

# CLEANTECH KVARKEN

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## Cleantech Kvarken

### Arctic Cooperation Conference, Copenhagen

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<https://www.youtube.com/watch?v=clrFeX7ZEXc>



**Interreg**  
Botnia-Atlantica  
EUROPEISKA UNIONEN  
Europeiska regionala utvecklingsfonden

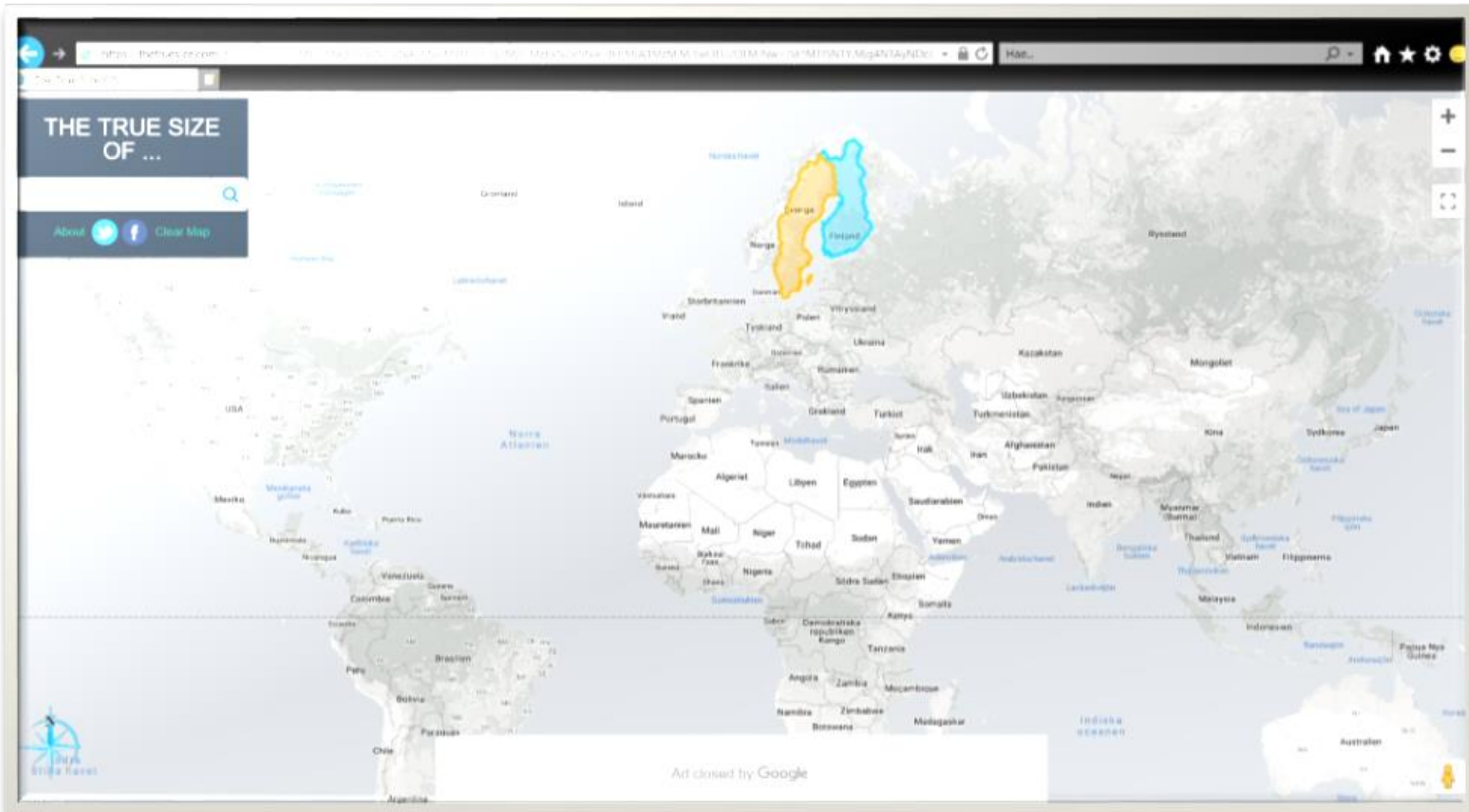


REGION  
VÄSTERBOTTEN



Österbottens förbund  
Pohjanmaan liitto

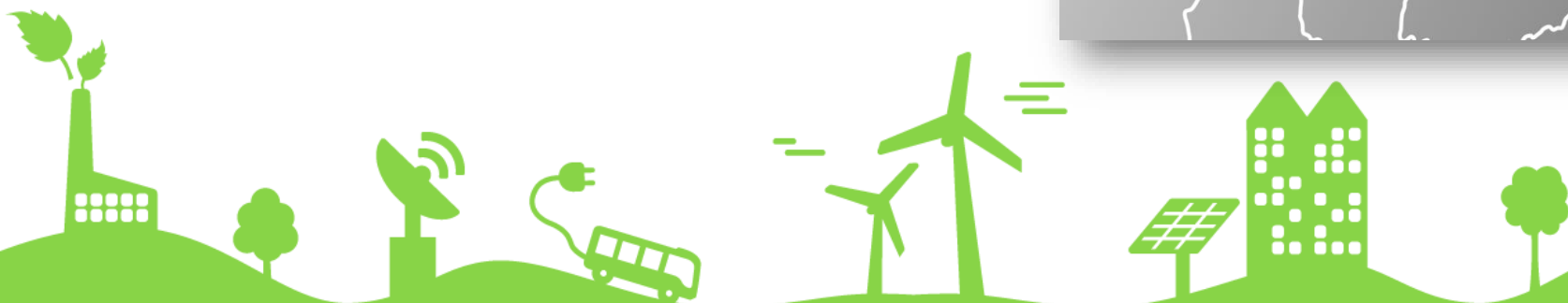
# The real size of our countries:



## Background:

The objectives of the project Cleantech Kvarken:

- ❑ Cooperation between the cities and their companies
- ❑ Cooperation between cleantech companies
- ❑ Joint efforts to new export markets



## Results:

- **Company catalogue** – 243 companies, testbed and business support organisations [www.catalogue.cleantechkvarken.com](http://www.catalogue.cleantechkvarken.com)
- **Matchmaking** – 47 companies participating
- **Direct company contacts** – Business developers/supporters travelled between Sweden and Finland. Meetings with companies and support with their contact network and challenges –
- **Joint marketing actions** (18 companies have been participating, low entry level)

*Through participation in joint marketing actions, the companies and the regions achieved greater global visibility – UK, Mexico, US, Chile etc.*



## Satisfied companies:

- Companies have received establishment support abroad and help to find distribution networks
- 28 out of 29 companies were interested in future collaboration
- Good working methods - outreach to the companies
- Received information about things they couldn't find on their own
- Added value from the increased visibility that the project provided
- Increased knowledge of business/companies/competences in the region, and the region across Kvarken
- Collaborations ~~are ongoing~~ across the border that would not have occurred without the Cleantech Kvarken project
- Personal meetings have been a success. Creates deeper understanding of needs, builds trust, which in the long run can lead to business.



