

LAUNCH TO PRESS

Service for the Sea – Sustainable Business Program

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Sustainability Venture Cup is a platform to combine young people's thinking and sustainability in business context which provides both wealth and well being throughout the Baltic Sea region.

Service for the Sea rewards best sustainable business ideas

In order to save the Baltic Sea, we have to create business ideas that have the driver to provide benefit for the environment. Service for the Sea is a program for bringing up new sustainable business ideas and service concepts for the Sea and the region surrounding it. Service for the Sea operates through annual Venture Cup in co-operation with the universities throughout the region.

Service for the sea – Sustainable Venture Cup offers students and young professionals a chance to develop and promote their own sustainable business ideas and service concepts for the region. All entries to the Venture Cup will be collected through an on-line service at www.serviceforthesea.com. First annual Sustainability Venture Cup will be launched during the fall 2010 as part of the Service for the Sea program. Best entries will be rewarded with prizes in money.

Benefits for the Sea, for the Students and for the whole community

“Service for the Sea program is planned to raise the awareness of Baltic Sea issues through the activities of the people. The idea of the program is to create positive impact to the Sea and the whole region by rewarding students and young professionals for their innovation thinking.” says Lauri Toivonen, co-founder of the program. “Venture Cup process gives us the operative framework in which the new ideas can be qualified, developed and rewarded. It is also a platform to educate young people in formulating their ideas towards more coherent concepts. The concepts then can also be economically evaluated. In the end, we'll wish to create more living business around the living Sea.”

Service for the Sea program is a venture created by two young professionals from Finland: Janne-Valtteri Nisula (34) and Lauri Toivonen (35). “The starting point of the whole process was a discussion with BSAG's Mathias Bergman, who challenged us to involve young people in saving the Baltic Sea. It was not long after that when we came up with the concept of the program. Our idea is a constructive approach to the challenge that actually creates more opportunities not only to

the Sea, but to the students, the business community and the whole region surrounding the Sea. It is a win-win-win.” tells Janne-Valtteri Nisula, a senior lecturer and service business designer.

Business partners needed to finance the operation

“Global trend shows growing demand for sustainable business models and service thinking.” continues Lauri Toivonen. “Young people usually have what it takes when you need new approaches. This is their change to show what they can to the public and to their future employers.”

Service for the Sea program seeks companies to participate in the program and take advantage of the platform to meet their business targets. Program offers possibilities to execute branding activities, recruiting programs and sustainability projects.

Possibility to become a shareholder

Service for the Sea is a private venture which will be operated by a start-up company ‘Service for the Sea Ltd.’ Service for the Sea Ltd. shares will be issued to partners that are dedicated to continuous innovation and development and share the values for more sustainable future.

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