

Future fund Sitra as a shaper of society

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SITRA

A gift to Finland

The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

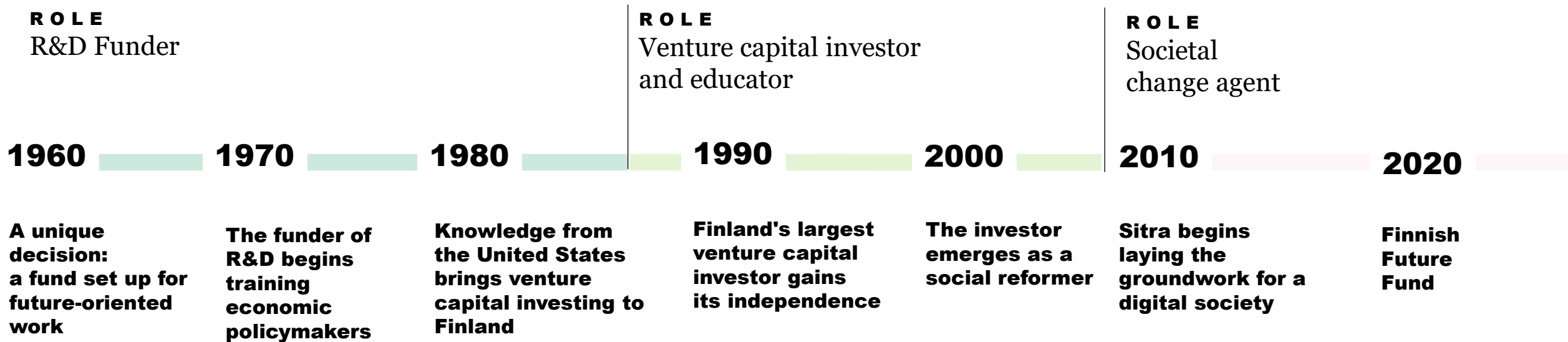
The public future-oriented organisation was given the mission to build the successful Finland of tomorrow.

The year was 1967.



Erkki Laitila, HS/Lehtikuva 1967

From R&D funder to societal change agent



What is Sitra?

1. A gift from Parliament to the 50-year-old Finland. Still under the supervision of the Finnish Parliament.
2. An independent future fund: a futurologist, visionary, developer, experimentalist, financier, partner, trainer, and networker.
3. Sitra's mission is to develop the successful Finland of tomorrow and its vision is a fair, sustainable and inspiring future that ensures people's well-being within the limits of the earth's carrying capacity.
4. Sitra's vision is implemented through projects in three strategic themes and two continuous functions.
5. Funded by returns on endowment capital and capital investments.

