

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.



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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

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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



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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 from
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 on-
and off-road mobility and
resilient advanced manufacturing
of future products.**



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STREAMS



1 FUTURE MOBILITY AND BUSINESS



2 SUSTAINABLE TIRE LIFECYCLE



3 DIGITAL FOUNDATION



4 ADVANCED MANUFACTURING

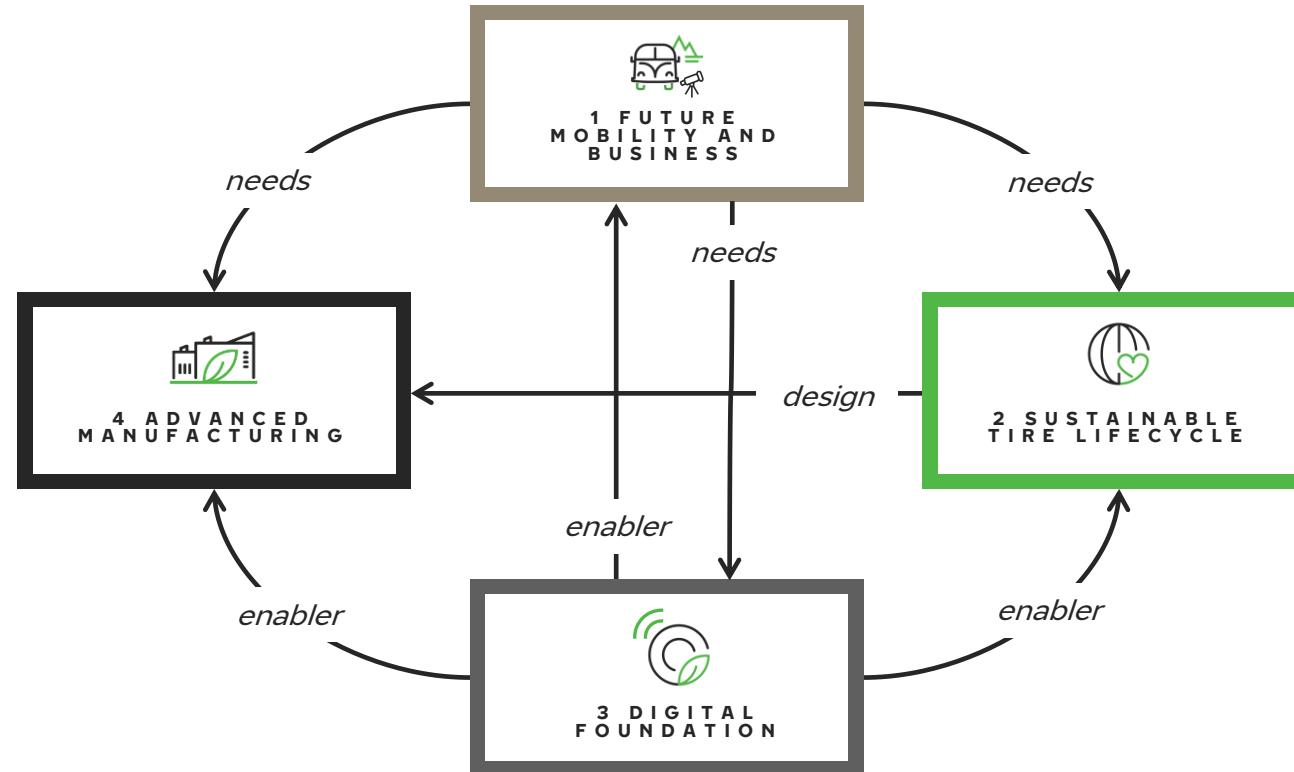


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ROADMAP FOR CROSS-INDUSTRIAL ECOSYSTEM COLLABORATION 2025-2029 AND BEYOND



SYSTEMIC APPROACH AND THEME INTERCONNECTIONS



KEY BENEFITS TO JOIN FUTUREPROOF ECOSYSTEM

CROSSLINKING INDUSTRIES AND RESEARCH

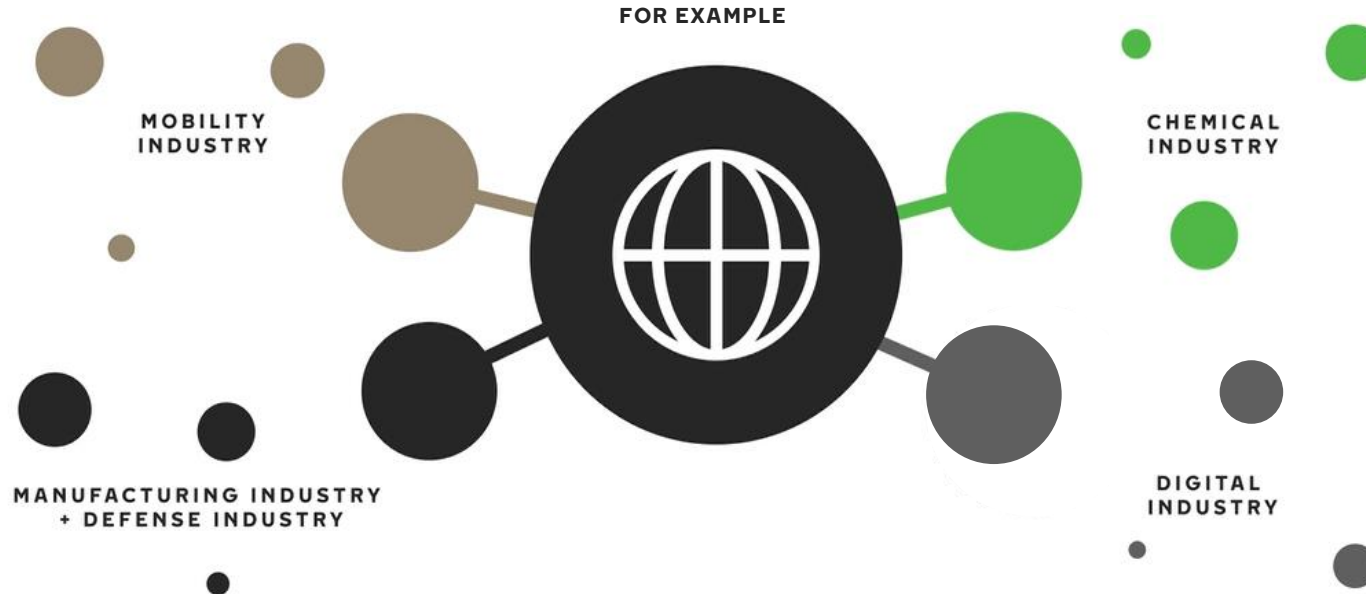
FORMULATE HOLISTIC SOLUTIONS TOGETHER FOR GLOBAL OEM'S*

*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



RESEARCH opportunities identified together with each industry sectors



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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.



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