



TSE for sustainable futures

TSE ALUMNI WEBINAR

**The Art of Change - Europe as a Driver of
Carbon-neutral and Sustainable Futures**

9 December 08.00 – 08.45 AM

AGENDA

- THE ART OF CHANGE – EUROPE AS A DRIVER OF CARBON-NEUTRAL AND SUSTAINABLE FUTURES
- Q&A
- UPCOMING WEBINARS

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SPEAKERS

Dr Taina Tukiainen is Adjunct Professor of Sustainable Leadership and Innovation in Management and Organization at Turku School of Economics as well as Research Director at Vaasa University.

Before an academic career, Taina worked with Nokia in senior management roles globally and has more than 15 years of business experience in Finland, Europe and the U.S.

Taina has been chair of Industrial Management at Helsinki University of Applied sciences, and Professor at VTT, Witten-Herdecke and Aalto University.

Last five years, Taina, has worked as a senior advisor and expert on sustainability and carbon neutrality in the cabinet of the European Committee of the Regions.



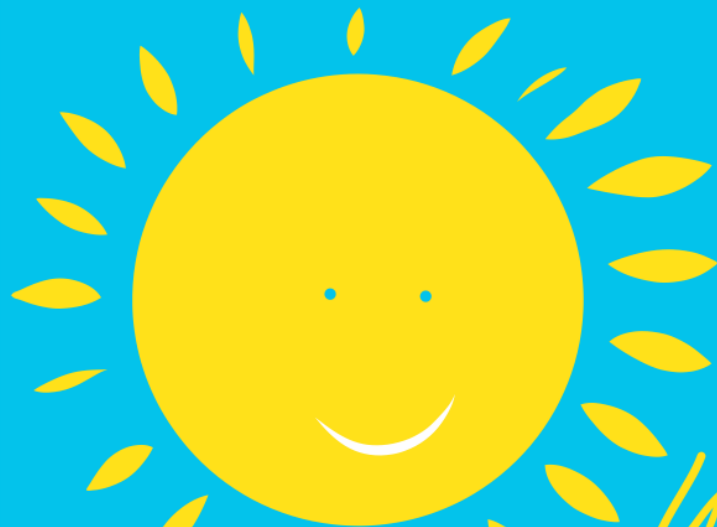
COMMENTATORS AND FACILITATORS



Satu Teerikangas
Professor of Management
and Organisation, TSE



Riku Santala
Professor of Practice,
Management and
Organisation, TSE



Welcome



EUROPEAN GREEN DEAL

THE WORLD'S FIRST CLIMATE-NEUTRAL CONTINENT

BY 2050

5 POLICY AREAS

CLEAN ENERGY

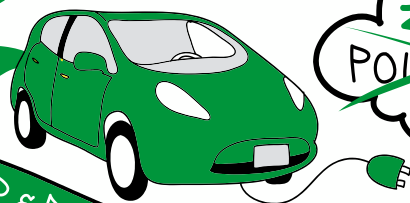
SUSTAINABLE INDUSTRY

BUILDING & RENOVATING

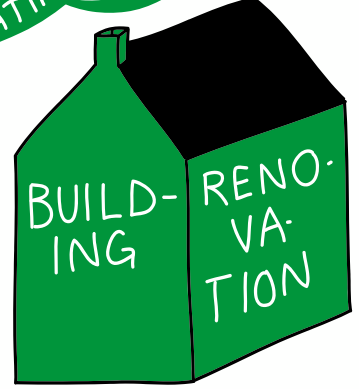
SUSTAINABLE MOBILITY

BIODIVERSITY

TRANSPORT



~~ZERO POLLUTION~~



ECOSYSTEMS & BIODIVERSITY

R&D + INNOVATION

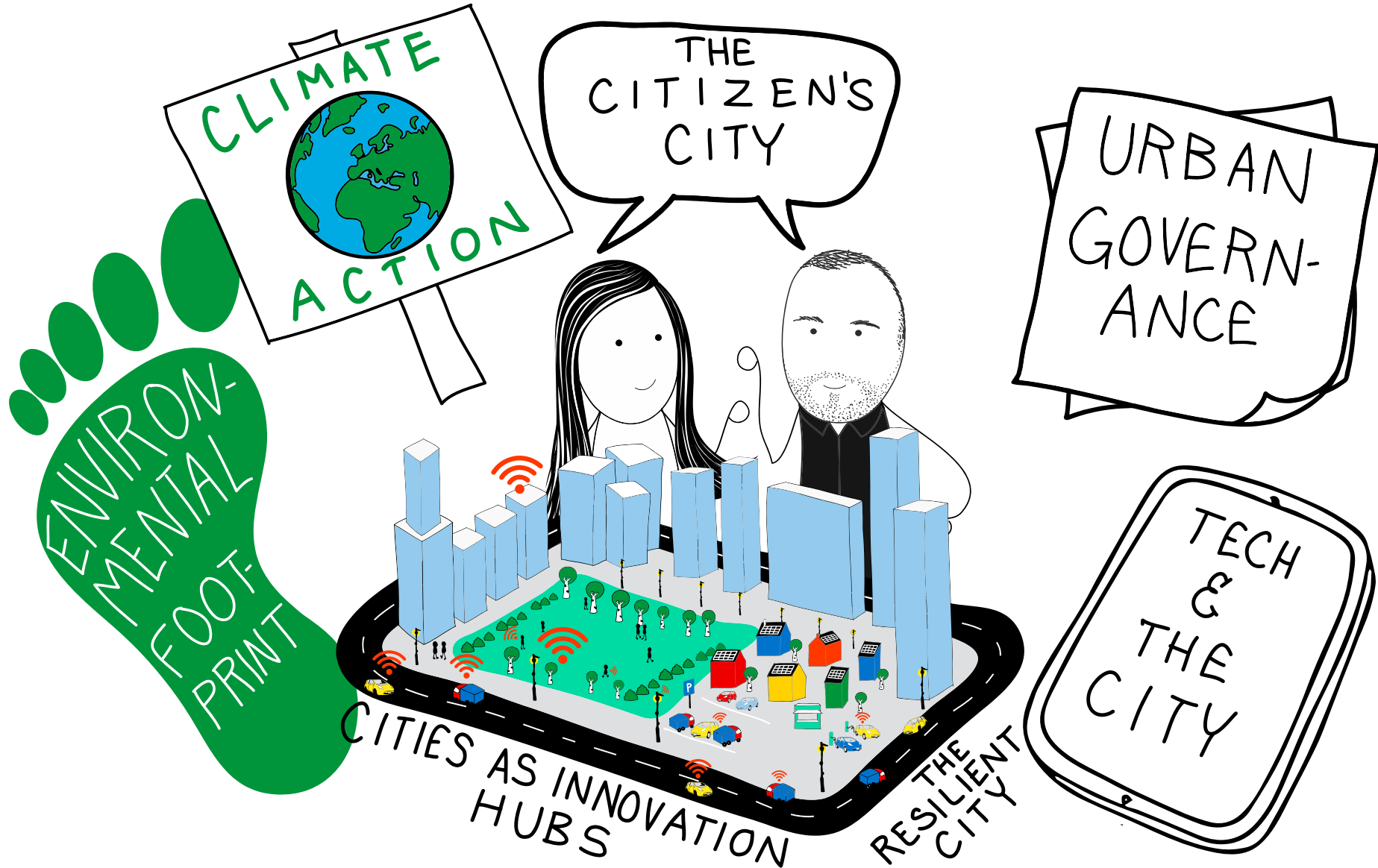
EXTERNAL RELATIONS

