



SEINÄJOEN AMMATTIKORKEAKOULU
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Sustainability and Digitalization
in Higher Education
are the two themes of the

Virtual International Week organised by SeAMK

15 – 19 February 2021

JOIN US ONLINE!



SeAMK International Week offers opportunities to participate in expert presentations, teach, have workshops and meetings virtually in different fields of education and research.

Participants can sign up for the sessions, teaching and workshops according to their interests and schedules.

In addition to this programme, international guests have lectures and presentations at SeAMK Schools according to their personal schedules.

Further information on Virtual International Week:

<https://www.seamk.fi/en/cooperate-with-us/international-activities/>
or email: international.office@seamk.fi

We cordially welcome You and Your colleagues to join Virtual International Week in February 2021!





Welcome to join SeAMK's Virtual International Week!

Sustainability and digitalization in higher education are currently very actual themes. Therefore, we have selected them to be in the core of our International Week. Traditionally, Seinäjoki University of Applied Sciences organizes the International Week physically. The current worldwide situation, coloured by the COVID-19 pandemic, made us take a digital leap in our concept of organizing international staff weeks: this is SeAMK's first Virtual International Week ever.

SeAMK strategy strongly emphasizes the importance of internationalization and of multiplying capabilities through international cooperation. At SeAMK, we feel very strongly that international aims and standards in education and RDI as well as co-operation networks bring significant added value for students, staff, enterprises, and other organisations in the region. Internationality is recognized as a strategic success and modernisation factor of SeAMK. One of our priorities is well-functional and successful partnerships and networks on all continents. During times like this, we wish to keep up the good partnerships, and therefore we are happy that you are online today.

At SeAMK, we aim at educating internationally competent professionals for regional, national and international needs. Our object is that teaching conducted in English and international degree programmes are competitive in the global education market. SeAMK aims at increasing the number of degree programmes taught in English (from 3 programmes to 6 programmes) and the number of international degree students considerably (from 200 students to 450 students). This autumn we will start the Automation Engineering program in English. That is followed next year by the Agrofood Engineering program. It is extremely important that our teachers and staff are internationally competent and committed and that the competence is utilized in teaching, RDI functions and regional development. More foreign teachers and staff members will be hired in the coming years. SeAMK invests in creating internationally significant research clusters in co-operation with national, European and global partners.

Incoming and outgoing student, teacher and staff mobilities are a constant part of SeAMK's operations. Lately the COVID-19 pandemic has brought challenges to this. Normally we have more than 900 incoming and outgoing mobilities yearly, including long-term and short-term student exchanges as well as teacher and staff exchanges. During this academic year, the emphasis has been on virtual mobilities and on the development of Internationalization at Home activities. In the coming years, we are very willing to further develop different modes of mobility (incl. Blended Mobility) together with our international partners. We wish that soon we will be able to welcome the foreign students back to our campus, which is the most beautiful in Finland.

SeAMK vision is to be international, entrepreneurial and the best for our students. We strongly believe that we can succeed in this together with our international and regional cooperation partners. We are very delighted that almost 200 participants have registered for our Virtual International Week! Thank you very much for participating! We sincerely hope that this week will be a good and interesting experience for everyone. We also look very much forward to working together in education as well as international RDI projects with you. We need each other in order to move towards more internationalized and globalized world in the coming years!

Dr Jaakko Hallila
President, CEO
Seinäjoki University of Applied Sciences



Introduction of RDI into SeAMK's Virtual International Week

SeAMK is piloting an international week where education and RDI are closely linked. This corresponds well with our RDI, in which we have a distinctly practical emphasis on serving teaching and supporting regional development, in particular SMEs. In 2020, we at SeAMK implemented 115 RDI projects, of which a quarter were with international partners. External funding amounted to 4 million euros and the number of publications reached close to 700 in 2020.

