

# Cooperation network in the robotics sector



**Institution:** Robocoast, Prizztech  
**Country:** Finland  
**Type of partnership:** HEI-SME partnerships  
**Website:** <https://robocoast.eu/>

## Background

Robocoast is a non-profit international center of excellence for cybersecurity and artificial intelligence (AI) and robotics.

The goal of Robocoast is to promote the introduction and research of these technologies in companies in particular, and thereby enhance the digitalisation of the region's strong export industry.

Robocoast is also known as a cooperation network in the robotics sector created by the regional business development organization Prizztech. Currently, Robocoast has received DIH, Digital Innovation HUB status from the European Commission and is currently applying for eDIH status. The Robocoast consortium is coordinated by Prizztech Oy's Robocoast coordination unit.

## Story

Mikko Puputti, is a business developer at Prizztech. Puputti set up a robotics cluster that would enable robotics companies in the region of Ulvila to grow.

Robocoast applied later on for DIH status. Robocoast expanded later from Ulvila to Europe-wide and it now has a strong experience in Asian countries where robotics expertise has been exported.

Robocoast connects and helps to network different actors to create solutions.

## Stakeholders

Robocoast's stakeholders initially included the city of Ulvila and local robotics companies. Since then, the network has expanded to universities and robotics companies in Satakunta.

With DIH status, the stakeholder has expanded to a significant and inclusive broad stakeholder group to various organizations, universities and companies across Europe.

The stakeholders consists of Students, Academics and HEI managers from the universities. There are also many businesses with varying vicinity. Local government is also involved in this project. National and international government Intermediaries/ network providers are also an important stakeholder in the project.

*"There are currently about 100 robotics-related organizations in the network."*

*"Robocoast's goal has been to create a consortium of robotics companies."*

## Outputs

Robocoast's goal has been to create a consortium of robotics companies and help their development and solve challenges. These challenges have been solved in many different ways, for example by connecting companies directly with each other, organizing recruitment events, implementing.

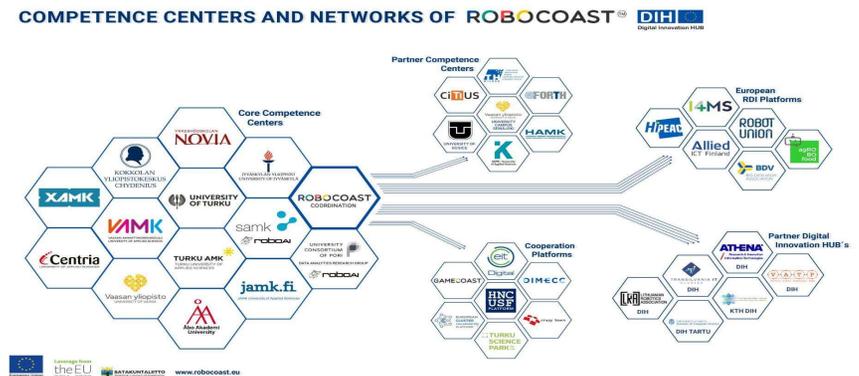
Robocoast is a good case example that has evolved from the city's strategic goal of developing robotics in collaboration with companies which already in the area. Some of the business challenges found by Robocoast have been solved through collaboration between universities and companies.

Output of Robocoast would be that the problems of companies have been solved, be they technical problems or resource challenges. The challenges are solved partly on a case-by-case basis and partly with very large activities.

## Resource needs

- As operations have expanded, the number of contacts has increased. The number of companies has been steadily growing which inherently increases the need for resources to run a large cluster.
- One of the challenges is to match the different ways in which companies and universities operate and their ability to quickly implement business problems.

*"Companies have grown and networked with each other."*



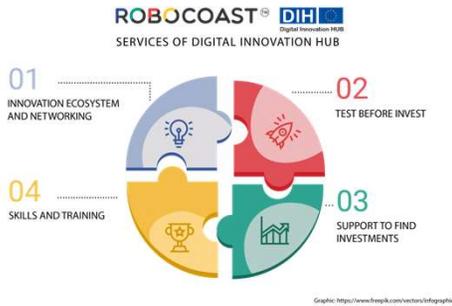
Competence centers and networks of Robocoast (credit: Robocoast)

## Motivations

1. Robocoast's goal has been to create a consortium of robotics companies and help their development and solve challenges.
2. These challenges have been solved in many different ways, for example by connecting companies directly with each other, organizing recruitment events, implementing university cooperation, organizing hackathons, and organizing massive business networking events.

