



**NLS**  
NATIONAL  
LAND SURVEY  
OF FINLAND

# National Land Survey of Finland towards the 2030s

Strategy, vision and strategic goals

# Our strategy 2030

## MISSION STATEMENT

We provide data and services to secure ownership  
and facilitate the use of spatial data

### STRATEGIC GOALS

WE SECURE  
STABILITY IN SOCIETY

WE ANTICIPATE  
OUR CUSTOMERS' NEEDS

WE HAVE AN ACTIVE IMPACT  
THROUGH RESEARCH AND DATA

WE ARE A RESPONSIBLE  
AND ATTRACTIVE WORKPLACE

WE ARE REFORMING  
OUR MODES OF OPERATION

## VISION

We know the Earth –  
we secure the future

### VALUES

TOGETHER

TRUST

INNOVATION

# We secure stability in society

- We secure stability in society means that our aim is to ensure the stability of society with reliable ownership data in all circumstances.
- We boost overall security with reliable positioning and geospatial data.

## Key strategy measures

- We aim to be a Government organisation which guides geospatial data nationally.
- We will prepare strategic guidelines for security.





# We anticipate our customers' needs

- We anticipate our customers' needs entails working with our customers and partners to develop seamless services that are accessible in real time.
- We promote digitalisation and make use of new technological solutions in our operations.

## Key strategy measures

- We will prepare a development and service model that engages our customers.
- We will prepare a target state for digital services.



# We have an active impact through research and data

- We have an active impact through research and data includes the objective of actively participating in social debate. We provide information and solutions for a sustainable society.
- Our innovative solutions increase and enable the development of new types of business and wellbeing.

## Key strategy measures

- We will select the organisation's themes whose visibility we seek to increase.
- We will identify key target groups and prepare influencing plans for them.



# We are a responsible and attractive workplace

- We are a responsible and attractive workplace means that we are a skilled, diverse and attractive work community where the employees feel well.
- Management is of a high quality, and it supports and motivates as well as enables the employees to develop and renew themselves.

## Key strategy measures

- We will strengthen strategic HR planning to control personnel resources during changes.
- We will invest in strengthening the personnel's ability to learn, preparedness for changes and multiple skills.
- We strengthen strategic communication and leadership messaging



# We are reforming our modes of operation

- Meanwhile, we are reforming our modes of operation means that we are proactive, efficient and accountable.
- We develop procedures that respond to the demands posed by the changing operating environment and ensure a stable economy.

## Key strategy measures

- We will develop knowledge-based management.
- We will strengthen our innovation culture.





Our values:

# Together, with Trust and Innovation

## Together

We take joy in the success of our collective efforts for the benefit of society.

We develop our services and operations together with customers and partners.

## Trust

We listen to and value each other and each other's expertise.

Our customers and partners can trust us and our services.

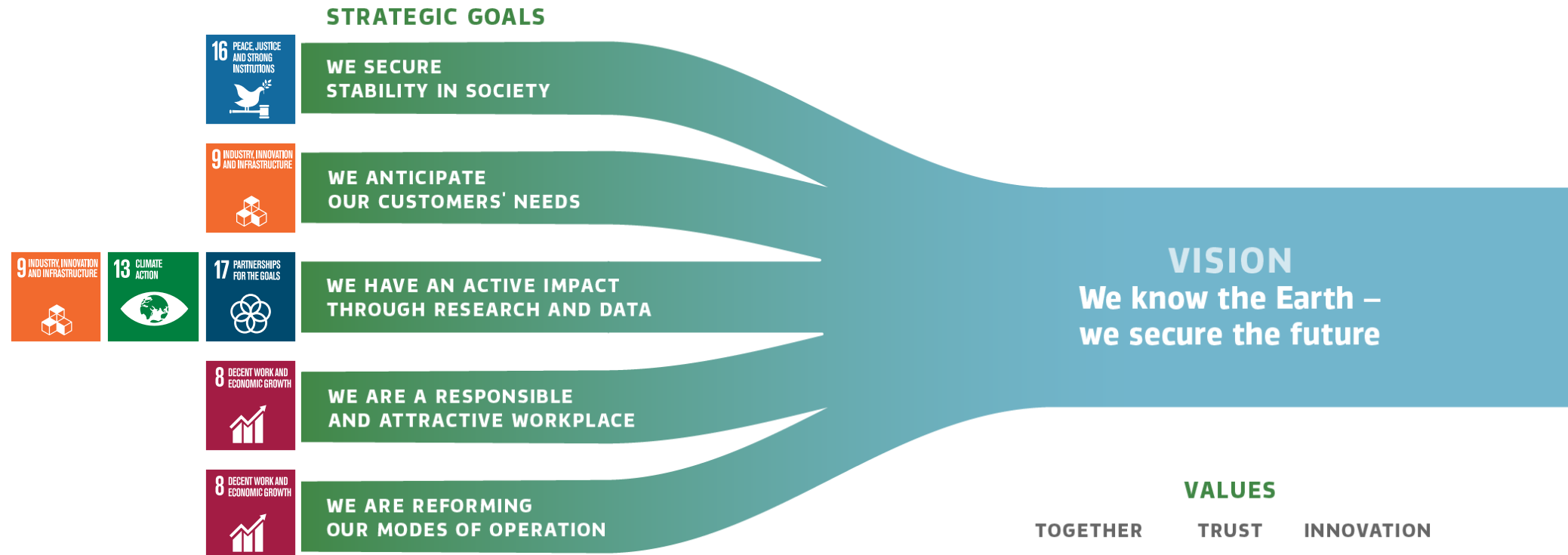
## Innovation

We see opportunities and dare to make innovative changes in our operations and services.