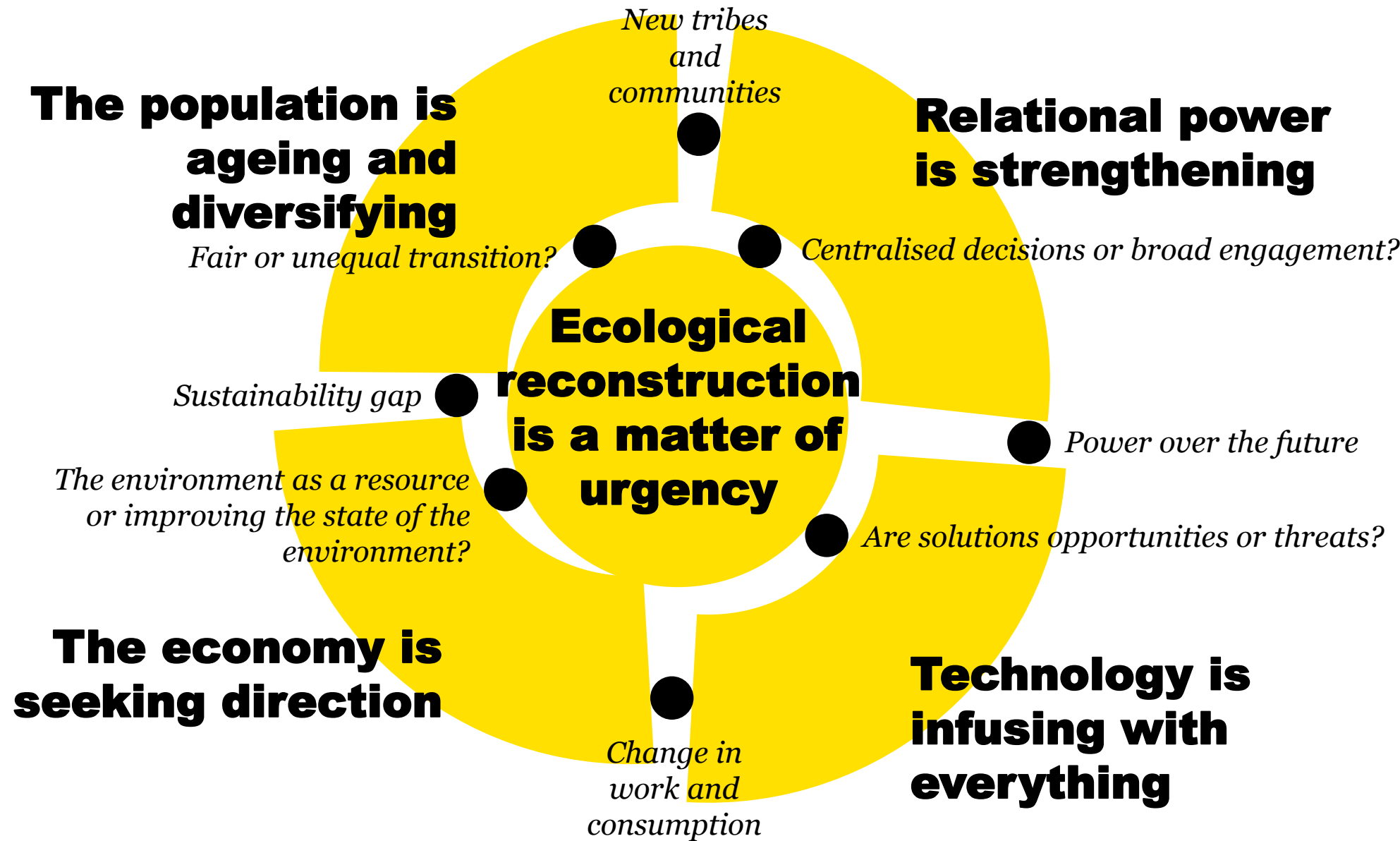
Building our future *together, independently, respectfully and responsibly.*