Our RDI focuses on growth entrepreneurship and business transfers, digital manufacturing and industrial Internet, well-being technology and food safety. Circular economy with sustainability is emerging as a focus area. Our longitudinal research on development of entrepreneurial intentions of students is unique even at international level. In addition, thanks to our efforts, the development of the Finnish SME business transfer ecosystem is research-based. Our manufacturing simulation and virtual reality expertise meets the international standards. We have more than 20 years of experience in them and we build tens of commercial applications for the industry annually. At SeAMK, we innovate wellbeing technology solutions for everyday life to support the people and professionals. We also have Finland's most extensive food chain know-how ecosystem, covering agro and food laboratories, simulation and sensory evaluation environments, and intelligent educational restaurant. SeAMK takes sustainable development into account across sectors and industries. We have recognized the importance of climate protection, carbon neutrality and biodiversity. SeAMK strives to be a pioneer in the development and transfer of sustainability expertise.

During SeAMK's Virtual International Week, you will be introduced not only to our expertise and research but also to our partners' expertise in the above-mentioned focus areas. The timing of our International Week is excellent. The European Commission is commencing Horizon Europe Programme as well as Interreg and Erasmus+ programmes for 2021-2027. The week provides a venue to discuss new collaboration opportunities in both education and RDI with international partners representing not only higher educational institutions but also European wide networks.

Wishing you all a productive and successful week.

Dr Elina Varamäki
Vice President
Seinäjoki University of Applied Sciences



PROGRAMME

all times in Finnish time

(CET +1 / UTC+2)

Monday, 15th February 2021

Sustainability at HEIs

- 1.00 pm **Welcome**
Practical Information, Music and Virtual Tours
- 1.30 pm **Internationalization as Part of SeAMK's Strategy and Operations**
Dr Jaakko Hallila, President, SeAMK
- 2.00 pm **Sustainability and Digitalization in Erasmus+ 2021-2027**
Ms Ioana Dewandeler, Team Leader Erasmus+ Policy and Programming,
DG Education and Culture
Mr Jose Manuel Fernandez Arroyo, Head of Sector Erasmus+
Coordination, DG Education and Culture
- 2.30 pm **Virtual Coffee Break**
- 3.00 pm **HEIs and Sustainable Development Goals (SDGs)**
Mr Juha Ketolainen, Director, International Affairs,
The Finnish National Agency for Education
- 3.30 pm **Enhancing the Capacity of HEIs in Sustainability and Circular Economy**
Circular Economy in Finnish Universities of Applied Sciences
Dr Kari Laasasenaho, SeAMK School of Food and Agriculture
Green Universities – Efforts and Ideas
Dr Dario Liberona, SeAMK School of Business and Culture
- 4 pm **UK Pedagogical Experiment to innovate HE Digital Teaching**
Dr Federico Farini, Associate Professor of Sociology, University of Northampton
Applied Social Sciences and Sociology
Ms Angela Scollan, Middlesex University in London
- 4.30 pm **Sustainability and Digitalization in Education and RDI at the Tallinn University of Technology**
Dr Tauno Otto, Professor, Tallinn University of Technology (TalTech)
- 4.50 – 5 pm **Closing of the Day**

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Tuesday, 16th February 2021

Digital Europe and HEIs

- 1.00 pm **RDI at SeAMK and Future Collaboration Opportunities**
Dr Elina Varamäki, Vice President
Ms Anne-Maria Mäkelä, Senior Advisor in International RDI
- 1.10 pm **Digital Europe – Role of HEIs,**
Silvia Merisio, European Commission, DG Connect (Confirmed)
- 1.30 pm **Digitalization and Growth of SMEs**
Dr Sanna Joensuu-Salo, Principal Lecturer, SeAMK School of Business and Culture
- 2 pm **Digitalization in Health Care**
Dr Merja Hoffren-Mikkola, Principle Lecturere, and Dr Pedro Moreno Sánchez, RDI
Expert, SeAMK School of Health Care and Social Work
- 2.30 pm **Digital Factory**
Dr Juha Hirvonen, Principal Lecturer, SeAMK School of Technology
- 3.00 pm **Virtual Coffee Break**
- 3.30 pm **Future Vehicle Technologies**
Dr Pasi Junell, Principal Lecturer, SeAMK School of Technology
- 4.00 pm **Sustainability and Food Safety**
Dr Gun Wirtanen, Senior Advisor in Food Safety
SeAMK School of Food and Agriculture
- 4.30 – 5 pm **Virtual Networking and Presenting Schools and Teams at SeAMK**

