

5 CBC NEWSLETTER 3 - 19th May 2021

The third meeting of collaboration & communication group of the five South-East Finland-Russia cross-border collaboration programme projects was held on 18.5.2021

An idea behind this group

We all have Waste Management and transition toward Circular Economy in focus and we are approaching the same target groups in the programme region. So, we see it natural and efficient to have such cross-projects' communication. By collaboration we are aiming to exclude situations of doing such work, which already have been done.

On our third meeting on 18.5.2021 we have discussed **upcoming events, publications** and **collaboration agreements** related to the projects:

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- *Pre-acceleration program Navigator of the Innovator. GreenTech.
- *Waste management seminar on 25.5.
- * Event on St. Petersburg International Economic Forum SPIEF'21 on 5.6.2021
- *BBC1 Cross-border business clinics including video serie "Steps for internationalisation" beginning in June
- *BBC1 Business orientated online event in connection with the Food Biotech Conference in ITMO University in St. Petersburg 23.-25.8.
- *Event "Upcycle! Circular Economy and Design event is organized in Lappeenranta 5.10.2021"
- * Greetings from BBC1 team video
- *Operational models of Expert Groups and Business Models Development
- *Educational brochure on waste management in enterprises
- *Description of waste management operational and business models on regional level
- * InnoForestView final conference
- * Training manual "Conducting procurement procedures in the Russian Federation"
- *Cooperation agreement between Cata3Pult, BBC1 and Cool4City
- *Next Newsletter

For additional information please contact some of the members of the group:

*Pre-acceleration program Navigator of the Innovator. GreenTech.

On 19.-22.5. BBC1 project invites students and companies to take part in the program "Navigator of the innovator. GreenTech" and listen very interesting and actual topics of green technology.

<https://biocircularbusiness.com/events/pre-acceleration-program-navigator-of-the-innovator-greentech/>

[Register here to Navigator of the Innovator.](#)

On **19.5 two sessions:**

at **10:30-11:40** Keynote speakers (RUS-FIN simultaneous translation). **Nikolay Pitirimov**, Head of the St. Petersburg Cleantech Cluster for Urban Environment; **Alexey Asach**, Faculty of Energy and Environmental Technologies; **Oleg Pertsovsky**, director of the energy efficient technologies cluster of the Skolkovo Foundation. **Evgenia Koroleva** (KOSMOS LLC) will take part and provide information about the *Cata3Pult*.

at **17:00-18:00** Lecture in Russian (no translation to Finnish). Market, segmentation, target audience. Where does the creation of successful products begin? **Maxim Ivanov**

On **20.5 two sessions:**

at **10:00 – 11:00** Lecture (RUS-FIN simultaneous translation). Master class. Customer oriented product development (cusdev). How to understand what the client needs? **Igor Kudinov**

at **14:00 – 15:00** Lecture in Russian (no translation to Finnish). Product image, value and value proposition. **Igor Kudinov**

On **21.5 two sessions:**

at **10:00 – 11:00** Lecture (RUS-FIN simultaneous translation). Business Models of Green Companies. **Maxim Ivanov**

at **14:00 – 14:30** Lecture (RUS-FIN simultaneous translation). Finnish Experience & Lessons Learned in GreenTech Innovation & Development Cluster approach. **Evilina Lutfi**, Business Development Director in Green Net Finland (participates on behalf of the *Cata3Pult project*)

On **22.5 two sessions:**

at **10:00 – 10:30** Lecture in Russian (no translation to Finnish). Product development plan, prototype and MV (B) P. **Maxim Ivanov**

at **14:00-17:00** Presentation student projects to the jury in Russian (no translation to Finnish)

***Waste management seminar on 25.5.**

On **25.5. is Cata3Pult project education webinar on waste management** via ZOOM with simultaneous translation Russian-English. Among speakers are representatives from Rosprirodnadzor - Russian Federal Service for Supervision of Natural Resources, St. Petersburg ITMO University, Finnish Ministry of Environment etc. Currently, the webinar programme under development. Links will be sent to everyone, as well as posted on the [Ecoprofi portal](#) and in social networks.