SITRA

MEGA TRENDS





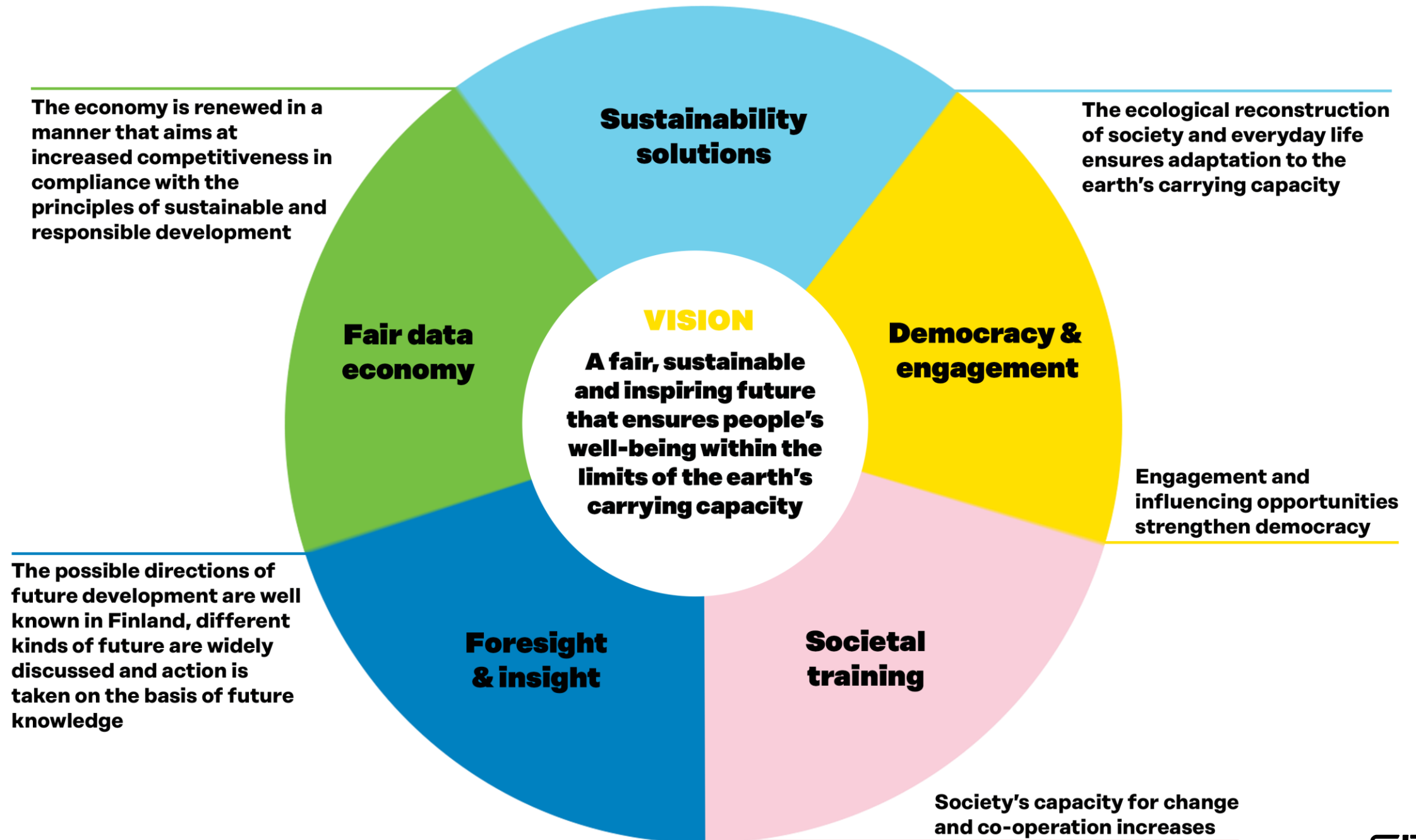


Our vision

Finland will prosper by building a fair, sustainable and inspiring future that ensures people's well-being within the limits of the earth's carrying capacity.

What kind of change do we pursue?

We have five goals we work for every day.



THEME

Sustainability solutions

We strengthen biodiversity and accelerate ecological reconstruction. In practice, we promote the transition to a society that improves the state of the environment and enables everyone to adapt to the earth's carrying capacity. We drive ambitious climate policy, promote a fair and competitive circular economy and encourage people to take sustainable action.

