

“Driven by challenges, fueled by innovation, and mentored by experts, the business-driven BioBoosters Hackathon process offers a turnkey service for circular economy transition.”

# BioBoosters – Boosting Circular Transition

Anna Aalto, Project Manager  
JAMK University of Applied Sciences, Institute of Bioeconomy

**Interreg**  
Baltic Sea Region



Co-funded by  
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CIRCULAR ECONOMY



**BioBoosters**



# BIOBOOSTERS

Boosting circular transition

DURATION: 2023/01-2025/12

TOTAL BUDGET: 2 790 000 €

EU FUNDING: 2 230 000 €



18 Business-driven Hackathons will validate up to 70 solutions to circular transition challenges



20 RDI and business co-operation initiated



500 specialist brought together to drive the circular transition of the bioeconomy in the Baltic Sea Region



<https://interreg-baltic.eu/project/bioboosters/>

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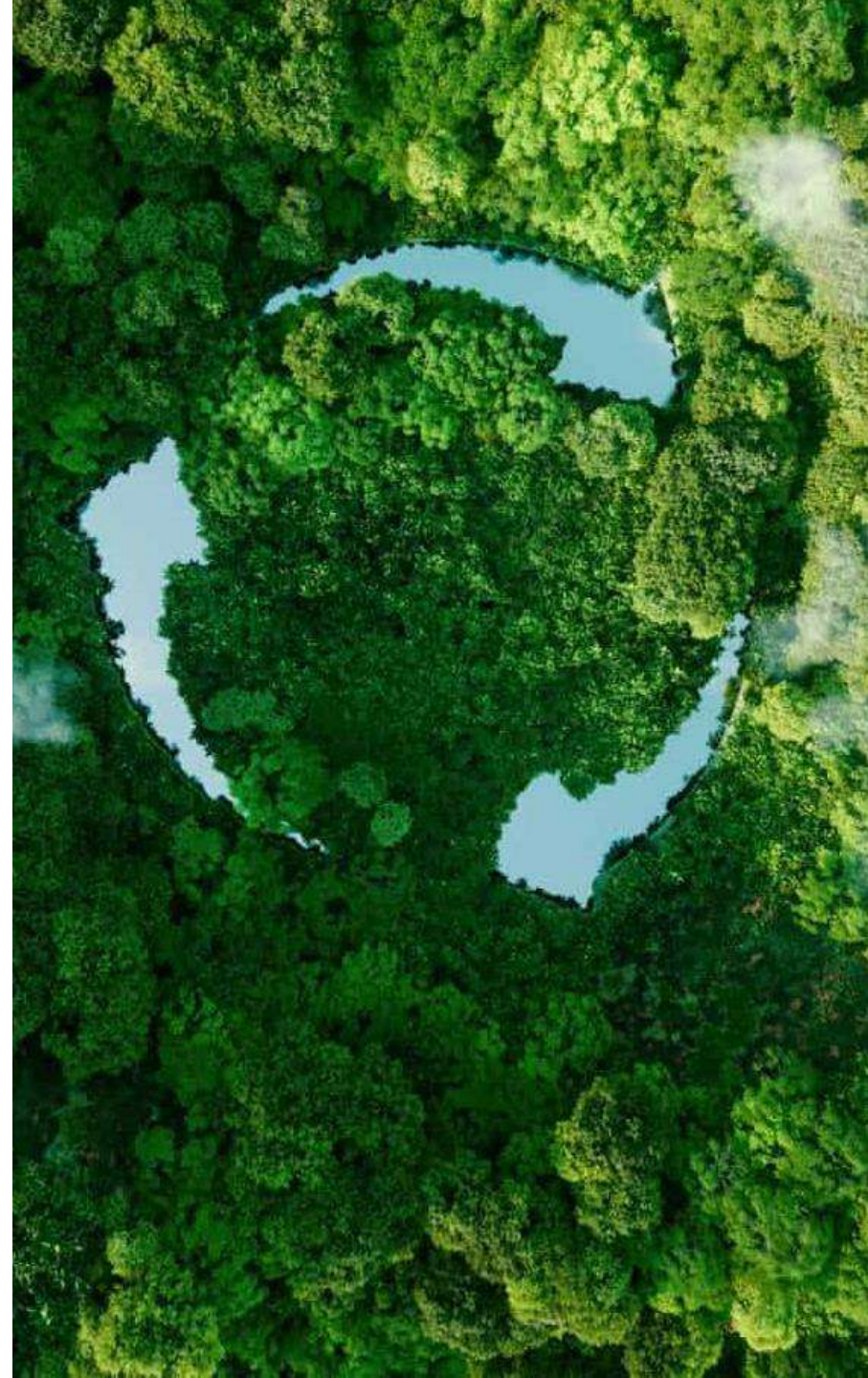


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# WHO ARE THE ORGANIZERS?

