

**REPORT OF SHORT-TERM SCIENTIFIC MISSION IN SAVONIA UNIVERSITY  
OF APPLIED SCIENCES**

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**STSM Reference:** *FP1201*

**Action WG:** *WG 2*

**Applicant:** *Zinta Zalite, zalitezinta@gmail.com*

**Host:** *Miika Kajanus, Savonia University of Applied Sciences, Kuopio (FI),  
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## 1. The main purpose of the STSM

The main aim of short-term scientific mission was to contribute to some of the FACESMAP COST Action objectives and improve my practical and theoretical knowledge about generation process of business model.

I was invited to join a short-term scientific mission in Savonia University of Applied Sciences from 10<sup>th</sup> till 15<sup>th</sup> of March. Savonia University is one of the largest and most versatile Universities of Applied Sciences in Finland. Miika Kajanus and Tuomu Eskelinen - researchers from Savonia University of Applied Sciences are studying innovations of business models. Researchers are using the latest discoveries from all over the world in their studies adapting discoveries in their own studies.

My individual purpose joining short-term scientific mission was to learn more about methodology of business model developing process. My PhD is dealing specifically with the socio-economic value of Latvian forests and innovative business model for private forest owners. In cooperation with researchers from Finland Savonia University of Applied Sciences Miika Kajanus and Tuomu Eskelinen, I would like develop the guidelines of general business model for private forest owners. These researchers have a great experience with business model development in different industries.

During the **STSM** in Savonia University of Applied Sciences I had reached following targets:

1. Analyzed methodologies which were used for developing business model in Finland, Estonia and Lithuania, case studies.
2. Developed a plan for adapting methods to Latvian situation based on methodology analyzes.
3. Developed a strategy for adapting the guidelines of business model applicable for Latvian situation.

## 2. Description of the work carried out during the STSM.

Following participants were involved in the STMS program:

Participants	Organization
Dr.Miika Kajanus	Host and knowledge support Project Leader, Entrepreneurship and Innovation Savonia University of Applied Sciences
Tuomo Eskelinen	RDI Adviser, Project Manager Savonia University of Applied Sciences
Antti Iire	Head of Business and Administration Faculty of Business and Administration Savonia University of Applied Sciences
Teppo Hujala	Researcher Finnish Forest Research Institute (Metla)
Dr. Narasinha Shurpali	Senior Scientist University of Eastern Finland
Kaija Sääski	Director of Business, Tourism and Culture Savonia University of Applied Sciences
Minna Tarvainen	Lecturer of International Business, Marketing Savonia University of Applied Sciences
Mirja Kontio	Lecturer in Communications Savonia University of Applied Sciences
Virpi Oksanen	Lecturer and International coordinator Savonia University of Applied Sciences
Sudipta Chatterjee-Paukkonen	Organization of meetings and support in all practical affairs Project designer Savonia University of Applied Sciences

In general, during this visit I had unique opportunity to meet experienced people with a lot of knowledge and to learn from them.

I had been introduced with the cities uniqueness and whole plan of the week on the first day of my visit. We had a discussion regarding report which was represented by me before arriving. There were involved and represented few good examples of Latvian enterprises and the business models they have.

I was introduced with business model analytics and innovation tools on the second day. I had a chance to meet other Savonia researchers and project members. I took a part in the workshop with others students from Savonia University of Applied Sciences. The leader and organizer of workshop was researcher Miika Kajanus. Teppo Hujala, researcher from the Finnish Forest Research Institute (Metla) also participated in a workshop and introduced us with the project “New business models enhancing multiple-use forestry”. After the introduction part, we had a task to answer on main questions based on 12 part canvas business model generation tool. Main purpose of our work was to develop a business model for berry pickers in Finland. We got through to all phases of business model generation, analytics and innovation tools. It was very good experience. This process helped me to understand business model generation more and taught me better analyzing.

I participated at another meeting where new business models were developed on the third day. We were developing the ideas for jewellery business in Finland on this meeting. I had a great opportunity again to do a business model analytics. Faculties of business gave me a very good advice of business model generation process. There would be better to develop general guidelines of business model for private forest owners regarding the situation in Latvia. Based on this, every forest owner could develop a unique model for their own business needs. Main conclusion after meeting with the director of Business and Tourism department was - new possibilities of cooperation could be developed also between universities.

My visit in Savonia University of Applied Sciences continued with work on Facesmap project. Working in group with Miika Kajanus we developed a plan for subgroup "New business model" work. Also, we discussed a potential framework for case study analysis in participated countries. The framework was made and material for all countries was prepared. The base for this framework is the business model analytics that consist of 12 canvases, each containing significant questions concerning the development of the business model. In order to provide more insight on the topic, representatives from forest sector in each participated country will be invited to answer on these questions. The most appropriate method for questionnaires would be workshops with all representatives, but also interviews could be good. Ten countries from all over Europe will be performing the same research and the main results will present the general items for the business models in each country and in addition, the similarities' in European level will be observed. Also, these results will help to develop general items for business models for private forest owners.

Very useful information and contacts for further researches gave researcher in Environmental science. Also, I had an opportunity to visit the Savonia Open Innovation Space concept where students, clients and where research, development and innovation (RDI) people work together. RDI also promotes regional development and internationalisation.

### **3. Description of the main results achieved.**

The main result of the STSM is my practical and theoretical knowledge about developing process of business model improvement. Also, an action plan for Facesmap's WG2 subgroup "New business model" was developed. During the STSM, we developed a common question framework for participants of subgroup "New business model". Based on my representative work I did before STSM, we developed a practical example what should facilitate the answering process on questions. Many useful contacts and people I met during this visit will improve my work at Facesmap WG2 and work on Phd.

#### **4. The future cooperation with host institution.**

The cooperation with researcher Miika Kajanus and his team continues within COST FP 1201 Facesmap action and work in the second working group. Also, we discussed about possibilities to generate new project where business model for the largest private forest owners cooperation's in Latvia would be generated.

#### **5. Prospective publications/articles regarding STSM.**

After obtaining main results of questions from participated countries in subgroup “New business model”, an article can be written.

**6. The confirmation of successful fulfillment of the STSM by the host institution.**

Chair of Action  
FP 1201  
Dr. Gerhard Weiss

**Letter of confirmation by the Project Leader, Entrepreneurship and Innovation, Dr. Miika Kajanus, Savonia University of Applied Sciences, Finland, for the successful completion of STSM for Zinta Zalite**

Dear Dr. Gerhard Weiss,

With this letter I want to confirm that the Savonia University of Applied Sciences, hosted Zinta Zalite at her COST 1201 FACESMAP STSM. The early stage researcher Zinta Zalite within the period 10.03.2014. – 15.03.2014. worked together with the University staff and students on her mission and fulfils the obligations for the STSM: analyzed business model developing methodologies; developed a plan for adapting method to Latvian situation; developed a strategy for adapting the guidelines of business model applicable for Latvian situation. This mission was also beneficial for COST FACESMAP 1201 WG2 subgroup "New business model".

Best regards,  
Dr. Miika Kajanus

