



Deutsch-Finnische Handelskammer  
Saksalais-Suomalainen Kauppakamari  
Tysk-Finska Handelskammaren

# DEUTSCH-FINNISCHE BUSINESSFORUM

## Twin Transition

Digitalisaatio ja kestävä kehitys

2.-3.11.2022 · Hampuri

#DFBF22

# WILLKOMMEN TERVETULOA

DEUTSCH-FINNISCHES BUSINESSFORUM  
Twin Transition



# PROGRAMME

## **GET-TOGETHER, Penthouse Elb-Panorama**

- Welcoming words by **Ole Christiansen**, Project Director, Hamburg Invest
- Pitch by **Pekka Harju-Autti**, CEO, Treebuddy.Earth
- Keynote by **Prof. Dr. Henning Vöpel**, Director, Centre for European Policy



Deutsch-Finnische Handelskammer  
Saksalais-Suomalainen Kauppakamari  
Tysk-Finska Handelskammaren

# DEUTSCH-FINNISCHE BUSINESSFORUM

## Twin Transition

Digitalisaatio ja kestävä kehitys

2.-3.11.2022 · Hampuri

# Pekka Harju-Autti

CEO, Treebuddy



**NO BS,  
JUST TREES**



Digitalization is not just a technical evolution but rather an industrial and social revolution driven by citizens and customers

**The world needs 1000 billion trees (UN 2020)**

**A huge emerging 1.000 B\$/year market**



# PROBLEM

Tree planting organizations around the globe always have two weaknesses:

## WEAK VERIFIABILITY

They are unable to show in a transparent and real-time manner where and how many trees they have planted

## SHORT-TERM FOCUS

They are focusing only on tree planting which is in itself rather easy - but it's tree caring that really counts to ensure long-term impact

### Most of 11m trees planted in Turkish project 'may be dead'

The Guardian

Agriculture and forestry union says up to 90% of saplings they have looked at so far have died



▲ The Speaker of Turkey's parliament, Mustafa Şentop, planting a tree in Ankara on 11 November 2019 as part of National Forestation Day. Photograph: Anadolu Agency via Getty Images

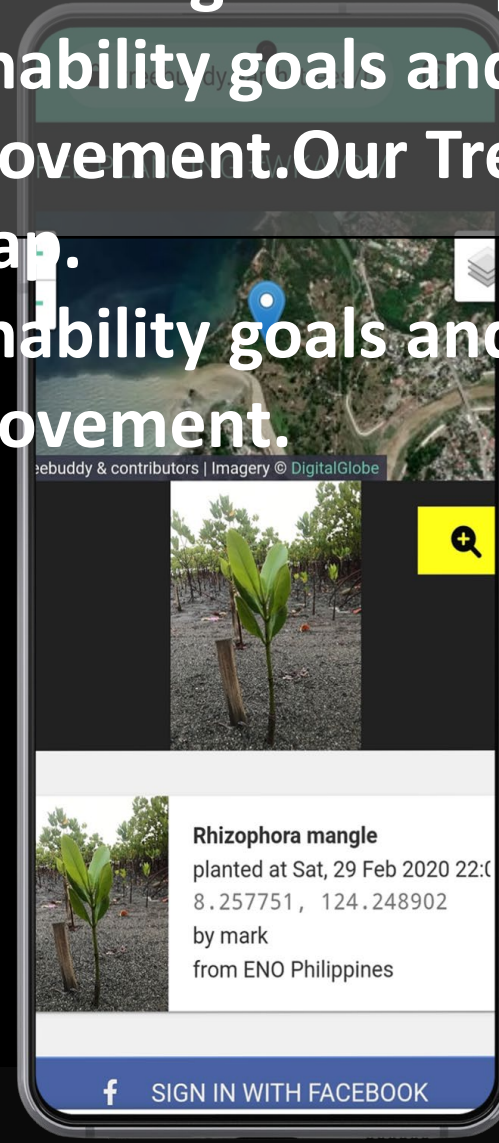
Up to 90% of the millions of saplings planted in Turkey as part of a record-breaking mass planting project may have died after just a few months, according to the country's agriculture and forestry trade union.

Treebuddy Earth addresses both of these problems with a seamless solution



# TREEBUDDY **Trees as a service (TaaS)**

Our Trees-as-a-service puts every single tree on our global map. Enabling B2B clients to meet their core sustainability goals and allowing anyone to seamlessly join the reforestation movement. Our Trees-as-a-service puts every single tree on our global map. Enabling B2B clients to meet their core sustainability goals and allowing anyone to seamlessly join the reforestation movement.





