

Creating meaningfulness at work

Mari Tuokko

Communications manager

 @marituokko



tieto

Tieto is the leading Nordic software and services company



Serving customers since
1968



Around
900 customers



Turnover of approximately
1.5 billion



3000
Projects annually



15 000
experts globally,
in **20+ countries**,
3500+ in Finland



Investments in technology
and services more than
€100 million* per year

*incl. capital expenditure
and operational costs

Among the
top 3
vendors in
Sweden

Among the
top 6
players in
Norway



The **leading**
market position
in **IT services**
in **Finland**



3000+
Digital Experience
consultants in the
Nordics

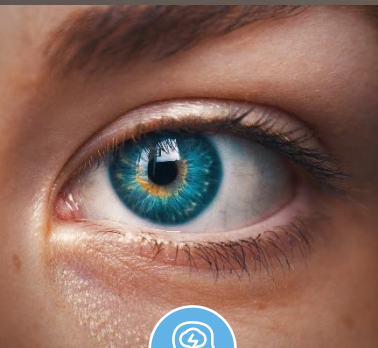


Key market
Nordics, serving
customers in over
90 countries
worldwide

Digitalization is helping to solve the biggest challenges of our time

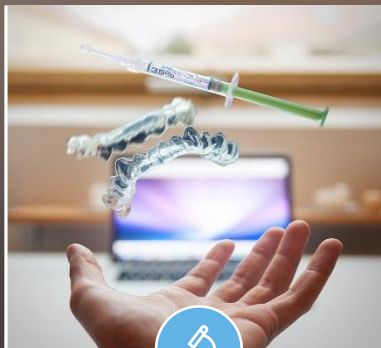


Tieto drives digitalization to impact people's everyday life and society at large



We use the latest technologies ie. artificial intelligence **to boost value-based health and social care** - to identify new proactive means of targeting services to citizens, for example to **prevent social exclusion**.

We deliver digital solutions and tools that will **improve everyday life for individuals living at home** ie. through solutions such as digital supervision, positioning alarms and cognitive aids that remind them to take their medication at the right time.



We digitalize pathology processes **to speed up cancer diagnostics** and have e.g. several Artificial Intelligence experiments within Healthcare.

Tieto Smart Utility's Distributed Energy Solution enables the entire value chain from utility level to small scale distributed energy resources, providing **full service in managing the new energy business virtually**.

In 2018, our customers **avoided 76 kton of CO2** through use of these services from Tieto.



Autonomous shipping can minimize accidents, decrease the environmental footprint of marine trafficking as well as generate new business possibilities.
We keep data safe with energy-efficient data centers.

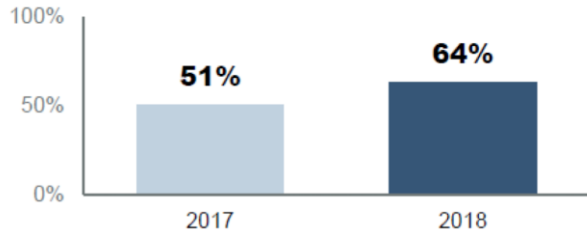


Businesses are expected to take a stance on societal issues and speak up their values.

Growing stakeholder expectations

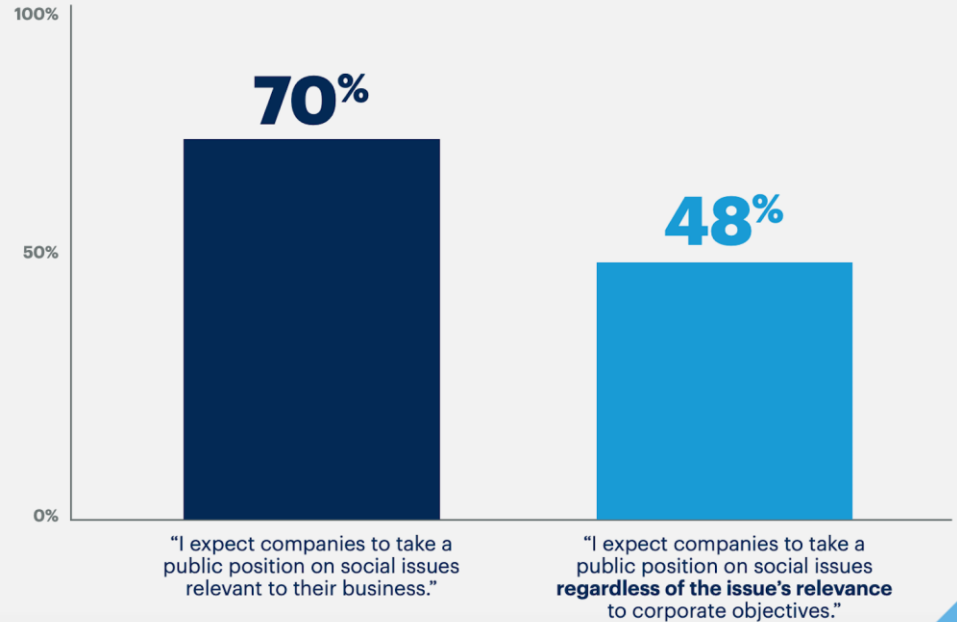
High Expectations

Percentage of Consumers Who Are "Belief-Driven Buyers"



