

# EVALUATION OF BUSINESS FINLAND CLEANTECH & BIOECONOMY PROGRAMS

## GROWTH PROGRAMS



**BUSINESS  
FINLAND**

**technopolis**  
group

**CLEANTECH  
FINLAND**

**INNOVATIVE  
BIOPRODUCTS FINLAND**

**WOOD FROM  
FINLAND**

**WASTE TO ENERGY  
& BIOENERGY**

**BEAUTIFUL  
BEIJING**

**ARCTIC MARITIME  
& OFFSHORE  
FROM FINLAND**



*Former Finpro export promotion (growth) programs supported foreign market entry and accelerating growth in international markets*

## MAIN OBSERVATIONS ON PROGRAM'S GOVERNANCE AND SERVICES

### GOVERNANCE

- ✓ programs were governed and implemented in a manner that allowed them to meet the objectives
- ✓ some changes to program original plans were made without a clear guiding process
- ✓ programs incorporated sustainability relatively well, but clear sustainability objectives were not defined nor monitored

### SERVICES

- ✓ services were relevant and effective
- ✓ need to provide more focused services targeting specific companies
- ✓ long-term perspective in target markets is crucial for success

## RESULTS, RELEVANCE AND IMPACT

### CLEANTECH FINLAND

- ✓ 67% of participating firms enjoyed some growth
- ✓ instrumental in raising environmental awareness
- ✓ value-added increased for beneficiaries

### INNOVATIVE BIOPRODUCTS FINLAND

- ✓ program boosted understanding of target markets
- ✓ program supported entering new markets
- ✓ program accelerated firms' internationalization

### WOOD FROM FINLAND

- ✓ participating SMEs achieved 36% growth 2013-19
- ✓ 60% of participants implemented bigger projects
- ✓ instrumental in marketing Finnish offerings
- ✓ value added increased for beneficiaries

### WASTE TO ENERGY & BIOENERGY

- ✓ participating SMEs achieved 15% growth 2013-19
- ✓ 72% of participating firms enjoyed some growth
- ✓ 75% of beneficiaries cooperated more with partners
- ✓ value added increased for beneficiaries

### BEAUTIFUL BEIJING

- ✓ participating SMEs achieved 5% growth 2013-19
- ✓ 75% of participating firms enjoyed some growth
- ✓ common stands in trade fairs proved pivotal
- ✓ export volume increased for beneficiaries

### ARCTIC MARITIME & OFFSHORE FROM FINLAND

- ✓ participating SMEs achieved 11% growth 2013-19
- ✓ 67% of participating firms enjoyed some growth
- ✓ export volume increased for beneficiaries

**TAKE  
AWAYS**

- ✓ programs generally succeeded in achieving defined objectives
- ✓ programs had positive incentive effects
- ✓ programs helped to create and sustain networks in relevant cleantech and bioeconomy areas
- ✓ programs presumably had a positive impact on sustainability and environmental awareness

## RECOMMENDATIONS

- set more specific goals for broader societal impact
- define goals for sustainability impact and set quantitative targets for sustainability funding
- develop a systematic monitoring, evaluation and learning (MEL) framework
- make services targeting foreign markets more specific and narrower