**jamk** | bioeconomy

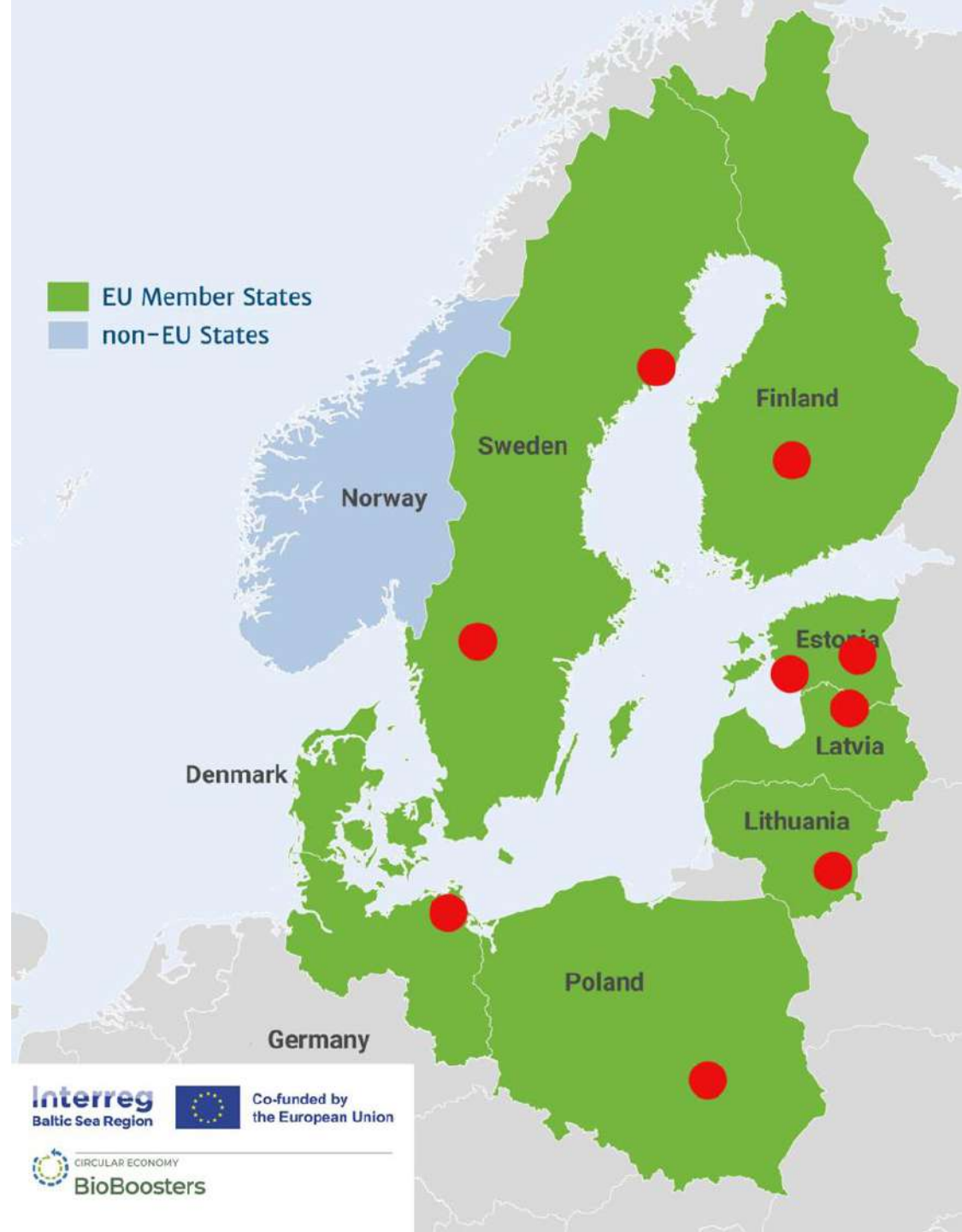


*BioFuel Region™*

SUNRISE VALLEY  
SCIENCE AND TECHNOLOGY PARK



Find us at  
<https://www.jamk.fi/en/project/biopaavo/bioboosters>



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# WHAT IS OUR BUSINESS DEMAND-DRIVEN HACKATHON MODEL?

