



## Digitalising Finland is an opportunity: a big leap forward in employee wellbeing and in labour productivity

The future of a digitalising Finland must be built on our society's existing ethical value base that emphasises trust and communality.

The utilisation of artificial intelligence and digitalisation will enable significant improvements in productivity, public services and in everyday life at workplaces. Positive development can be hastened by policy measures, public funding and collaboration. The goal is a high-quality working life, characterised by employee wellbeing and high labour productivity.

By taking advantage of digitalisation and artificial intelligence, we can find the best opportunities for businesses to grow and prosper, and likewise for public organisations to provide a better quality service more cost efficiently. The question is not just one of technology: According to some estimates, as much as half of the benefits of artificial intelligence and digitalisation will come about by renewing the operating culture and ways of doing things.

Digitalisation will enable a big leap forward in wellbeing at work, too. Technology itself does nothing. It is people who do things - individually and together. Doing things together is also the basis for the recommendations presented here.

### 1. Digitalisation and artificial intelligence era skills must be ensured

Because technological development is reshaping the job content of most occupations and, on the other hand, creating completely new occupations, the need to combine technology and interaction skills must be taken into account in education and training content.

- New competencies must be built on sound basic abilities (literacy, mathematical and critical thinking). Everything is based on us having young people with a healthy self-esteem who dare to experiment, to take risks, to learn new things together and who also tolerate uncertainty and failure. This is where basic education has a vitally important role.
- We must ensure that students completing basic education have the skills and knowledge relating to general education that enable eligibility for further studies, promote lifelong learning and equip them to play their part as fully-fledged citizens.

A broader skills set makes it easier to adapt to changes in occupation.

- Opportunities to expand the content of degrees and qualifications and the flexibility to combine studies for different degrees and qualifications from different educational institutions and universities should be added to education programmes. The aim is to reduce excessive specialisation in one narrow issue.
- Artificial intelligence era skills, such as understanding the data economy, communications and social skills, and the readiness to learn new things should be added to education and training programmes in different fields.
- Company management's and employees' understanding of and skills in artificial intelligence, robotics and the digital business environment should be increased. Data form the basis of all digital business and their utilisation is a matter of competencies. It is important that both employees and employers have an adequate level of skills and understanding of the earnings and intervention logic in the data economy.
- The education system must be changed in such a way so as to allow continuous learning for the entire working-age adult population in both vocational and tertiary education.

A large part of learning will continue to take place through work and doing new things. It is desirable that management and employees together see what future work skills are needed and that workplaces together seek ways to acquire these skills.

## **2. Support for workplaces in the introduction of new technologies and new ways of doing things**

Finland's success requires research and innovation efforts that hasten economic growth, employment, productivity and the required skills.

- Public investment in research, development and innovation needs to be significantly strengthened and public organisations must set themselves targets for the share of innovative procurement in their procurements. Raising the share of innovative procurement to 10 per cent can be considered an ambitious goal.

A major increase in productivity will only take place when changes supporting it are introduced alongside artificial intelligence and other new technologies in business processes as well as in working methods and approaches. This requires the strengthening of collaboration and collaboration structures between the various actors.

The greatest impacts of the transition in work and technology will take place in workplaces, which is why they must be at the forefront of development and measures supporting it. It is estimated that when making use of new technologies and new ways of organising work, the work content, ways of working and the competence and management of the work required will gradually be renewed in all sectors, in all workplace communities and in all types of tasks.

- Finland must continue and strengthen the programme-based and long-term development of working life, and also link it with innovation policy so that the programme promotes artificial intelligence innovations creating new work.

### **3. Coherent and fair rules of play for a similar operating environment**

Trust and security are the hallmark of a high-quality digital society. Disruption of sectors and business models must take society forward. The safety and stability of society must be ensured in the transformation.

- When introducing new technology and digital services that enable the mobility and use of data, particular attention must be given to ensuring information security in all stages of development.
- Use of digitalisation must also mean compliance with laws and agreements. Responsibility in competition must be safeguarded. Abuse of market position must be intervened in through smart regulation and competition policy enforcement.

The amount of information stored is growing rapidly and data enable new innovative solutions.

- We need rules of play to access our own data as well as incentives to utilise the data managed by businesses. There is a need to develop everybody's understanding of the rights relating to the use of data.

### **4. Working together towards an interoperable Finland**

- The goal must be an interoperable Finland, where interfaces enabling cooperation between the various public and private actors are ensured already at the project specification and design stage.
- Joint, open projects and open interfaces will ensure even better functioning services from the citizen and business perspective.
- Wicked problems require new solutions. The national innovation, education, research, data and labour market policy must be synergetic. Inter-administrative and long-term cooperation between ministries needs to be significantly strengthened.

In Helsinki, 4.1.2019

Akava

Confederation of Finnish industries EK

Commission for Church Employers

KT Local Government Employers

Central Organisation of Finnish Trade Unions  
SAK

Finnish Confederation of Salaried Employees  
STTK

Office for the Government as Employer VTML