



GEOLOGICAL SURVEY OF FINLAND STRATEGY 2020-2023

CLIMATE CHANGE

URBANIZATION

ENERGY DISRUPTION

CARBON NEUTRAL SOCIETY

WATER

ELECTRIC TRAFFIC

ECOSYSTEMS

FINLAND'S VIRTUAL CONCEPT

**PURPOSE:
FOR EARTH
AND FOR US**

MATERIALS AND
CIRCULAR ECONOMY

FOCUS AREAS

INFORMATION
SOLUTIONS

CIRCULAR ECONOMY

BATTERY MINERALS

WATER
MANAGEMENT

**SOLUTIONS FOR MORE
SUSTAINABLE GROWTH**

VALUES

**BRAVELY CURIOUS
AND INNOVATIVE**

MORE TOGETHER

**APPRECIATIVE
AND RESPONSIBLE**

FUTURE OUTLOOK

THIS IS HOW WE ENVISION THE FUTURE 2030



For societies, companies and individuals, the impacts on environment and climate change are key criteria in decision-making



Electric traffic has increased rapidly and the Finnish battery cluster is in a key role for improving the technology



Sustainable production, the circular economy, new materials and consumption optimisation have become key issues in the use of materials



Demand for low-carbon energy has grown significantly and a decision to stop using fossil fuels has been made



Demand for expertise in the water sector has reached a critical point in companies and around the world



The majority of Finns live in smart and integrated cities, and virtual city models steer decision-making



Finland's virtual concept is a platform for solving global challenges



Expertise, ecosystems and improving together have become everyday topics

PURPOSE



FOR EARTH AND FOR US

OVERALL INFLUENCE

OVERALL INFLUENCE AND AREAS OF INFLUENCE

Solutions for more sustainable growth

Decisions based on
relevant data to improve
sustainable growth

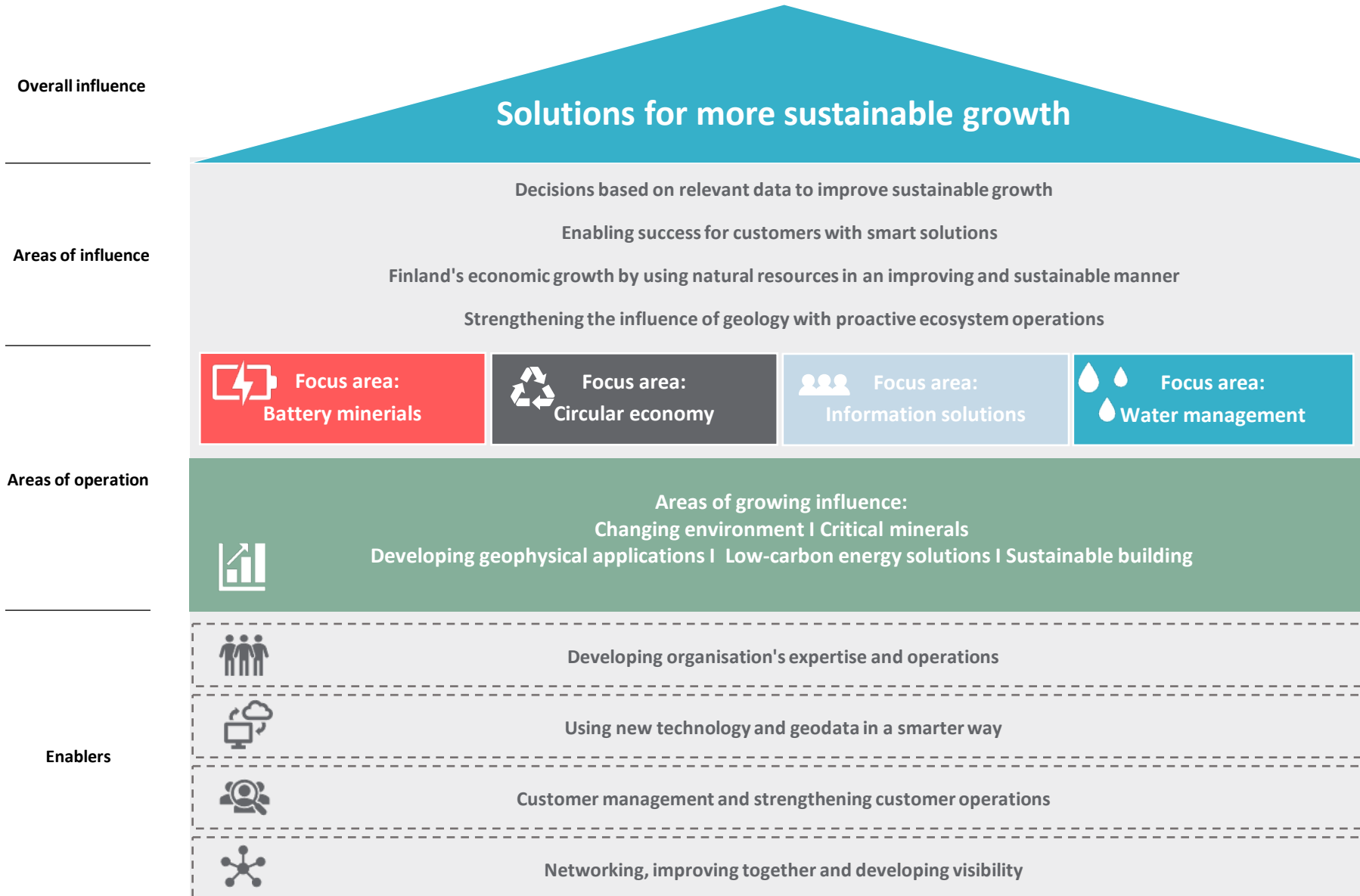
Enabling success for
customers with smart
solutions

