



20th anniversary of Turku-Southwest Finland European Office Sustainable way of life: Cities and regions making the difference

Tuesday 20th November 2018
Residence Palace, Rue de la Loi 175, Brussels

Seminar programme

Moderator: Terhi Lehtonen, DG Clima and the 1st Head of Turku-Southwest Finland European Office

16.00 **Welcome words**

Elina Rantanen, Chair of City Council

16.05 **Greetings** from Jyrki Katainen, Vice-President of the European Commission

16.15 **Key note: Cities as global climate leaders**

Gino Van Begin, ICLEI Secretary General

16.35 **Turku's pathway to carbon neutrality by 2029**

Minna Arve, Mayor of Turku

Comment by Elena Visnar-Malinovska, Head of Unit, DG Clima, European Commission

16.50 **Circular economy in Southwest Finland: Innovations for sustainable future**

Introduction by Pekka Myllymäki, Chair of Regional Council of Southwest Finland

Cases:

- **Co-creating sustainable food biofuture and consumer experiences**
Mari Sandell, Deputy Director of Functional Food Forum, University of Turku
- **Boosting bio and circular economy ecosystems in Turku Business Region**
Linda Fröberg-Niemä, Business Development Manager, Smart Chemistry Park
- **Food for people and fuel for ships – combining aquaculture and bioenergy production**
Jussi Mälkiä, Chairman of Meriaura Group, Sybimar Ltd

17.25 **Cities as key actors of European circular agenda**

Anna Lisa Boni, Secretary General, EUROCITIES

Discussion/questions

Reception and Buffet dinner

18.00 **Turku 20 years in Brussels: Cocktail reception**

- **Back to the year 1998**
Mika Akkanen, Manager of International Affairs
- **Visions for the future**
Saara Nuotio-Coulon, Head of Turku-Southwest Finland European Office

18.30 **Buffet dinner**

Music is provided by DJ Ruggero Gini from Southwest Finland



Turku-Southwest Finland
European Office



Presenting the case examples of Circular Economy in Southwest Finland: Innovation for sustainable future

Co-creating Sustainable Food Biofuture and Consumer Experiences

Mari Sandell, Deputy Director of Functional Food Forum, University of Turku

[Functional Foods Forum](#) is part of Faculty of Medicine at the University of Turku. Together with our partners such as companies, researchers, society actors and cities but also with consumers we investigate potential concepts for innovative, sustainable, tasty and healthy food products and services. Practical examples of our co-creative activities are e.g. the operating model to develop food chain in South-Western Finland (Innotori), consumer-driven multisensory food experience (FoodiEX) and a new living lab, Flavoria, for researching genuine consumer experience to be used in future European joint projects. Too often consumers are perceived as the end user only in the current food ecosystem. Moreover, edible biowaste is too expensive for companies and the society. Understanding the challenges and desires in consumers' everyday lives leads not only to better success for products, but also to development of circular and sustainable food system.

Boosting Bio and Circular Economy ecosystems in Turku Business Region

Linda Fröberg-Niemi, Business Development Manager, Smart Chemistry Park

[Smart Chemistry Park](#) is an innovation platform and a cluster for start-ups and SMEs within the fields of chemical engineering and cleantech. The core business of the companies within Smart Chemistry Park is to chemically process industrial side-streams, biomasses and recycled materials into new products and services needed to fulfil national and EU level bio and circular economy targets. Smart Chemistry Park functions as an orchestrating platform, building new partnerships and cross-national value chains in bio and circular economy ecosystems. Within Smart Chemistry Park companies, public sector, universities and industry collaborate in an innovate and open-minded way in the same industrial site (Raisio, Turku region), and with common thematic issues. The main goal is to attain economic growth based on sustainable use of raw materials, and this way to create new jobs.

Food for people and fuel for ships – combining aquaculture and bioenergy production

Jussi Mälkiä, Chairman of Meriaura Group, Sybimar Ltd

[Sybimar](#), founded in 2005, is a pioneer in food and bioenergy production, specialised in aquaculture and use of side streams. Sybimar has developed a concept based on closed circulation, where waste, heat, water, nutrients and CO² are recycled back to energy and food production. The concept includes a recirculating aquaculture (RAS) plant, greenhouse, bio gas plant and bio oil plant. The pilot plant in Uusikaupunki has been operating since 2012.

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