Developed with 15 company partners by Jamk University of Applied Sciences before transferring the model to the BioBoosters network.



**BioBoosters**  
by jamk



# BIOBOOSTES BY JAMK CUSTOMERS IN 2020-2023

Biobased Materials

**BERNER**  
SIPARILA

**TIKALAN**  
YIT

Sustainable  
Solutions

Circular Economy,  
Recycling of Nutrients

SAVOTTA  
**dINEX**

  
MAASEUTUVERKOSTO  
*Humuspehtoori*  
maasi parhaaksi

  
**Betset**

**Gasum**

**ALVA**

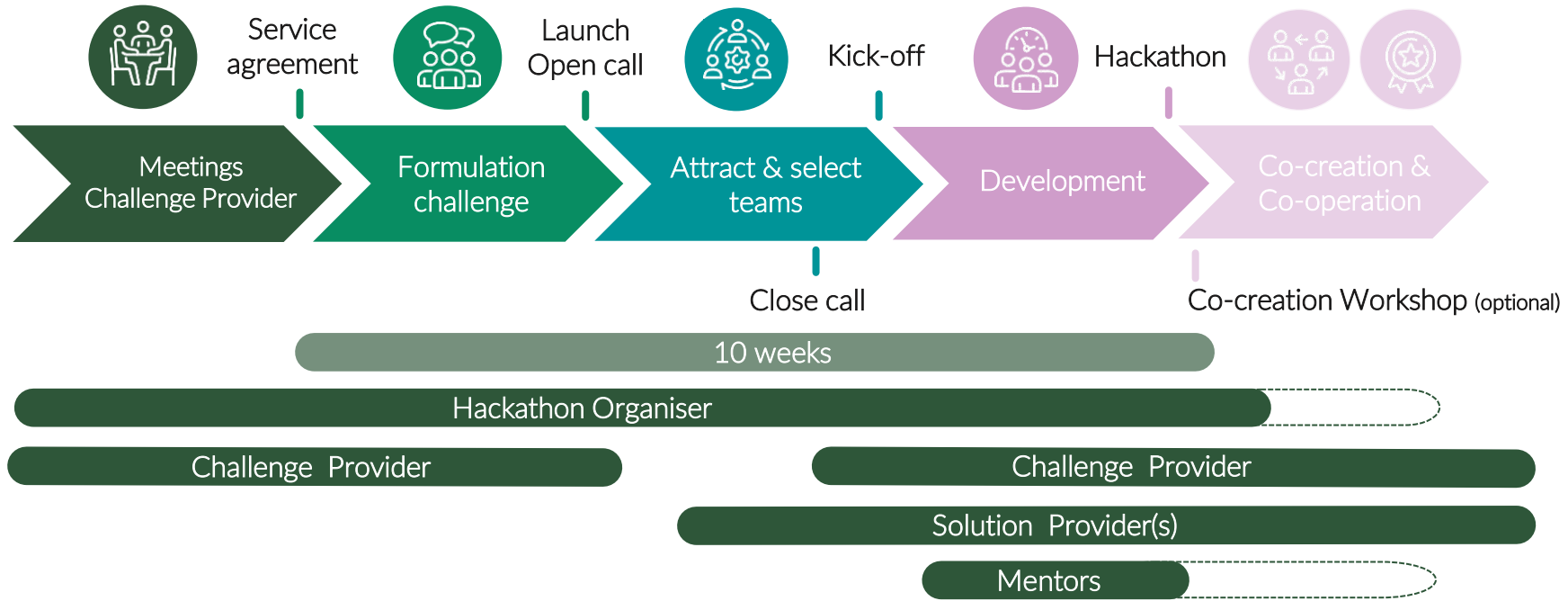
Digitalization,  
New Business Models

**kemira**  
**VALTRA**

**NEOVA**  
 Data  
Space  
Europe

 **KESKIMAA**

# BIOBOOSTERS HACKATHON SERVICE PATH



## OUR OFFER FOR SOLUTION PROVIDER



Acid test your idea with direct feedback from a potential client



Establish connections & network with other companies and specialists



Apply experts' know-how & support for idea testing & commercialization



Get international recognition & visibility for your team's knowhow



Launch new RDI & commercial partnerships & access market opportunities



Pinja Digital  
Vidzeme Planning region  
Aloja Starkelsen  
58 applicants  
20 mentor organisations  
Jamk University of Applied Sciences  
BioFuel Region  
Elvenite  
27 teams  
Moelven  
BillerudPaper  
Hackathons  
Holmen  
Valio  
BioBoosters

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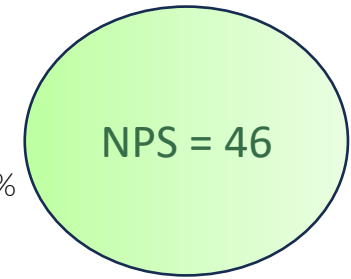


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# HEAR IT FROM OUR CHALLENGE PROVIDERS!\*

\*Survey administrated to 20 challenge provider representatives of the Autumn 2023 Hackathons with a response rate of 65%



## How many agree totally or mostly to the following statements?

- 100% We found a promising solution for our challenge.
- 100% My company would work with the organiser on another Hackathon challenge within the next 3 years.
- 100% It is a good tool for a large company to connect with small-scale innovators.
- 100% It is a good way to get out-of-box ideas and new perspectives on a challenge.

## OUR OFFER FOR CHALLENGE PROVIDER



Tailored, guided, & efficient service for discovering solutions & potential partners



Out-of-box ideas & learning new perspectives on the challenge



Experts' know-how & support for idea testing & commercialization



Positive visibility for the sustainability mission & building employer brand

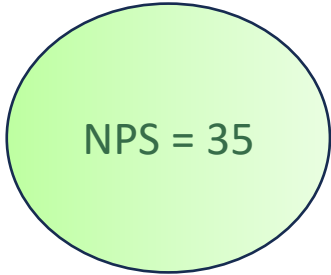


