

**Interreg**



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**ISMEF**

# Joint Offering Workshop

Tallinn, Estonia 24. - 25.9.2025

ITS  
ESTONIA  
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# 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 sub-sectors 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, AI 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 Teadusstudiod, 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

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