Cool4City project also will be presented on the webinar, which will include announcement of Cool4City work on *Description of waste management operational and business models on regional level.*

[Register here!](#)

(zoom link will be sent to registered latest on 24.5)

*** Event on St. Petersburg International Economic Forum SPIEF'21 on 5.6.2021**

On 5.6 at 12.30-13.45 "**Creation of an ecosystem of industrial symbiosis in Russia for the EcoNet market**" within the framework of the SPIEF21 Forum. Cata3Pult partners "St.Petersburg Home Property Owners Association " (HPOA), which is also the managing organisation of International Consortium "St. Petersburg Cleantech Cluster for Urban Environment", and "KOSMOC" LLC will take part.

General registration (in Russian) to the SPIEF'21 <https://forumspb.com/participate/>

***BBC1 Cross-border business clinics including video serie "Steps for internationalisation" beginning in June**

Cross-border business clinics including video serie "Steps for internationalisation". Video serie is open for all in Russian and Finnish languages. They are inspirational lectures which give concrete business tools for companies. You can find the videos on the BBC1 -project website <https://biocircularbusiness.com/events/> after their publication. The business clinics are company based coaching sessions facilitated by business experts. If you are interested to participate please contact niko.arola@xamk.fi

***BBC1 Business orientated online event in connection with the Food Biotech Conference in ITMO University in St. Petersburg 23.-25.8.**

The content of the event is currently under the discussion and will be informed later on the BBC1 -project website <https://biocircularbusiness.com/events/> Please, follow the project website, because more events and a business visit of the Russian expert group to Mikkeli region are under the discussion and will be informed later.

***Event "Upcycle! Circular Economy and Design event is organized in Lappeenranta 5.10.2021"**

Project **LALAPETE** plans to organise the event. Save the Date!

***Greetings from BBC1 Team - video**

Because joint meetings are limited during Corona time, we decided to make together a video and tell you about our project – it´s news and events. Welcome aboard!

[Link to the BBC1 video!](#)

***Operational models of Expert Groups and Business Models Development**

Currently, **Cata3Pult project** is working on e-publication **Operational Model of Expert Groups and Business Cases Development** . Publishing is planned latest in June 2021. Authors: Terhi Jantunen from the City of Lappeenranta and Evilina Lutfi

from Green Net Finland. We hope that this concise publication with a practical approach will help others dealing with relevant matters.

***Educational brochure on waste management in enterprises**

Currently, **Cata3Pult project** is working on an educational brochure "*Waste management: Russian and Finnish experience*" (in Russian, English abstract included). Authors: Yulia Gladstein and Evgenia Koroleva from KOSMOS LLC, Olga Sergienko and Raliya Yulmetova from ITMO University, Sveta Silvennoinen-Hiisku from Finnish Ministry of Environment. The brochure will be submitted to the printing house at the end of April, the print run will be out of print in mid-May. Reviews for this manual have been received - Doctor of Engineering. Sciences, prof. T.V. Guseva (D.I.Mendeleev Russian University of Chemical Technology) and Candidate of Engineering. T.T. Kaverzneva (Peter the Great St. Petersburg Polytechnic University). All information will be available on [Ecoprofi portal](#).

***Description of waste management operational and business models on regional level**

Currently, **Cool4City project** is working on descriptions of practicalities and business models related to solid municipal waste management in Helsinki-Uusimaa, Mikkeli, St. Petersburg and Leningradskaya Oblast. Round table dedicated to this topic is planned for the end of September/Beginning of October.

*** InnoForestView final conference**

Final conference of the project "Innovative information technologies for analysis of negative impact on the cross-border region forests" (KS1309, InnoForestView), implemented within the "South-East Finland – Russia" Cross-border cooperation Programme 2014-2020. The main objective of the project is to create and integrate Finnish and Russian unified innovation information system for analysis and forecasting the preconditions and impact of natural and anthropogenic factors on the forest state in the Programme area. The final conference will be held on May 28, 2021.

*** Training manual "Conducting procurement procedures in the Russian Federation"**

In the frames of **BBC1 project** has been published in 2020 the training manual "*Conducting procurement procedures in the Russian Federation*" in Russian language: [manual_conducting_procurement_procedures_in_the_Russian_Federation_2020.pdf](http://ecoprofi.info/manual_conducting_procurement_procedures_in_the_Russian_Federation_2020.pdf) (ecoprofi.info).

The version of 2020 year is currently being refined and a condensed version in English will be made and published.

***Cooperation agreement between Cata3Pult, BBC1 and Cool4City**

Cool4City project will join to already existing cooperation agreement between Cata3Pult and BBC1 projects.

***Next Newsletter**

Our next newsletter expected to be published on 30.6.2021

For additional information please contact some of the members of the group:

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