How Elisa helps the world become a better place

Year 2023 report for kids who are curious about ICT technology and the environment

elisa

What do you think about AI generated text quality?

1. Introduction

Hello and welcome to this report! We are Elisa, a Finnish company that provides digital services and solutions for people and businesses. You might know us from our mobile phones, internet connections, TV shows, or video games. But did you know that we also do many other things to make the world a better place? In this report, we will tell you how we use technology to help the environment, society, and our customers. We will also show you some of the cool innovations and projects that we are working on. We hope you will enjoy reading this report and learn something new!

2. How we help the environment

One of the biggest challenges that the world is facing today is climate change. Climate change means that the Earth is getting warmer because of the greenhouse gases that humans produce by burning fossil fuels like coal, oil, and gas. This causes many problems, such as melting ice, rising sea levels, extreme weather, and loss of biodiversity. To stop climate change, we need to reduce our greenhouse gas emissions and use more clean energy sources, such as wind, solar, and hydro power.

At Elisa, we care a lot about the environment and we want to do our part to fight climate change. That is why we have set a very ambitious goal: to become a net-zero emission company by 2040. This means that we will reduce our greenhouse gas emissions as much as possible and balance the remaining ones by supporting projects that remove carbon from the atmosphere, such as planting trees or restoring wetlands. We also want to help our customers and suppliers to reduce their emissions and use our services in a more sustainable way.

How do we plan to achieve this goal? Here are some of the things that we are doing:

- We use 100% carbon-free electricity in Finland and Estonia. This means that the electricity that we use to power our networks, data centres, and offices comes from carbon free, such as nuclear, wind, solar, and hydro power. We also produce some of our own electricity by using solar panels and geothermal systems.

- We improve our energy efficiency in our networks and data centres. This means that we use less energy to provide the same or better service to our customers. For example, we use artificial intelligence (AI) to optimise and control the energy use of our mobile network. We also reuse the excess heat from our data centres to heat buildings and water.

- We increase our material efficiency through circularity. This means that we use materials more wisely and reduce waste. For example, we repair, refurbish, and reuse devices and equipment when possible, and we recycle them responsibly when they are no longer needed. We also offer device repair services and leasing models to our customers, so they can use devices longer and save money and resources.

- We work together with our suppliers to reduce emissions in our supply chain. This means that we encourage and support our suppliers to use more clean energy, improve their energy and material efficiency, and measure and report their emissions. We also choose suppliers that share our commitment to the environment and human rights.

- We offer solutions that help our customers to reduce their emissions and use resources more efficiently. For example, we provide fast and reliable internet connections that enable people to work and study from home, which reduces travel and traffic. We also provide smart solutions that help businesses to optimise their operations, such as data analytics, AI, and automation.

3. How we help society

Another challenge that the world is facing today is social inequality. Social inequality means that some people have less opportunities, rights, or resources than others because of their gender, race, age, disability, or other factors. This can lead to problems, such as poverty, discrimination, violence, and exclusion. To reduce social inequality, we need to promote diversity, equity, and inclusion in society. This means that we need to respect and value the differences among people and ensure that everyone has a fair chance to participate and succeed.

At Elisa, we care a lot about society and we want to do our part to reduce social inequality. That is why we have a mission: a sustainable future through digitalisation. This means that we want to use technology to create positive impacts for society and our customers. We want to make sure that everyone can benefit from digitalisation and have access to the information, services, and opportunities that they need. We also want to protect people's digital rights and ensure their privacy and security online.

