

Abstract:
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Integrating Local Companies to the Implementation of the Seinäjoki Model

The Healthy Kids of Seinäjoki Model offers a solution to end childhood obesity in the world. The concept has attracted international attention. We have created a duplicable model that can be transferred and adopted into environments challenged by increasing obesity. Our model can be sold to governments, municipalities and the private sector. Implementation of actions that are in line with the Healthy Kids of Seinäjoki Model will have a remarkable preventative impact on avoiding the occurrence of obesity related diseases at a later age.

The Healthy Kids of Seinäjoki Model is based on elements that Finland is known for: excellent education system, pure food, high quality of life, good governance and children's health and wellbeing. Finland is also known for high-tech companies and innovative industry solutions. We have created a brilliant concept out of these high-brand ingredients for children's overall wellbeing. The model focuses on holistic wellbeing of children through increased activity and sports during normal school days and attention on healthy nutrition and lifestyle.

As a city owned development company and business centre, Into Seinäjoki has been productizing and conceptualizing the Seinäjoki Model into a sellable product. We have considered possibilities of the digital world and how to integrate local companies to the implementation of the model. The idea is to break down the Seinäjoki concept into simple and easy micro-actions and transfer the Seinäjoki Model in a digital way. After all, the Seinäjoki Model is based on small acts done systematically by many people at different levels. Precisely what the micro-actions stand for. Simple and easy acts that can be done anywhere at any time! With enough repetition, micro-actions can lead to behavioral change and learned behavioral pattern. The impact of micro-actions is huge, when done systematically and on a daily basis.

In the conceptualization process, Into Seinäjoki has developed a business idea on transferring a concept that stems from the Healthy Kids of Seinäjoki Model. This will be done in the form of a Mobile Application, which offers an extremely scalable way to reach out to the decision makers, teachers, school nurses, parents and children. The digital marketing channel will open up new business opportunities for companies in various sectors.