Finland's economic growth
by using natural resources
in an improving and
sustainable manner

Strengthening the
influence of geology with
proactive ecosystem
operations

STRATEGIC GOALS

STRATEGIC GOALS

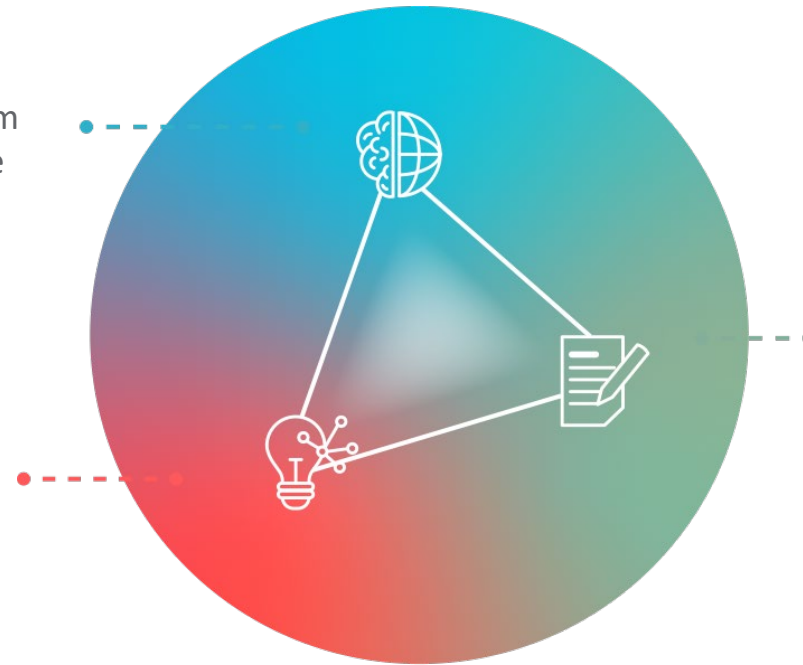


SYNERGY MODEL

OUR THREE SYNERGIC ROLES

GEODATA: Provides, gathers, refines and distributes geodata. As a part of the ecosystem develops information capital and improves the utilization possibilities of data and knowledge.

SCIENCE AND INNOVATIONS: As an active operator in the ecosystem, provides scientific results and innovations which address key challenges.



CUSTOMER ASSIGNMENTS: Provides and develops client solutions based on high-level expertise and data.

VALUES

OUR VALUES



Bravely curious and innovative

We make predictions for the future and how the operating environment and customer needs will develop and we seize every opportunity.

We do best for the society as a pioneer in our field and we are not afraid to take areas of application to their limits.

We are constantly developing our expertise, operations and procedures.



More together

We have a goal-oriented approach together with our partners in influential networks.

We are always trying out new forms of cooperation.

