

Myrsky – Empowering Small Businesses

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Have you heard about an innovative project called “Supporting the Resilience, Digitalization, and Green Transition of small and medium-sized enterprises (SMEs)” or simply “Myrsky” in Finnish (which translates to “storm” in English)? This project is making waves in the business world. Resilience is crucial for any business, especially in today’s dynamic and unpredictable market. In an increasingly digital world, businesses must embrace technology to stay competitive, and the call for sustainability has never been louder. Myrsky equips SMEs with the resources and strategies required to enhance capabilities within the themes mentioned.

The Myrsky Project Unveiled

I’m thrilled to be a part of this project, working as an expert in marketing communication. Myrsky is a multi-faceted initiative, operating on three distinct levels: local, regional, and national. Seinäjoki university of applied sciences works locally with enterprises in Southern Ostrobothia. Regional collaboration with other universities of applied sciences covers Western Finland and nationally it encompasses 22 universities of applied sciences. This extensive network enables the project to make a significant impact on SMEs across Finland.

At its core, Myrsky aims to empower SMEs, and in this article, I’ll delve into its primary objectives, target audience, and the results it has achieved. The central goal of the Myrsky project is crystal clear: to offer unwavering support to small and medium-sized enterprises in their quest for resilience, digitalization, and a more sustainable future.

Targeting Local Success: SMEs in Southern Ostrobothnia

Every journey begins with a single step, and Myrsky takes its first step locally, focusing on the vibrant community of small and medium-sized enterprises in Southern Ostrobothnia. Here is what we are doing together to achieve our goals: Myrsky doesn't believe in waiting around. We have established a platform that offers micro-credential modules and organized networking gatherings. Networking is often the key to unlocking new opportunities and insights. Myrsky brings businesses together, fostering an environment where SMEs can connect, collaborate, and learn from one another. These fast-track actions are designed to accelerate the growth of SMEs, providing them with the lifelong learning to thrive in today's business landscape.

Through our efforts, SMEs have enhanced their knowledge of resilience in the face of economic challenges, digital solutions to streamline operations and reach new markets and sustainable practices that benefit both their bottom line and the environment. The Myrsky project is more than just an initiative; it's a lifeline for SMEs looking to thrive in an ever-changing world. As an expert in marketing communication, I'm proud to be a part of this endeavor, and I can't wait to see what the future holds for the businesses we're supporting.

In closing, whether you're a small business owner in Southern Ostrobothnia or a stakeholder in the broader landscape of Finnish SMEs, Myrsky is here to help you navigate the storms of entrepreneurship and emerge stronger, more digitalized, and more sustainable than ever before. Stay tuned as we continue to share the incredible journey of Myrsky and the transformation of SMEs across Finland.



MYRSKY - Yritysten muutoskyvykkyys, vihreä siirtymä ja digitalisaatio Länsi-Suomessa -hanke rahoitetaan REACT-EU-välineen määrärahoista osana unionin covid-19-pandemian johdosta toteuttamia toimia.

Read more about Myrsky.

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The author is working as an expert for the project called Supporting the Resilience, Digitalization and Green Transition of SMEs (REACT Western Finland) funded by the REACT-EU instrument (Recovery Assistance for Cohesion and the Territories of Europe), which seeks to assist in repairing the damage caused by the coronavirus pandemic in regions where the economy and employment have been particularly hard hit.

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