

Scale up together!

Connect, Create & Grow – An innovation camp for rural food and tourism businesses

27TH – 29TH OF JANUARY 2026

HAVSVIDDEN, ÅLAND

What is this?

Connect, Create & Grow – innovation camp is targeted to food related companies (food production, services, food tourism) from Central Baltic -area who are less than 7 years old with the current business operations, business model or business sector. We invite the companies aiming to develop their business activities, grow and scale up to apply.

Why should I apply?

The innovation camp provides the companies a guided and trustworthy environment to:

- a) analyse their scaling up potential
- b) innovate and gain ideas for growth and methods for it
- c) get professional and peer feedback to one's ideas
- d) find new networks and connect with other companies from Finland, Åland, Estonia and Sweden
- e) Based on the performance in the innovation camp, the companies have a possibility to apply for tailored individual scaling up -programme organised.

How can I apply?

To the innovation camp will be accepted 40 participants from four different regions (Finland, Åland, Estonia and Sweden), and that is why all, who want to take part, must fill in an application in advance. **The last day for applications is 20th of November:** <https://www.lyyti.fi/reg/scaleuptogether-innocamp> The organizers will select the participants based on the responses in the application by 21th of Nov 2025. The selected will be contacted personally. Travel and accommodation costs of participants will be paid from project. The Innovation camp is free of charge for the selected participants.

Tentative programme

Day 1. Tuesday 27th of January 2026

Session 1: Do you have the courage to grow?

10.00 – 10.30 **Welcome and introduction to the innovation camp**

Anne Matilainen, University of Helsinki Ruralia Institute, Harriet Strandvik, Enterprising Archipelago

10.30 – 11.30 **Keynote lecture: Courage to grow: what does it take from the entrepreneur?**

Per Holknekt, entrepreneur, fashion designer

“Per Holknekt (https://en.wikipedia.org/wiki/Per_Holknekt) is the serial entrepreneur, brand builder, and visionary behind several success stories – but also behind a few spectacular failures. Through life’s highs and lows, he has learned what truly drives growth: the courage to dare, the strength to rise again, and the will to keep evolving – as a person and as an entrepreneur. With honesty, energy, and disarming authenticity, Per reminds us that potential lives within us all. If I can, you can, we all can – and together, we can scale up. Per has been nominated as a Speaker of the Year in Sweden in 2017.”



11.30 – 12.30 **Lunch**

12.30 – 14.30 **Mingle and enjoy! Exhibition of the participating SMEs**

Each SME has their own exhibition table with a quest book, half of the companies present their company and themselves, other half circulates, and vice versa (45 min / round). In addition to the participants, also experts will mingle and give feedback to the participating companies’ business ideas. One of these is Anders Ingves (<https://ax.linkedin.com/in/andersingves>), who with his long experience, he will, if possible, provide tangible tips and opinions to consider in the development plan.

14.30 – 15.00 **Coffee break**

Session 2: What does it mean to scale up?

15.00 – 15.30 **What is scaling up?**

Sanna Aamuharju-Koivu, Turku University of Applied Sciences

15.30 – 17.00 **Thematic parallel sessions: tourism and food**

Facilitated discussion and SME case studies: What are the problems or challenges? Why have you not scaled up yet?

18.30 → **Joint dinner at Havsvidden**

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Day 2 Wednesday 28th of January

Session 3. Connect and create! Scaling up ideas from different perspectives

9.00 – 9.30 **Introduction to the day**

Päivi Töyli, University of Helsinki Ruralia Institute

9.30 – 12.00 **Learning cafés:** The participants visit each learning café during the day. In each an expert in gives a short introduction to the theme and a best practice business example is presented to enhance the facilitated ideation.

Learning café themes:

- Marketing, target groups, stories
- Sales channels
- Product development
- Resources, knowledge, technology
- Financial matters

12.00 – 13.00 **Lunch**

13.00 – 14.30 **Learning cafés continue**

14.30 – 15.00 **Coffee break**

15.00 – 15.45 **Learning Cafés continue**

16.30 → **Local study visits and joint dinner**

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Day 3 Thursday 29th of January 2026

Session 4. Feedback to strengthen the ideas

8.30 – 10.30 **Feedback to scale up -ideas in small groups** (max 5 companies / group). What could be my idea for scaling up?

10.30 – 11.00 **Coffee break, closing the exhibition**

Session 5: Holistic approach to growth & closing the Innocamp

11.00 – 11.30 **A Holistic Approach to Business Growth** - Discover how to unlock your company's full potential with a holistic view of development.

Anders Ingves, Entrepreneur, Senior explorer and coach/mentor

“Anders Ingves shares practical tools and inspiring insights on how small businesses can balance strategy, leadership, and personal growth – building sustainable success from the inside out. Learn how a holistic perspective can strengthen results, boost engagement, and create lasting growth.



11.30 – 12.00 **Closing words**

- How to apply to tailored scaling up -process of the project.

Further information from national coordinators:

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The organizers reserve the right to make changes to the program.

Connect, Create & Grow – An innovation camp for rural food and tourism businesses is organised as part of the Scale up together! (Scaling up the rural entrepreneurs in the Central Baltic Region) – project.