



This is Plänet B

Plänet B

Summary of the Plänet B Project

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VISION HUNTERS

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Description of Ecosystem and Productization of Plänet B

The Plänet B project was launched jointly by the Ministry of Employment and the Economy, the Ministry of Agriculture and Forestry, Regional Council of Central Finland, Ääneseudun Kehitys, Varma and Metsä Group in February 2018. The project was coordinated by consulting company Vision Hunters. The main objective of the project was to create meeting point for companies in bioproduct industry and their stakeholders under the “Biopark” umbrella. During the project this meeting place was renamed as “Plänet B”.

Description of existing business ecosystem

At the beginning of the project the existing industrial business ecosystem in Äänekoski was defined by describing the current situation, the needs of the companies operating in the region and opportunities for cooperation with potential new companies establishing operations in the region.

The current industrial ecosystem along with its synergies is described in the following two pages.

The city of Äänekoski has developed its infrastructure and several new industrial estates have been established in zoning available for new businesses. Äänekoski has also good road, railway and flight connections to all over to Finland and other world.

In the discussions with the local companies various service needs were raised up including electrical and automation technology, programming, logistics and warehousing as well as hotel and restaurant services. In addition, there are business opportunities related to side streams of existing industrial production as well as to fiber and other bio-based raw materials in the region.

Cooperation opportunities with University of Jyväskylä and JAMK university of applied sciences were considered very important for product development and innovations.

Productization of the Plänet B

Productization of the project was done in cooperation with extended management team of the project and creative agency Hasan & Partners. Productization was started by the renaming of the project. The name “Plänet B” was selected among several options.

Plänet B aims to become the world's largest B2B meeting point for businesses active or interested in the bioeconomy – and thus the number one bioeconomy ecosystem in the world.

Plänet B utilizes abundant raw material reserves, infrastructure, logistics, research and education offered by the region. The city of Äänekoski with several bioeconomy companies and educational institutions form the heart of the Plänet B.

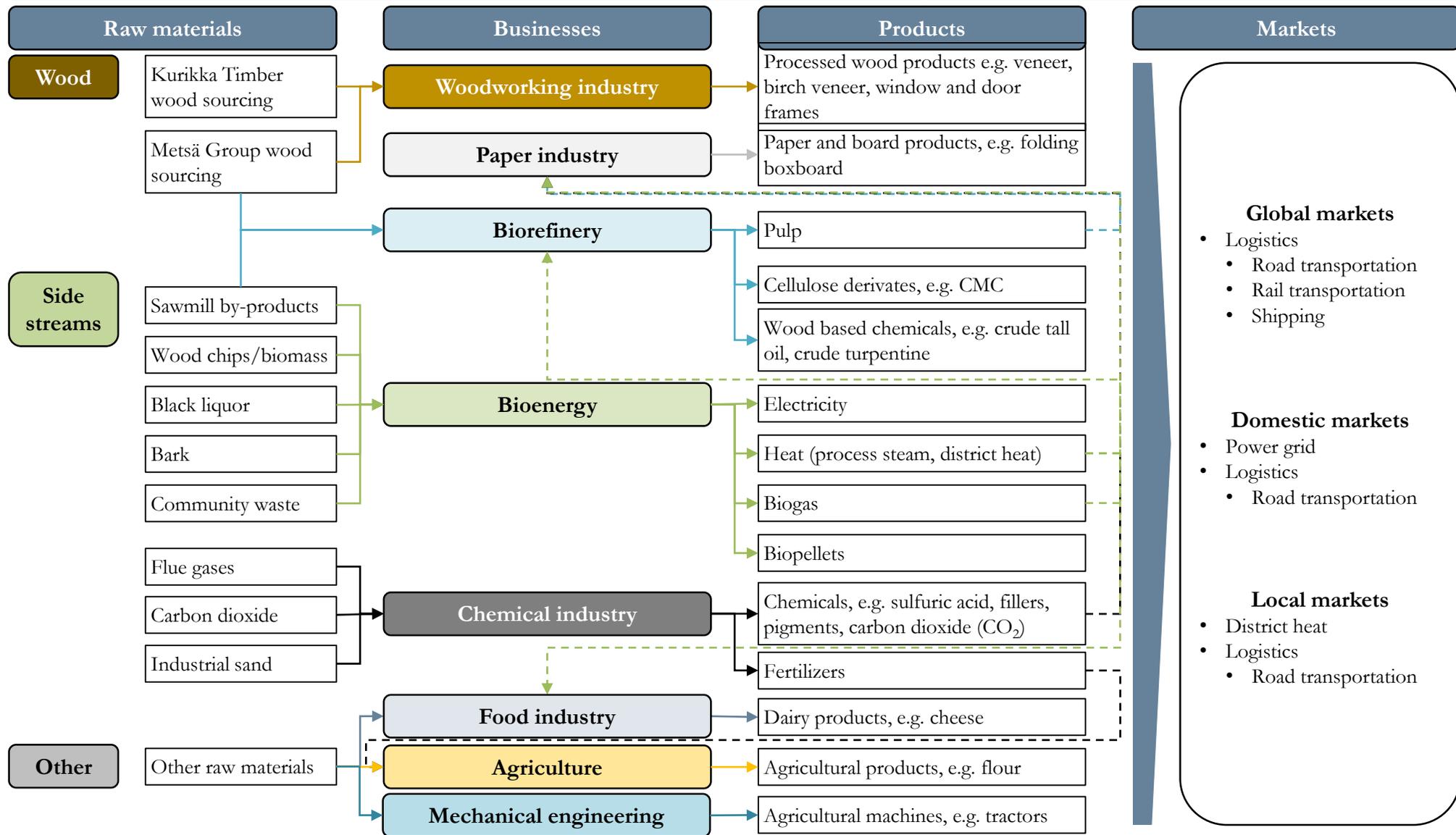
City of Äänekoski and companies operating in Plänet B are active in international bioenergy network through universities, research programs and other partner network.

