

## **Archipelago - strategic partnerships for business development (Archipelago Partnerships)**



Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.1. New Central Baltic knowledge intensive companies

Sub-programme: Archipelago and Islands

Duration: 01.10.2016 - 30.09.2019

Total funding: 1.638.511 EUR

ERDF funding: 1.228.883 EUR ERDF

### Project Summary:

The project Archipelago Business Development, also known as Archipelago Partnership, aims at developing new business models in the archipelago by forming partnerships between entrepreneurs and start-up companies in Finland (including Åland Islands) and Sweden. The project also aims at exchanging knowledge between existing businesses and new potential entrepreneurs.

Existing businesses' start-up expertise, paired with coaching techniques and the "Loopa"-method models for cross-border business development, will be used to educate and support entrepreneurs and business-counselling services. Students will be involved in co-coaching companies, internships, projects and thesis-work. The project will also organise international seminars to stimulate networking, knowledge-sharing and business development involving key stakeholders. The use of digital technology will result in the creation of platforms and applications to support cooperation in partnerships, business activities, sales channels and recruitment pools.

The target is to develop 10 new business models for existing companies through diversification, new seasonal solutions or cross border cooperation. A minimum of 60 existing SMEs will take part in the development process and we expect to trigger the creation of five new startup businesses.

## **Map of Partners**



## Partners

Lead Partner

### **Yrkeshögskolan Novia / AB Yrkeshögskolan vid Åbo Akademi**

**Country:** FI

[www.novia.fi](http://www.novia.fi)

**Partner budget:** 560.698 EUR

**Amount of ERDF funding:** 420.524 EUR ERDF

Project Partners

### **Södertörns högskola**

**Country:** SE

[www.sh.se](http://www.sh.se)

**Partner budget:** 341.869 EUR

**Amount of ERDF funding:** 256.402 EUR ERDF

### **Åbo Akademi**

**Country:** FI

[www.abo.fi](http://www.abo.fi)

**Partner budget:** 368.450 EUR

**Amount of ERDF funding:** 276.338 EUR ERDF

## **Drivhuset Sverige**

**Country:** SE

[www.drivhuset.se](http://www.drivhuset.se)

**Partner budget:** 367.494 EUR

**Amount of ERDF funding:** 275.620 EUR ERDF

## **Results**

### **Expected results**

The target is to develop 10 new business models for existing companies through diversification, new seasonal solutions or cross border cooperation. A minimum of 60 existing SMEs will take part of a development process and we expect to trigger 5 new startup businesses. By raising the level and scope of skills in SMEs the level of knowledge increases. Furthermore a possibility to enter new markets with greater variety and greater capacity will be opened. This contributes to a longer season for small business owners who previously have worked in a limited area for a part of the year and creates possibilities for starting new businesses. The intergenerational teams that are established in the project will increase the level of knowledge when older generations contribute with their experience, knowledge and network, and younger generations come with new knowledge, new methods, tools and innovative thinking. The project will increase the knowledge and capabilities of young entrepreneurs to dare to take over or start new businesses in the archipelago, which increases the attractiveness and facilitate recruitment in the area. Internships, theses and evaluation will in various ways contribute to stimulation by finding new business opportunities, services and models of cooperation. Digital platforms and marketplace for matching needs and demands will be developed and implemented. Various support functions and Drivhuset's LOOPA-method will be used to enhance the creation of new business models.

### **Achieved results**

## **Project Visibility**

### **Social media links**

[Archipelago Business Development on Facebook](#)

[Project web page](#)

[About the project\\_Drivhuset](#)

[ABD on Twitter](#)

[ABD blog](#)

## **Other media visibility**

[Svensk entreprenör: Finländare kan bli betydligt bättre på att nätverka](#)

[Iniö välkomnar inflyttare - sammanhållningen, naturen och tryggheten är trumfkort](#)

[Skärgården ska utvecklas genom svensk-finsk samverkan](#)

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