Launch RDI & commercial partnerships to support your sustainability mission



# HEAR IT FROM OUR SOLUTION PROVIDERS!\*

\*Survey administrated to 53 solution provider representatives of the Autumn 2023 Hackathons with a response rate of 64%



## How many agree totally or mostly to the following statements?

- 94 % My team would participate in another Hackathon challenge within the next 3 years.
- 85 % It is a good tool for finding new business opportunities and clients.
- 100 % It is a good tool for entering into a dialogue with large companies.
- 97 % We gained knowhow from the mentoring.

## OUR OFFER FOR SOLUTION PROVIDER



Acid test your idea with direct feedback from a potential client



Establish connections & network with other companies and specialists



Apply experts' know-how & support for idea testing & commercialization



Get international recognition & visibility for your team's knowhow



Launch new RDI & commercial partnerships & access market opportunities



# HEAR IT FROM THE MENTORS AND ORGANISERS!\*

\*Survey administrated to 49 mentors and organiser representatives of the Autumn 2023 Hackathons with a response rate of 69%

NPS = 66

## How many agree totally or mostly to the following statements?

- 88 % BioBoosters Hackathon supports green transition in the Baltic Sea Region.
- 85% BioBoosters Hackathon supports growth in bioeconomy sectors in the Baltic Sea Region.
- 94% BioBoosters Hackathon model is transferable to other Hackathon organisers in the Baltic Sea Region.
- 100% We would organise more BioBoosters Hackathons after the project.

## OUR OFFER FOR MENTORS



Support the green transition to circular economy business models



Learn from real-life business cases on circular economy transition



Build your networks and get business connections



Promote your professional knowhow as a circular economy specialist



Join new RDI initiatives & projects to drive green transition



# HOLMENHACKATHON

## ▲ Biocompost

*Biocompost can incorporate the wood ash from Holmen into their composting process for improved fertilizer effect.*

”

We found it exciting to participate in this hackathon, especially to meet many different people in the field and collectively discuss and develop our idea. Winning feels incredibly fun, and we now look forward to the continued collaboration with Holmen.