Productization of Plänet B is supported by

- Finnish and English brochures
- Web pages <https://www.planetb.fi/>
- Q&A document consisting the most important questions and example answers related to the projects.

In addition, press releases in Finnish and English languages were distributed via two media agencies

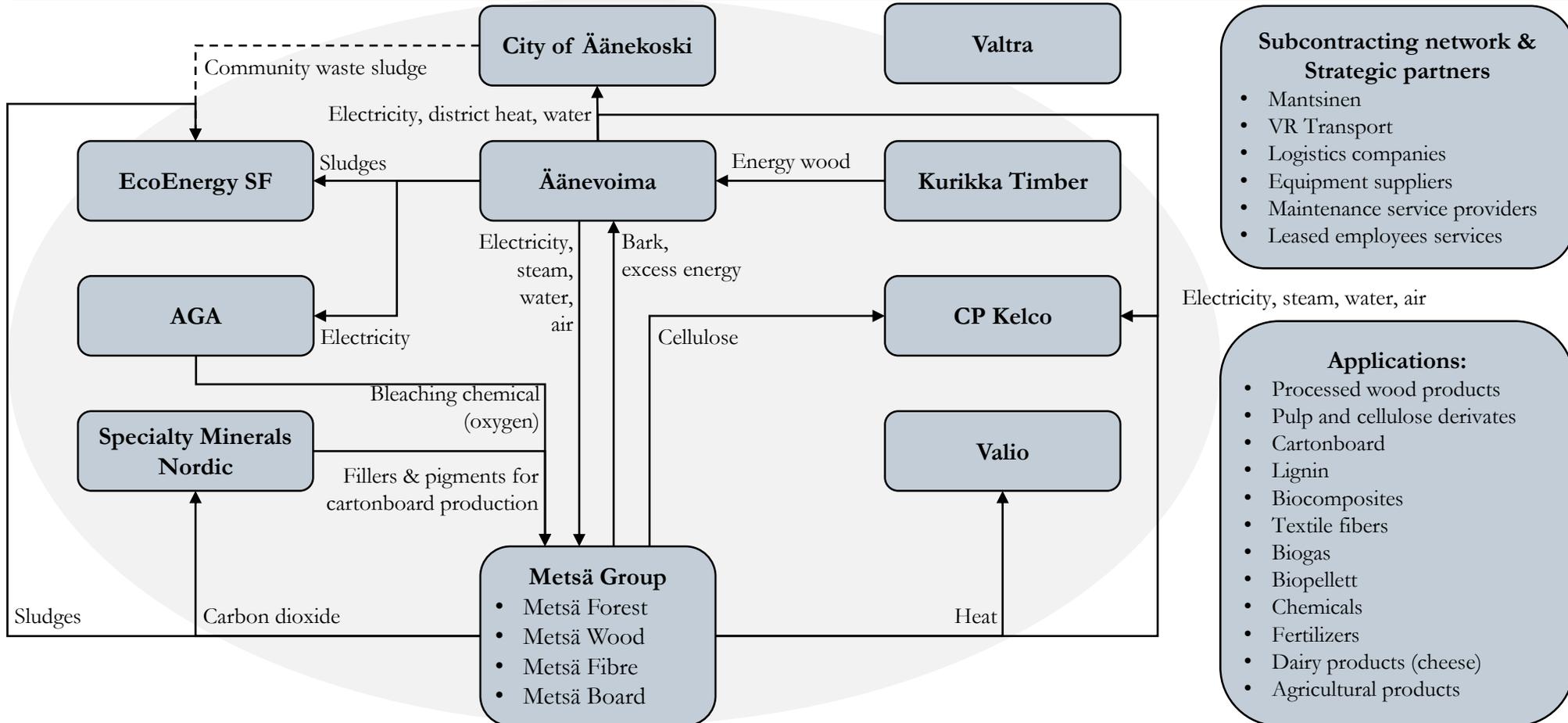
Äänekoski – Industrial Business Ecosystem



Synergies within Industrial Ecosystem



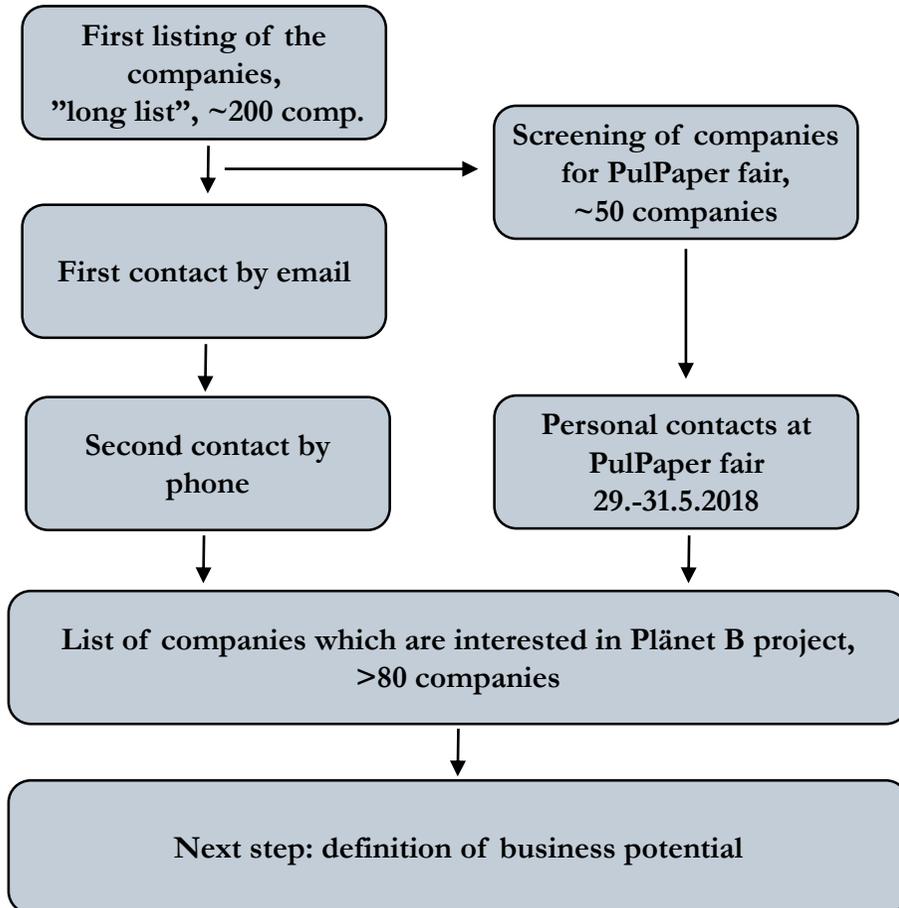
Research & Development



Contacting of Potential Cooperation Companies

As a next step, the long list of companies, which could be interested in the business opportunities in Plänet B, was created. The companies were contacted by email, phone or in person at PulPaper fair in Helsinki. As a result, in total 83 companies wanted to continue discussions of business opportunities in Plänet B. Information of the companies were collected into the CRM file for further actions and follow-up.

Description of the contacting process



CRM file and implementation plan for next steps

Implementation plan from the first contacts to concrete business negotiations was created during the project. Information of all contacted companies was collected into the CRM file which will be handed off to Ääneseudun Kehitys Oy for further steps.

During the first contacts the companies were told about Plänet B's business idea and business opportunities in Äänekoski. Ääneseudun Kehitys will continue discussions with the interested companies in order to define the business potential for the company as well as the needs of the companies to start the business in Äänekoski.

The objective is to proceed according to the implementation plan as quickly as possible to concrete business negotiations with the city of Äänekoski and potential other partners.

Potential businesses are offered expert guidance in locating the best financial instruments suitable for the company and in supporting applications for entrepreneurial funding.

Critical for Plänet B's future is to actively take care of created business contacts and develop them towards concrete actions. Plänet B needs enough resources to be able to do that.

Regional Impacts of Plänet B

Äänekoski's current industrial infrastructure has the potential of becoming the global center of bioeconomy implementation.

Framework for the growth of bioeconomy

The wood raw material utilized in Äänekoski generates a range of side streams and intermediate products, of which it is possible to produce valuable new products and services in the future.

Innovative upgrading of the current side streams and intermediate products generated in Äänekoski today offers a number of significant new business opportunities.

Plänet B is actively focused on attracting and supporting a range of bioeconomy and circular economy startups, SMEs as well as established industrial companies and service providers.

Following impacts can be expected on the local economy along with the success of Plänet B

- Strengthening of the Äänekoski brand as a global center of bioeconomy which in turn increases the attractiveness of Äänekoski as an investment target
- Establishment of new bioeconomy companies (production and service) in the region
- Increasing number of jobs in Äänekoski
- Growing population and number of tax payers in Äänekoski
- Growing industrial tourism
- Increasing needs of and expenditure for services

Äänekoski – Northern growth center of greater Jyväskylä

There are plenty of industrial companies located in Äänekoski. Forest industry and cartonboard production have a long, since 19th century, started history which has affected the development of the whole region. Forest industry and its side streams have attracted new companies, created jobs and enabled the development of services and infrastructure of Äänekoski.

Jyväskylä, on the other hand, is strongly profiled as a university city which offers education in the fields of bioeconomy, ICT and digitalization and secures the availability of skilled workforce in the region. In addition, Technical Research Center VTT and Valmet provides pulp and fiber based product producers with R&D and testing services as well as pilot production of the new products.

Collaboration between Plänet B's companies across different sectors with companies and educational institutions in Jyväskylä benefit both cities and contribute positively to the development of research, technology, products and services in the whole region.

It is clear that these two cities have plenty of synergies and common interests in the field of bioeconomy. Cities have various common projects promoting education, entrepreneurship and networking in the region. The active cooperation will strengthen the position and competitiveness of the whole central Finland in the global bioeconomy.

Plänet B – Next Steps

The timing of Plänet B project was excellent and the project benefited from the wide publicity of the Metsä Fibre's new Bioproduct plant in Äänekoski. The reactions on Plänet B were positive and as a result over 80 companies showed interest towards this investment opportunity. It is important to secure adequate organizational resources and funding for the development of Plänet B.

Next Steps

1. Vision Hunters will hand off company CRM file and all other documents developed during the project to Ääneseudun Kehitys Oy for further actions in June 2018.
2. Ääneseudun Kehitys continue discussions with the companies who have been interested in Plänet B in order to agree on next steps and schedule during the summer and autumn. Concrete business negotiations will be started as soon as possible. Business expert guidance will be offered in financing and feasibility analysis.
3. Marketing of Plänet B will be actively continued during summer in various occasions in Äänekoski including Business Rally event in July.
4. Strengthening of Plänet B organization and resources. Funding arrangements for the project.
5. Planning of Plänet B showroom with implementation in 2019-2020.
6. Follow-up of the results of Plänet B project.