapland as an instrument for regional branding. The session introduces the excellent work done by and in the municipalities in Lapland and provides examples of how essential international cooperation is in reaching the goals.

14.00–14.30 Branding Green Lapland, Moderator Jukka Teräs, Norrum Oy

Opening words

Welcome video – Santa Claus

How to brand Green Lapland? *Panel discussion, panelists:*

Regional perspective, Mika Riipi, County Governor, Regional Council of Lapland

European perspective, Kari Aalto, Director, East and North Finland EU Office

Tourism perspective, Satu Luiro, Regional Council of Lapland

14.30–14.35 Greetings from the cleanest municipality of Europe

14.35–15.10 Wise emissions in sustainable production

Certificates in increasing the sustainability of tourism, Seija Tuulentie, Senior Researcher, Natural Resources Institute Finland

Wise emissions in the industrial circular economy, Tuomas Pussila, Leader of Circular Economy Centre, Digipolis-Kemi Technology Park

Nordic Circular Hotspot accelerating Circular Economy through partnerships, Elin Bergman, Co-founder & Managing Partner Nordic Circular Hotspot

15.10–15.15 Grude international online workshops – Greenovation Camp concept video

15.15–16.00 Lapland in EU and international context

EU perspective of regional work and EU Green Deal / importance of Local green deal work? – Markku Markkula, CoR rapporteur on Climate Adaptation, Covenant of Mayors Climate Ambassador for Finnish Cities and Regions

Arctic Smart Specialisation – Alessandro Rainoldi, Head of the Territorial Development Unit (B3), Joint Research Centre, Spain

Baltic Sea Region cooperation – opportunities for Lapland – Anders Bergström, EUSBSR Policy Area Coordinator PA Education, Science and Social affairs, Norden Association

Mayors of Lapland greetings video

Session conclusion – moderator

Closing words – Road to future – Mika Riipi, County Governor, Regional Council of Lapland

**Cleanest air in the world
– today and tomorrow**



REGIONAL COUNCIL
OF LAPLAND

Leverage from
the EU
2014–2020



For more information

In English: <https://arcticsmartness.eu/cleanest-air-in-the-world/>

In Finnish: <https://arcticsmartness.fi/lapin-vihrea-viikko-2021>

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