FARM TO FORK STRATEGY

CIRCULAR ECONOMY



CLIMATE NEUTRALITY 2030



CLIMATE ACTION

THE CITIZEN'S CITY

URBAN GOVERNANCE

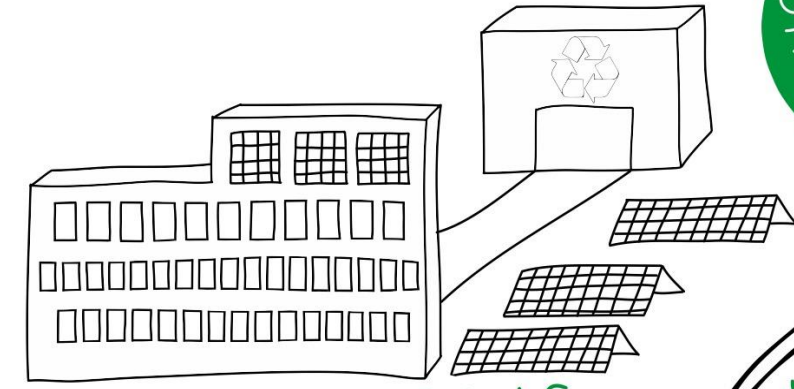
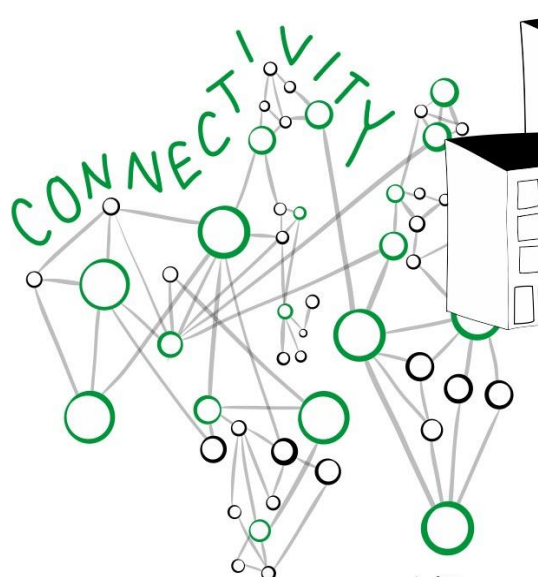
ENVIRONMENTAL FOOTPRINT

TECH & THE CITY

CITIES AS INNOVATION HUBS

THE RESILIENT CITY

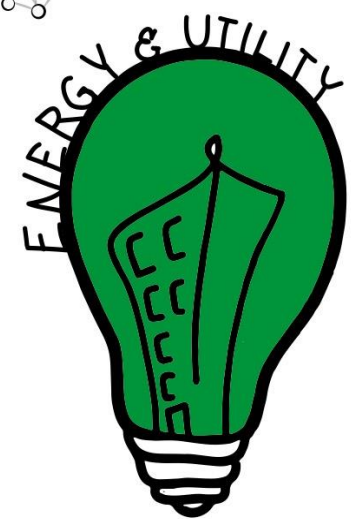
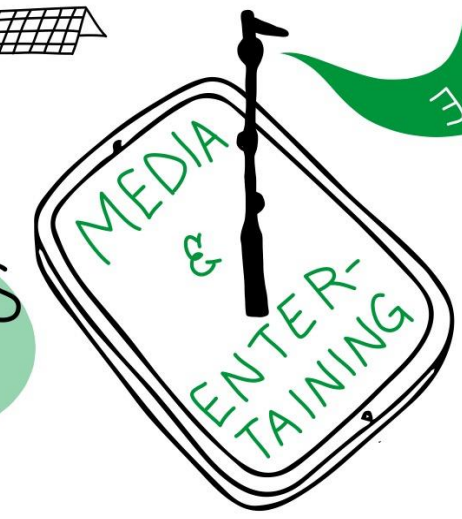
CONNECTIVITY



MANUFACTURING

SAFETY & SURVEILLANCE

DEVELOPING INDUSTRIES TO SUPPORT EU OBJECTIVES



Recommendations for companies:

1. Base on your core capabilities
2. Dream & target towards sustainable future
3. Network with Brussels offices like EK, Regional, Industry etc.
4. Network with EC & core stakeholders
5. Follow the Horizon & other EC Calls
6. Work together with EU & global partners and contribute in EU Missions !

Thank you, let's work together!