We boldly try new things and strive to serve our customers even better.



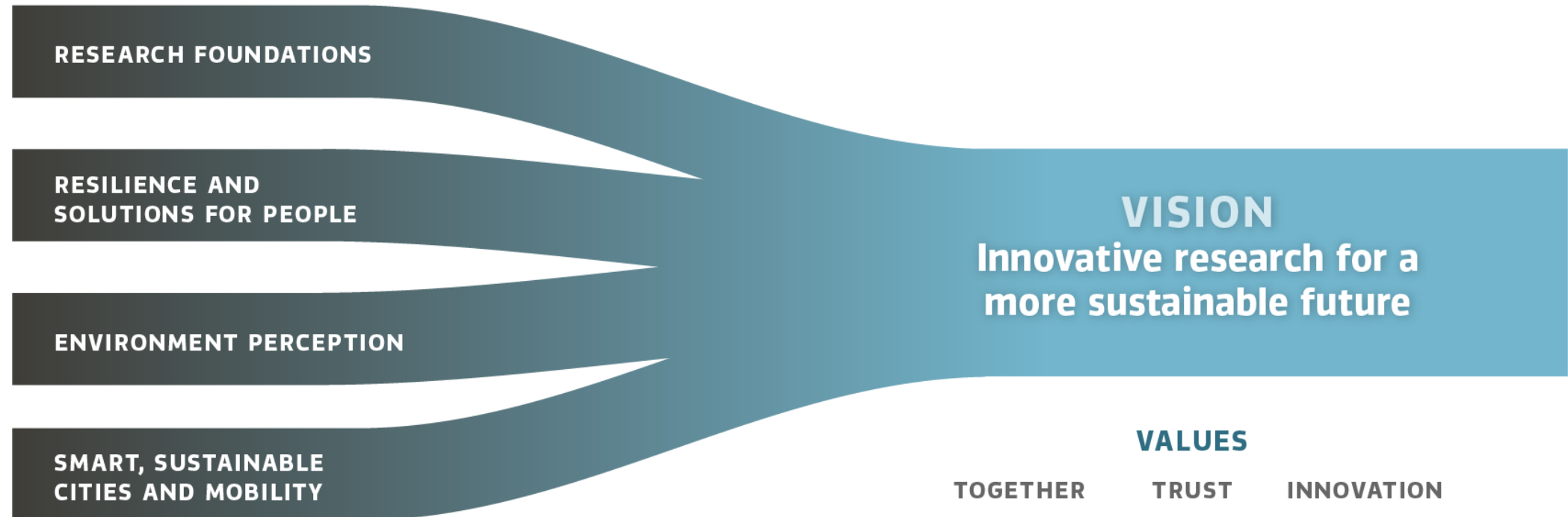
# Sustainability is part of our strategy



We have identified five key UN Sustainable Development Goals that we can advance with our strategic goals.

