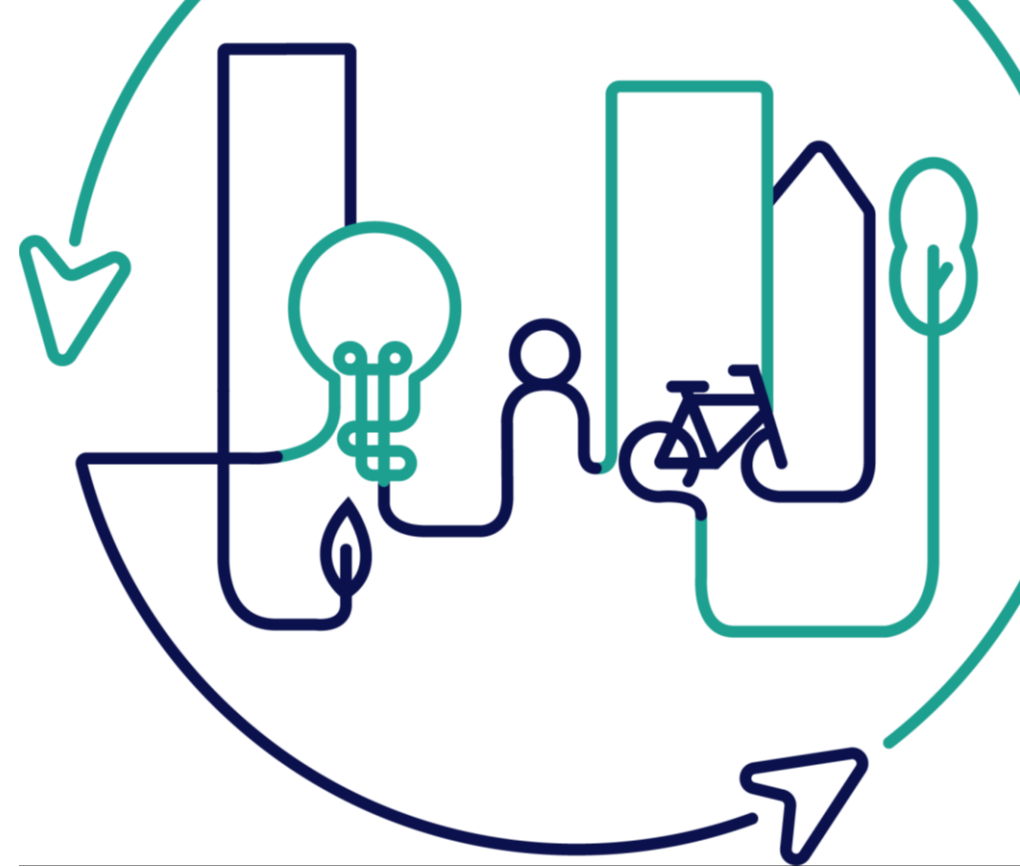


EUROPEAN U R B A N INITIATIVE



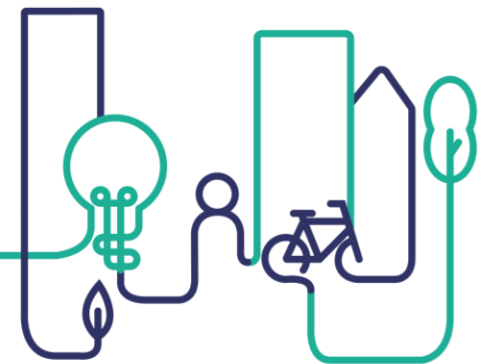
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USING VALUE CHAIN INNOVATION TO SPEED UP CLIMATE TRANSITION THE CASE OF HELSINGBORG

Åsa Bjering, Innovation Programme Manager, Climate and Green transition

Karolina Ekerlund, Intrapreneur, Hatch start-up community

Stina Heikkila, EUI expert moderator



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AIMS OF THE SESSION

- Learn about the Helsingborg Declaration and the city's innovation ecosystem
- Discuss how ecosystem and platform approaches can help deliver Sustainable Urban Development ambitions

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Which type of organisation do you represent?

ⓘ Start presenting to display the poll results on this slide.

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Which sector do you think is responsible for most CO2 emissions in your city? (e.g. Transportation, Construction, Food, Household energy)

① Start presenting to display the poll results on this slide.

The image features a central text box with a white background and a dark blue border. The text inside the box reads "Let's hear from Helsingborg" in a bold, teal font. The text box is surrounded by two circular arrows. The top arrow is teal and points clockwise, while the bottom arrow is dark blue and points counter-clockwise. Two horizontal lines extend from the left and right sides of the text box, one dark blue and one teal, suggesting a flow or connection to other parts of a presentation.

**Let's hear
from
Helsingborg**

ADDED VALUE TO AFFILIATED BUSINESSES:

- A network for accelerated climate-related change in business
- Visibility, marketing and branding opportunities
- Opportunities for cross-border collaboration
- Knowledge sharing and experience exchange
- The opportunity to inspire and be inspired
- Accessible pathways to municipal government, business, academia, research and development
- The opportunity to act together with advocacy from industry organisations and the authorities
- Positioning in Europe's fastest-moving and most sustainable logistics hub
- External monitoring and coordination

TOGETHER WE DEVELOP
**Europe's most sustainable
 and efficient logistics hub**

THE HELSINGBORG DECLARATION





LET'S REFLECT TOGETHER ON THE ECOSYSTEM PLAYERS!

1

5' – Group in 4-5 and make a quick round of introductions

2

15' - Discuss what the **motivation** to join a platform like the Helsingborg declaration can be for different stakeholders, and **what value they could bring?**

3

15' - What **services** does the platform initiative need to provide to help the actors fulfil their motivation and value propositions?

4

10' – Let's share with the group!

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In few words, what highlights do you take away from this session?

ⓘ Start presenting to display the poll results on this slide.

What's next?

10:30	Coffee break
11:00	Sharpen your skills - <i>workshops</i>
12:30	Lunch
14:00	Take a Deep Dive – <i>deep dives</i>
15:00	Discover Tampere's innovation – <i>study visits</i>
19:30	Dinner

... Next plenary at 09:00 tomorrow

Thank you