## Gender equality

Male-dominated cleantech industry -  
proportion of female CEOs less than 10%

The project facilitated a positive impact on  
gender equality and strengthened the  
cleantech sector by creating conditions  
for increased possibilities for women

# Women with Impact:

## Woman with Impact goes Finland

- Participation in Woman with Impact gave inspiration to conduct an event to strengthen conditions for women to participate in the development of the cleantech industry
- **Business benefits** - Research shows that companies that prioritise gender equality are more profitable
- **Work environment** - Companies that focus on gender equality generally use tools to a greater extent which results in reduced number of work injuries.
- **Competence** - Easier to recruit when you have the entire population to choose from when hiring.
- **Supply of competence** - The companies become more attractive as an employer if it works with gender equality.
- 177 participants in the Vasa event



## Benefits of the project:

- Joint efforts to new export markets
- Cooperation - The Interreg program is a unique tool for cross-border cooperation. **No other mechanisms available!**
- Alone the cities and regions are too small to have global visibility – jointly yes!
- The Interreg program is the only tool for specific targeted cross-border cooperation in selected priority sectors
- New cross-border collaborations between companies
- Strengthened the preconditions for export





## Benefits of the program:

- ❑ **Cross-border cooperation:** Unknown business collaboration potential, complementing technologies - not competing, better global visibility from joint marketing actions
- ❑ **Program:** No other program facilitates this collaboration
- ❑ **Society:** Gender equality transfer actions and results
- ❑ **Arctic competence for others:** Advanced technologies for other regions



# Thank you!

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## Cleantech Kvarken partners:

