



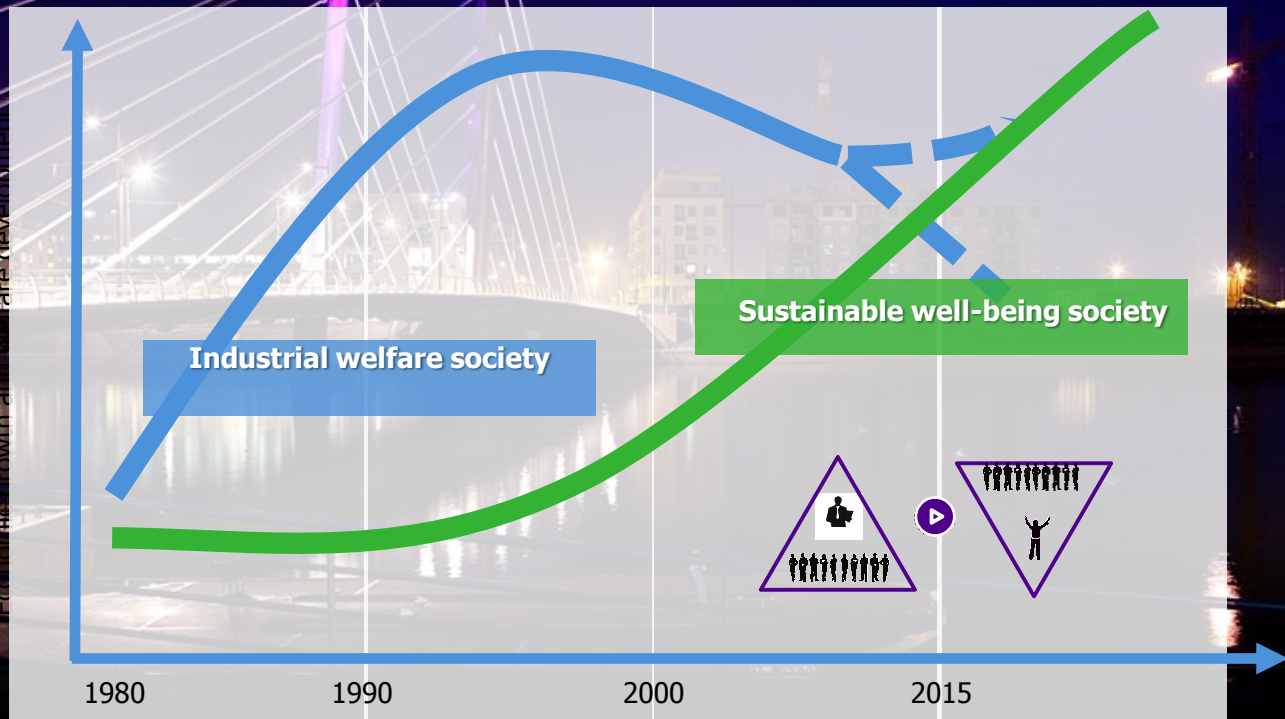
Digitalization as an enabler for sustainable growth

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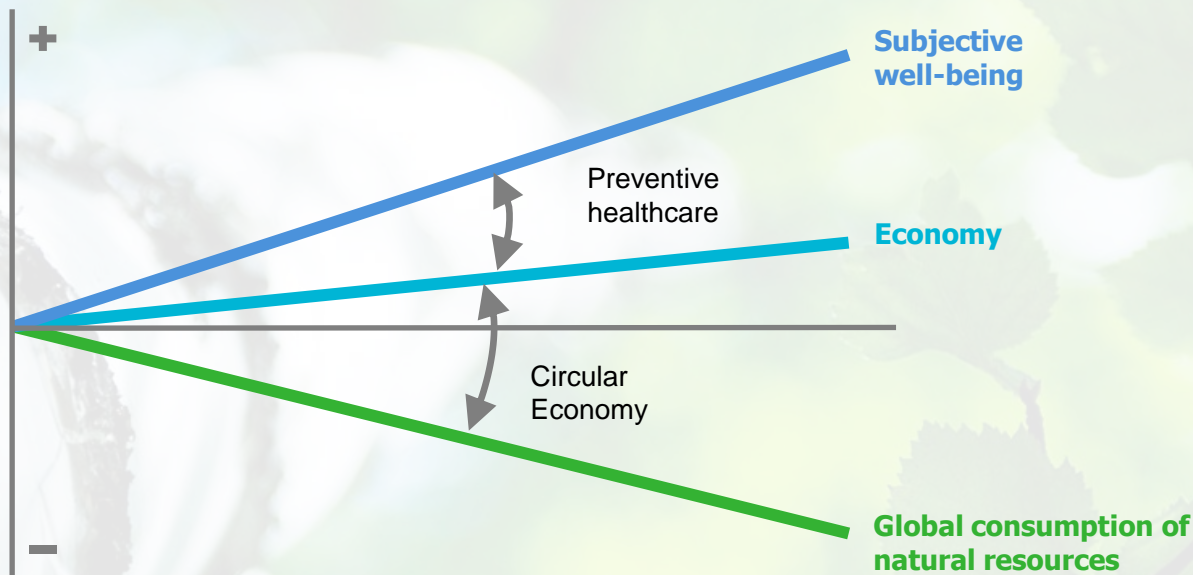
September 28th, 2015

Transition from an industrial welfare society to sustainable well-being



The biggest systemic challenge of our time:

Increasing wellbeing whilst disconnecting economic growth from the consumption of natural resources!



Digitalization is THE key enabler!

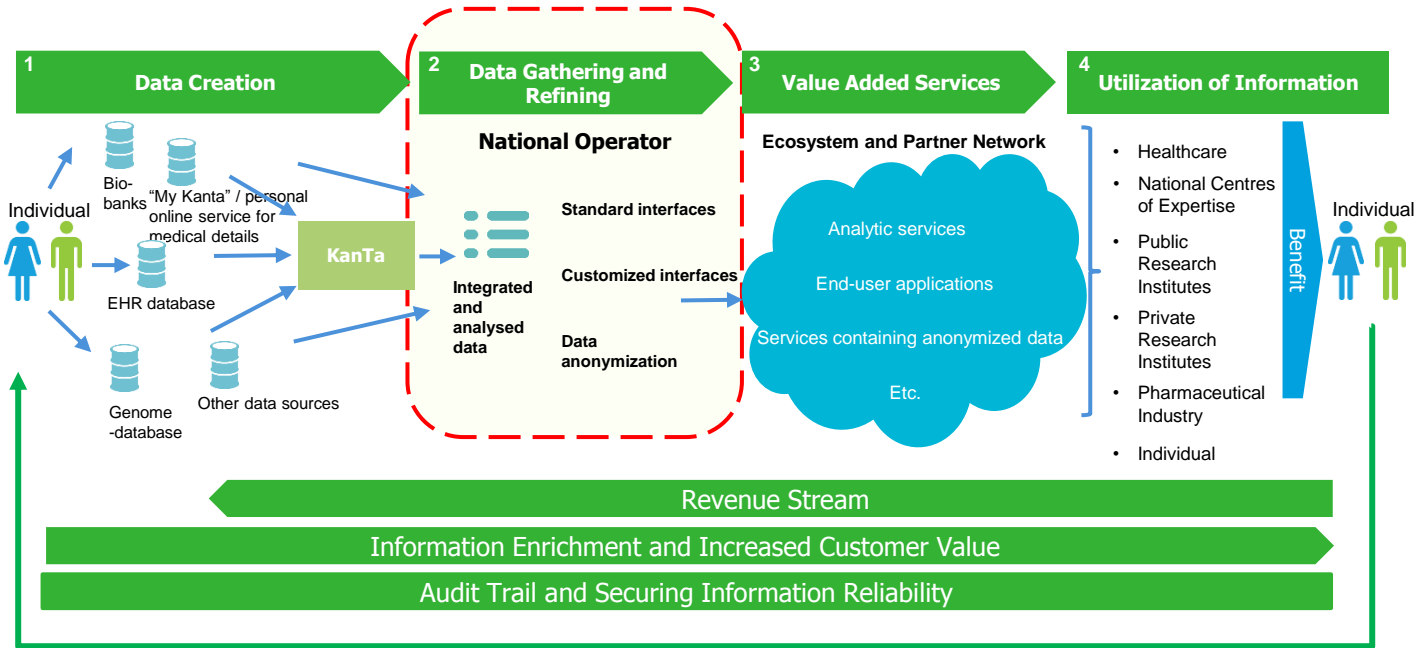


Finland has an excellent opportunity to build a lead market for ICT-enabled preventive healthcare

Basic conditions:

1. Nation-wide, transparent steering via common 'service packages'
For equality and cost transparency
2. Single-channel funding
From sub-optimization to holistic view and knowledge management
3. Separating service ownership from service production
For releasing the innovation potential of private sector
4. Money to follow patients in basic services
For empowering people

Finland's great opportunity: Creating a National Operator for Health and Well-being Information



Circular Economy, a new economic paradigm?

- Circular economy is a new economic model which generates no waste or loss, and reduces the dependency of virgin natural resources
- Products, materials and their value remain in circulation instead of linear usage
- Added value for products is generated through digitalization and services
- Consumer-based business models create added value for consumers instead of ownership

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New
innovation policy?

Realizing these opportunities requires new type of collaboration

- Global competition takes increasingly place on ecosystem, not on individual company level
- Finland needs visible global references (Healthcare, Circular economy, Education...) for driving new growth and attracting investments.
- Creation of new business ecosystems requires:
 1. Setting national priorities for new growth areas
 2. Multi-disciplinary research combined with active experimentation
 3. Intensive public-private-people partnership
- We also need new incentives (taxation, regulation...) and innovation driven public procurement to make this happen



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