

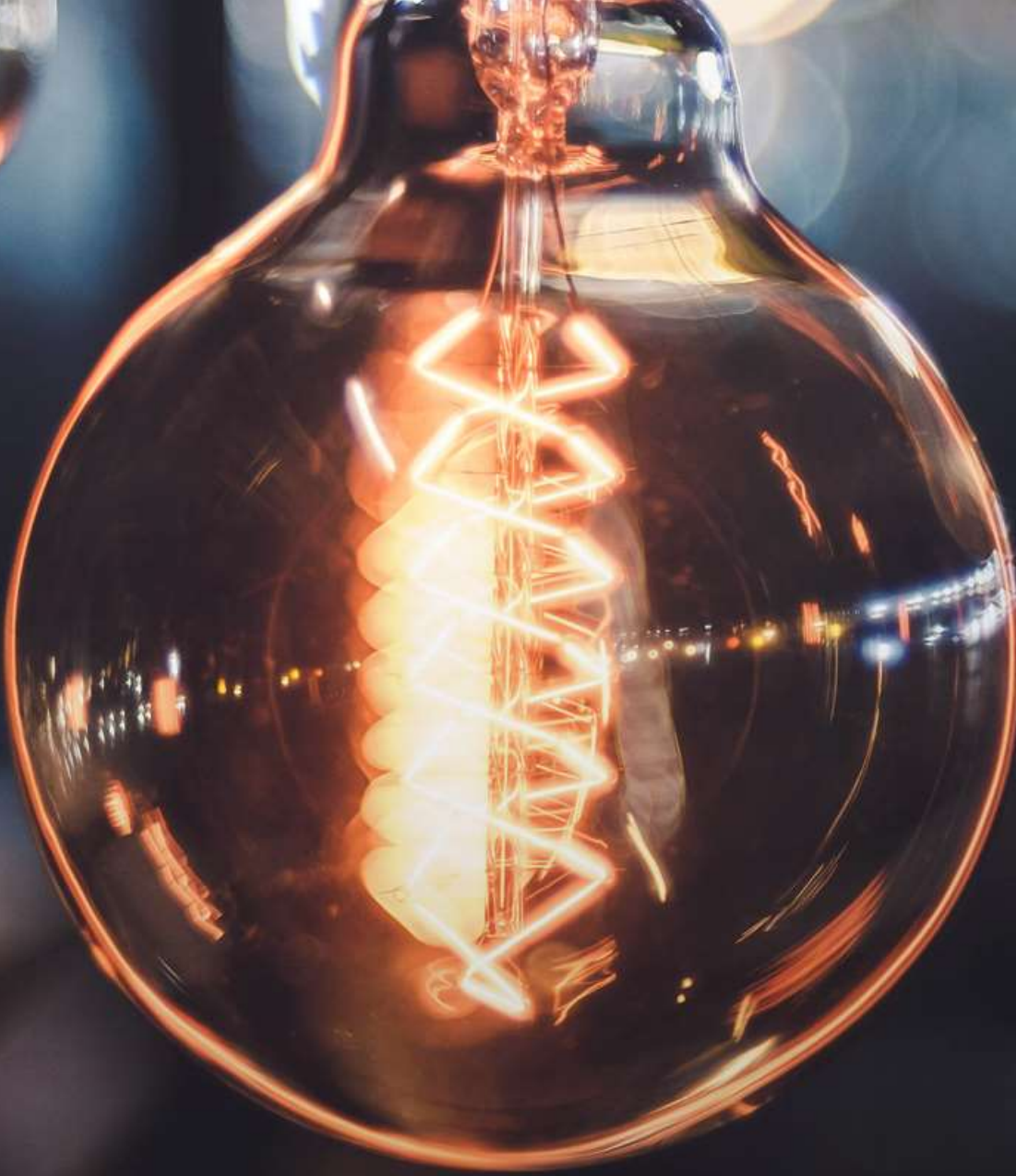


Covid Digital Game Changers Task Force

How will Covid change business life?

The findings of Finnish frontrunner companies



A large, glowing incandescent lightbulb is the central focus on the left side of the image. The filament inside is brightly lit, creating a warm orange glow. The background is dark with out-of-focus bokeh lights in shades of blue and white.

**Covid boosted
digitalization and
green transition.
We must now
seize this unique
opportunity and not
waste it.**

The four key messages of digital frontrunner companies

- Focus on automation



1

Focus the Finnish recovery investments on renewing remarkable growth areas recognised by Finnish frontrunner companies. They are all related to green and digital transition.

