

**This is Plänet B**

# Welcome to **Plänet B**

A living ecosystem where new ideas around bioeconomy and circular economy are born – and transformed into successful businesses.

# A living eco- system for innovation

**Plänet B** is an extraordinary community of global innovators and cutting-edge bioeconomy businesses now developing in the Finnish heartland. With strong support from both the Finnish State, Varma, Regional Council of Central Finland, the city of **Äänekoski** and local businesses, its mandate is clear. **Plänet B** aims to become the world's largest B2B meeting point for businesses active or interested in the bioeconomy – and thus the number one bioeconomy ecosystem in the world.

# Plänet B

**Plänet B** is actively focused on attracting and supporting a range of bioeconomy and circular economy startups, SMEs, established industrial companies and service providers across such diverse fields as production, logistics, maintenance, process programming, robotics, electrical and automation technology – as well as hotel, restaurant and travel services.

# wants you!

# A global

# imperative

# – a national

# priority

The emerging global bioeconomy, including cleantech solutions, is one of five key focus areas defined by the current Finnish Government. The goal of this national biobusiness strategy is to raise the value of the Finnish bioeconomy from its 64 billion euro starting level (2014) to 100 billion euros by 2025, while generating 100,000 new jobs. To reach these goals, significant support for key projects – such as **Plänet B** – is a national priority in terms of real investment and industrial production.

# Private sector

# onboard

Working closely in support of this national priority, **Plänet B** was launched in April 2018 with the backing of a number of leading Finnish companies that have a stake in the bioeconomy scene based in central Finland's **Äänekoski**, including Ääneseudun Kehitys and Metsä Group. These companies each recognize how much the **Plänet B** initiative will benefit from the specific characteristics of **Äänekoski** and its surrounding region's abundant raw material reserves, excellent infrastructure, logistics and research and training.

# Partnering for success

Financial resources are also a significant incentive for locating your business in **Plänet B**, and new businesses may not be aware of all available financial options. **Plänet B** offers potential businesses expert guidance in locating the best financial instruments suitable for your company and in supporting applications for entrepreneurial funding.

# Advantage:

**Äänekoski** is already home to numerous globally-operating, industrial companies active in the field of the forest-based bioeconomy. And at the heart of its existing business ecosystem is the world's largest softwood pulp mill, Metsä Group's Bioproduct mill.

Additionally, **Äänekoski** offers a robust support infrastructure of other businesses, educational institutions, and a skilled and motivated local workforce.

The existing **Äänekoski** business ecosystem, the core of **Plänet B**, also provides opportunities for the SME sector and startup companies to implement their businesses that somehow relate to the bioeconomy or the circular economy. The existing wood processing operations in **Äänekoski** create a variety of side streams and intermediates from which valuable new products and services can be produced in the future.

**Plänet B**, together with **Äänekoski**'s current industrial base, forms a vibrant collaborative model in which companies across different industries actively cooperate in advancing their research, technology, products and services.

# Äänekoski

# Take a leap from **Ä to B**

We are looking forward  
to prospective companies  
becoming a part of our ecosystem.  
Ask to be contacted →

**Thänk you.**

For more enquiries, please contact:  
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