**THOMAS STORSJÖ, BIOCUMPOST**





# VALIOHACKATHON



**Elvenite**  
We are CombinedX

*Elvenite could offer a solution that discovers the root causes of the seasonal variation in milk production by utilizing data straight from dairy farms.*



Meeting all the mentors that had very different points of input and different backgrounds has been very valuable. Interacting with all the participants and people with in-depth knowledge on the dairy farm operations was inspirational and gave a lot of insights to the challenge at hand.

**AGNES LINDELL AND NICLAS LOVSJÖ, ELVENITE**



# ALOJASHACKATHON

## PINJA DIGITAL OY

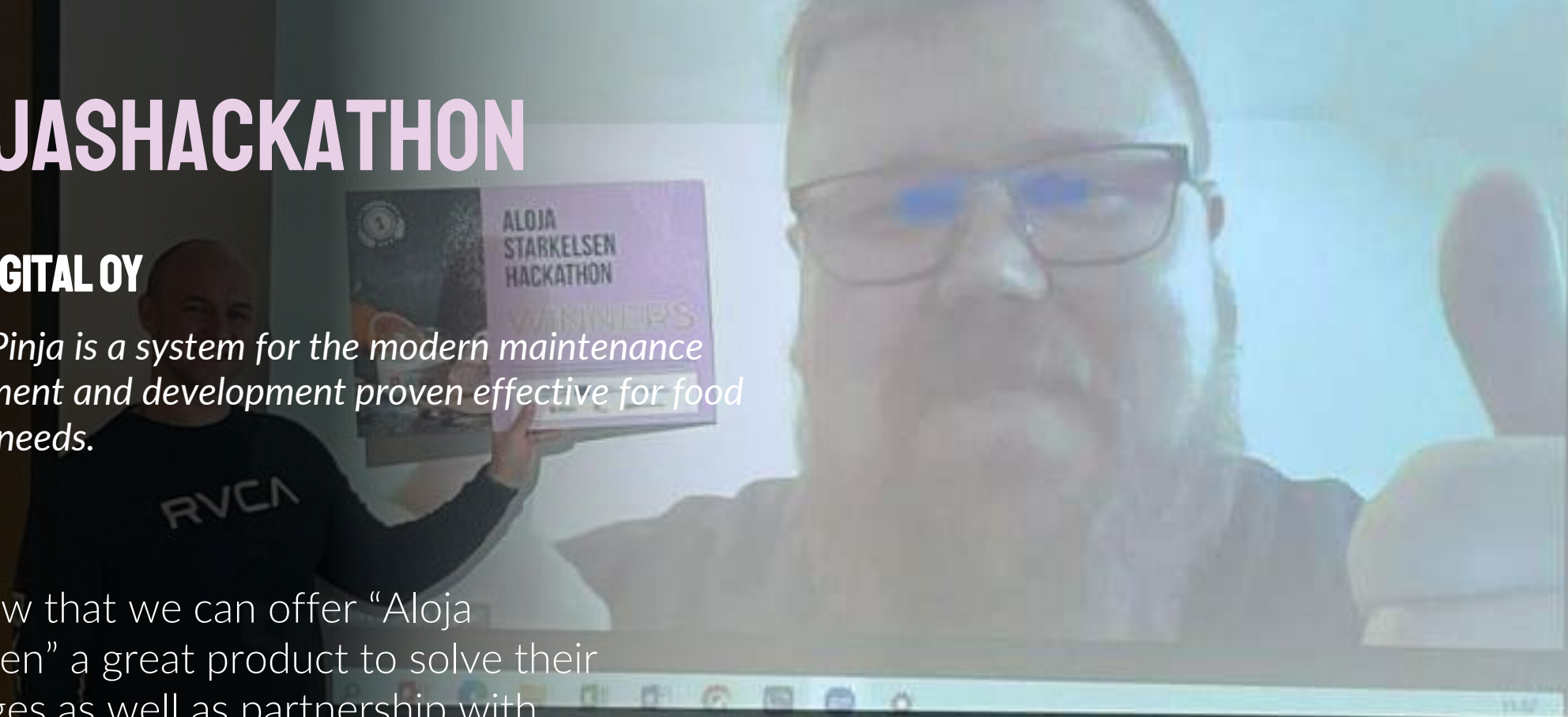
*Novi by Pinja is a system for the modern maintenance management and development proven effective for food industry needs.*



We know that we can offer “Aloja Starkelsen” a great product to solve their challenges as well as partnership with their leadership for building state-of-the-art maintenance operations.

