



Vakka-Suomen
ELINVOIMA-
KLUSTERI



**Opportunities for business
collaboration and growth in a
cluster environment**

Vakka-Suomi Vitality Cluster Project



The aim of the project is to build a business-driven vitality cluster in Vakka-Suomi that strengthens the region's competitiveness and attractiveness.

The cluster will create three subgroups, each bringing together companies from the respective industry, educational institutions, and industry experts whose involvement creates the best conditions for collaboration, innovation, and growth.

Benefits for companies:

- * Faster product development and adoption of innovations
- * Better access to skilled workforce and training solutions
- * A shared brand and visibility in the market
- * Networks that support internationalization and investments

The main goal of the project is to create a strong ecosystem that increases the region's appeal and ensures the success of companies.

The goal of the project is



Create a solid foundation for permanent collaboration

Clusters provide a platform for collaboration, sharing expertise, and faster innovations to promote success. The goal is a model of permanent cooperation.

Build superior competitive advantage

Through collaboration, it is possible to improve both information exchange and skill development, ensuring the strengthening of competitive position and a more attractive employer brand.

Promote conditions for growth

The aim of the activities is to clear and eliminate obstacles to cooperation, in order to build elements that support growth and the effective achievement of strategic goals.

Cluster theme groups

In the project, the vitality cluster is built based on three sector-specific focus areas and the concrete needs mapped within them.

Sub-theme groups of the vitality cluster:



Clusters activate genuine partnership



Interaction intensifies

Cluster collaboration enables close interaction between companies and organizations in the development of joint projects.

Information exchange becomes smoother

Networking within the cluster promotes fast information exchange and the adoption of best practices among companies.

Collaboration strengthens

Collaboration with research and educational institutions is strengthened, promoting skill development and innovation.

Growth and internationalization become possible

The cluster's networks open doors for companies to grow and internationalize together.

The benefits of the cluster for companies are significant



Competitiveness strengthens

Clusters provide opportunities to increase the visibility and attractiveness of companies.

The benefits of support services are multiplied

Clusters can jointly attract logistics, financing, and educational support services to aid growth.

Availability of resources improves

Easily accessible services and infrastructure reduce costs and increase efficiency.

Joint marketing campaigns become possible

Clusters offer opportunities for joint marketing efforts that strengthen the brand and awareness.



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*Why suffer alone,
when you can
grow together?*

Cluster activities will start with a series of workshops

- The three-workshop model offers a systematic way to launch cluster activities effectively and methodically.
- Workshops function efficiently as a tool for articulating genuine sector-specific needs.
- Collaborative development of clusters, first in workshops and later in pilots, ensures investment in exactly the right concrete actions that promote the success of the clusters.
- A strategic investment in joint activities benefits both the companies and the entire cluster in the form of sustainable growth.



Workshops help identify needs



Interactive Environment

Workshops provide a space where companies can openly share their perspectives and challenges.

Clarifying Needs

In the workshops, companies can clearly express their development needs and expectations for the clusters.

Shared Understanding and Commitment

Workshops create a foundation for the cluster's structure and strengthen ownership and commitment to development.

Structure and Content of the Workshops

First Workshop – Mapping the Current State

The workshop focuses on understanding studies, surveys, and the current state, as well as compiling the challenges identified in companies.

Second Workshop – Defining Needs and Goals

At this stage, the focus is on addressing needs and defining development areas specific to each cluster.

Third Workshop – Actions and Collaboration

The workshop concretizes collaboration models and agrees on the necessary resources and the way forward.



Your involvement is important

Together we create the most profitable cluster activity

By participating, you ensure that the cluster activities meet the real business needs and challenges.

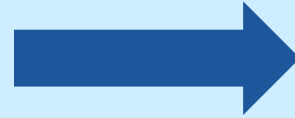
Participation enables the right kind of cooperation structures for cluster development.

The commitment of the right parties to cluster activities is critical in building its ecosystem.

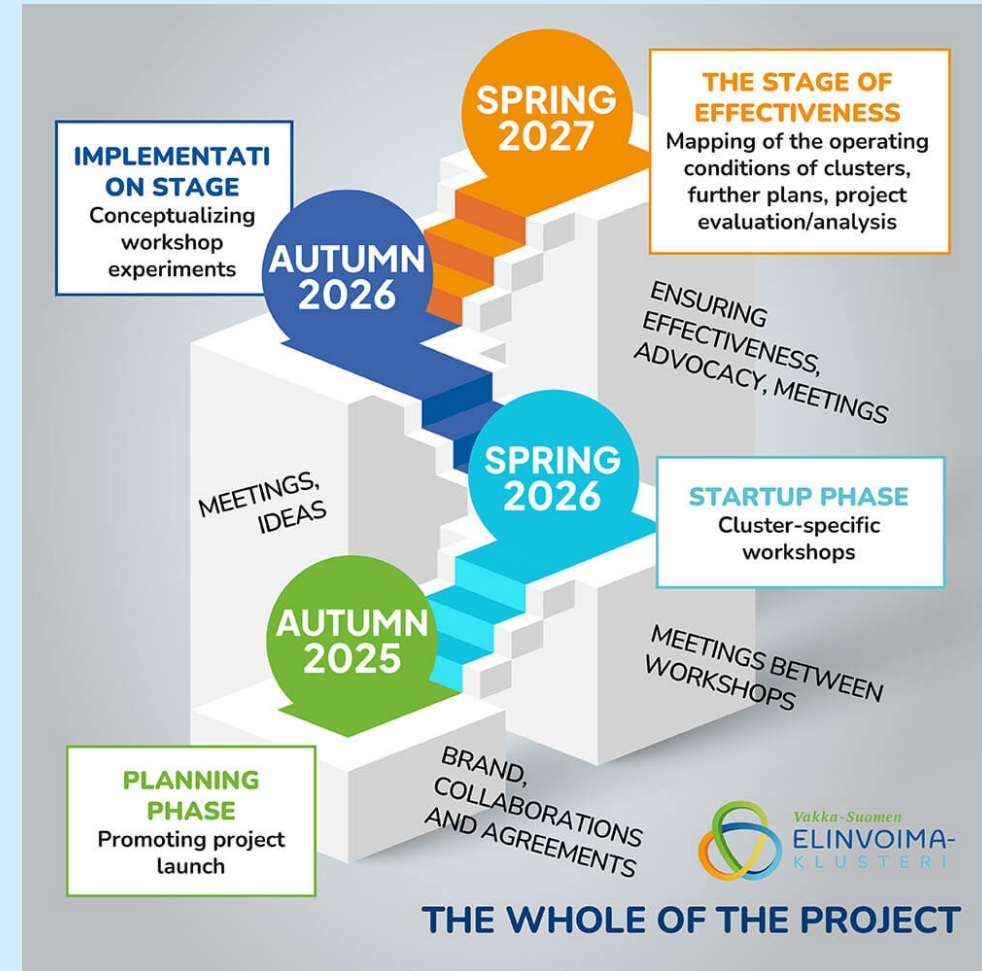
The ownership of the clusters will be transferred to the committed members at the end of the project.



The main task of the pilot is to ensure that the clusters have the conditions to operate efficiently and effectively.



Creating awareness and a shared understanding.





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First Steps to Success – Join the Workshops!





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**Trust and cooperation start
with encounters –
Let's move forward together
from the idea –
towards something new!**

Thank you!