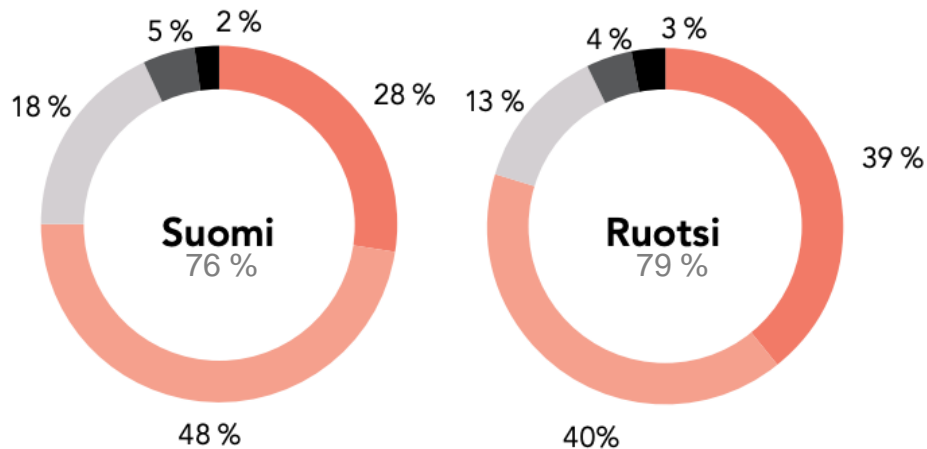
n = 8,000
Source: 2018 Edelman Earned Brand Report

Opinion of general population on companies addressing social issues

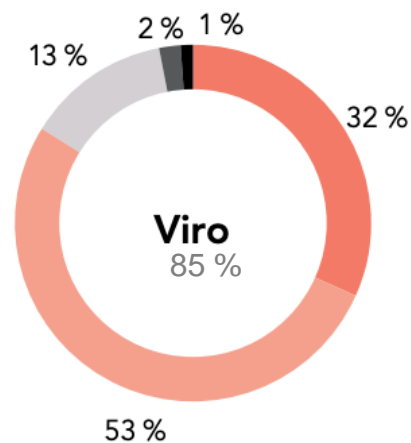


n = 30,284
Source: Gartner 2018 Optimizing Communications for Changing Stakeholder Expectations Survey

Yritysten pitäisi osallistua yhteiskunnallisten ongelmien ratkaisemiseen



Yritysten tulisi ottaa kantaa ajankohtaisiin yhteiskunnallisiin aiheisiin*



Vahvasti samaa mieltä Samaa mieltä En osaa sanoa Eri mieltä Vahvasti eri mieltä

Source: Miltton, pää pois pensaasta (2017), 3000 vastaajaa kolmessa maassa.

KAIKKI**

~~NAISET~~ MAKSAVAT EURON OSTOKSESTA 0,83 EUROA*.

NAISEN EURON ELI →

KAIKKI

* MEILLÄ KAMPANJAT | M&M 24.8.2017 09:27 päivitetty 24.8.2017 13:47

on edelle
naisen eu
~~ostok~~ ma
asti. Mieh
~~ostoksista~~
arvoa edit

Finlayson käy taistoon naisten palkkojen puolesta – Jukka Kurttila: "Tiedämme, että kampanja voi synnyttää myös närää"

ALENNUKSEN SAA KOODILLA: NAISENEURO

**** KOSKA VIRANOMAISET ANTOIVAT YMMIÄRTÄÄ, ETTÄ MUTEN HÄKKI HEILAHTAA.**

TAALIN OVI OY PUCENTIA

HELSINGIN SANOMAT

Helsinki Pride kasvoi entistä isommaksi: "Yritykset uskaltavat rohkeammin ilmaista tukensa yhdenvertaisuudelle"

Firmat ja yhteisöt sanovat #metahdomme - Tasa-arvoiselle avioliittolaille kannatusvyöry

Hiiop! Ota koppi vapaaehtoistyöstä

Tavoitteena oli sata – Suomelle lahjaksi yli 240 vuotta vapaaehtoistyötä

Hiiop100.fi on
tehdä vapaaehtoistyötä ja paikan k... apukasia
vapaaehtoisteväsi.

