

Communication principles of VTT

The purpose of VTT communication is to support VTT's strategy, leadership and corporate culture and to reinforce trust and interaction among our stakeholders. We are building VTT's reputation and recognition as a responsible and leading innovation and business partner.

Sustainability is a central part of VTT's strategy; our communication is also responsible and sustainable: our principles 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 active dialogue. We raise awareness of VTT's management, experts and goals. We present our research projects and their impact in a proactive manner.

Our key communication channels are our website, press releases, social media channels and stakeholder meetings. VTT's communication builds and promotes an open dialogue between the management, experts and stakeholders by, for example, organising media events and reporter meetings. All our press releases can be found on our website.

We encourage and coach VTT's experts to take part in the public debate concerning their own field and to bring up their expertise on channels such as the social media.

Confidentiality and sustainability form the foundation for all VTT activities. An important part of VTT's sustainability is the ethical nature of research. VTT follows [responsible conduct of research](#) in all its operations and also in its communication.

We communicate primarily in Finnish and in English. We want to provide an equal user experience for all users of our online services: we meet the level A and AA accessibility requirements of the WCAG 2.1 guidelines.

We want to communicate in a way that reflects VTT's values – respect, together, passion, forerunner – and the cornerstones of our corporate culture: joy, curiosity and courage.