



# Hackathon!

## **KemiraHackathon – Solutions from Digitalization and Platform Economy to a Renewed and Sustainable Chemical Industry**

*The chemical industry is facing renewal. The green transition, the transition from fossil economy to bioeconomy and new business models made possible by digitalization are challenging the traditional operating models of chemical industry. In cooperation with Kemira Oyj, the Bioeconomy Business Accelerator BioPaavo and KasvuOpen are seeking solutions and new business models through digitalization and platform economy that can help the chemical industry move from fossil raw materials towards extensive use of renewable natural resources.*

The opportunities and business models of digitalization and platform economy will bring new business opportunities as the traditional chemical industry moves on to extensively utilize renewable resources instead of fossil raw materials. How can digitalization, platform economy and digital business models contribute to the chemical industry's transition towards renewable and sustainable raw materials, away from fossil raw materials? How can the digital world and the traditional chemical industry be brought together to support the on-going transformation from fossil resources to bio-based raw materials?

The availability of fossil raw materials and the logics of trade in chemical industry are based on certain prevailing income logics, production methods and technologies. As the chemical industry increasingly shifts to utilizing bio-based raw materials along with waste and side streams from domestic and international suppliers, the complexity of supply chains will increase, the number of potential suppliers will increase, the quality variation of materials will increase and predictability will decrease. New digital platforms are needed to manage raw material flows and their pricing. The platform could also, for example, anticipate changes in availability and look for optimal routes to bring the buyer and seller together. Platform-based business models could also enable a better consideration of the sustainability perspective, for example in the pricing of raw materials.

Hackathon aims to highlight the opportunities offered by digitalization and platform solutions to build new business models and concepts that support the green transition of chemical industry.

**#greentransition #digitalization #platforms #platformeconomy #businessmodels #chemicalindustry #biobasedmaterials**

## Welcome to solve the challenge!

**kemira**

**BioPaavo**  
by jamk



Vipuvoimaa  
EU:lta  
2014–2020



### What is KemiraHackathon?

BioPaavo and Kasvu Open, in cooperation with Kemira Oyj, are opening a hackathon that aims to find solutions to promote the availability of renewable raw materials and green transition in chemical industry. Hackathon aims to highlight the opportunities offered by digitalization and platform solutions to build new business models and concepts that support the green transition of chemical industry.

**Kemira Plc** is the world's leading manufacturer of sustainable chemical solutions for water-intensive industries. It focuses on the pulp and paper, oil and gas industries and water treatment. In 2020, Kemira's net sales were approximately EUR 2.4 billion and the number of employees was approximately 5,000. Kemira's shares are listed on Nasdaq Helsinki Ltd. Sustainability is an essential part of Kemira's strategy and value creation for customers.

### Participants

Hackathon is open to all interested parties: companies, research institutes, educational organizations and students, as well as other actors. Your team can be made up of representatives of your organization, or you can form a team that crosses organizational boundaries for this very challenge!

**More detailed application guidelines and rules for participation:**

<https://www.jamk.fi/en/project/biopaavo/biopaavo-hackathon/kemirahackathon>

## Jury

The jury consists of representatives from Kemira Plc, BioPaavo by JAMK, Kasvu Open and representatives from two other expert organizations.

## Why participate?

- Find new business opportunities
- Get to network with other participants
- You have the opportunity to develop long-term business cooperation with the sponsoring company Kemira Oyj
- As a finalist, you will have access to the experts' know how and support in refining your solutions and building cooperation with the sponsoring company

## Timetable

- Submit your application describing briefly your idea and team by **Sunday February 6<sup>th</sup>, 2022** at the latest. The preliminary proposal must describe the solution in its main dimensions, as well as an assessment of its feasibility and the partners and resources needed for commercializing it.
- The ideas and teams selected for the follow-up will be published on **Wednesday February 9<sup>th</sup>, 2022**.
- The Kick-Off event will be held as online event on **Wednesday February 16<sup>th</sup>, 2022**, when the participating teams will meet each other and representatives of the sponsoring company.
- Hackathon Days are organized on **March 9-10<sup>th</sup>, 2022**. On Thursday, March 10<sup>th</sup>, 2022 at the end of the day the winner team(s) will be selected. You can participate in the Hackathon event either in BioPaavo in Saarijärvi or via online tools.



**Sign up!**

Webropol form: <https://link.webropolsurveys.com/S/73C04B12C170BBC6>

## For more information:

Senior Expert Annimari Lehtomäki, BioPaavo: [animari.lehtomaki@jamk.fi](mailto:animari.lehtomaki@jamk.fi), tel. +358 50 464 2563  
Senior Manager (R&D and Technology) Jani Saarinen, Kemira Plc: [jani.saarinen@kemira.com](mailto:jani.saarinen@kemira.com),  
tel. +358 50 563 2353

## Organizer

**BioPaavo by JAMK is a Bioeconomy Business Accelerator** that aims to create new business and globally significant solutions to combat climate change in the international bioeconomy environment. BioPaavo's key tasks are to develop bioeconomy business and create sustainable business based on

new innovations, utilizing new technologies and digitalization, developing abilities and know-how, and building business networks and ecosystems. BioPaavo is a project funded by the Regional Council of Central Finland with the support of the European Regional Development Fund.

### **In collaboration with**

**KasvuOpen Ltd.** is a non-profit subsidiary of the Central Finland Chamber of Commerce, whose core idea is to make growth companies and top experts come together. KasvuOpen is a nationwide sparring programme for growth companies. KasvuOpen's sparring process has been applied from the Growth Runway method developed by Mr. Marko Seppä, Professor of growth business operations at the University of Jyväskylä, and his team.