

Communication principles of VTT

The basic principles of VTT communication are **openness, proactivity, interaction** and **reliability**. The purpose of communication is to highlight the significance and impact of science, technology and applied research, to promote VTT's strategic goals, business, sustainable growth and customer performance, and to strengthen the VTT brand and reputation.

We build and reinforce trust between us and our stakeholders through proactive dialogue. We raise awareness of VTT's management, experts and goals. We present our research projects and their impact in a proactive manner.

We share the results of VTT efforts on a variety of different channels. Our key communication channels are our website, press releases, social media channels and stakeholder meetings. VTT's communication builds and promotes an active dialogue between the management, experts and stakeholders by, for example, organising media events and reporter meetings. All press releases can be found on our website.

We encourage and coach all VTT employees to step up as experts and take part in the public debate concerning their own field on channels such as the social media.

Confidentiality and responsibility form the foundation for all VTT activities.

We communicate primarily in Finnish and in English. In terms of accessibility, we comply with both the A and AA conformance levels of the WCAG standard.