

3AMK Project Booster: Generating new project applications



Institution: Haaga-Helia, Laurea, Metropolia
Country: Finland
Type of partnership: HEI-SME partnership
Website: www.3amk.fi/en/

Background

3AMK is a strategic alliance of the three biggest Universities of Applied Sciences in Helsinki metropolitan area, Haaga-Helia, Laurea and Metropolia. The purpose of the alliance is to benefit from the strengths of three Universities of Applied Sciences and gain added value from the cooperation. The aim is to offer know-how and competence for changing working life and offer high-quality education to the international market.

3AMK Project Booster is a venture accelerator of Haaga-Helia, Laurea and Metropolia. Accelerator that focuses on research, development and innovation. 3AMK Project Booster aims to generate new project applications.

The aim is to offer know-how and competence for changing working life and offer high-quality education to the international market.

Story

In 2017, the 3AMK universities made a strategic commitment to increase the number and volume of joint R&D projects, where two or more universities collaborate together.

3AMK R&D directors set up a project accelerator and training program called "Project Booster". It was piloted three times in 2017-2018, one cohort per each semester.

Stakeholders

Main stakeholders of the case were R&D directors and specialists of 3AMK of Applied Sciences in Helsinki metropolitan area, Haaga-Helia, Laurea and Metropolia.

Outside 3AMK universities the main stakeholders were 3AMK partner businesses and organizations participating in the projects. Including Helsinki Region cities and innovation agencies supporting the projects, smart city initiatives and platforms.

The Helsinki EU Office is connecting the projects with European instruments and calls. Local and national innovation funding authorities are also an important stakeholder, they partially find the projects.

"Project Booster method has been also utilized by CLIC innovation ecosystem of Finnish industry and research organizations since 2018."

"Project Booster turns project ideas into project proposals."

Outputs

- More collaborative R&D project volume.
- More connections and networking across organizations.
- Better R&D project skills among lecturers and staff members.
- Increased engagement of business and societal stakeholders.
- More successful funding applications (domestic and European).

Resource needs

1. **Coordinator** for managing the activity, signups and communication.
2. **Facilitator(s)** who design and deliver the training sessions.
3. **R&D experts** to support the teams during the process.
4. **Key partner / stakeholder manager** who ensures that all partners and stakeholders will reach all the objectives of the project.
5. **Feedback collector** to ensure that feedback is collected efficiently and it is analyzed and brought to the attention of all stakeholders of the project.

"Team-building, ongoing mentoring, matchmaking and are vital for success."



Motivations

1. The Ministry of Education and Culture in Finland and Helsinki region municipalities (cities of Helsinki, Espoo and Vantaa), together with leadership of 3AMK universities have set targets for the three universities to increase collaboration in education, entrepreneurship activities, education export and R&D.
2. As national R&D project funding for Helsinki region was expected to decrease, there was a real demand to increase capabilities of the staff and volume of project bids targeting Horizon 2020 and other European funding instruments such as Erasmus+ and Interreg.



Fourth Project Booster (credit: Metropolia)

Barriers

Barriers

1. Lack of time of participating staff members and their commitment.
2. Different organizational structures and internal processes of the universities.

Drivers

1. Motivation to impact society and businesses.
2. Developing as an expert and networking.

“A good idea always finds funding.”



Fourth Project Booster (credit: Metropolia)

Key success factors

1

Cooperation

Cooperation with the cities and other local organizations on the project ideas and commitment of the 3AMK universities and R&D directors.

2

Excellent ideas

Novel project ideas that solve a real business / societal need.

3

Funding

Finding alternative funding instruments for the ideas.

“Drivers for Project Booster are motivation to impact society and businesses, developing as an expert and networking.”

Author: Toni Pienonen, Partner, Crazy Town Oy

Interviewee: Isto Mattila, R&D Director, Laurea University of Applied Sciences