## Barriers

1. One of the challenges is to match the different ways in which companies and universities operate and their ability to quickly implement business problems.
2. The challenge for the future is changes in funding and the lack of eDIH status.
3. One of the challenges is that development becomes more short-term. It is to be hoped that operations can be considered business-oriented - problems always come from companies.



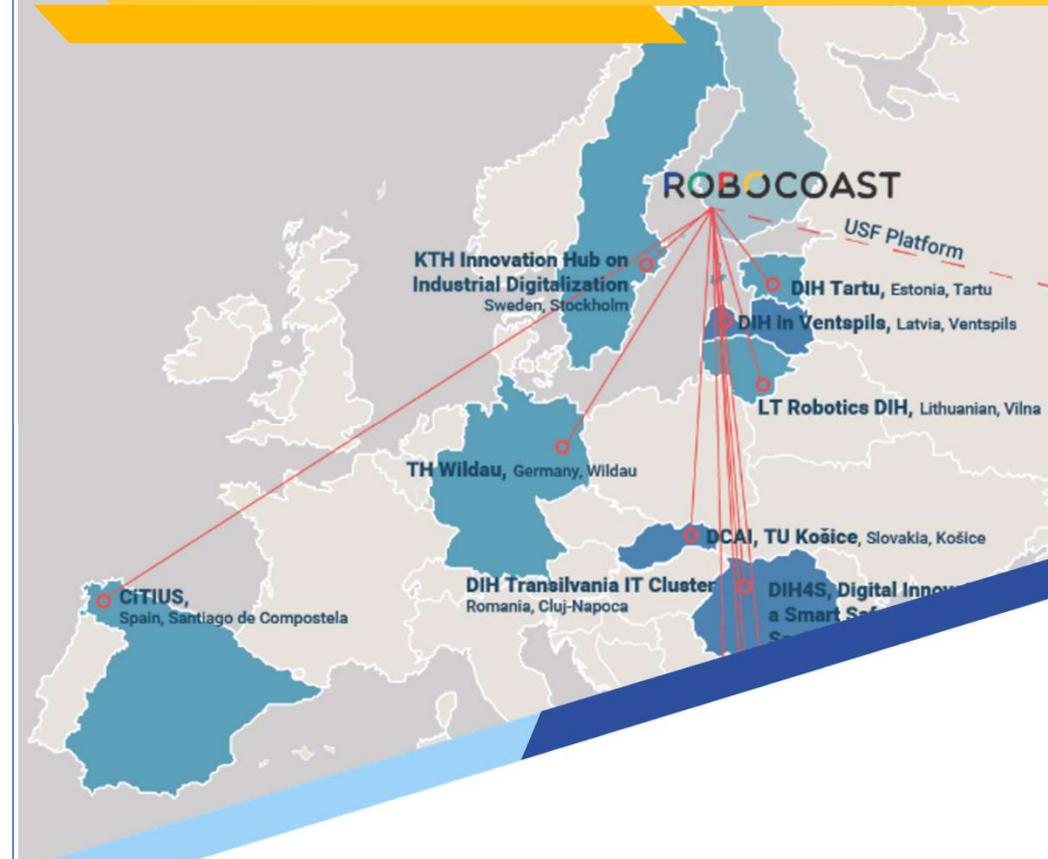
Services of Digital Innovation Hub (credit: Robocoast)

*“The challenge for the future is changes in funding and the lack of eDIH status.”*

## Key success factors

- 1 **Support**  
Robocoast has had constant support from the city of Ulvila.
- 2 **Dialogue**  
Robocoast has been constantly listening to the needs of companies.
- 3 **Development**  
All development has been about the needs of companies.

Robocoast - The pride of western Finland (credit: Robocoast)



*“At present, the activity has already expanded to Europe-wide, where eDIH status is applied for.”*

Author: Petri Linna, Community manager, Crazy Town Oy

Interviewee: Mikko Puputti, Manager, Prizztech