**NOKIAN TYRES VETURI 2025-2030** 

## **FUTUREPROOF**

VISION: LEAD THE FUTUREPROOF CONTACT WITH THE EARTH.

MISSION: FUTUREPROOFING RESILIENT EUROPEAN ON- AND OFF-ROAD MOBILITY THROUGH SAFE, SUSTAINABLE

AND SMART TIRES.





## **FUTUREPROOF**

#### BUSINESS **FINLAND**

#### **VETURI** - In a nutshell

- Veturi is BF's instrument to increase RDI investments in Finland
- Veturi is for large companies that can **lead an** innovation ecosystem that aims to solve a major challenge
- BF provides funding for both the company and the ecosystem partners. Maximum fundings for full-sized Veturi's are:
  - > 20 M€ for Veturi company
  - > 50 M€ for ecosystem partners
- Funding is paid only based on eligible costs and covers certain percent of them
  - > 40-60% for companies
  - > 80% for research organizations
- Only Finnish companies can apply for funding





#### Veturi program in a nutshell

- Our program mission is *futureproofing resilient* European on- and off-road mobility through safe, sustainable and smart tires
- FUTUREPROOF is 5-year full-sized Veturi program 3/2025 2/2030
- Program consists of 4 main Streams and 1 supporting stream
- Each Stream will be hosting different types of **Ecosystem projects** 
  - Co-Innovation projects with Finnish company and research ecosystem partners
     Co-Research projects with Finnish research and
  - academia partners
  - Single Partner company Research, Development
  - and Piloting -project
     EU and other (inter)nationally funded projects with Finnish and international partners
- The scope in the funded projects needs to be related to Research, Development and Innovation (RDI) work and contribute FUTUREPROOF mission, goals and roadmap







## THE **CHALLENGE**

#### The rapid emergence of changes

is occurring at an unprecedented pace.

#### Climate change mitigation

Road transport is a major source of carbon emissions.

The new era in digital tools and capabilities sets an unprecedented stage for transformation and opportunities.

Increasing vulnerability of the global value chains challenges manufacturing. How to overcome these challenges?

How to take an advantage form these opportunities?

How to become futureproof?

**Together with cross-industry** ecosystem we can develop technical solutions and efficient **European value chains to** guarantee sustainable, safe onand off-road mobility and resilient advanced manufacturing of future products.