How do we plan to achieve this mission? Here are some of the things that we are doing:
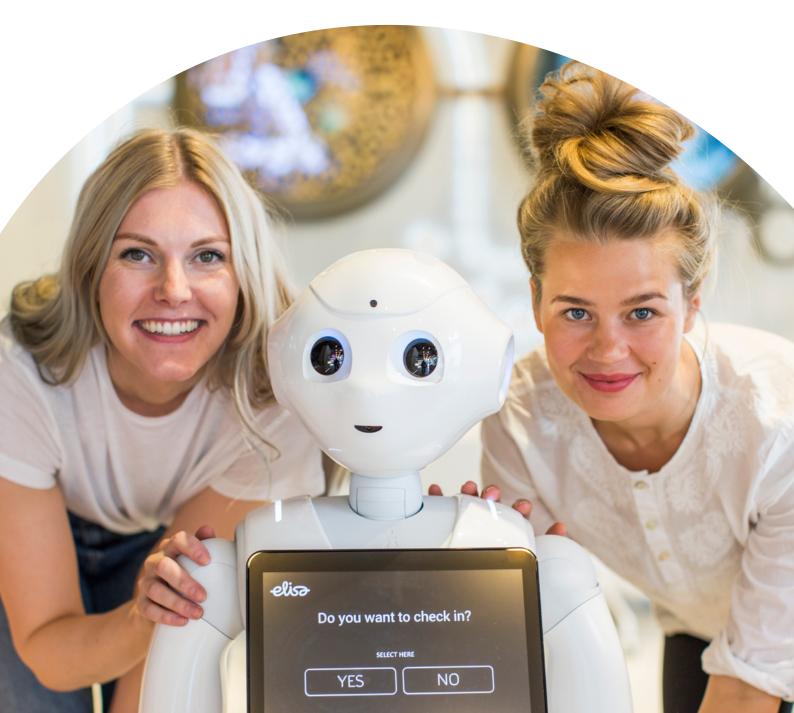
- We improve the coverage and quality of our networks and services in Finland and Estonia. This means that we build and maintain our networks and services so that they are fast, reliable, and secure. We also introduce the latest technologies, such as 5G, to meet the needs of our customers and society. We want to make sure that everyone can enjoy digital services wherever and whenever they want.

- We promote digital inclusion and accessibility in our services. This means that we make our services easy to use and available for everyone, regardless of their abilities or impairments. For example, we work towards following the accessibility guidelines and standards in our websites and apps, and we provide speech recognition and text-to-speech solutions for our customers. We also support our customers, especially the elderly, to learn and use digital services safely and confidently.

- We respect human rights and follow our Code of Conduct in our operations. This means that we follow the laws and ethical principles in all the countries where we operate and we expect the same from our partners and suppliers. We also respect the rights and dignity of our employees and customers and treat them fairly and equally. We do not tolerate any form of discrimination, harassment, or corruption in our work.

- We support the well-being and development of our employees. This means that we provide a safe and healthy work environment for our employees and take care of their physical and mental well-being. We also offer learning and career opportunities for our employees and help them to grow their skills and talents. We value diversity and inclusion in our work culture and encourage our employees to share their ideas and opinions.

- We participate in social dialogue and cooperation projects. This means that we communicate and collaborate with our stakeholders, such as customers, authorities, NGOs, and other companies, to address the social challenges and opportunities that we face. For example, we support the well-being and education of children and young people, we raise awareness and prevent cybercrime and online abuse, and we contribute to the culture and innovation in our society.

4. How we help our customers

Our customers are the reason why we exist and why we do what we do. We want to provide the best possible service and experience to our customers and help them to achieve their goals and dreams. We want to make our customers' lives easier, happier, and more meaningful with our digital services and solutions. We want to be a trusted partner and advisor for our customers and support them in their digital journey.

How do we plan to achieve this vision? Here are some of the things that we are doing:

- We listen to our customers and understand their needs and expectations. This means that we collect feedback and suggestions from our customers and use them to improve our services and products. We also conduct surveys and studies to learn more about our customers and their preferences. We want to make sure that we offer the right services and solutions for our customers and that they are satisfied with them.

- We innovate and develop new services and solutions for our customers. This means that we use our creativity and expertise to create new and better ways to serve our customers and solve their problems. We also use data and technology, such as AI and machine learning, to enhance our services and solutions and make them more personalised and smart. We want to offer our customers the best and most advanced services and solutions in the market.

- We provide high-quality and reliable services and solutions for our customers. This means that we ensure that our services and solutions work well and meet the quality standards that we have set. We also monitor and maintain our services and solutions and fix any issues or errors that might occur. We want to offer our customers services and solutions that they can trust and rely on.

- We support and guide our customers in using our services and solutions. This means that we provide easy and convenient ways for our customers to access and use our services and solutions. We also provide help and advice for our customers when they need it and answer their questions and concerns. We want to offer our customers services and solutions that they can use easily and confidently.

- We reward and delight our customers with our services and solutions. This means that we offer our customers benefits and discounts for using our services and solutions and being loyal to us. We also surprise and delight our customers with extra features and content that they can enjoy and share. We want to offer our customers services and solutions that they can love and recommend.

5. Conclusion

We hope you have enjoyed reading this report and learned something new about Elisa and how we help the world become a better place. We are very proud of what we do and we are always looking for new ways to improve and innovate. We believe that technology can be a powerful tool for good and we want to use it to create positive impacts for the environment, society, and our customers.

Thank you for your interest and attention!