

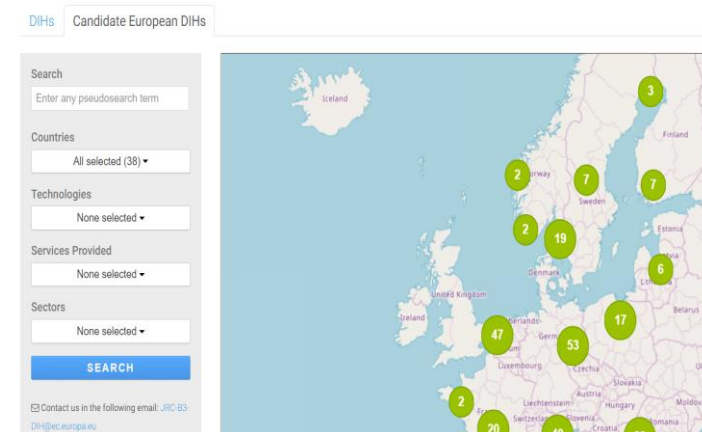
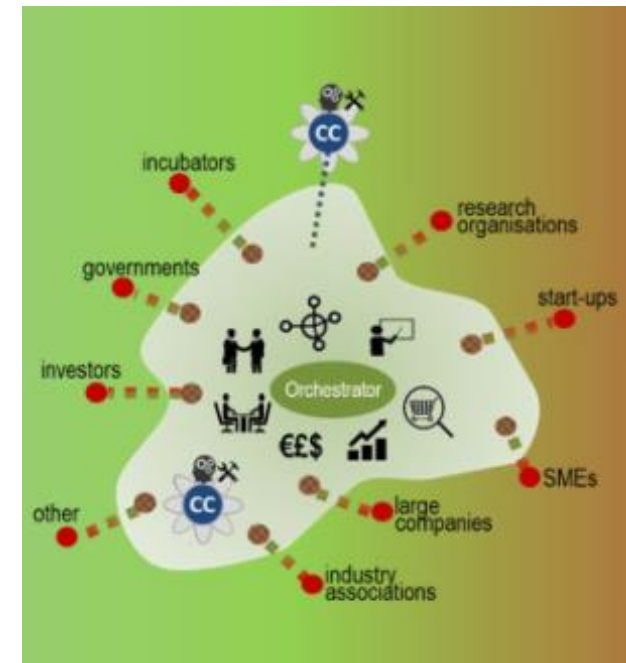
Finnish AI Region – FAIR



Helsinki

EDIH – European Digital Innovation Hub

- Aim: Help SME's respond to the digital challenges and become more competitive
- Expected start in October (2022), Duration 7 years (3+4)
- Funding from EU (DIGITAL program), national sources and partner funding
- During the first round **136** Hubs were selected for funding with total EU contribution of **241 M €**.



FAIR – Finnish AI Region EDIH

- Provides *free* or *subventioned* services to SME's to adopt AI, forming an ecosystem of AI-applying companies
- Serves whole Finland with emphasis on the capital region (Helsinki, Espoo, Vantaa)
- Finnish Center for Artificial Intelligence (FCAI) brings the latest AI research results to FAIR
- Multiplies and diffuses the use of the digital capacities built up in EU's research programs



Partners

- City of Helsinki (coordinator)
- VTT
- University of Helsinki
- Aalto University
- Metropolia University of Applied Sciences
- Haaga-Helia University of Applied Sciences
- CSC - IT Center for Science
- City of Espoo
- City of Vantaa
- KIRA-InnoHub ry (KIRAHub)
- EIT Digital

Technologies

- Artificial Intelligence (main)
- Other
 - Cyber-security
 - Extended Reality

Customer sectors

- Digital service industry (main)
 - Serves multiple verticals
- Smart Cities
- Health

Helsinki

Why FAIR?

- Competence in using new technologies is one of the most important drivers for economic growth
- In Finland, use of AI (and supporting tech) in the companies is still very narrow and limited.
- On a national level, **12 %** of Finnish companies with **10** employees or more used some AI enabled solution.
- Furthermore, only around **5 %** of Finnish companies employing more than three persons used AI in their daily operations during 2020
- Meanwhile, only **39%** of the companies with personnel > 100 use AI
- However, total number of companies using AI has grown to **76 %**, indicating clear interest in the subject

Target customers

- Main customers are SMEs operating in the areas of **digital services, smart cities** and **health**
 - Software companies as well as construction and real estate companies are leading sectors in Finland applying AI.
 - Service companies are especially important in the capital region.
 - Digital health and AI are strongholds in Finland and especially in the capital region
- Our customer typically represents a company that has already embarked on the journey of utilizing AI and has grown some competence of their own.
- Motivation to select customers with existing AI competence is based on ROI analysis and **aspiration to deliver impact**. This choice is supported by the nature of our target sectors.