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Wednesday – Friday, 17-19 February 2021

Collaboration Opportunities

Wednesday, 17 February 2021:

10 – 10.30 am **Sensing Technology for Dementia Care Support**

Wenwei Yu (PhD, MD), School of Engineering, Chiba University

1 – 2.30 **New M – Exploring Virtual Mobility**

Ms Kaija-Liisa Kivimäki and Ms Saija Råttts, SeAMK School of Business and Culture

RDI in Sustainability and Digitalization at Partner HEIs and Networks

2 – 2.30 pm **Tourism Skills Gaps in the Field of Digital, Sustainable and Social Skills**

Dr Corne Dijkmans, Manager Research & Business Innovation, Academy for Tourism
Breda University of Applied Sciences

2.30 – 3 pm **Smart Sensors 4 Agri-Food – Thematic Smart Specialization Partnership for Ecosystem Development, Interregional Collaboration and RDI**

Ms Veerle Rijckaert, Coordinator of the Established Office of Smart Sensors 4
AgriFood and Business Development & Internationalization Manager at Flanders' FOOD
Mr Simon Maas, Chair of Smart Sensors 4 Agri-Food and Project Manager at
AgriFood Capital

3 – 3.30 pm **COST Action 'International Interdisciplinary Network on Smart Healthy Age-friendly Environments' as a base for RDI Collaboration at European level**, Dr Katja Valkama, RDI Manager at SeAMK School of Health Care and Social Work, and Member of the Management Committee of the COST Action

3.30 – 4 pm **Circular Economy Competences and Learning Innovations as a Basis for building a Sustainable Future**

Ms Marleena Ahonen, Specialist in Circular Economy, SITRA

Meetings according to personal wishes and schedules. Please mention them in the registration.

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Wednesday – Friday, 17-19 February 2021

Collaboration Opportunities

Thursday, 18 February 2021:

1.30 – 2 pm **European Universities Enhancing HEI Collaboration**

Ms Julie Anderson, Policy Officer Erasmus+ Higher Education,
DG Education and Culture

2 – 3.30 pm **Workshop: Joint Interests and Collaboration Opportunities in Teams**

- i) Well-being Technology Supporting Transforming Societies led by Dr Katja Valkama and Dr Merja Hoffren-Mikkola
- ii) Growth Entrepreneurship and Business Transfers led by Dr Sanna Joensuu-Salo and Dr Anmari Viljamaa
- iii) Digital Manufacturing and Industrial Internet led by Dr Ari Sivula and Dr Juha Hirvonen
- iv) Food Safety led by Dr Taru Mäki and Dr Gun Wirtanen
- v) Circular Economy led by Dr Kari Laasasenaho and Ms Krista Mäki

3.30 – 4 pm **Wrap-up** of the workshop sessions: each team presents the summary of the discussions (5 min per team)

3 – 4 pm **Workshop: Exchange Programmes in the Future – Traditional, Short, Blended and/or Virtual?**

Meetings according to personal wishes and schedules. Please mention them in the registration.

Friday, 19 February 2021:

Meetings according to personal wishes and schedules. Please mention them in the registration.



Seinäjoki University of Applied Sciences

international.office@seamk.fi

**On behalf of SeAMK, the Organisers of International Week welcome
You and Your colleagues to join our Virtual International Week in February 2021!**

Marjo Arola, Tiina Ojanperä & Tiina Välimäki (International Mobility Services Team), Anne-Maria Mäkelä (RDI), Heli Simon (Language Teaching Team), Jussi Kareinen & Juhani Palomäki (School of Business and Culture), Kirta Nieminen & Anna Tall (School of Food and Agriculture), Terhi Haapala, Tiina Hemminki, Tiina Kohtamäki, Tua Niemelä & Tarja Svahn (School of Health Care and Social Work), Riikka Ala-Sankila (School of Technology).