## **STREAMS**





1 FUTURE MOBILITY AND BUSINESS





2 SUSTAINABLE TIRE LIFECYCLE





3 DIGITAL FOUNDATION





4 ADVANCED MANUFACTURING



# ROADMAP FOR CROSS-INDUSTRIAL ECOSYSTEM COLLABORATION 2025-2029 AND BEYOND

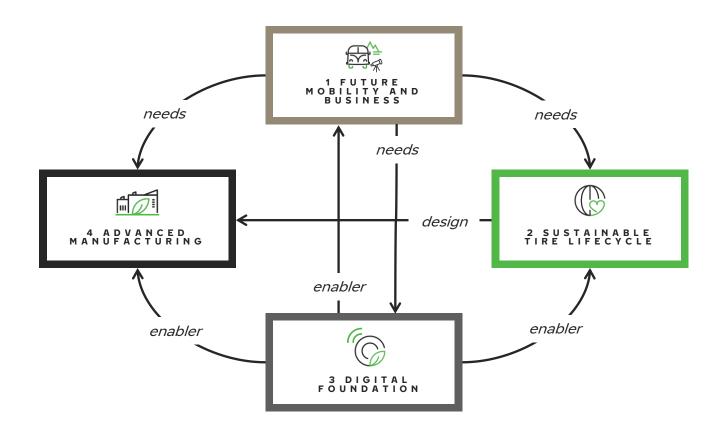
SCENARIOS FOR FUTURE MOBILITY SYSTEM TECHNOLOGICAL PIONEERING WITH OPEN INNOVATIONS NEW BEYOND ORDINARY PERFORMANCE FEATURES MOBILITY AND BUSINESS **NEW DATA-DRIVEN BUSINESS MODELS** DURABLE TIRES WITH IMPACT TO LOW EMISSIONS DURING THE USE PHASE ECO-SYSTEM ALTERNATIVE RAW MATERIALS, WITH SUSTAINABLE FEEDSTOCK WITH MINIMAL GHG EMISSIONS FORESIGHT OF FUTURE REQUIREMENTS AND DATA NEEDS RELATED TO SUSTAINABILITY 2 SUSTAINABLE TIRE LIFECYCLE **FUTUREPROOFED RDI TO BOOST** SUSTAINABILITY AND PERFORMANCE AI BOOSTED DATA DRIVEN AGILE INTEGRATED PRODUCT DEVELOPMENT SYSTEM CREATING SMART TIRE ROADMAP AND BUILDING A TIRE ADAS PROOF-OF-CONCEPT PRODUCT LIFECYCLE DATA COLLECTION AND UTILIZING IN PRODUCT 3 DIGITAL AND FACTORY RELATED DIGITAL TWINS FOUNDATION INDUSTRY 5.0 BUILDING BLOCKS FOR HIGHLY EFFICIENT AND SAFE FUTURE MANUFACTURING VALUE CHAIN RESILIENT. EFFICIENT FUTURE MANUFACTURING PROCESSES AND SUPPLY CHAINS SYSTEM R&D FACTORY ENABLING ADVANCED MANUFACTURING FUTURE OF ALL-STEEL TIRES FOR CRITICAL APPLICATIONS 4 ADVANCED MANUFACTURING ZERO GHG FACTORY 2026 2025 2027 2028 2029 2030



**EFFORT** 

STREAMS

## SYSTEMIC APPROACH AND THEME INTERCONNECTIONS





### KEY BENEFITS TO JOIN FUTUREPROOF ECOSYSTEM

#### CROSSLINKING INDUSTRIES AND RESEARCH

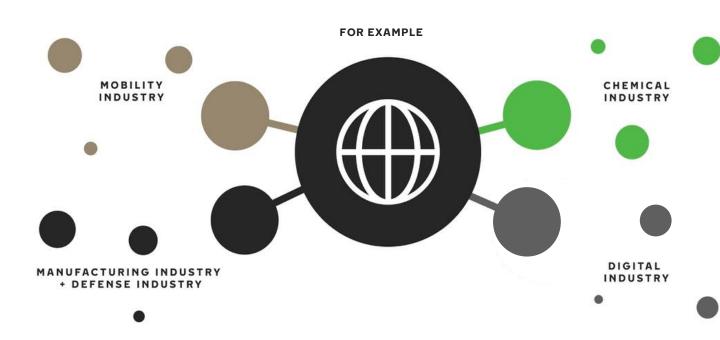
FORMULATE HOLISTIC SOLUTIONS TOGETHER FOR GLOBAL OEM'S\*

\*Original Equipment Manufacturer

SEE YOUR TECHNOLOGY AS A PART OF EVERY TIRE IN THE FUTURE

NEW PRODUCTS FOR DEFENSE SECTOR

**BUSINESS OPPORTUNITIES RELATED TO INDUSTRY 5.0** 



CO-DEVELOP NEW PRODUCTS
AND IDENTIFY NEW BUSINESS
OPPORTUNITIES FOR MOBILITY
SECTOR

OPPORTUNITY TO IMPACT EUROPEAN MOBILITY GHG EMISSIONS

CO-DEVELOPMENT OF ADAS\*
SMART TIRES IN VEHICLE
ENVIRONMENT

\*Advanced Driver Assistance System

CO-CREATE ENABLERS FOR DATA-DRIVEN RDI TO SHORTEN TIME TO MARKET





# futureproof

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suom. tulevaisuudenkestävä

Verb, Adjective

"Futureproof" refers to the ability of a product, system, or technology to remain useful and relevant in the future, despite changes or advancements. It implies that the item is designed to withstand obsolescence and adapt to future developments.