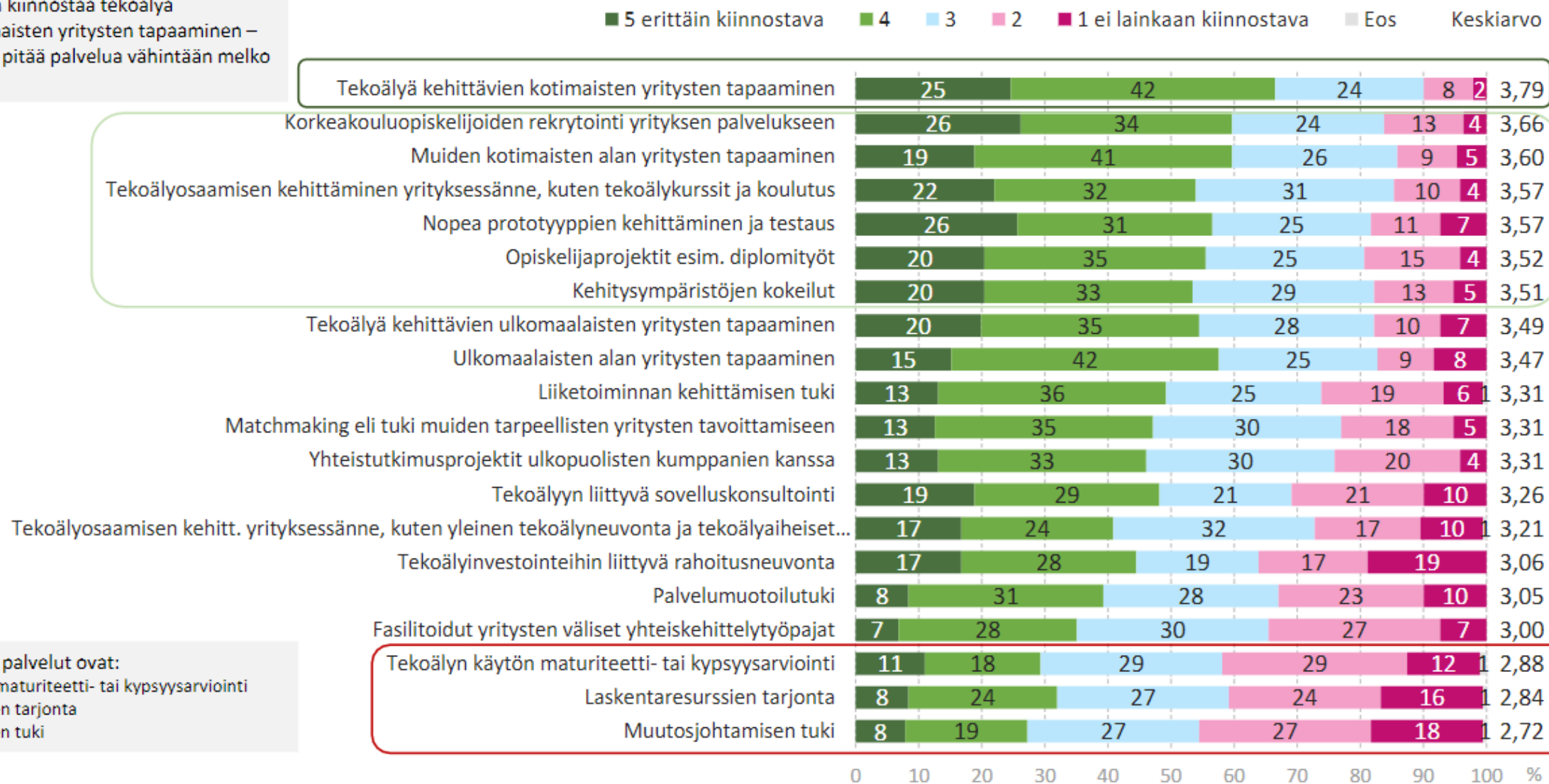


Service portfolio planning

- The FAIR consortium undertook a study on the support needs of AI utilization within the service sector SMEs in spring/summer 2021 to find out how to advance the use of AI in target companies
- The target group of the study was service sector SMEs, both KIBS (knowledge intensive business services, such as law firms, consulting, etc.) and B2C companies (such as retail, hospitality, etc.), employing 5-250 persons.
- The results of the study with 191 interviews have been used in tailoring the service offering of FAIR consortium to fit closely to the verified needs of the service sector SMEs.
- The portfolio was then tailored to **highlight the existing strengths of each partner and to bring the competences together.**

Tekoälyn käytön edistämiseen liittyvien palveluiden kiinnostavuus

- Palveluista eniten kiinnostaa tekoälyä kehittävien kotimaisten yritysten tapaaminen – kaksi kolmasosaa pitää palvelua vähintään melko kiinnostavana.