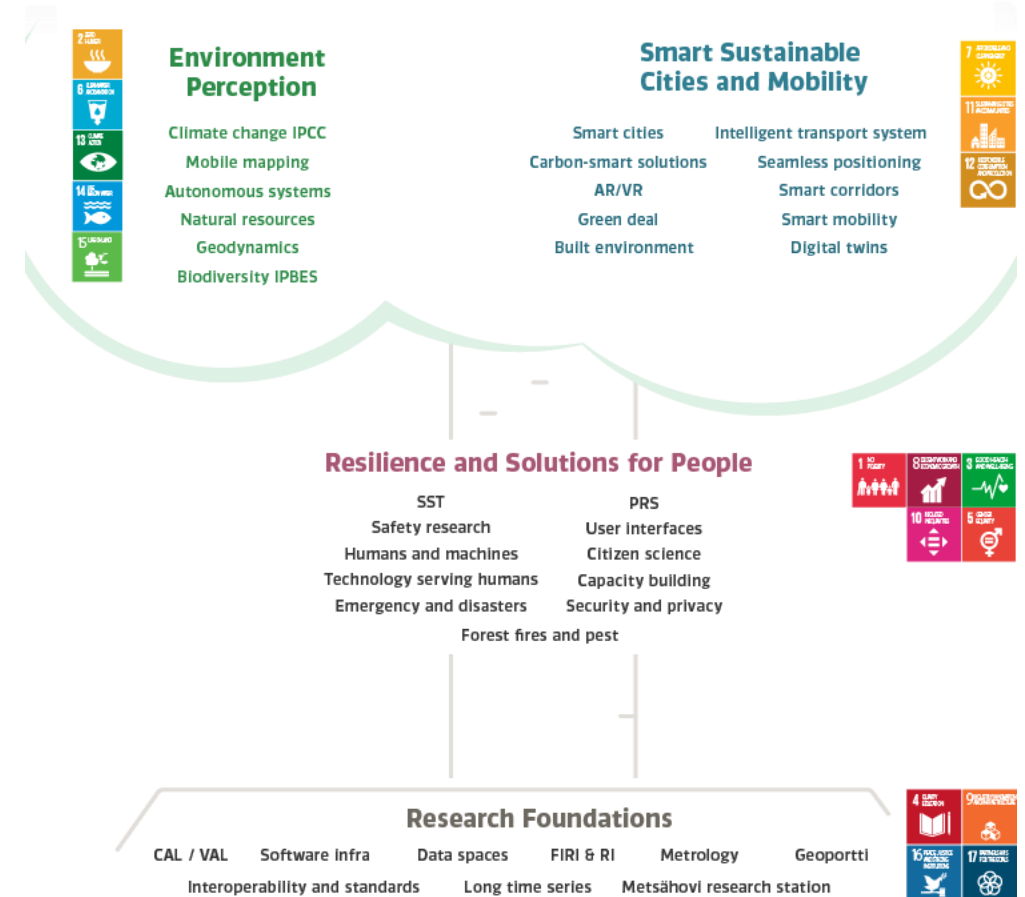
# The NLS's research strategy

## STRATEGIC COMPETENCE AREAS



# Innovative research for the sustainable future

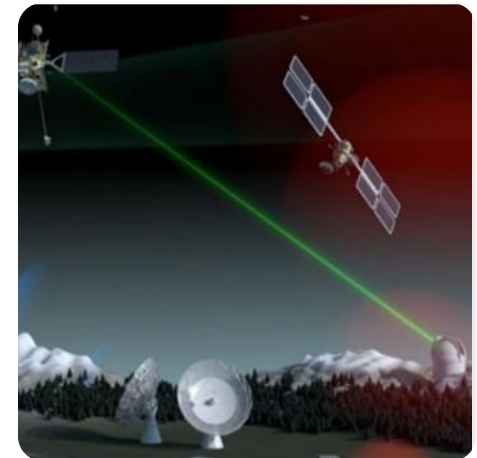
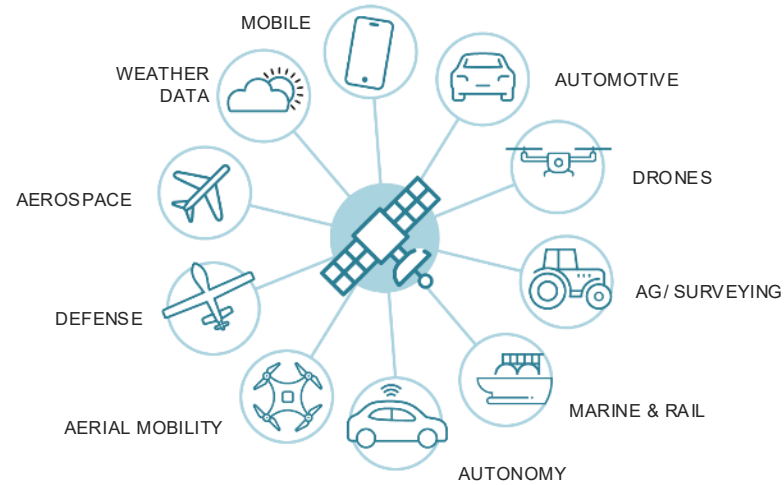
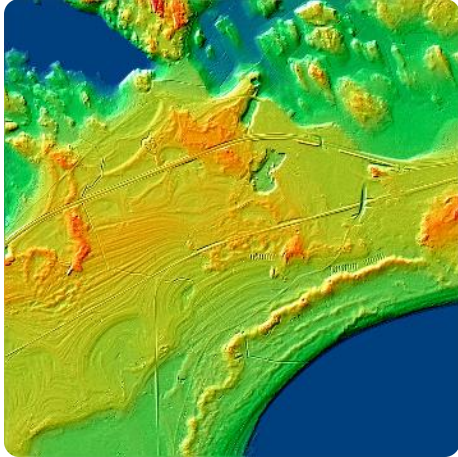
- The Finnish Geospatial Research Institute FGI's research strategy 2024–2030 directs our research activities more specifically.
- Vision: Innovative research for the sustainable future
  - We produce the world's best location-based science for the society.
  - Our innovative technological solutions elevate the societal development and wellbeing.
  - We create coordinates for a better future.





# We know the Earth – we secure the future

## NLS 2030



We know the Earth  
– we secure the future