You can contact us by email: firstname.lastname@seamk.fi

More information about SeAMK can be found:

SeAMK: <https://www.seamk.fi/en/>

International Activities: <https://www.seamk.fi/en/cooperate-with-us/international-activities/>

Exchange Programmes: <https://www.seamk.fi/en/study-with-us/exchange-programmes>

RDI: <https://www.seamk.fi/en/cooperate-with-us/rdi>



Presenters



MARLEENA AHONEN is a Circular Economy specialist and enthusiast from Sitra. Her focus areas include Circular Economy business models and international development collaboration. Marleena is a Master of Science in Technology from Aalto University School of Chemical Engineering. For Marleena, the circular economy is the world's best and most inspiring strategy for a sustainable, meaningful tomorrow, towards which everyone can be inspired to build.



JULIE ANDERSON works within the European Commission's higher education policy team in DG Education and Culture. In this role, she contributes to the higher education elements of the European Education Area, with specific responsibility for the development of policies on higher education transformation, learning and teaching, digitalisation and civic engagement. Prior to this role, Julie worked for the Irish Department of Education and Skills, most recently as the Education and Skills Attaché in the Permanent Representation of Ireland to the EU, in which role she was Chair of the EU's Education Committee during the Irish EU Presidency and led the negotiations with the European Parliament and the Commission on Erasmus+. She is also a former Vice-Chair of the OECD's Education Policy Committee. In previous roles, Julie was Private Secretary to Ireland's first Minister for Integration and also worked as a diplomat, serving as Deputy Head of Mission in the Irish Embassy in Switzerland.



JOSE MANUEL FERNANDEZ ARROYO, Head of Sector Programme design and Implementation – Erasmus + Coordination Unit – DG EAC European Commission, joined the Commission in 2016. He has coordinated the implementation of business activities for Erasmus+ indirect Grant Management in the framework of the Erasmus+ IT governance. Since 2018 he is head of sector in charge of the Erasmus+ Programme implementation and design of the new Erasmus+ Programme (2021-2027). He has a PhD in Environmental Chemistry. He has worked in different international Universities and Research Centres in Europe and United States.



IOANA DEWANDELER. Working within the European Commission for almost 14 years, Ioana Dewandeler is currently leading a team of Programme Managers for the Erasmus+ education and training, youth and sport programme. In this role, she is notably responsible for coordinating the annual programming of the Erasmus+ programme, as well as for conducting the inter-institutional negotiations between the Commission, the Council and European Parliament to setup the legislative framework of the future Erasmus+ programme 2021-2027. Ioana's work experience in the Commission also entails 10 years as a project and policy officer in the Research and Innovation department, covering aspects such as science in society and social sciences and humanities, as well as transport research.



CORNÉ DIJKMANS. Digital transformation of tourism is the central thread in the research and project work of Corné Dijkmans. He holds a PhD in Online Communication (Vrije Universiteit Amsterdam), a MSc in Business Economics (Tilburg University) and a MSc in Marketing Management (TIAS School for Business and Society). Corné is participating in several national and international projects related to digital tourism, such as in the frame of the Erasmus and Interreg Programs. Currently, as manager of Research & Business Innovation, he is also managing the academic and applied research program of the Academy for Tourism / CSTT (Centre for Sustainability, Tourism and Transport). Also, he is responsible for the valorization of this research program through (inter)national subsidized and commissioned research projects. In the past he was involved in a variety of EU projects focusing on the training of professionals to improve the attractiveness and quality of higher management education by the use of information & communication technology, e-learning and online media. His research interests focus on the effects of interactive communication technology via online platforms by companies on their relations with the public, in particular in the tourism industry. His research has been published in international ISI-ranked journals, and has been presented at several (inter)national conferences in the field of communication and marketing. Furthermore, Corné is the author of the study books 'Social Media To Go' and 'eMarketing To Go', and developer of the international online business simulation 'Emerald Forest Hotel', utilized in higher education institutes in 7 countries across Europe.



