A man wearing a grey baseball cap and a dark t-shirt with the number '24' on the back is seen from behind, looking out over a grassy field. In the background, several other people are visible, some sitting on the grass and others standing. The sky is blue with light clouds, and the overall scene is brightly lit, suggesting a sunny day.

DEMOLA

## Utilizing co-creation as a tool in the Arctic region

Janne Eskola  
Partner and Director of Corporate Partnerships  
Demola Global

## Some of the Top of the World Arctic Broadband Summit's focus areas:

How can the planned (subsea data cable) projects serve the needs of the Arctic societies and serve as an enabler for the region's business development?

What opportunities does improved connectivity bring in terms of ICT and business development? What opportunities does the new digital infrastructure in the Arctic region offer for actors outside the Arctic?

How can new (satellite) technology serve the shipping industry?

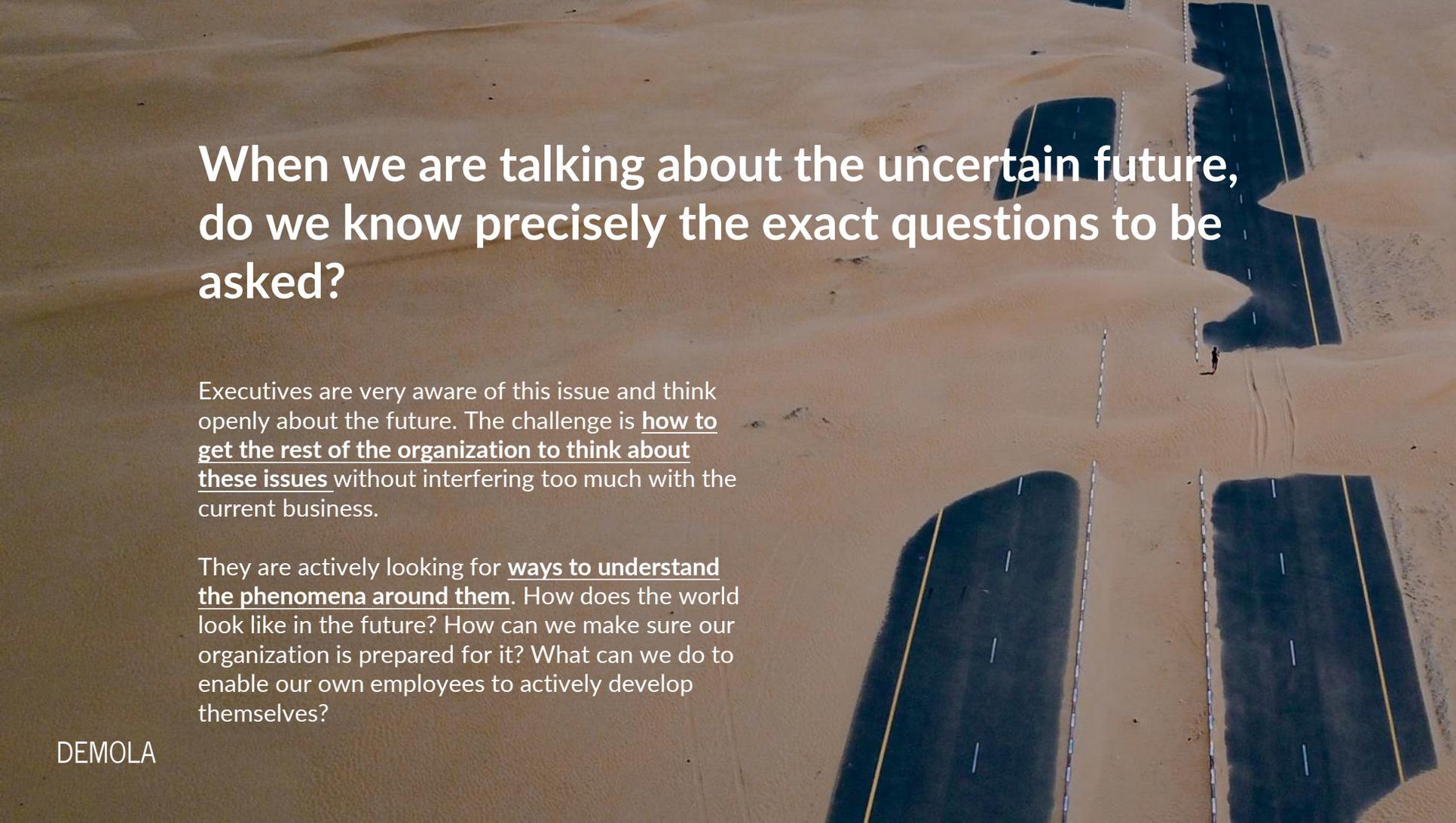
How do arctic fragile environment, indigenous cultures, changing seasons and sparsely located population affect in tourism companies both in Japan and in Finland?



“WE KNOW THERE’S AN ELEPHANT SOMEWHERE IN THE FOG.  
WE JUST DON’T KNOW HOW BIG IT IS AND WHAT DOES IT LOOK LIKE..”



“SO HOW DO WE EVEN GET STARTED?”

An aerial photograph of a desert landscape. The scene is dominated by rolling sand dunes in shades of tan and brown. A dark asphalt road with white dashed lines runs vertically through the center-right of the image. A small, dark silhouette of a person is visible on the road, providing a sense of scale. The lighting creates soft shadows on the dunes, highlighting their contours.