- Economic incentives to local tree planters and communities
- Treebuddy has already amassed a huge network of tree planters: **10,000 communities in 157 countries**



Economic incentives: 1€ after planting and status updates after 1,5,10,15 and 20 yrs



See your growing company forest in a world map

- A customer loyalty gift
- Event gift for all participants for large events
- API integration as part of own business
- Give climate positivity to your workers





Hey you! Trees are not just CO2 machines. They are our homes. Plus for a big bunch of other species - well, you call it biodiversity. Naturally we want a lot of trees to keep us well alive! (Kekah Natuna, vulnerable, IUCN Red List)

Mangrove forests are natural living places for the Kekah monkeys. Unfortunately, for years, their population has continued to decline as their habitats are destroyed which may soon lead to extinction and they are included in the International Union for Conservation of Nature's (IUCN) Red List of Threatened Species.

Treebuddy will be saving endangered Kekah monkey in the remote Natuna island in Indonesia by planting there 200 000 mangrove trees in the next 3 years.



# **Prof. Dr. Henning Vöpel**

Director, Centre for European Policy



# Digitalization and Decarbonization – The Twin Transition

## How Digitalization and Decarbonization Will Revolutionize the Economy

Prof. Dr. Henning Vöpel

Hamburg, November 2th, 2022



# Twins or Rather Best Friends?

## Digitalization and Decarbonization both

- Cause an economic revolution and systemic disruption
- Define the need for a re-industrialization
- Happen as a coincidence and can reinforce each other
- Affect the entire economy/society
- Will change the culture of doing business
- Need new infrastructure, resources and skills
- Will only work through innovation and cooperation.





# Old and New

1835



?