FEDERICO FARINI is a sociologist and Associate Professor of Sociology at the University of Northampton. Federico has published books, chapters, articles and edited books in Italian, English, Croatian and Slovenian language around themes such as inclusive education, intercultural communication and renovation of urban spaces. Federico's current interests mainly revolve around inequality in the access to education as well as participatory research methods and public sociology.



JAAKKO HALLILA, D.Sc. (Admin.), President, CEO, Seinäjoki University of Applied Sciences. Currently youngest University President in Finland. Began working as a President of Seinäjoki University of Applied Sciences in September 2020. Over 12 years of international R&D experience in Regional Council as a Manager of International Affairs and at the University as a Research and Development Manager. In charge of the education sales team. Has applied and coordinated various EU funded projects especially from the Interreg Europe, Interreg BSR, Interreg Botnia Atlantica, Horizon 2020, ERDF and ESF programs. Worked in eHealth related projects as well as the SME development projects. Five years of lecturing experience at the university for the health care and social work entrepreneurship subjects. Short-term work experience at the Interreg BSR Managing Authority at the Schleswig Holstein Investment Bank in Germany and Finnish Ministry for Foreign Affairs Department of Western Europe. Work experience as a journalist. Holds Doctoral degree in Administrative Sciences (Social and Health Care Administration, with a doctoral dissertation in transaction cost economy and quality of the private and public primary healthcare services) from University of Vaasa. Holds Master's Degree from European Civil Servants Program (EU Administration). Studied part of the Master's Degree in Science Po Paris and has studied and lived in Oregon USA.



JUHA HIRVONEN, Ph.D., Principal Lecturer in Digital Industrialisation, has over nine years of work experience in academic research and more than one year of experience as a software engineer in an international company. Has specialized in computer vision, automation engineering signal processing and measurement technology. Has also background in bio and medical technology research. Current research interests include computer vision, industrial internet of things and digital manufacturing. Has been involved in over 10 nationally and internationally funded research projects. Participated in research exchange in Soochow University, China, and Oldenburg University, Germany, during his PhD studies. Published over 20 articles in international conferences, journals and e-magazines.



MERJA HOFFREN-MIKKOLA has a PhD in Biomechanics from Department of Biology of Physical Activity from University of Jyväskylä. During her PhD studies, she investigated the effects of aging in neural control and mechanical function of muscles and tendons. Thereafter she worked as Biomechanics specialist at Kuortane Olympic Training Center helping athletes to perform their best, developing performance-testing methods including technology as well as teaching coaches and physical education instructors. She is a qualified teacher in vocational education (Tampere University of Applied Sciences). In addition, she has experience in wellbeing technology development when working for four years as Content Developer at Start-up Company Myontec Ltd that builds clothes with muscle activity sensors (EMG measurements) and inbuilt analyses to support athletes, coaches, physiotherapists and work ergonomics field. At Seinäjoki University of Applied Sciences she has worked as a Project Manager in several wellbeing technology projects and is currently teaching and conducting R&D projects in the fields of wellbeing technology, gerontology and physiotherapy.



SANNA JOENSUU-SALO, Ph.D., Principal Lecturer in Marketing, has close to 20 years of work experience in higher education, teaching and research in the field of entrepreneurship and marketing. She has specialized in entrepreneurial intentions, market orientation in the context of growth firms, entrepreneurship education, women entrepreneurship, hybrid entrepreneurship and business transfers. She leads a group of ten researchers in these fields. She also has expertise in longitudinal designs and statistical methods as well as developed, coordinated, and managed dozens of EU funded projects. She has published over 200 articles (journal articles, columns, conference articles, articles in books) e.g. in Journal of Small Business Management, Education + Training and Journal of Small Business and Enterprise Development. Has received several best paper awards in entrepreneurship conferences. Acts as a reviewer in the following journals: Journal of Small Business Management, Education + Training, Journal of Small Business and Enterprise Development and Entrepreneurship Research Journal.