**EPPU KUUSELA**

**SALES AND KEY ACCOUNT MANAGER, “PINJA”**





# MOELVENHACKATHON



BILLERUD

*Fiber-based packaging solution as a sustainable, fossil-free replacement of current packaging.*



The packaging solution that we presented offers a modern and attractive packaging for a modern and attractive panel.

**BJÖRN LARSSON**  
**BUSINESS DEVELOPER, BILLERUD**





# What next?

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# COSUN BEET HACKATHON

*Transforming Sugar Beet Residues from Waste to Value*

**31 JANUARY**

Launch  
webinar

**1 MARCH**

Call closes

**14 MARCH**

Kick-off

**16-17 APRIL**

Hackathon days



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# TARGI KIELCE HACKATHON

**1 FEBRUARY**

Launch webinar

**29 FEBRUARY**

Call closes

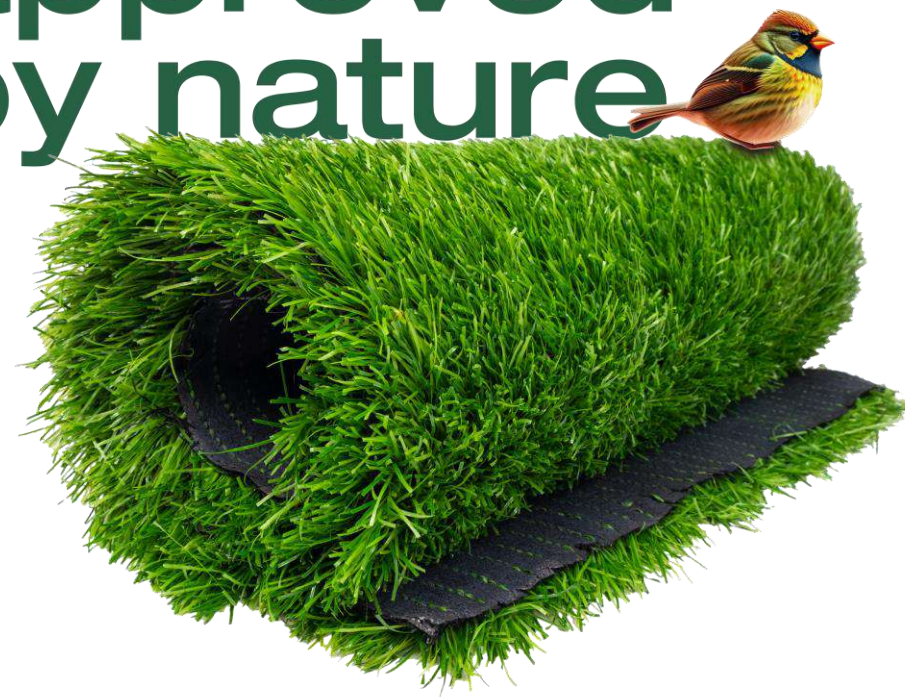
**14 MARCH**

Kick-off

**10-11 APRIL**

Hackathon days

*re*cover  
approved  
by nature



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# V<sup>o</sup>ISTE HACKATHON

*Mining the Green Gold from Greenhouse Biomass*

**15 FEBRUARY**

Launch  
webinar

**22 MARCH**

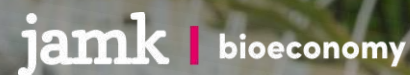
Call closes

**12 APRIL**

Kick-off

**16-17 MAY**

Hackathon days



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**BioBoosters**

**CHECK OUT THE LATEST CALLS AND RESULTS**



[https://interreg-baltic.eu/  
project/bioboosters/](https://interreg-baltic.eu/project/bioboosters/)



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