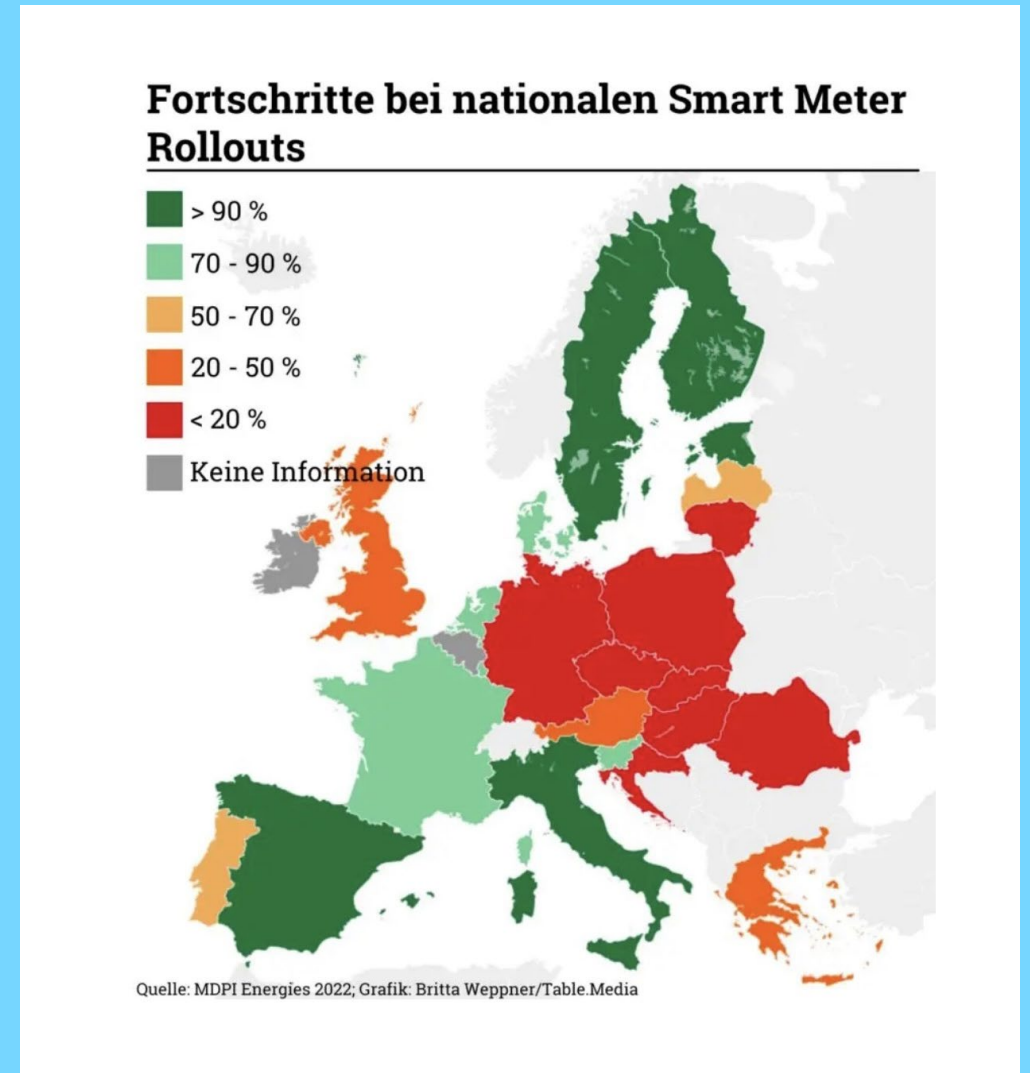


2022



# How Far Have We Got?

More Digitization would have helped us to secure energy supply...



# A Double System Change

Key question: Why is the transition to to digital and decarbonized economy so slow? We are running out of time...

Because we try to adapt gradually instead of changing systematically.

- ▷ Regulation
- ▷ Infrastructure
- ▷ Resources
- ▷ Skills
- ▷ Culture



# EU Regulation

- **Europe Fit For the Digital Age**

- Digital Markets Act
- Digital Services Act
- Data Governance Act
- Artificial Intelligence Act



- **European Green Deal**

- Fit-for-55
- Emission Trading System
- Green Taxonomy



# Transition Means Transformation

- Regulation ensures fair market competition
- But standing alone it is like a crooked nail and only creates **DEFORMATION** rather than **TRANSFORMATION**
- Therefore, we need...



# New Age of Innovation



Way more room for real **INNOVATION** and **ENTREPRENEURSHIP**...



