

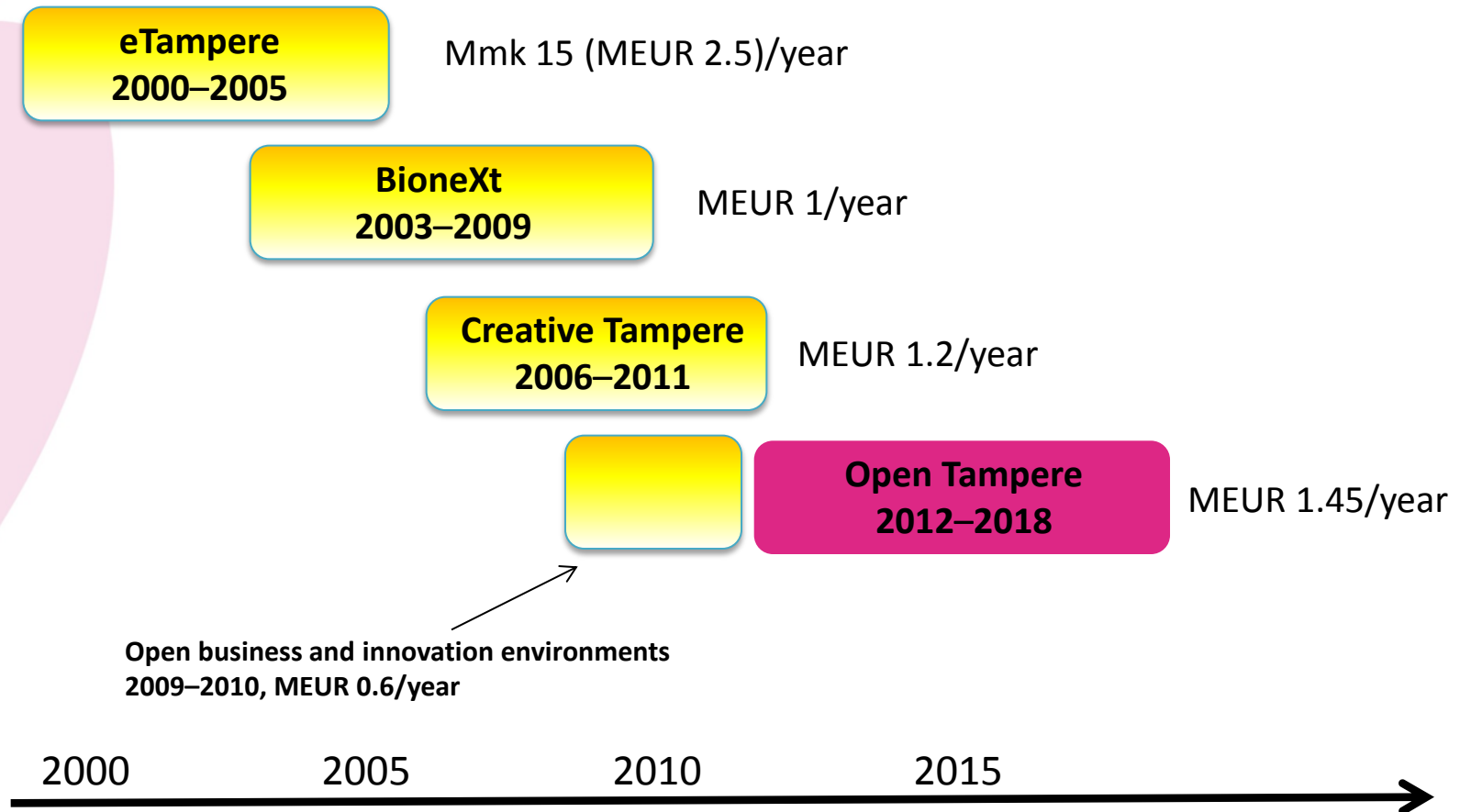
Minds wide open.

*Economic development programme
2012–2018*

Mr. Seppo Haataja

OPEN All Bright!
TAMPERE

Economic development programmes in the 21st century



Open Tampere 2012–2018

Economic development programme of the city of Tampere. The programme is coordinated by Tampere Region Economic Development Agency Tredea.

The programme has five central targets for first 3 years:

- to create new knowledge-intensive business activities and new workplaces; *enterprises with growth potential*
- to support controlled structural alteration of ICT and traditional industry; *service business*
- to attract capital investments; new financing solutions
- to create environments for open innovation activity; *innovation platforms*
- to strengthen the appeal of the Tampere region; *regional brand*.



Target groups

The main target groups are

- new businesses
- start-ups.

Important targets groups include

- public innovation operators such as the universities, research institutions, higher education institutions and financiers
- private innovation operators such as the inhabitants, communities and students.

Bright place, bright people

This is how we do it

The programme is based on **innovation factories**, both existing and those to be founded.

*They are spaces, standards of activities and communities which create **new business activities** by enabling **rapid innovation activities** between different operators.*

There are three existing innovation factories in the region:

- **NewFactory**: rapid innovation activities and start-up development
- **Konela**: utilising commercial research information across different fields of science and technology
- **Mediapolis**: progression of mini-clusters.

Operations in 2014

- ***Innovation platforms***
 - Permanent operating model for Demola and Protomo in the New Factory
 - Mediapolis becomes the media city of Finland
 - Innovation platform becomes part of the city development.
- ***Growth entrepreneurship***
 - The comprehensive concept of the funding solutions
 - New jobs in the ICT sector and new global companies
 - The game industry of Tampere starts growing internationally.
- ***Smart city and renewable industry***
 - Open Data turns into business
 - The Intelligent Traffic Systems (ITS) pilots get started
 - Improving productive capability (Industrial Internet and digitality).

Strategic goals in 2015

- ***Digitality is an opportunity, not a threat***
 - User-based solutions create demand (Live, Work, Visit).
 - Open Data creates opportunities for creating new business activities.
 - The transfer, analysis and storage of large quantities of data is developing rapidly.
- ***The city at the core of the innovation activities***
 - Innovation platform becomes a part of the city development activities (6AIKA: Oma Tesoma).
 - The local innovation environments become a part of overall business development.
- ***Need for experimental platforms and references***
 - The local Smart City pilots get started.
 - Internationalisation through the Horizon 2020 pilots.



Contact us

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