# When we are talking about the uncertain future, do we know precisely the exact questions to be asked?

Executives are very aware of this issue and think openly about the future. The challenge is how to get the rest of the organization to think about these issues without interfering too much with the current business.

They are actively looking for ways to understand the phenomena around them. How does the world look like in the future? How can we make sure our organization is prepared for it? What can we do to enable our own employees to actively develop themselves?

**Co-creation** leads to discoveries  
that are lost by looking only  
from one perspective.

Challenge your organization to continuous and  
systematic experimentation through open and  
agile co-creation with young millennials from  
universities.



# VALUE FROM CO-CREATION

- **GET STARTED!**
- Prepare for future what-if's
- Raise the level of discussion with your partners and within your own organization through concrete development
- Increase the innovation capabilities in your organization
- Build excitement and knowledge around the interesting phenomena

# Demola is an award-winning global innovation alliance that challenges the old ways of thinking

Alliance brings together over 1000 companies and 700 000 university students and researchers.

By 103 facilitators in 28 cities Demola facilitates co-creation projects globally. We operate Demola:

**DEMOLA**  
GLOBAL

\* Demola Global is a forward-thinking Finnish company with wide industry and university ownership.

**DIMECC**



● DEMOLA CITIES

# Our customers trust our capability to facilitate world-class co-creation



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Scandinavia



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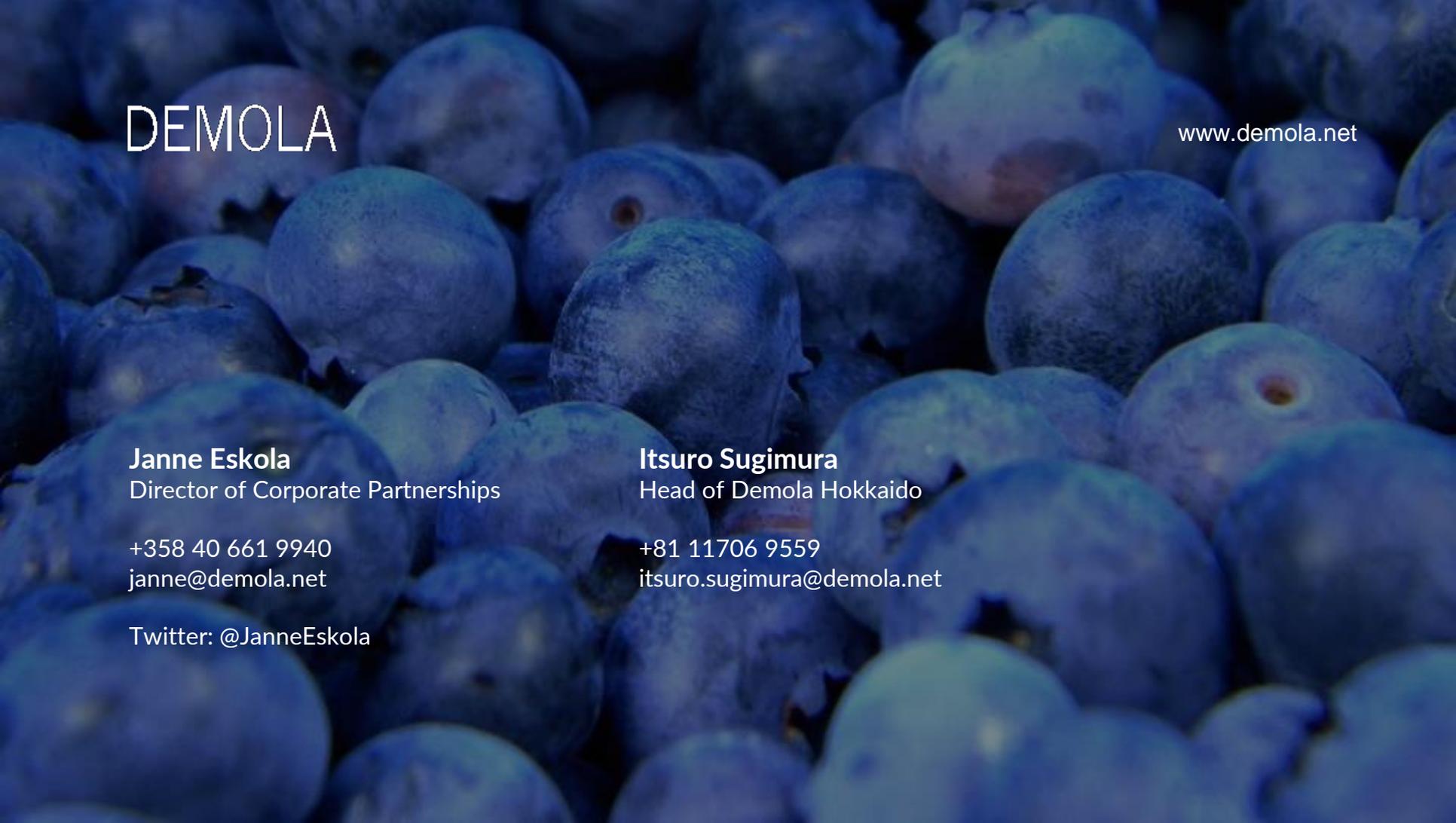
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