PASI JUNELL is the head of the degree program of mechanical engineering at the school of technology of Seinäjoki university of applied sciences. Previously he has been a principal lecturer of physics at the same degree program. Along with the physics teaching, Pasi has been teaching chemistry, electronics and mathematics for future mechanical engineers. Pasi's educational background ensures the successful delivery of these subjects as he is a D.Sc. (Tech.) with the major in physics and minor in mathematics and M.Sc. (Tech.) from the degree program of electrical engineering. In physics, Pasi's main concentration area has been on surface science. He has been studying previously heterogeneous catalysis (automotive catalyst) and corrosion. Also applied thermal physics and various simulations has interested his attention in the previous studies and research. Pasi has been working since 2005 at SeAMK. Besides the before mentioned teaching Pasi has also been supervising numerous student projects and thesis works both at the bachelor and at the master level. Currently Pasi's main research interest is focused on the future vehicle technology.



JUHA KETOLAINEN is Director, International Affairs, at EDUFI, the Finnish National Agency for Education. He has a long work experience in the field of international cooperation in education & in the management of various programmes and initiatives at institutional, national, Nordic and European levels. His former employers include e.g. the Erasmus Bureau/European Cultural Foundation in Brussels, Helsinki University of Technology and CIMO (Centre for International Mobility). In his current job at EDUFI, he is responsible for the coordination of international affairs of EDUFI.



KAIJA-LIISA KIVIMÄKI has been working as the senior lecturer of English in the school of business and culture since 2005. Throughout her career at SeAMK she has participated in several projects on both national and international levels. She has contributed e.g. to the following EU funded HEI projects: ELPiPL- European Language Portfolio on students' journey through studies into Professional Life (2009-2011), Decipher - Development & Export of Cultural Initiatives for the Promotion & Harmonisation of Employer-led Resources (2009-2011), Prominence – Promoting Mindful Encounters Through Intercultural Competence and Experience (2017-2020) and New M – New Modes of Mobility (2019-2022). In her current teaching position she mainly focuses on English for business communication purposes with a strong emphasis on teaching English as a lingua franca and intercultural communication. Furthermore, she is involved in the implementation of university staff training for teaching in English.



KARI LAASASENAHO, Ph.D., works as an RDI expert at the School of Food and Agriculture at Seinäjoki University of Applied Sciences. Laasasenaho's research areas are bio and circular economy, renewable energy, environmental technology, and sustainability and carbon neutrality in the food chain. He has over 5-year-experience in research and development projects. He also has a biology and earth science teacher qualification, and practical experience on organic farming. He has written several professional and scientific publications in the field.



DARIO LIBERONA, PhD In Management. Research interest in Entrepreneurship, Knowledge Management, Sustainability and Circular Economy and Learning technologies for Education. Former Communications Senior Director and Benchmarking director at Universidad Tecnica Federico Santa Maria and professor at the University Business School and taught entrepreneurship in the Engineering School. Has been a visiting professor at MBA programs in Universities in Bolivia, Colombia, Guatemala and Spain. In the professional field has held higher senior management positions in important companies in Chile, such as Transbank, Entel, Banco BICE, Banco de Chile (Citibank) and Walmart Chile. He has been Chief Executive officer of ActionLine Chile, a company with 1,500 employees in Chile and over 6.000 in Latin America a subsidiary of British WPP, and in the United States he was Marketing Senior Vice President for Latin America at Todosport Networks Inc. He is Program Committee of the International Conference on Data Science and Institutional Research. Holds an Electronic Engineering Degree (Telecommunications minor) from Universidad Tecnica Federico Santa Maria (Chile), an Master in Management Sciences at Universidad de Santiago (Chile), and Executive Management Program at Harvard University graduate Business School (USA), a MBA from Catalunya Polytechnic University (Spain) and a PhD in Management from Lleida University (Spain).