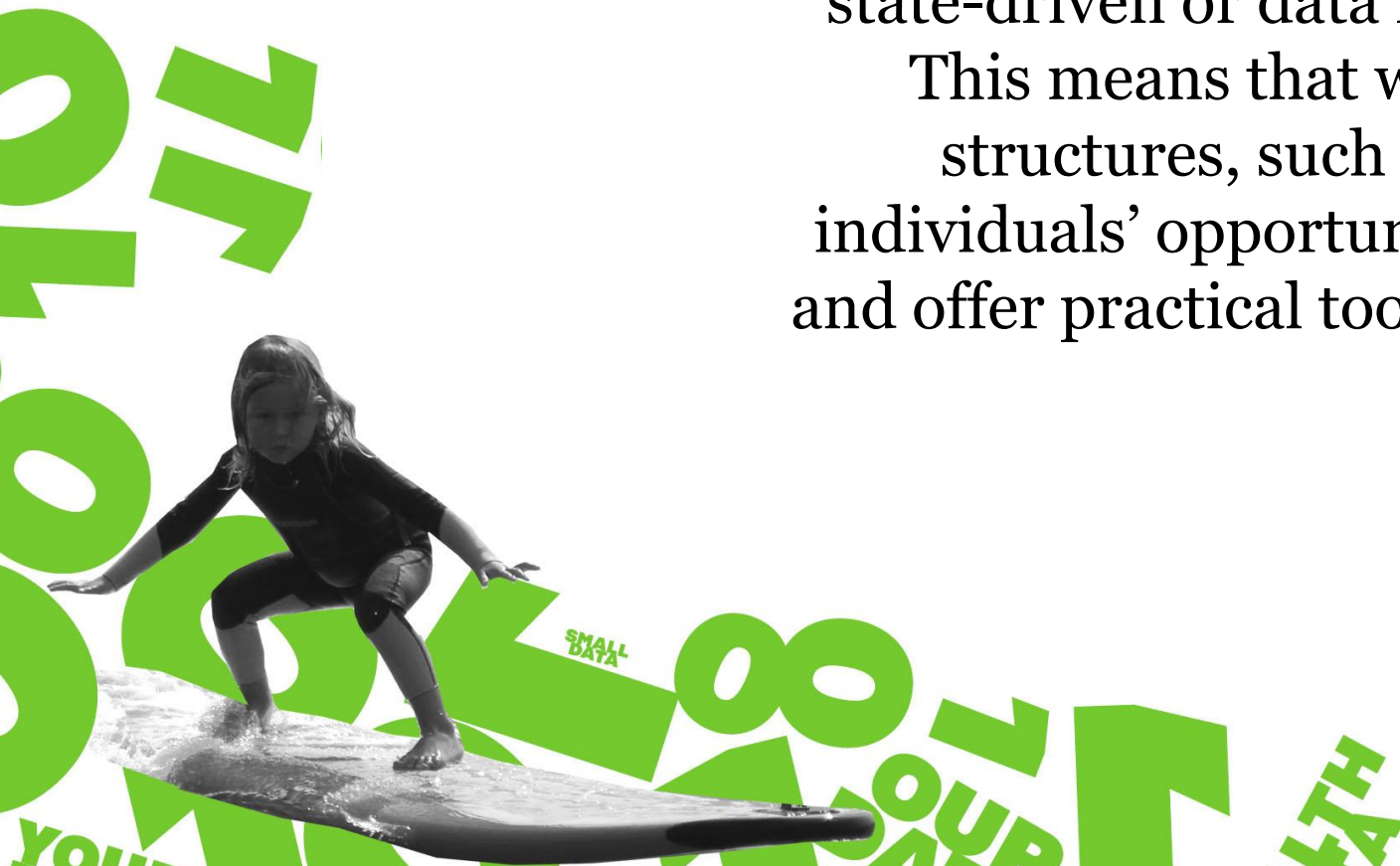


THEME

Fair data economy

We build a human-driven, fair data economy based on European values as an alternative to a state-driven or data monopoly-driven data economy.

This means that we promote changes in economic structures, such as regulation and rules, increase individuals' opportunities to influence the use of data and offer practical tools to companies operating in the data markets.



THEME

Democracy and engagement

We strengthen democracy and influence the building of an inspiring future.

We reform and develop the structures of democracy, operating methods and means of participation and interaction, among other things. We especially focus on investigating how network-based operating methods and algorithm- and data-based means of operating and influencing can be harnessed to support democracy, engagement and co-operation.



Our toolbox

a.k.a. impact-generating mechanisms for ideas and action

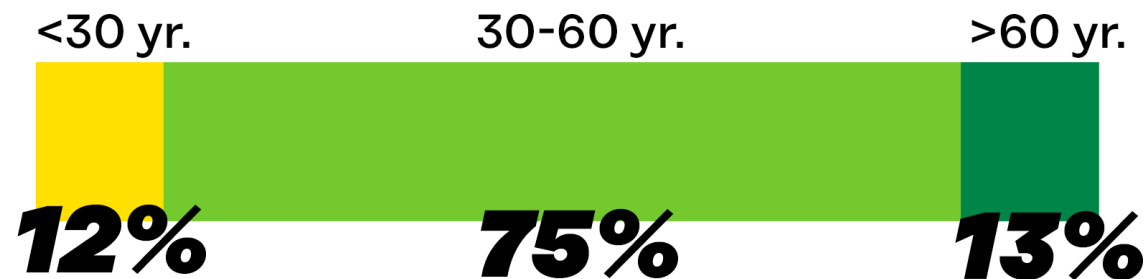
- 1. “Sense making”:** production and processing of new information, identification and anticipation of development trends and challenges.
- 2. Starting a societal debate and spreading awareness** (including training).
- 3. Forging encounters, uniting people** (involving operators, facilitating interaction and “active promotion work”).
- 4. Practical trials and pilots** for rapid identification and testing of new operating models.
- 5. Spreading and establishing new operating models.**
- 6. Building a political and administrative foundation for change** (influencing decision-making).