We are a diverse community that shares and utilises data and understanding.



Appreciative and responsible

We trust others and are trustworthy.

Each of us is responsible for the results of their work, the quality and impartiality, the well-being of the community and improving sustainable growth.

We create a supportive environment, where everyone is involved and their contributions are valued.

FOCUS AREAS

Circular economy

Strategic target:

An internationally respected actor in research and solutions of sustainable use of mineral based materials

Information solutions

Strategic target:

An international leader as a supplier of geodata management and application solutions



Battery minerals

Strategic target:

A leading expert in battery clusters and a promoter of business

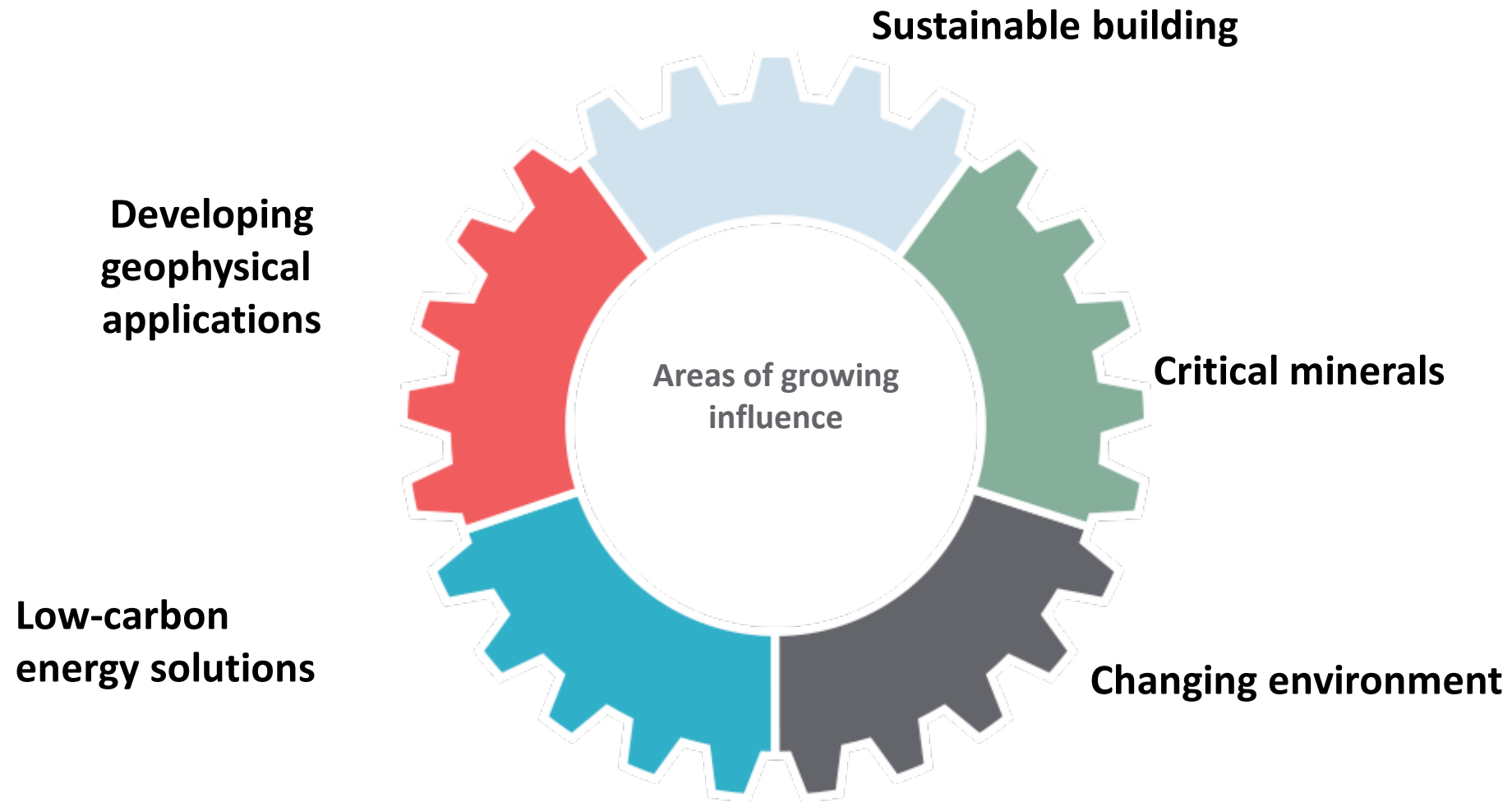
Water management

Strategic target:

Our expertise in the water sector is utilised in comprehensive water management solutions

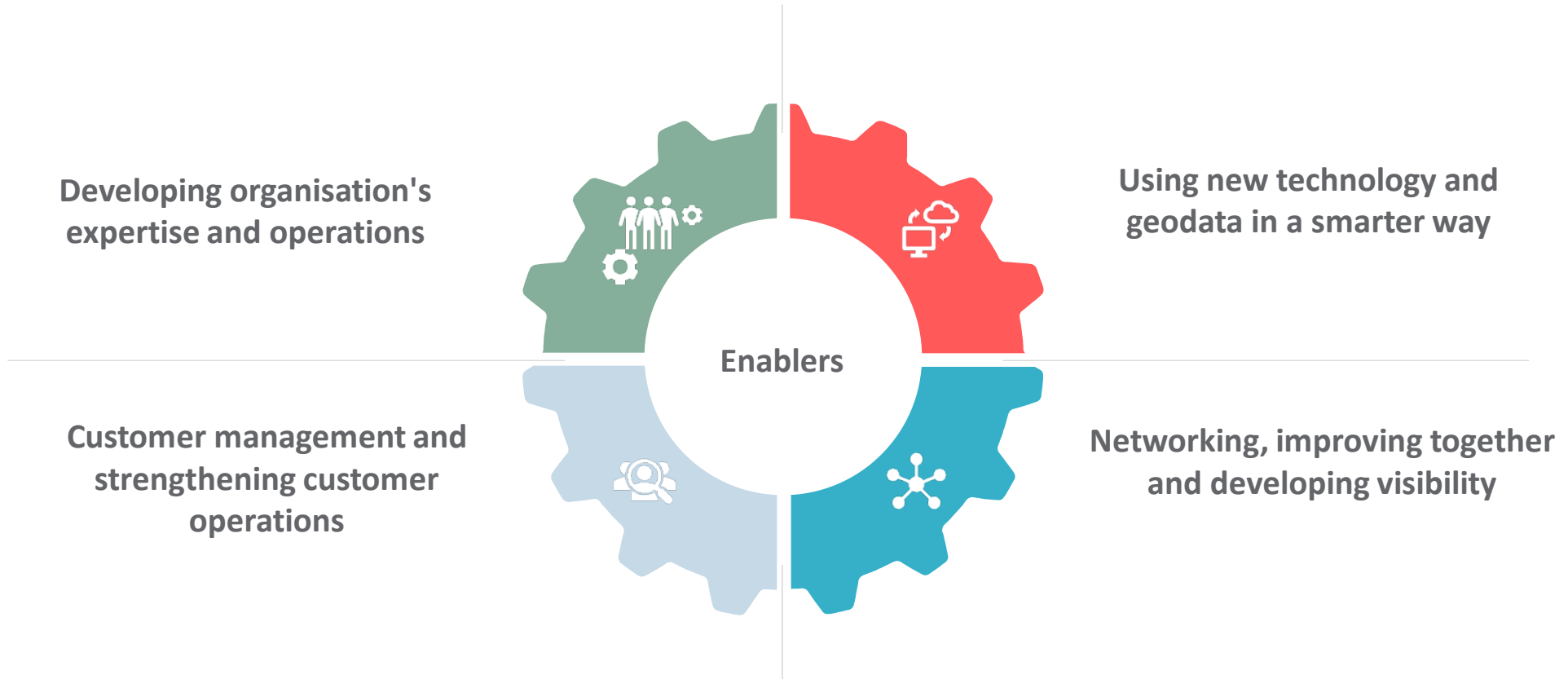
- Focus areas have the highest potential to create significant solutions for sustainable growth
- Focus areas are emphasized in research and innovation

AREAS OF GROWING INFLUENCE



- Areas of growing influence have a significant role in creating solutions for more sustainable growth
- Customer demand guides work in the areas of growing influence
- The areas of growing influence have potential to grow their significance in the future

ENABLERS



- Enablers support the realisation of the targets of the focus areas and areas of growing influence
- Enablers are improved across units and functions

ORGANISATION

ORGANISATION 2021

