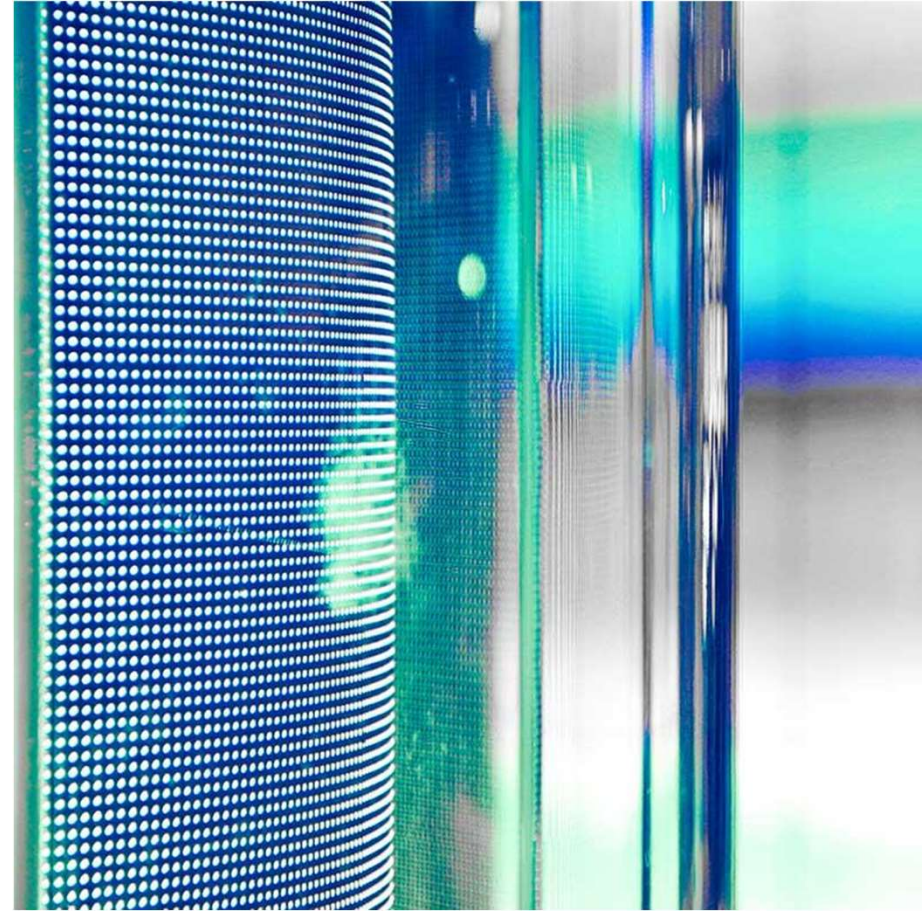




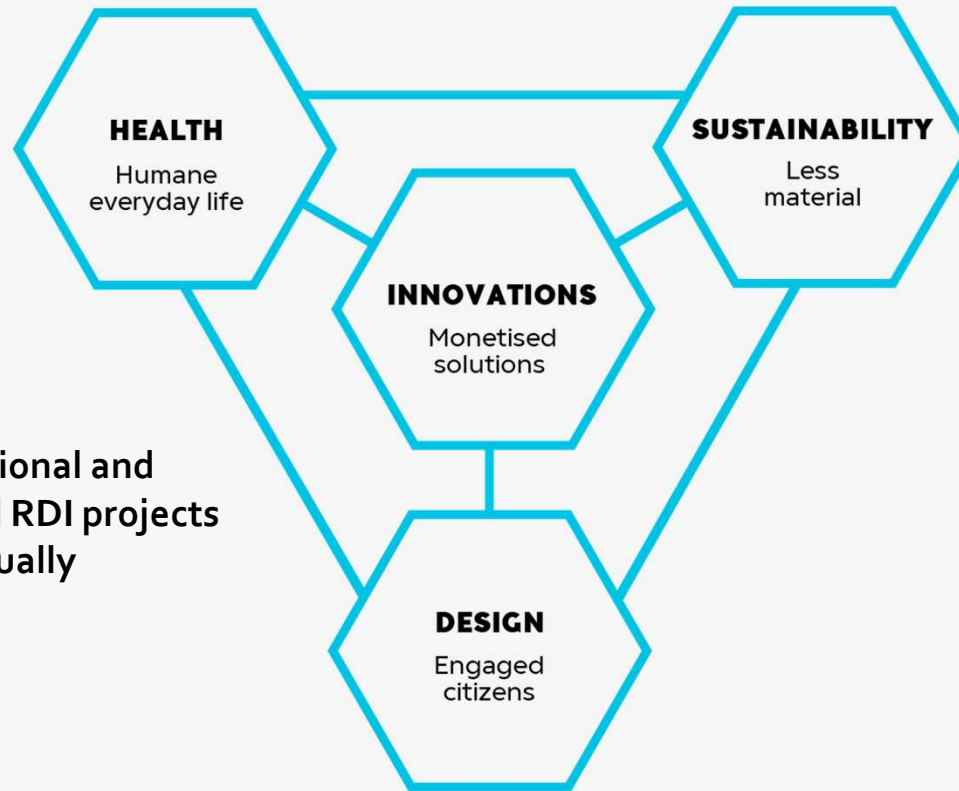
**Pasi Juvonen, RDI Director  
Innovations focus area**

## **Agenda 15.2.2024**

- Short introduction to RDI at LAB University of Applied Sciences – Top-down view
- Small group dialogues



# LAB RDI FOCUS AREAS



Over 160 national and international RDI projects ongoing annually

# Service Innovations for Health and Well-being

# Our themes include:

- Well-being from physical activity, living environment, and tourism
  - We promote physical activity, develop nature-based well-being and tourism services and foster integration of well-being and culture. In addition, we enhance accessibility and ecological sustainability in built environment for improved well-being.
- Social inclusion, working life, and safety in everyday life
  - We promote social inclusion, equality and diversity in society, foster access to labour market and well-being at work, as well as develop solutions for independent living and safety in everyday life and for combating poverty and social exclusion.
- Data and Human-Driven Technology for well-being
  - We promote the deployment of data and human-driven technological solutions in different contexts and act as co-creators in developing efficient well-being service chains, including care logistics



# Commercialization of Innovations

# Our themes include:

- Experimental Development Ecosystems for Innovations
  - Employs a solid and empirically validated view of market requirements in their targeted markets.
- Renewing and Evolving Entrepreneurship
  - We will coach your growth over critical phases of development and offer you understanding of growth orientated management and leadership. We will support you in renewing entrepreneurship and in finding new market areas by developing your competencies in marketing and sales. We actively recognize possibilities due rapidly changing work life and its digital disruption.
- Radical new openings
  - By combining different kind of competencies, we will make radical new openings worth of discussing.



# Design



# Our themes include:

- **Design for Sustainable Business**
  - We support organizations, businesses and citizens by designing ecologically, economically, socially and culturally sustainable products, services and environments.
- **Customer Experience**
  - We develop smart and human driven solutions by leveraging expertise in UX and UI design, information design and digital technology.
- **Art for Change**
  - We renew the built environment through art and bring new openings and methods for organizational, community and business development.



# Sustainable Solutions

# Our themes include:

- Biobased cycles
  - We develop biobased energy solutions and improve food chains, as well as use smart digital solutions that promote sustainable material cycles.
- Technical cycles
  - We concentrate in technologies that have high added value in the field of circular economy. Our expertise areas are textiles, plastics and construction and demolition waste.
- Carbon-neutral built environment
  - We promote information management, digitalization and AI solutions in the resource efficiency of the built environment.
- Sustainable societies
  - We generate innovations and service solutions with different operators with the aim of enabling system-level transitions in the society towards a carbon-neutral circular economy.

# Summary

# Thank you for your participation!

In case you are interested to discuss more about RDI cooperation with LAB, please leave your initial idea and contact information to Pasi.

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