#METAHDOMME

SUOMI KIINNOSTUI
SUOMI KESKUSTELI
SUOMI HYVÄKYSI

Case: Tieto and Startup refugees – Giving back to the society



Helping refugees and asylum seekers in strengthening digital competencies and supporting integration into the Finnish job market and society.

Goals of the collaboration



Improve the digital skills of newcomers



Strengthen the engagement of Tieto employees



Communicate Tieto's values: diversity and equality

***Strengthening
digital equality
in the society***

tieto



158 participants

Tieto ja Startup Refugees käynnistävät mentorointiohjelman



4000 intra clicks

100 volunteers

200 newcomers

97% satisfaction rate

Reach of 2,2 million

Proud employees are great ambassadors

Guest blog: Digital competences help to build more equal societies

The internet has affected democracy in a large scale. It helps us spread and receive free information, enables discussion, and can be used to promote human rights and government accountability. However, digital democracy isn't evenly distributed across the globe, and some nations and demographics are much better positioned to utilize its opportunities.

March 26, 2018

Volunteering to bridge the 'Digital Divide'

It's been said, more than once, that we are perhaps living in the best time for humanity. Life expectancy is at its highest, and more people than ever before have access to healthcare, clean water, education and a livelihood. Yet, for all our progress, there remains a startling degree of wealth inequality.



Elisa Liekkilä • 1st
Sales Manager at Tieto / Aalto Biz
3w • Edited

It feels good to do good

It feels good to do good. I was able to help a lot of people to get their digital skills up.

Last year one of the most personally rewarding and enriching experiences at work for me were the workshops **Manish** and I held together with **Startup Refugees** and this year we continued the collaboration in the form of mentoring.

#volunteering #mentoring #immigration #digitaldivide #tietolife



Jenni Jusslin • 1st
Communications Manager at Tieto
2mo • 🌍

Tästä olen todella innoissani: huomenna alkaa elämäni ensimmäinen mentoritehtävä Startup Refugeeen kautta! Tärkeää työtä yksilön tukena. huomenna tapaan mentoroitavani ensimmäisen kerran.!



Elisa Liekkilä • 1st
Sales Manager at Tieto / Aalto Biz
3w • Edited

Last year one of the most personally rewarding and enriching experiences at work for me were the workshops **Manish** and I held together with **Startup Refugees** and this year we continued the collaboration in the form of mentoring.

#volunteering #mentoring #immigration #digitaldivide #tietolife



Nelli-Majja Meiln
@nellimeiln

Jokainen ansaitsee mahdollisuuden tehdä töitä ja pienillä teoilla voi olla suurikin merkitys yksittäisen ihmisen elämässä
#Startuprefugees #wecare #CharityDay



Building more equal digital societies

Tieto and Startup Refugees are collaborating in helping refugees and asylum seekers to strengthen their digital competences and support their integration in...

youtube.com

23.31 - 4. syysk. 2018

2 uudelleentilausta



Heidi Kähkönen
@heidakahkonen

And **TietoCorp** has created real **Value** for society 🎵 by supporting **#StartupRefugees'** skilled refugees to maintain & develop their skills. Tieto activated their own staff to help w/ practical means: teaching digital skills, brushing up CVs & supporting job seekers.

👍👍 #SURbrunch



Kia Haring @kiaharing - 9. huhtik. 2018

Meille **TietoSuomi** on tärkeää vaikuttaa nuorten syrjäytymisen ehkäisemisessä sekä teknologian että tekemisen kautta. **#digitaalidemokratia** tavoitteena - yhteistyössä **#startprefugees** ja **@Nuori_fi** kanssa! **#WeCare #tietolife**



Helidona Dehari @DehariHelidona - 18. kesäk. 2018

Just started the second workshop with **@startprefugees** where we share more about **Tieto** & the IT landscape in Finland! So grateful to get the opportunity to use working hours in helping others in need **#tietolife**

👍 Käivälä twiitti



Pranali Saxe
@pranalisaxe

Tieto is taking inclusion beyond the workplace and into society, by helping bridge the digital gap.... Watch the video how **@TietoCorp** & **Startup Refugees** collaborate **#CharityDay #Tieto50**

👍 Käivälä twiitti



Heidi Kähkönen
@heidakahkonen

Building more equal digital societies
Tieto and Startup Refugees are collaborating in helping refugees and asylum seekers to strengthen their digital competences and support their integration into the Finnish job market and society. **tieto.com**

1.08 - 1. syysk. 2018

4 uudelleentilausta

👍 Käivälä twiitti

A portrait of a man with a beard and a black t-shirt. The t-shirt has a logo that reads "START UP REFUGES".

START
UP REF
UGES



Kiitos!



tieto