SILVIA MERISIO is a Policy Officer in the Digital Economy, Recovery Plan and Skills unit in the European Commission's Directorate-General CONNECT. She is contributing to the Commission's work related to the impact of digitisation on the labour market and on the resulting changing skills needs. Her team also designs concrete actions to tackle the digital skills challenge, focusing in particular on skills for key digital technologies. Silvia is a political scientist, she joined the European Commission in 2014 and she previously worked in the Commission's DG Employment on the European Semester and implementation of the European Social Fund.



PEDRO A. MORENO-SÁNCHEZ, Ph.D (Telecommunication Eng.– Biomedical Eng Spec.), RDI Expert. Research and Development experience in Digital Health from 2007 working in Spanish and European research and innovation projects focused on eHealth for supporting older adults and funded by several programs like Horizon 2020, EIT-Health, AAL. 9 years as eHealth researcher and project manager at Bioengineering and Telemedicine Group of Polytechnic University of Madrid, and 3 years as a senior researcher at Biomedical Research Foundation of University Hospital of Getafe-Madrid (Spain). Lecturer of "Telemedicine" subject in Bachelor and Master degrees' courses at Polytechnic University of Madrid (Spain). Ph.D. in Telecommunication Engineering (Biomedical Engineering specialization) by Polytechnic University of Madrid (Spain) with thesis dissertation about "Ambient Assisted Living environments for elderly support through next-generation network services". Holds a Master Degree in "Bioengineering and Telemedicine" and Bachelor Degree in Telecommunication Engineering by Polytechnic University of Madrid (Spain). Obtained in 2018 the Project Management Professional –PMP® certification by the Project Management Institute®.



ANNE-MARIA MÄKELÄ, Senior Advisor, International RDI. Over 20 years of international work experience in sustainable project development, management, implementation, and evaluation. Within Europe, has developed, coordinated, and managed EU funded projects, especially in the field of entrepreneurship and business transfers. Familiar with Horizon 2020 as well as ERDF, ESF, CIP, COSME, COST funding programmes. Worked in tourism development projects in developing countries with international organizations such as the World Tourism Organization (UNWTO), United Nations Development Programme (UNDP), SNV and Trade Mark East Africa. Has extensive experience in Asia (Cambodia, China, Far East Russia, India, Indonesia, Lao PDR, Mongolia, North Korea, Timor Leste, Thailand), Africa (Egypt, Ghana, Uganda), and the Balkans (Albania, Moldova). In other countries had short-term consultancy positions up to six months. Holds Masters Degree specialized in international marketing from the Turku School of Economics and Business Administration and is APMG certified project management trainer in PM4SD, based on PRINCE2.



KRISTA MÄKI graduated as environmental engineer from Häme University of Applied Sciences. Currently she is studying her Masters' Degree in circular economy at LUT University. She has close to ten years of experience in wastewater treatment optimization, enhancing circular economy, environmental legislation, recycling, waste management and water treatment. Common denominator in her work has been cost effectiveness of companies' environmental development. At SeAMK she is working as RDI Expert and Project Manager in a project which is enhancing eco-innovations and circular economy in SMEs in South Ostrobothnia.



TARU MÄKI, RDI Manager at SeAMK School of Food and Agriculture. She was SeAMK's development manager for 15 years before moving to her current position. Her expertise focuses on strategy development, project planning and management, quality assurance and information sharing between universities and companies.



TAUNO OTTO, PhD, is a Professor at Tallinn University of Technology (TalTech) since 2010. At the University, he serves also as the Head of Development of the School of Engineering, and the Program Director of Integrated Technologies. He holds a grant for National Chair of Manufacturing Engineering and leads Estonian national research roadmap initiative: Smart Industry Centre (SmartIC). His primary research interest areas are related to digitalisation of industry (Smart Manufacturing, Industry 4.0, digital twins). Important topics in strategic cooperation are CERN (H2020 project I.FAST), networking of digital innovation hubs (H2020 project DIH-World, E-DIH initiative AI&Robotics Estonia), development of novel educational virtual tools (Erasmus+ projects CDC-IoT, VLFT, TEFFIC, 3D PRINTING) and digital twin of the person (co-operation lab with East Tallinn Central Hospital and STIIMA-CNR).