# Transition Along New Structures & Designs



+

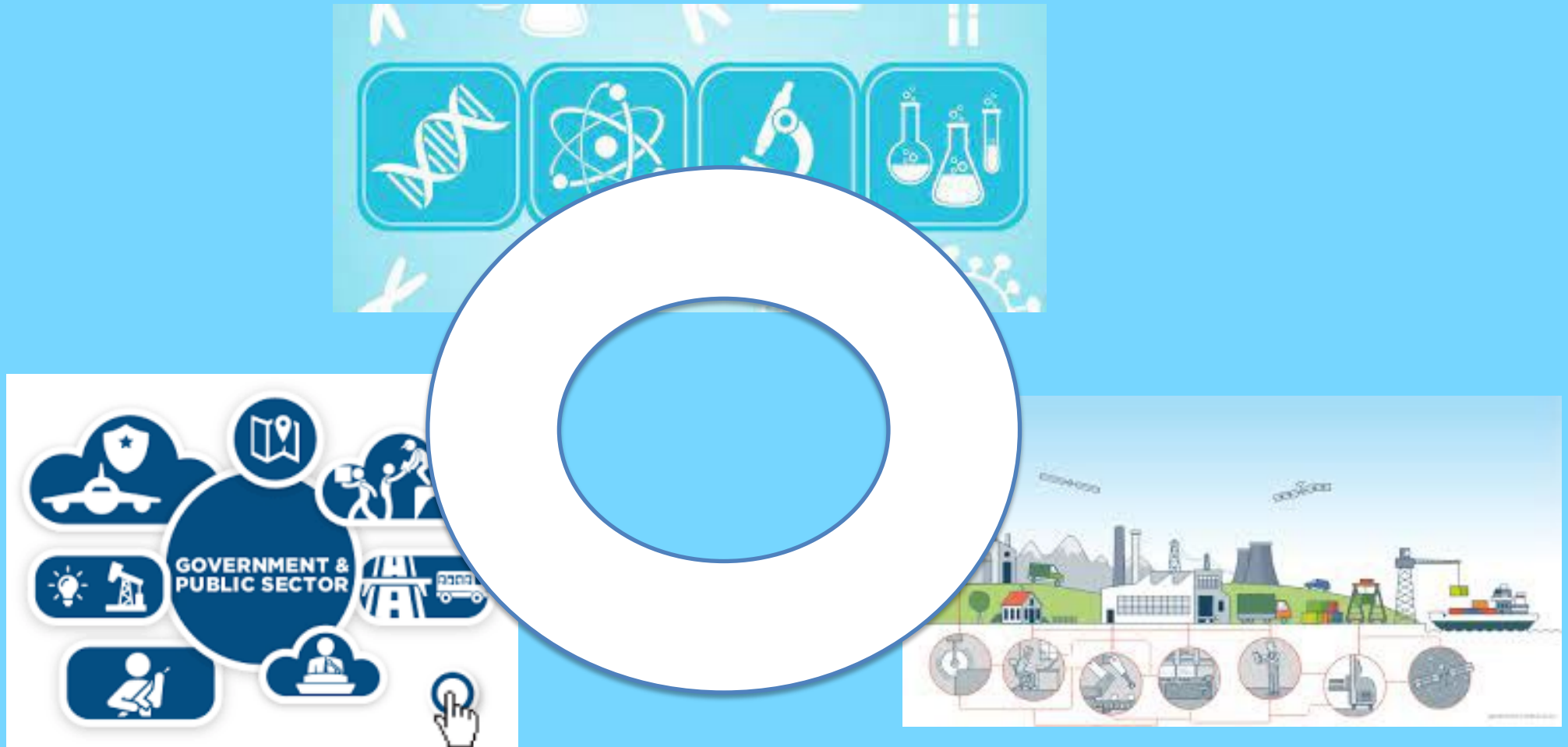


+



**...INFRASTRUCTURES,  
RESOURCES, SKILLS**

# Open Creative Cross-industry Ecosystems

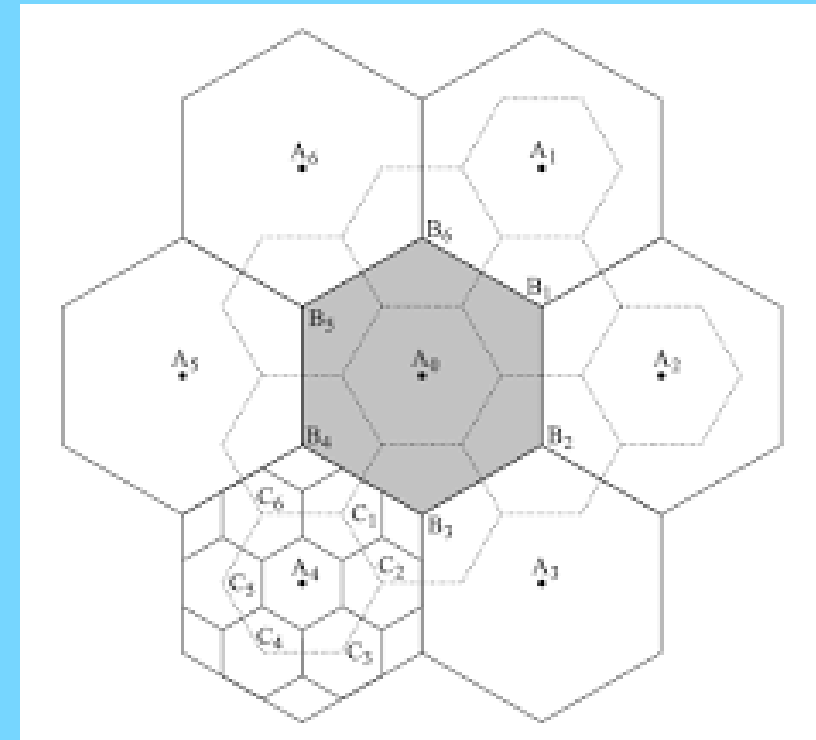


**...AND A CULTURE**

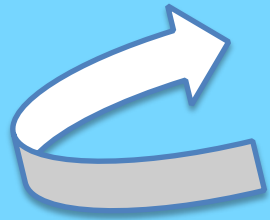


# Creating a Culture of Change

- New regional networks
- Strong empirical evidence that pioneers can sustain initial leads
  - Acemoglu, D., Robinson, J.A. (2008), *The Role of Institutions in Growth and Development*, Commission on Growth and Development, Working Paper, Nr. 10, World Bank, Washington D.C.
  - Boschma, R. (2022): *Global Value Chains from an Evolutionary Economic Geography Perspective: A Research Agenda*.
  - Doehne, Rost (2021): *Long Waves in the Geography of Innovation: The Rise and Decline of Regional Clusters of Creativity over Time*.



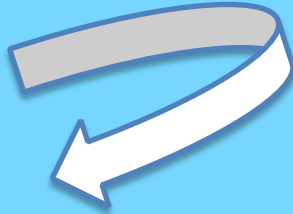
# Double Mutual Benefits



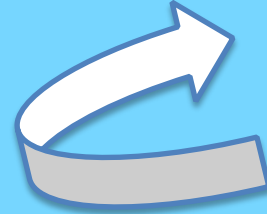
Gives Digitalization  
Purpose and Usecase