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Q&A

- Are there too many legislation related processes limiting carbon leakage or carbon use in progress?
 - Thank you for the question, **Based on the global challenges on climate, the European Commission came out with the European Green Deal in the attempt to become the world's first climate-neutral continent by 2050.** The initiative contains a range of key policies from cutting emissions and to investing in cutting-edge research and innovation, to preserving the natural environment.
 - The European Green Deal has five policy areas: 1) Clean energy, 2) Sustainable industry, 3) Building and renovating, 4) Sustainable mobility and 4) Biodiversity.
 - The aim is to proactively progress in forward-looking, strategic and thematic planning, through improved integration activities and a more results-oriented and longer-term focus on priority policy areas. **Climate neutral Europe by 2050** and to reach net-zero greenhouse gas emissions by 2050 is a goal, which will be shaped by a 'climate law'. This means updating the EU's climate ambition for 2030, with a 50-55% cut in greenhouse gas emissions and new EU Strategy on adaptation and mitigation to climate change.
 - **To answer your question: In the European Green Deal, there is a principle "Leave no-one behind," and therefore a 'Just Transition Mechanism' was set up to help regions most heavily dependent on fossil fuels. European Commission has the ambition to mobilize €100 billion precisely targeted to the most vulnerable regions and sectors.** A just transition fund will mobilize resources from the EU's regional policy budget; the InvestEU program, with money coming from the European Investment Bank and EIB funding coming from the EU bank's own capital. Every euro spent from the fund could be complemented by 2 or 3 euros coming from the region.

Q&A

- Is there a risk that there are projects which are overlapping and could harm the goals of one another?
 - Thank you for the question, **in a big picture, based on the global challenges on climate, the European Commission came out with the European Green Deal in the attempt to become the world's first climate-neutral continent by 2050** with five policy areas: clean energy, sustainable industry, building and renovating, sustainable mobility and biodiversity.
 - Now, climate and health crises call for the practical instruments, and the European commission is launching five **EU Missions**, like a moon shots, in **climate change, climate-neutral and smart cities by 2030, restore our oceans and waters, a soil deal for Europe and cancer** to reach these targets. These missions are set out bold, concrete, and measurable targets in a well-defined timeframe to deliver tangible outcomes for all Europeans to pool the necessary resources in terms of funding programmes, policies, and regulations and aim to mobilise public and private actors, such as the EU Member States, cities and regions, research institutes, entrepreneurs and investors to create a real and lasting impact to achieve targets. Of course, it is up to us, how do we make these instruments successful and synergetic between the policies, instruments, projects and activities.

Q&A

- Are you satisfied as “a neutral person” with the EU approach and intention?
 - Thank you for the questions, I think, that these climate and health crises are a call to action for all societal actors to join forces in new and innovative ways. Continuing with the status quo is not an option. Europeans are aware of the urgency to act and strongly support science to find solutions. This provides a unique momentum for
 - a new kind of research and innovation policy. With the same team spirit and readiness to cooperate that was shown in these difficult moments, we can be bold and ambitious to shape the future we want to live in. We need to work on towards a better world.
- Europe has set up the target to be the world’s first climate-neutral continent by 2050. Finland has set up the target for 2035 and many cities for 2030. Is this too early and does that cause challenges and loose our competitiveness?
 - Thank you for the question, Nordic countries and Nordic cities are forerunners in the climate neutrality. Finland has set up the goal to be climate neutral 2035. In the European Union, the countries are so different, that reaching the goals, whether it is 2050 or 2035, is a challenge depending on the country. In Finland, we need to use this as an opportunity, which opens up new business for us, which might be even more profitable – with higher prices.
 - In European union, there is a principle that we need to take everybody in and leave no one behind. That means in national context, that we need to take care of our business that they will survive in short-run and we do not loose our competitiveness. In that sense, it is our responsibility to keep the competitiveness in the Finnish industry and businesses by distributing the European funding easily via our mechanisms (like ELY, BF and others), helping to network to the European funds, cutting bureaucracy and help our businesses to grow.
 - Of course, we need clear measures, analysis of the current state, and clear lists of strategies and activities, how do we reach the goals. It is true that the goals are ambitious and should be.
 - However, we need to move towards sustainable better world.
 - <https://ym.fi/en/finland-s-national-climate-change-policy>
 - <https://valtioneuvosto.fi/en/marin/government-programme/carbon-neutral-finland-that-protects-biodiversity>

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UPCOMING WEBINARS

- We will continue the webinar series on sustainable future in January 2022

Stay tuned!

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