



# Paving the Way for Finnish Business in the Environmental Sectors

This brief highlights key lessons from the *Evaluation on Finland's Development Cooperation in Environment and Sustainable Use of Natural Resources and Private Sector Opportunities (2026)* on private sector engagement.

## Finnish Comparative Advantages

- ✓ Specialised technical institutions and high standards: scientific capacity, methodological rigour and operational credibility valued by partner governments and multilateral actors.
- ✓ Data-to-decision and service systems: information systems, standards, procedures and platforms that make planning and delivery more evidence-based and predictable (incl. open-access tools).
- ✓ Digital and remote-sensing capability: scalable analytics, forecasting, monitoring, and compliance and traceability support at the digital–environment interface.
- ✓ Long-term, trust-based partnerships: continuity in complex contexts that strengthens uptake, legitimacy, and follow-through.
- ✓ Value-driven, rights-based and inclusive approaches: credibility on inclusion, disability and gender, which strengthen legitimacy and risk management.

## The Benefits for Finnish Companies

Finnish companies can gain commercial value, capability growth, and reputational advantage – especially when activities are designed to link sub-sectors, scale through European and multilateral pipelines, and use Finland's public support instruments in a complementary way.

- **Revenue from competitively won contracts and service roles**: Strong near-term potential lies in procurement- and finance-led markets where systems and services are purchased at scale. Opportunities can include roles in operations, maintenance, analytics and service provision.
- **Stronger competitiveness in demanding procurement environments**: Building experience in EU, international financial institutions, Global Gateway and other multilateral pipelines strengthens bid discipline and delivery capabilities; compliance, monitoring, reporting, consortium management and performance in complex institutional settings. This 'delivery credibility' can enhance future tender success and lower barriers to entering new markets.
- **Reputational advantage through responsible and inclusive delivery**: Finland's recognised strengths—high technical standards and values-driven, rights-based, inclusive approaches—can translate into greater legitimacy and stronger risk management. This is valuable in contexts where benefit-sharing, grievance handling and social acceptance are essential conditions for sustainable operations and increasingly scrutinised in procurement processes.
- **Positioning in fast-growing, standards-driven service markets**: Opportunities are strongest where demand is shaped by major financiers and regulatory requirements—such as early-warning services, resilient water utilities, and forest information and traceability as well as deforestation-free compliance services.
- **Early intelligence and partner matching**: Firms benefit when embassies and Team Finland actors provide curated early intelligence, facilitate consortium formation, and connect companies with implementers – reducing information asymmetry, and improving bid readiness.

## The Most Immediate Entry Points

### Forests, ecosystems and biodiversity

Demand is rising for digital monitoring and legality systems. Finnish firms have credible technologies and advisory services, but typically need consortia and local partners. Transitioning from pilots to national service contracts requires policy alignment, long sales cycles, and risk-sharing packaging.

- Opportunities in remote sensing, and traceability and compliance services linked to measurement, reporting and verification and deforestation-free requirements (including EU Deforestation Regulation compliance).
- Competitive positioning where public authorities and supply chains need data-enabled enforcement and transparency tools.
- Capability building in integrating technical systems with governance and stakeholder processes, often through consortia and local partners.

### What 'success' looks like for Finland and Finnish business

Success means translating Finland's technical credibility into sustained participation in EU, IFI and Global Gateway pipelines – without assuming easy access. For companies, this requires early intelligence, consortium options, rapid preparation support, and brokerage that helps move from opportunity identification to bids, financing and delivery. For Finland, success is a pathway that aligns instruments and roles, strengthens follow-through and aftercare, and delivers development results while enabling competitive Finnish participation.

### Disaster risk reduction and meteorology

Finland's strengths lie in observation technology, data platforms, forecasting capacity and operational procedures. Opportunities are competitive and time-bound, and depend on early positioning, consortium formation, and credible operations-and-maintenance arrangements.

- Entry points in hydrometeorology, observation modernisation, and early warning services procured through large international initiatives, programmes and financiers.
- Revenue potential in competitively tendered systems, software, communications and service roles, including feasible operations and maintenance functions.
- Strong 'reference value' from delivering in multi-country, standards-based environments aligned with global frameworks.

