Future fund Sitra as a shaper of society

17.06.2022 Markus Kalliola





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.



From R&D funder to societal change agent

ROLE ROLE ROLE **R&D** Funder Venture capital investor Societal and educator change agent 1990 1960 1970 1980 2000 2010 2020 **Knowledge from** Finland's largest The investor Sitra begins A unique **Finnish** The funder of venture capital decision: the United States emerges as a laying the **R&D** begins **Future** investor gains a fund set up for brings venture social reformer groundwork for a training **Fund**

capital investing to

Finland

its independence



digital society

economic

policymakers

future-oriented

work

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.





MEGA TRENS



The population is ageing and diversifying

New tribes and commun<mark>ities</mark>

Relational power is strengthening

Fair or unequal transition?

Centralised decisions or broad engagement?

Sustainability gap

Ecological reconstruction is a matter of urgency

Power over the future

The environment as a resource or improving the state of the environment?

Are solutions opportunities or threats?

The economy is seeking direction



Technology is infusing with everything





Our vision

Finland will prosper by building a fair, sustainable and inspiring future that ensures people's wellbeing 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.



The economy is renewed in a manner that aims at increased competitiveness in compliance with the principles of sustainable and responsible development

Sustainability solutions

The ecological reconstruction of society and everyday life ensures adaptation to the earth's carrying capacity

Fair data economy

VISION

A fair, sustainable and inspiring future that ensures people's well-being within the limits of the earth's carrying capacity Democracy & engagement

Engagement and influencing opportunities strengthen democracy

The possible directions of future development are well known in Finland, different kinds of future are widely discussed and action is taken on the basis of future knowledge

Foresight & insight

Societal training

Society's capacity for change and co-operation increases



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.



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.



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).

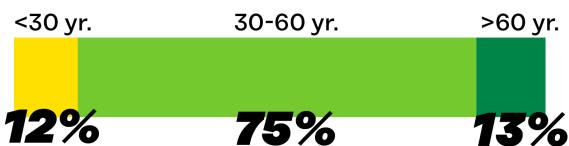


Employees

180 employees

164 person-years

Employees age distribution



EDUCATION

91 % higher education9 % other education

EMPLOYMENT CONTRACTS

61 % permanent

39 % fixed-term



Investment activities

MARKET VALUE OF INVESTMENTS

12/2021

1 107 ME

976 M€ _{12/2020}

SITRA'S ANNUAL BUDGET

30-40 M€ 34.1

RETURN

16.6 %

11 % 12/2020

INVESTMENTS OF THE STATE, **TOTAL**

84 M€

1967-1992



What do Sitra's projects spend money on?

