

# Sustainable Businesses and Societies

We combine research with business theory and education, amplifying it with design thinking methodology, to create businesses that not only survive but also thrive as a result.

The Faculty of Business Administration at the Novia University of Applied Sciences focuses on uncovering and solving challenges regarding the profitability, business development, and innovation of small and medium-sized enterprises (SMEs) – grounded within the foundations of sustainability. We utilise unique and research backed methodologies to streamline the processes for building efficient and profitable businesses. We are strategically located within the coastal areas of Finland, with extensive experience in understanding the business conditions for companies based in rural areas and archipelago.

The source of inspiration for our work in RDI is the Triple Helix Model of Innovation, through which we seamlessly interconnect research, education, and business along with a toolkit of design thinking methods and practices.

## Our core expertise

### TRIPLE HELIX MODEL

Using the Triple Helix Model to create collaboration between higher education students, research, and SMEs to enhance sustainability and societal prosperity.

### SUPPORTING DIGITALISATION

Supporting the integration of digital technologies among SMEs. We combine strategic and operational efforts to fortify the transformation.

### INNOVATIVE PROCESS

Facing the demand for innovation processes within the public sector, in addition to innovation processes in businesses. Collaboration and service design in municipal partnerships strengthen democracy, while innovation in small businesses drives sustainable growth.

### CREATING CIRCULAR SMEs

Partnership development and the creation of circular business models, emphasising sustainability and circularity to reach a carbon neutral Finland by 2035.

### SOCIALLY SUSTAINABLE ENTREPRENEURSHIP

Relies on networking and community strengthening activities. These lead to more jobs, innovation, and growth.

Our prioritised

**SUSTAINABLE DEVELOPMENT GOALS**



Open Science



Business Development



Novia Business is the ultimate associate when creating sustainable partnerships in society.

Our partners are universities, municipalities, entrepreneurial associations, cooperatives, and businesses located in Finland, the Nordics and Baltics, as well as elsewhere in Europe and in Asia.

Innovative solutions: when others hesitate, we create. If in doubt – reach out!

For further information, please contact  
Research Manager Hanna Guseff  
[hanna.guseff@novia.fi](mailto:hanna.guseff@novia.fi)

## Novia RDI Project Portfolio 2022

- Bioeconomy and Sustainable use of Natural Resources
- Sustainable Energy Technology
- Automation and Maritime Simulation
- Interprofessional Health and Welfare
- Business Development
- Arts, Culture and Entrepreneurship