### Clean energy, circular economy and critical minerals

Clean energy, grid resilience and responsible-minerals value chains provide medium-term opportunities where guarantees and blended finance can de-risk longer pay-back periods. Finnish niche offers include grid protection, storage, traceability and data. Medium-term positioning needed as pipelines are shaped by major financiers.

- Opportunities in niche areas require consortia and risk-sharing; Smaller firms need early intelligence, pre-positioning and practical pre-bid support as well.
- Strong reputational benefits from delivering under climate- and circularity-aligned standards, but success depends on financing predictability and follow-through.

### Water as a natural resource

Opportunities exist in water-utility modernisation and digitally enabled services, including metering, non-revenue water reduction and leakage analytics and smart-water services. Funding through EU and international financial institutions' pipelines create multiple procurement lots

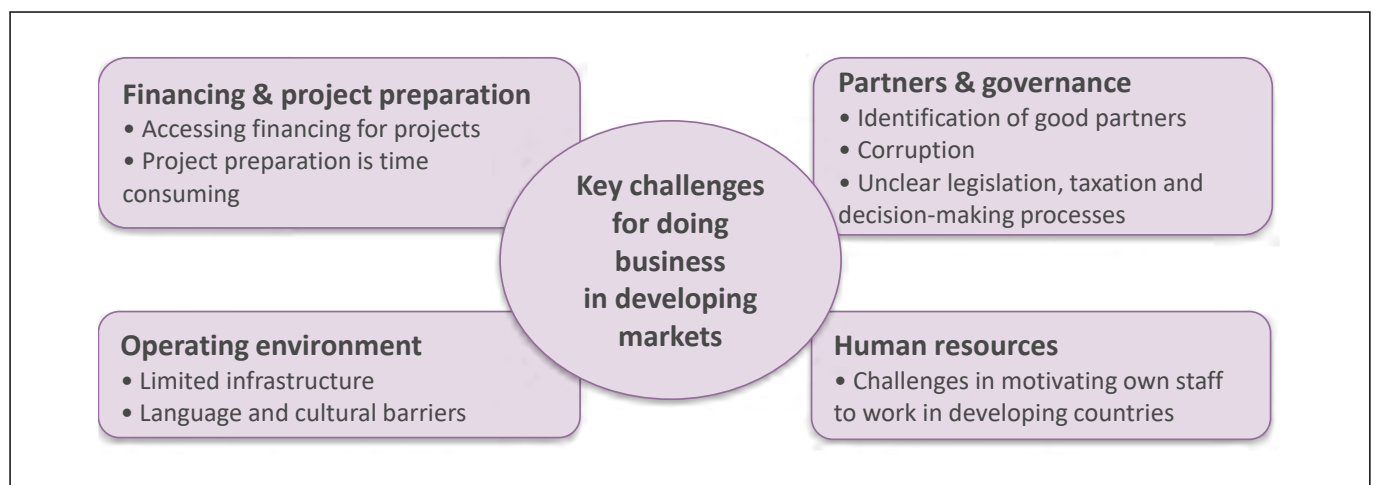
(works, equipment, digital systems, advisory), but require early intelligence before tender windows open. Results and sustainability depend on institutional embedding, follow-through, and credible implementation pathways.

- Scope for service-oriented roles where projects create procurement lots for digital systems and advisory.
- Capability growth from delivering within long-term sector reforms and system-embedding approaches, strengthening durable references.

### A cross-cutting accelerator: digital environment opportunities

The fastest-emerging cross-over opportunities are at the digital-environment interface: climate-data platforms, digitised water and energy services, remote diagnostics, and communications for early warning. These are expanding through EFSD+ and other Global Gateway digital Team Europe Initiatives. Deliberate coordination across environment, connectivity and finance is needed.

### Key challenges for doing business in developing markets identified by the survey respondents



### For Finnish firms to win work?

To tackle short procurement windows, strong incumbents and preparation-to-bid gap, firms need rapid, targeted preparation support: early opportunity intelligence, partner vetting, and coverage of travel and bid costs. Hands-on project preparation and partner identification matter far more than generic market intel, while stronger brokerage, clear Team Finland transitions from pilot to scale, faster decisions, and sustained support through delivery and operations together form the winning formula.



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For the full evaluation report and other materials:

<https://um.fi/development-cooperation-evaluation-reports-comprehensive-evaluations>