



# The leading route to open culture and open science

Strategy 2016–2020

- What is Finna's **core mission**?
- What is Finna's **goal** for 2020?
- What are the **strategic objectives** for 2016–2020 based on this goal?
- What measures will help us reach these objectives?

*Finna provides an engaging and easy way to use interesting and reliable cultural resources*

Finna makes it possible to easily provide resources **to suit the needs of different users**

Sharing reliable information

Resources become searchable and visible

Selected, comprehensive, easy to access collections

Finna develops **customised, user-friendly services**

Enabling reuse

Utilising user-generated information

Creating a WOW effect

Finna promotes **cooperation between organisations**

Replacing old services

A platform for inter-sector cooperation

Could be the sole digital channel for some institutions






Finna offers an **innovative, constantly evolving environment for using information**

Offering the environment to users

A cooperative model of development

Linking national infrastructures

**The Finna goal**  
The leading route to  
open culture and  
open science

Perspective	Goal 2020	Goal details
 Openness	Openness maximises the benefits of reuse and the innovative development of services	<ul style="list-style-type: none"><li>• API and source code are open and documented</li><li>• A transparent operating model</li><li>• An extensive, varied development network</li></ul>
 Intelligence	Combining materials intelligently, a learning Finna	<ul style="list-style-type: none"><li>• Intelligent linking of material</li><li>• Integrating national infrastructures and using partnerships</li><li>• Recommending materials and visualising data</li></ul>
 Social connections and interaction	Centralised use of social metadata	<ul style="list-style-type: none"><li>• A better connection between the people generating and using the data</li><li>• Centralising social metadata and exporting it to support authorised metadata</li><li>• Collecting and utilising use data</li></ul>
 Creation of added value	Innovative and cost-effective	<ul style="list-style-type: none"><li>• Finna makes all relevant collections available</li><li>• Enabling the sharing of material on a cost-effective platform</li></ul>
 Content	Fuel for new thinking and innovations	<ul style="list-style-type: none"><li>• Relevant, sufficiently comprehensive collections that meet the needs of users</li></ul>

## Researchers

- Need digital services: information can be used more effectively
- Research materials and data to be a future focus

## Business: Creative industries

- Boosting visibility and user numbers
- Promoting reuse

## Higher education students

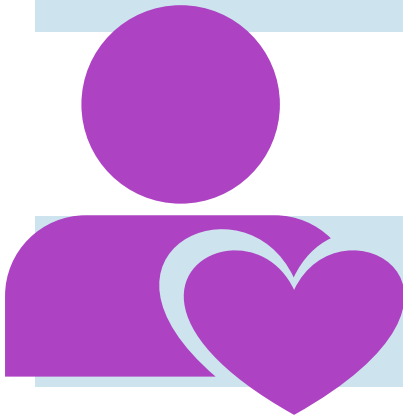
- Future researchers become familiar with Finna already during their studies

## General public: Hobbyists

- A crowdsourcing resource
- Produces tools and methods that enable crowdsourcing

## Teachers

- Promote use of the service for learning purposes by considering teacher needs



# Strategic objectives



## Culture and information closer to everyone

- Promoting visibility and awareness (90 % of teachers and students in higher ed.)
- 100% use rate in public and higher education libraries, MinEdu archives
- Cooperation with the YLE Living Archive
- Crowdsourcing and user-driven operating model
- Integration into national digital services

## Support for research

- Promoting field-specific pilots
- Involving non-MinEdu research institutes
- Integrating material from the MinEdu Open Science and Research Initiative

## New ways to support learning

- Integrating with digital learning environments, EduCloud, piloting shared solutions
- 90% of higher education teachers and students are aware of Finna

## New services through partnerships

- Partners use the API and content extensively, generate piloting practices
- Promoting new ideas through hackathons
- Piloting image bank and cultural travel services

## Cost-effective solutions in shared use

- Finna as a central part of a functioning system architecture and networked infrastructure
- Documenting the benefits of Finna and measuring its impact



FINNA

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Support for research

New ways to support learning

New services through partnerships

Cost-effective solutions in shared use



Openness



Intelligence



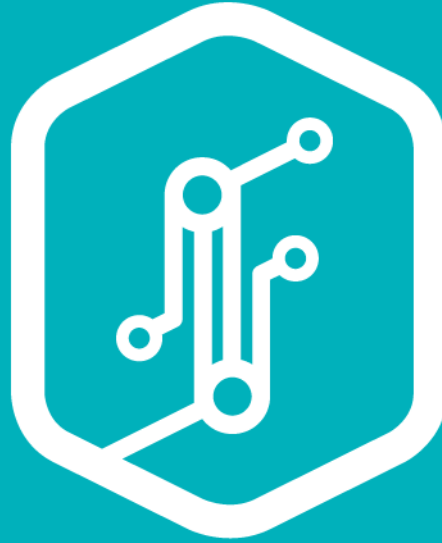
Social connections and interaction



Creation of added value



Content



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