2

While setting very ambitious carbon emission targets for ourselves in Finland, we need to demand a similar level of ambition from other EU member states.

3

Increase national public innovation funding. It must be channelled into the system through companies that are willing to build hubs for talents, SME-companies, start-ups and RD&I.

4

In order to make the green and digital transition happen, strengthening of investments in digitalisation and cybersecurity is needed.

Growth areas' new joint ecosystem activities recognised by frontrunner companies



Green and digital transition;
Electric. Digital. Connected –
Pathway to climate neutrality



Breakthrough in industrial
5G technology



Automated and carbon-neutral marine logistics



Securing system-wide cybersecurity and resilience



A digital way of working



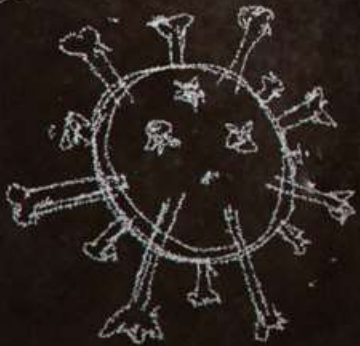
Solutions that are sustainable and take health into account

STORY OF DIGITAL GAME CHANGERS

The corona pandemic has caused turbulence for business life throughout the world. The way of working, efficient value chains and established market shares have changed rapidly.

A chalkboard sign on a wooden frame stands on a cobblestone street. The word 'CLOSED' is written in white chalk and underlined. Below the text is a hand-drawn sketch of a coronavirus, showing a circular body with several spikes protruding from its surface. The background shows a narrow street with historic buildings and a hanging plant.

CLOSED





During this process,
frontrunner companies
identified:

- 41** events, phenomena and changes in customer behaviour
- 7** key changes and drivers for further analysis
- 5** areas of concrete action
- 4** areas of competence development



STORY OF DIGITAL GAME CHANGERS

The expectations and behaviour of customers have also been changed by the coronavirus. As old setups and business models must be renewed, new business models are also being created and market shares are redistributed.
New winners are born.



Seven key changes and drivers were prioritised for further analysis:

- 1** Increased use of digital services in all age groups and multiple areas of life
- 2** Expectations for best-in-class, seamless customer experience
- 3** Increase in need for control caused by uncertainty
- 4** Shift towards more sustainable values
- 5** Slow and local lifestyle
- 6** Health-minded buying
- 7** Hybrid forms of encounters

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR



STORY OF DIGITAL GAME CHANGERS

Those who seize the possibilities brought by the changes in working life have excellent opportunities for success, growth and recruitment. Many of the significant businesses that are leading in the growth areas are originally from Finland. Many factors benefit Finland.

The five key messages of digital frontrunner companies

- Focus on customer business



1

Build Finnish citizens and companies' digital competencies and prevent digital discrimination

2

Build seamless end to end world-class customer experience

3

Build flexibility in hybrid business and working models

4

Develop digital solutions that create feeling of security

5

Build new business concepts around sustainability and health-mindedness

Companies are
willing to invest
in **new growth**.



DIFFICULT
ROADS
LEAD TO
BEAUTIFUL
DESTINATIONS





STORY OF DIGITAL GAME CHANGERS

The competition gets harder in an international environment, but Finnish companies are prepared to produce world-class digital services and customer experience.

The must-have key competencies identified by the frontrunner companies



1

Customer-centricity
and service design

Human insight, service
design and UX education

Customer-centric
innovation capabilities

2

Building platform
business models

System thinking

Ecosystems and
partnerships

Value creation

3

Advanced
technological
capabilities

Speech recognition

AI to crunch data

Cyber-security

4

Brand building
and marketing

Brand building with a strong
link to company values

Story-telling capabilities

STORY OF DIGITAL GAME CHANGERS

The public sector can promote the finalisation of these investments in many ways. The welfare state is financed by work. Debt is paid by having a higher employment rate and more rapid growth.

What must be done?

- ▶ Throughout the education system: guarantee digital and climate skills
- ▶ Increase innovation funding for digital business models to create ecosystems
- ▶ Update the services for companies on how to internationalise business and add resilience
- ▶ Ensure cyber and data security skills and attract international talent and speed up the process
- ▶ Adapt RD&I instruments to the new ecosystem of sustainability and health-awareness

