

RULES OF THE INDOOR AIR QUALITY ECOSYSTEM (IAQe)

BACKGROUND

The Indoor Air Quality ecosystem IAQe was launched in 2018 to meet the need for an active cooperation platform for Finnish indoor air companies. The need generated from the health impacts of clean indoor air and high expertise found from Finnish companies and research organizations. Healthy indoor air depends on several factors, ranging from building materials to technology products to building maintenance. Achieving clean and healthy indoor air, therefore, requires transparent cooperation between actors throughout the building's life cycle.

The purpose of IAQe is to bridge all the Finnish experts and promote active cooperation to improve indoor air quality and generate new business. Joint projects and solutions offer a new way to develop services and enable markets that would otherwise not be reachable for individual companies. IAQe provides a platform for open and confidential collaboration between companies and research organizations as well as for the development of new business models and concepts. The main functions of IAQe are the creation of new R&D&I projects, solutions and business concepts, internationalization activities, and networking.

In short, IAQe is a business ecosystem promoting the business opportunities of Finnish IAQ companies to generate growth, innovation, and knowledge about healthy indoor air.

BUSINESS SPEARHEAD

IAQe has a business spearhead that concretizes and steers the Ecosystem's activities. IAQe's defined business spearhead is

“Comprehensive, healthy, and fresh IAQ experience for people of all ages for their everyday life”.

The business spearhead will be achieved with interdisciplinary collaboration and joint offerings. Instead of individual technologies, IAQe promotes new and combines existing best solutions and services to achieve and maintain healthy indoor air. This is made possible by a wide network of the best actors in the industry: leading companies, research, and technology organizations, and other stakeholders. Also bridging IAQ with IEQ, outdoor air, smart city, smart energy production, and digitalization is needed to be able to answer the future needs of customers.

ECOSYSTEM MODEL

The core of the IAQe Ecosystem is the partner companies. The partner companies are responsible for steering the ecosystem activities, refining the ecosystem's defined business spearhead, and choosing the ecosystem's focus areas. The partner meetings are a key forum for steering the Ecosystem activities. The partner meetings are open for all Ecosystem partner companies. The Ecosystem is open and transparent to its partners.

In addition to the partner companies, the Ecosystem manages and networks with other relevant stakeholders, e.g., associations, companies, regulators, universities, and research organizations, to name a few. Regularly, stakeholders are asked to participate in the ecosystem activities, e.g., by presenting novel ideas, state-of-the-art research, and other interesting indoor air relate topics to the partner companies.

The Ecosystem Coordinator, Tamlink Ltd, is responsible for organizing the ecosystem activities based on the partner companies' guidance. The Coordinator handles administrative tasks for the Ecosystem to keep the activities running smoothly and according to the Ecosystem plans. The Coordinator operates proactively, searching for new opportunities to benefit the Ecosystem and its partners. The ecosystem also provides and nurtures close collaboration with Finnish and European research organizations.

MEMBERSHIP CRITERIA

IAQe is an open cooperation platform that bridges all parties of the building's life cycle to achieve healthy indoor air. Confidentiality and collaboration are key principles in all Ecosystem activities.

The Ecosystem has the following membership criteria:

The Ecosystem is open for all companies interested in indoor air quality as a theme.

The Partner Company needs to have business operations (revenue) in Finland.

The Partner Company is aligned with the Ecosystem's business spearhead, ecosystem model, and selected focus areas.

The Partner Company seeks growth, especially in export markets.

The Partner Company must allocate necessary resources to the Ecosystem work. The Company shall nominate its prime contact person as well as its deputy to support the fluent flow of information within the ecosystem.

Foreign companies (*no business operations in Finland*) can participate in the Ecosystem's network and case-by-case in Ecosystem activities, if decided so by the partner companies. Research organizations and (IAQ-related) associations can also participate based on partner companies' needs and wishes to the Ecosystem activities.

MEMBERSHIP FEE AND OTHER COSTS

The annual membership fee covers two cost elements: the ecosystem activities (e.g., project preparations, business model pioneering (e.g., IAQaaS), events, and internationalization) and keeping the cooperative structure in action (e.g., workshops, partner meetings, Ecosystem coordination).

The membership fee is confirmed for two years and invoiced annually by the Coordinator. For the period of 2022 to 2024, the IAQe ecosystem has the following membership fees based on company size (annual revenue):

| Size | Membership fee (per year) |
|--------------------------|---------------------------|
| Large, revenue >40M€ | 6000 EUR |
| Medium, revenue 10-40 M€ | 5000 EUR |
| Small, revenue 2 - 10 M€ | 4000 EUR |
| Micro, revenue <2 M€ | 2000 EUR |
| Startups | 1000 EUR |

The collected membership fees will be used according to the work plan drafted by the Coordinator, which in turn is based on guidance from partner companies. Other costs are paid separately (for example, travel costs to the Ecosystem's internationalization activities).

Approved by the IAQe Ecosystem partners on 6.6.2023.

On the behalf of the Ecosystem

Tamlink Ltd.