VEERLE RIJCKAERT. As Business Development & Internationalisation Manager Ir. Veerle Rijckaert is responsible for connecting different stakeholders in the agri-food system and its surrounding industries by dealing with all relations of external stakeholders, creating communities and guiding companies towards co-creation, co-development and implementation of new technologies. This also on a European level. Veerle holds a MSc in Bioscience Engineering and a MSc in industrial business management (University of Ghent, BE). She works at FF since March 2012 and has a broad experience in project management and initiating of industry driven projects, overall coordination work in the framework of a cluster organisation, elaboration of roadmaps, moderation of brainstorm sessions with multiple stakeholders (+ analysis of results), communication and dissemination activities. Before FF Veerle worked at several agri-food companies in marketing and sales management, giving her a broad view on the business decision making processes in companies. In 2020 she also established her own company focusing on co-creation with consumer groups. She initiated and elaborated the TSSP 'Smart Sensors 4 Agri-food' and coordinates the Established Office. She coordinated the writing of Connsensys and S3FOOD, which originated from this Partnership.



SAIJA RÅTT, MA, has been working as the senior lecturer of Communication at School of Business and Culture since 2004. She has a demonstrated history of working in the higher education industry and she has the professional Study Counselor qualification. Throughout her career at SeAMK she has participated in several projects on both national and international levels. She is especially skilled teaching in Corporate and Intercultural Communication, E-Learning, Negotiation Skills, Social Media and Digital Marketing. She has an extensive experience from leading study projects and working with company cases.



ANGELA SCOLLAN is a Senior Lecturer in Early Childhood Studies and Education Studies at Middlesex University. Previously, she has worked as a Manager and Foundation Degree Coordinator in a Further Education College and as a freelance Early Years Ofsted Inspector. In 2010, Angela opened 'Emerald Early Years and Education', offering bespoke training and CPD to promote high-quality, sustainable, and reflective education leadership and provision.



ARI SIVULA, PhD, RDI Manager, Technology is a Research and Development Manager in the School of Technology at the Seinäjoki University of Applied Sciences, Finland. Prior to his current position, he was acting as a University Lecturer, Head of the Master's Programme and Head of Industrial Management Department in the School of Technology and Innovations at the University of Vaasa, Finland. He received his MS in Computer Science from the University of Vaasa in 2011 and his PhD in Industrial Management from the University of Vaasa in 2016. He is holding several professional certifications and is experienced in software engineering, project and portfolio management, six sigma, regional and business development, innovation management and innovation ecosystems. He has been working in the public and private sectors in various roles. He has managed multiple projects and have an extensive knowledge of different EU funding programs (e.g. ERDF, ESF, Horizon 2020 and Interreg). He has published in several international scientific journals, conferences and book chapters (e.g. International Journal of Innovation and Learning, Management, International Journal of Advanced Logistics, ISPIM, Palgrave Macmillan, Springer and CRC Press) and his current research interests include innovation management, new product and service development, platform economy, and several other contemporary topics like blockchain and servitization.



ELINA VARAMÄKI, Ph.D., works as a Vice President in Seinäjoki University of Applied Sciences, Finland and an Adjunct Professor in University of Vaasa. Formerly she was a Research Director, a Dean of the Business School in Seinäjoki University of Applied Sciences and a Professor in Entrepreneurship in University of Vaasa. Her research interests include business transfers and successions of SMEs, SME networking, entrepreneurial intentions, growth strategies of SMEs, and part-time entrepreneurship. She has developed and managed dozens of EU funded projects during 25 years. She has published over 500 articles and other publications. Her publications has been accepted e.g. in Entrepreneurship and Regional Development, Journal of Small Business Management, Journal of Enterprising Culture, Education & Training, Management Decision, Administrative Sciences, International Journal of Networking and Virtual Organizations, Journal of Entrepreneurship and Small Business, The Business Review, International Journal of Entrepreneurship and Innovation.



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