Employees

180 employees

164 person-years

Employees age distribution



EDUCATION

91 % higher education
9 % other education

EMPLOYMENT CONTRACTS

61 % permanent
39 % fixed-term

Investment activities

MARKET VALUE OF INVESTMENTS 12/2021

1 107 M€

976 M€ 12/2020

SITRA'S ANNUAL BUDGET

30-40 M€

34.1 2021

RETURN

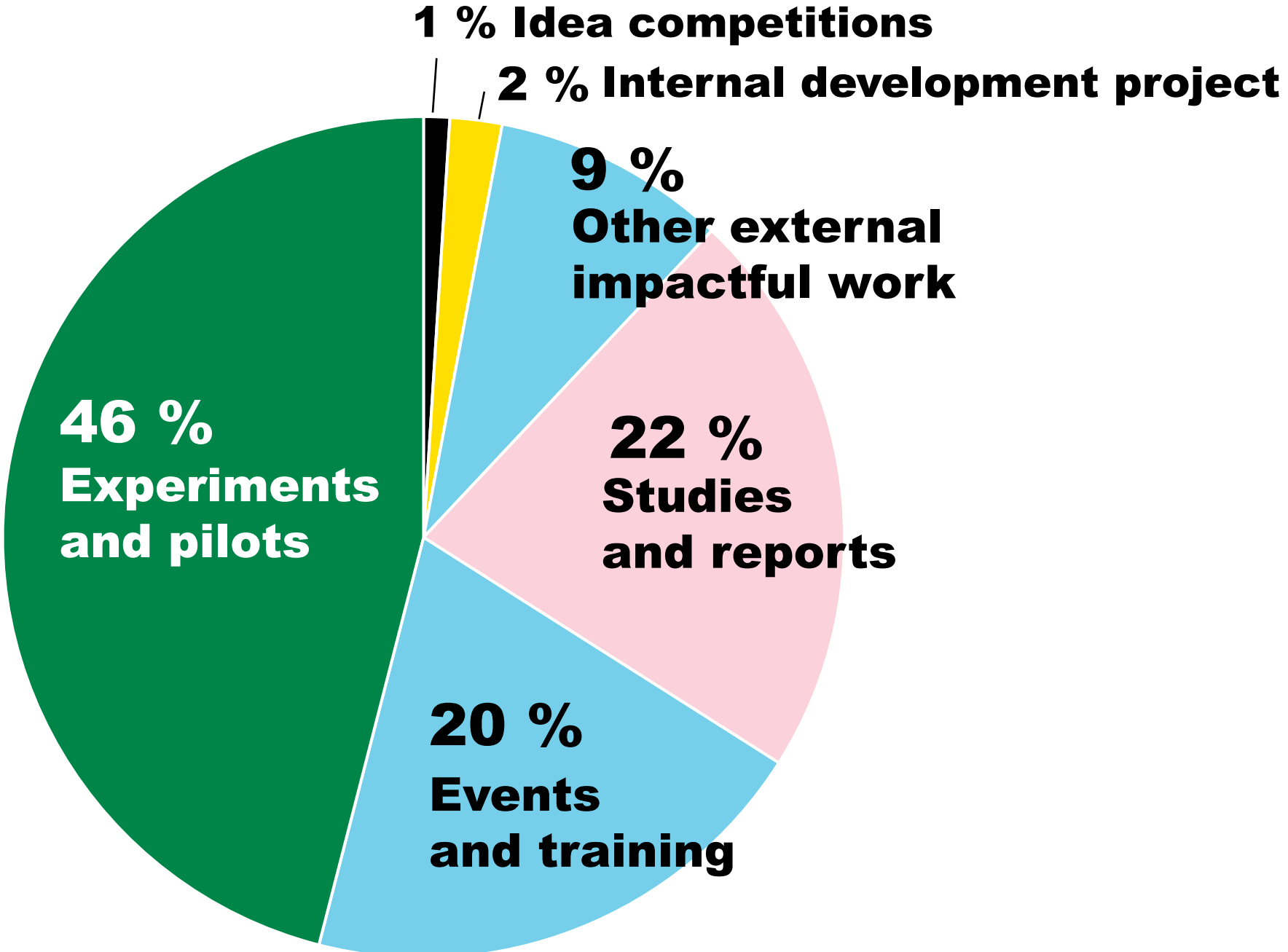
16.6 %
12/2021

11 %
12/2020

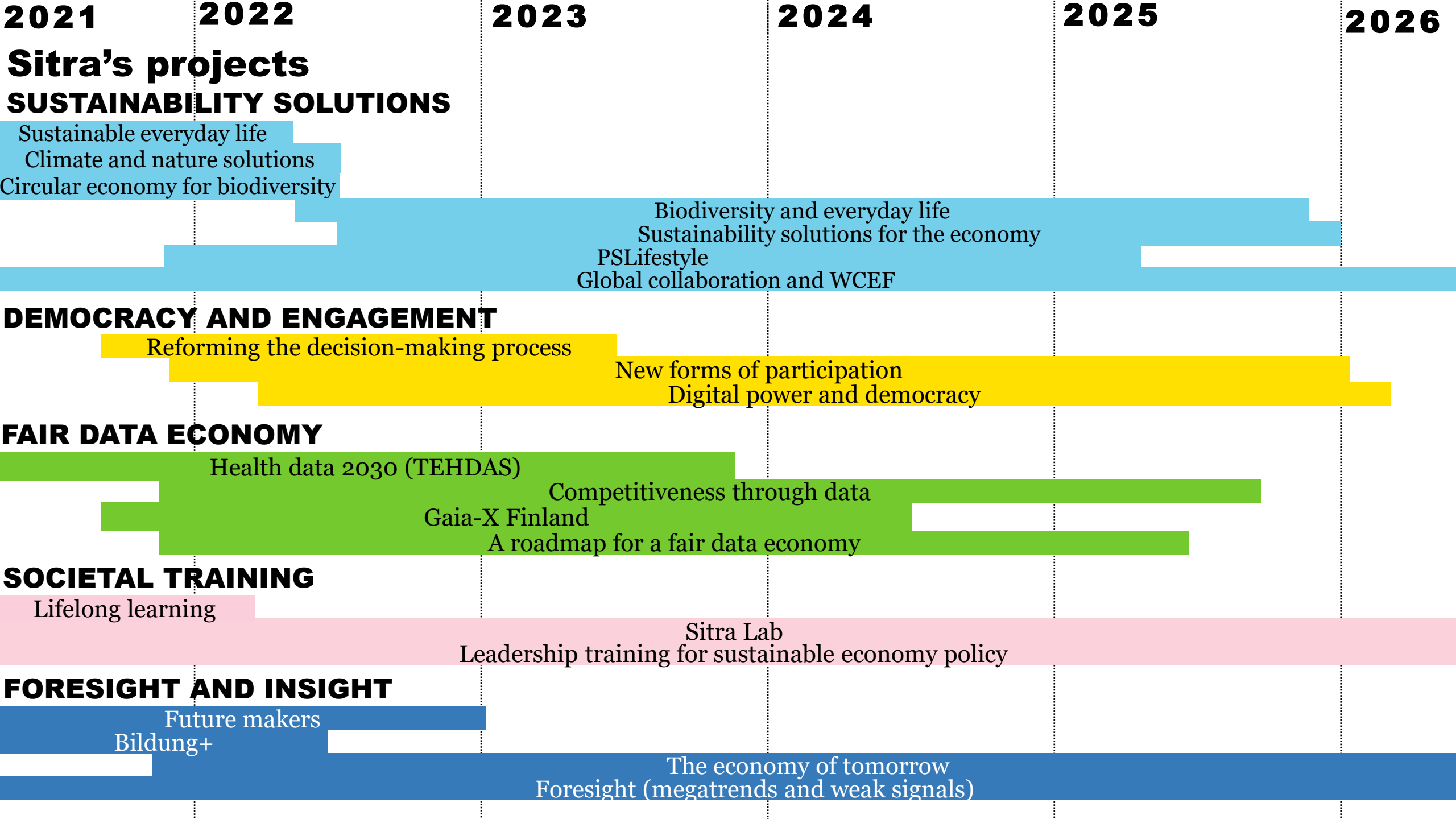
**INVESTMENTS OF
THE STATE,
TOTAL**

84 M€
1967-1992

What do Sitra's projects spend money on?



Source: PowerBi-report, 1/2017-12/2021



**RISE TO
SHINE!**

