



#### **Central Baltic Programme**

#### **ISMEF**

# Joint Offering Workshop

Tallinn, Estonia 24. - 25.9.2025







### Collaborative hackathon-style workshop

Tallinn, Estonia 24. - 25.9.2025

ITS Finland and ITS Estonia organize a fast-paced, problem-solving workshop where multidisciplinary teams co-create innovative joint offerings to real-world transport & mobility challenges.

#### What to expect:

The workshop duration is one and a half days followed by a possibility to join ITS Estonia's annual conference on Thursday 25.9.2025.

During the workshop, participants will form teams of 4 - 6 people to work on joining their solutions and services to an end-to-end offering for their chosen challenge and finally, pitch these offerings during the workshop to the challenge owners.

#### Wednesday 24.9.2025 10.00 - 17.30

- Introduction to the day
- Challenge presentations
- Joint offering design

Networking dinner 19.00 - 21.00

#### Thursday 25.9.2025 9.00 - 10.45

- Joint offering pitching to challenge owners
- Evaluation of results
- Award & next steps

ITS Estonia's annual conference 11.00 - 17.00







## **Joint Offering Challenges**

The workshop presents interesting business challenges by clients and partners (challenge owners) from Finland, Estonia, and abroad.

The different challenges will cover several areas of the mobility and transport sector, including different subsectors and mobility of people and goods.

Final challenge list and further descriptions of the business challenges will be published early September for the workshop participants.

**Challenge 1:** Arranging efficient land-transportation around the developing Dubai Airport

Challenge owner: Business Finland, UAE

**Challenge 2:** Solving urban traffic jams and congestion

Challenge Owner: Business Finland, UAE

Challenge 3: Smooth and predictable cross-border freight

**Challenge Owner: Tietoevry** 

Challenge 4: Emissions tracking in cities

Challenge owner: Ramboll Finland

**Challenge 5:** Heathrow Airport – aviation services development

Challenge owner: Enterprise Estonia UK

Challenge 6: TBC, Railway development







## Workshop travel package

#### **Travel schedule:**

#### Travel to Tallinn 24.9.2025

- Tallink, departure at 7.30 from Helsinki
- Breakfast onboard included

#### **Accommodation**

- Original Sokos Hotel Viru
- Breakfast included

#### Travel to Helsinki, Thursday 25.9.2025

Tallink, departure at 13.30 from Tallinn

Option 2: Travel to Helsinki for those who wish to stay for ITS Estonia conference

Tallink, departure at 19.30 from Tallinn

#### What is included:

1. Facilitated workshop

**✓** 

2. Standard ferry tickets with Tallink



3. Accommodation at Sokos Original Viru



4. Networking dinner and lunches



Price for ITS Finland members: 450 € + VAT pp. SME price: 250 € + VAT pp.











#### ITS Estonia annual conference:

## **Smart Mobility Conference - Smart Forward 2025**

The Smart Mobility Conference will bring together representatives of the private and public sectors, leaders in the field of smart mobility and solution providers. A great opportunity to find inspiration and contacts for future collaborations.

The latest developments in the field of smart mobility, Al and public transport will be discussed, as well as real-life practices from Estonia and beyond – including **examples from Finland**.

You can listen and contribute to the political debate before the Estonian elections.

#### **Event Info:**

When: 25.9.2025, 11.00 - 17.00

Where: Rakett69 Teadusstuudiod, Tallinn

Language: The event will be partially in Estonian, with

simultaneous translation to English

**Ticket price for ITS Finland members: 90 € + VAT** 

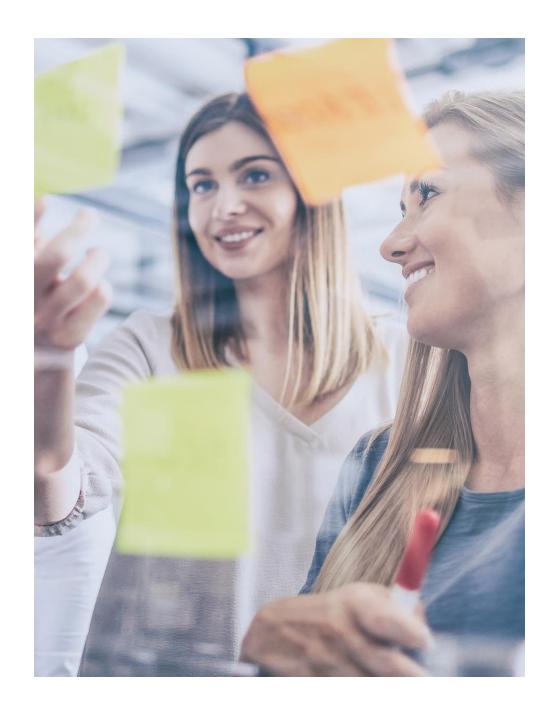
Discount code: klastriliige!

Sign up here









## Why join?

Fresh Thinking: Get outside-the-box ideas from

diverse minds

Joint approach: Match your offering with

complementary solutions

**Networking**: Engage with other industry innovators

and potential collaborators

Publicity & Visibility: Showcase your initiative and

commitment to innovation

Real Outcomes: Ideas you can build upon and

implement post-event