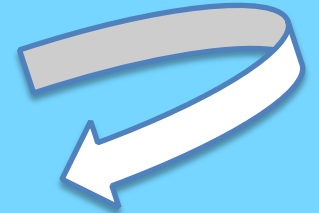
Gives Decarbonization  
Speed and Scale



Gives Industries and Markets



Gives Spirit and Agility





# PROGRAMME 3.11.

## **8.30 – 9.00 REGISTRATION, COFFEE**

9.00 – 9.45 OPENING WORDS

**Dr. Miriam Holstein**, President AHK Finland; Head of Corporate Office, Bayer AG

**Prof. Norbert Aust**, Präses, Hamburg Chamber of Commerce

**Senator Michael Westhagemann**, Senator for Economy and Innovation,  
Free and Hanseatic City of Hamburg

**Anne Sipiläinen**, Ambassador of Finland

9.45 – 10.25 KEYNOTES

**Mika Lintilä**, Minister of Economic Affairs

**Dr. Franziska Brantner**, State Secretary, Federal Ministry for Economic Affairs  
and Climate Action

## **10.25 – 11.00 NETWORKING BREAK**



# PROGRAMME 3.11.

11.00 – 11.15 KEYNOTE

**Dr. Lothar Rieth**, Head of Sustainability, EnBW Energie Baden-Württemberg AG

11.20 – 11.30 INNOVATION PITCH

**Linda Tissen**, Country Lead, Ecobio Manager DACH, Ecobio

11.35 – 11.45 INNOVATION PITCH

**Helmut Scherer**, Managing Director & **Mary Jackson**, Senior UX Designer, Futurice

11.50 – 12.00 KEYNOTE

**Michael Hanf**, CEO, Taival Advisory

12.00 – 12.15 KEYNOTE

**Petri Kokko**, Managing Director Client Solution, Google Germany

**12.15 – 13.15 NETWORKING LUNCH**



# PROGRAMME 3.11.

13.15 – 13.30 KEYNOTE

**Stefan Hohm**, CDO, Dachser

13.35 – 13.50 KEYNOTE

**Marina Basso Michael**, Regional Director Europe,  
Port of Hamburg Marketing

13.50– 14.00 KEYNOTE

**René Graichen**, Head of Digital Service & Operations,  
Cargotec / HIAB

14.05 – 14.20 KEYNOTE

**Dr. Susan Wegner**

VP Artificial Intelligence & Data Analytics, Lufthansa Industry Solutions

14.25 –14.45 INNOVATION PITCHES

**Nico Rahm & Petri Karinen**, BusinessOulu

**Timo Pernu**, CEO, Diffo Solutions

**Ari Knuuti**, Business Development Partner, SensorFu

14.50 – 15.00 PITCH

**Mari Kutila & Reina Waissi**, Scandinavian House Hamburg



# PROGRAMME 3.11.

## **15.00 – 15.30 NETWORKING BREAK**

15.30 – 15.50 KEYNOTE

**Christian Hoffmann**, Energy Transformation, UPM

15.55 – 16.05 INNOVATION PITCH

**Pekka Harju-Autti**, CEO, Treebuddy

16.15–16.45 PANEL DISCUSSION

**Host: Dr. Jan Feller**

**Panelists: Linda Tissen, Michael Hanf, René Graichen, Christian Hoffmann, Marina Basso Michael**

16.45 Closing

17.00 Departure to Port of Hamburg (bus transfer)



## 1. Log in and create a personal profile in Tavata

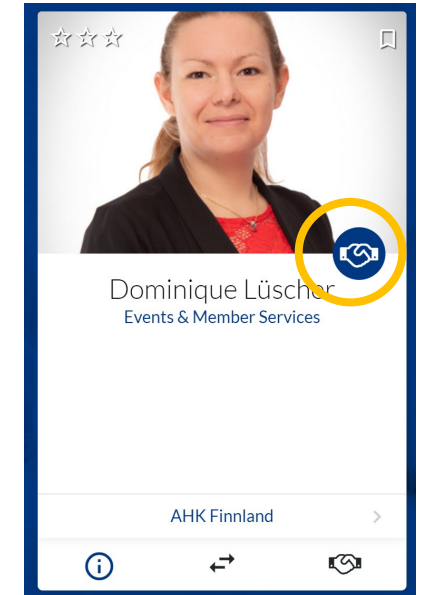
Go to <https://app.tavata.events> and register

## 2. Join event

Click **Join by code (+)** button, code: **AX3Y**

## 3. Create your event profile

Select “Profile”, and enter your event-specific details.



## 4. Find new contacts and arrange meetings

Go to **Attendees** -> Suggest a meeting from the meeting icon (see left). Meeting suggestions are sent by email and can also be found in **Schedule and Program**. Remember to check regularly if you have received any meeting requests and accept or cancel them.