



Creating Memorable Stories: the IR-Way

Geneva, April 23th 2024, Mika Ojamies



Yle's strategy and international activities

As a company, Yle wants to be active in international networks and projects. The most important IR networks can be found in the EBU and the Nordic countries.

Yle's strategy includes e.g. these references to international work:

- *"We want to be among the pioneers in the application of new technologies".*
- *"We will create new partnerships for the benefit of all".*
- *"Internationality in Yle's activities means regular cooperation with associates outside Finland".*
- *"We increase our understanding of each other and of the world, we give room for new ideas".*

Internationality in Yle's operational plans

Yle's international operations can be divided into five categories:

- Export of domestic contents and export support
- Export and utilization of expertise in all contexts
- Acting and influencing in international organizations
- Participation in development projects either through EBU or through various cooperation networks
- Individual bilateral development projects



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How we see the benefits

- **Innovation and ideas:** good ideas from around the world are spotted, shared and put to use. Learning from the experiences and actions of others.
- **Collaboration:** working with colleagues to implement larger projects better and more efficiently. There is strength in cooperation, even in crises.
- **Influence:** only by being involved can we make a difference and have our voice heard.
- **Reputation:** active role -if successful, brings recognition and reputational benefits. We want to be known around the world as an innovative company.
- **Savings:** while travel and meetings cost money, there are also savings to be made through collaboration and development.

We take these things into account

Finland is a small country and Yle is a small broadcasting company. Participation internationally is important, that our voice is heard in the decision-making.

We also support Finnishness, language and culture to support the Finnish creative industry and its efforts in the world

Yles does not have detailed instructions or guidelines for managing international affairs, apart from the travel regulation The principle is simply that good judgment is always followed and our activities should be useful or value-producing.



Case RÚV

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October 27-28 2022. We planned for some time the corporate and recreational trip of Icelandic National Broadcasting Service RÚV. The idea was to invite a somehow larger group than we usually do.

The scale of the visit was, after all, quite unusual. One third of RUV, around 106 guests arrived in Finland for a visit.

At first it seemed that the logistics and practical arrangements were very challenging for such a large number of guests.

Case RÚV

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All went well thanks to some smart ideas like dividing visitors into small groups where colleagues could get to know each other. We organized ten simultaneous and separate colleague group meetings.

After all we had fun and rewarding networking event.

According to RUV this meeting “offered ideas that we are going to explore further, and the visit has fuelled our discussion all over RÚV”.

This visit was continued and smaller groups from Yle have organized return visits to Reykjavik.



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For all of us, for each of us