Vähiten kiinnostavat palvelut ovat:

- Tekoälyn käytön maturiteetti- tai kypsyyssarviointi
- Laskentaresurssien tarjonta
- Muutosjohtamisen tuki

Services

- Services are divided under four categories and generalized in the price list
- Services are meant to be offered free of charge in the beginning, given that the customer represents our target group
- Service journey thinking is integrated in the delivery: 1) Starting from the needs analysis that is supported with maturity assesment (with potential ethical evaluation), moving on to 2) tailored service portfolio planning, 3) implementation and finally 4) impact evaluation
- First come, first served basis. If maximum units are met, new pricing schemes must be considered

Service	# of units	Unit
Needs analysis and test before invest		
AI Maturity assessment	100	customer
Roadmapping and cybersecurity solutions	24	day
Co-creation workshops and hackathons	48	event
Student thesis project	12	six person months
Fast prototyping	100	prototype
AI Accelerator	24	program
Testbeds and experiments	220	day
Skills and Training		
AI training events	26	event
Tailored XR training and experiments	20	experiment
HPC computing environment training	18	per training
Fostering business through AI: short course	14	0.5 day
Support to find investments		
Advice to SMEs, business development	40	person month
Investor events and matchmaking with investors for SMEs	40	event
Access to Finance -service	3	case
Innovation ecosystem and networking		
Networking events	35	event
Matchmaking support to find solutions and partners	40	person month

"Test before invest" covers a wide range of services from lab scale to piloting in an actual operational environment

EXAMPLE OF SPECIFIED SERVICE OFFERING

- **Validation** of new AI products and services during research phases
 - paying attention to practical challenges such as objective assessment, bias handling, explainability, adherence to regulatory processes
- **Prototype (development and) testing** in lab environments
 - e.g. security testing, Megasense test bed, 5G research infra, XR showroom, artificial IoT Lab, preclinical testing (preclinical testing, piloting, validation and verification of health-related AI solutions), HUS testbed / HUS Health village (via networks)
- **Living labs and piloting** in operational environments
 - next generation UI's in XR environment
 - labs for studying emotional response & interaction in face-to-face, virtual, and digital encounters
 - cities' testbeds for piloting in operational environment
- **Data repositories** of partners & pointing of data repositories operated by EU and other bodies

Ecosystem development

- FAIR relies heavily in its functioning ecosystem
- Strategic partnerships have been agreed with EDIHs from Estonia (AI & Robotics, AIRE), Sweden (AI Sweden) and Norway (Nemonoor)
- FAIR has strong associated partners: ABB, Varian (Siemens Healthineers), Microsoft, Silo.AI, HUS, Arcada and Uudenmaanliitto
- Furthermore there is an EU-wide partnership within Digital Construction focused EDIHs that aims to create joint products for the customers.
- More partnerships are formed once the selection results are public



FAIR European network

- AI, Data and Robotics Association (Adra)
- Big Data Value Association
- ELLIS: European network of AI Excellence Centres
- **CLAIRE**- Confederation of Laboratories for Artificial Intelligence Research in Europe
- GAIA-X
- euRobotics



BDV BIG DATA VALUE ASSOCIATION



CLAIRE



Expected impact

- Main result: FAIR supports SMEs in Finland, with an emphasis on Southern Finland, in their digital transformation. Resulting in increased use of new tech solutions in the service production.

Type of Support	Target y1	Target y2	Target y3
Skills and training: Number of customers	100	120	150
Test before invest: Number of customers	20	25	30
Support to find investments: Number of customers receiving advice	15	20	25
Support to find investments: Amount of additional investments successfully triggered (e.g. through VC, bank loan, etc.)	We aim to trigger 2-5 M€ of additional investments during 3 years, as reported by FAIR customers.		
Innovation ecosystem and networking: Number of Customers	150	160	180
Number of collaborations foreseen with other EDIHs and stakeholders outside the region at EU level	5-30	6-35	8-40

FAIR is planning to start operations 1/10/2022

Please be in touch and lets discuss about collaboration

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