

**World Chambers  
Competition 2013**

**Project Synopsis**

# **The Most Digital Chamber Network in the World**

**Finland  
Chamber of Commerce**

**Best Unconventional Project**

# 1.

## Origin of the project, idea and needs

**Origin: Finland Chamber of Commerce**

**Idea: Digitalisation of essential processes across  
the national network of 19 Chambers.**

**Needs: Effectiveness, speed, collaboration, thought leadership.**

The project was initiated in autumn 2011 with the aim to fully digitalise cooperation processes across the national network of 19 local chambers and Finland Chamber of Commerce.

### Purpose

The purpose was to increase the effectiveness, speed, collaboration and visibility of the chamber network with the aim to enforce thought leadership status. We also completely renewed the chamber network visual identity and brand materials.

### Collaboration

Almost all staff across the 19 regional chambers work with similar tasks, but often in small individual organisations. We wanted to increase effectiveness by sharing best practices, collaboration, brainstorming and problem solving. This required an entirely new way of thinking and doing, where we work together for our common causes as a team at national and local levels.

### Thought leadership

Externally the aim was to multiply the thought leadership effect of our messages by using centrally formed content which can be localised by the chambers.

We also wanted to enforce a more campaign-oriented tone of messages, and to take an active part in social conversations.

Our own media monitoring tool is used to measure the effectiveness of key message delivery and tone of communications.

### Steps

- 1) We defined strategic core processes, which are the key to our success.
- 2) We selected tools and created channels.
- 3) We created collaborative processes to support a culture of openness, sharing and innovation.
- 4) Training was continually and actively offered both locally and online.
- 5) We made sure that all chamber staff had access to the tools and were empowered to participate.
- 6) We published guidelines to support and clarify the use of internal and external channels.
- 7) We made it easy to reach, share, comment and modify materials.
- 8) We made it all measurable.

# 2.

## Description of project. Context, character, resources, challenges

**Context: Digitalisation of collaborative processes of national Chamber network in Finland**

**Character: Introduction of a modern working culture**

**Resources: Two persons also fully involved in normal duties**

**Challenges: Resistance to change, creating involvement.**

### List of Tools

List of tools which are collaboratively used across the network of 19 regional chambers of commerce in Finland.

Purpose	Application	Cost
Collaboration	Google Drive and Docs Dropbox	Part of Google Apps for Business package Free
Data repository	Dropbox Google Drive	Free Part of Google Apps for Business package
Intranet	Google Sites Google Plus	Part of Google Apps for Business package Part of Google Apps for Business package
www	WordPress	Free
Collaborative Calendars	Google Calendar	Part of Google Apps for Business package
Questionnaires	Digium Google Forms Doodle	Group license Part of Google Apps for Business package Free
Messaging	Own email solutions Google Chat Google Plus	Part of Google Apps for Business package Part of Google Apps for Business package
Video conference	Google Hangout WebEx	Part of Google Apps for Business package Group License
Social media	Facebook, Twitter, Youtube, Flickr, LinkedIn, Google+, Wikipedia, Hootsuite	Free
Event registrations	Lyyti Doodle	Group License Free
Photo bank Marketing database Marketing contacts database	Flickr Digitor Fonecta B2B	Professional license Group license Group license

## Cost and staff

Within the time frame of one year all identity and logo materials, communication channels and processes across the network of the 19 local chambers have been renewed with a cost of 30 000 euro and with a communications staff of two communications persons, who were at the same time also fully involved in normal work duties.

## Internal communications and collaboration



Picture 1: Google Drive is used for internal processes and communications

All the chambers across Finland are involved in similar duties but before, cooperation was limited to yearly meetings, telephone calls and email messages. All chambers have their own IT tools and solutions. Thus, more effective ways of sharing knowledge and best practices were needed. One that could be implemented on top of other systems and usable with the full variety of browsers and tools from mobile phones to tablets.

Internally collaborative Google Apps cloud tools were taken into use for collaboration, organising and sharing as follows:

- 1) Google Drive for editing together content such as campaign material and press releases
- 2) Spread sheets for collecting data.
- 3) Forms for internal questionnaires
- 4) Calendars for coordinating events
- 5) Hangouts and Webex for webinars
- 6) Google Plus for internal buzz

All staff were continuously offered training sessions either individually or in groups. These are held both locally or on Google Hangout.

## Measuring thought leadership

Media monitoring is produced internally with the communications team across the chamber network. Special emphasis is placed on measuring the reach of key messages and influence of communications.



Picture 2: Media monitoring is used to measure thought leadership across chamber network

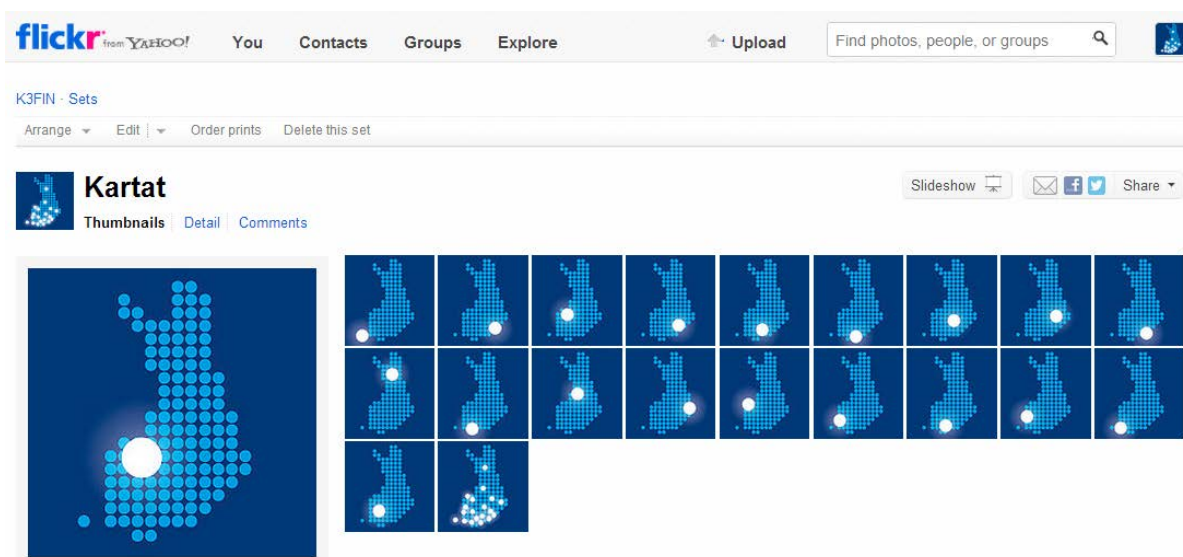
## Social Media

The chambers of commerce have established a presence in all major social media channels both individually and centrally for interactive communication with our target groups.

The Finland Chamber of Commerce also runs a weekly video blog on YouTube and all major events are covered in each of the channels from Twitter to Facebook and Flickr.

The chambers have presences on Twitter, Facebook, LinkedIn, Flickr and YouTube. Centrally produced content is often shared and commented by the local chambers.

For visual differentiation across the social media channels, a digital map solution was created with the area of the chamber highlighted.



Picture 3: Visual solution for Social Media channels is a digital map highlighting location.

## Social Media newsroom

Daily and weekly regional and national issues raised in the Finland Chamber of Commerce social media newsroom to tie together all content streams across different platforms.

<http://kauppakamari.fi/uutishuone/>

The production solution for the newsroom was a low cost open source Wordpress platform, which is accessible with a variety of tools from mobile phones to tablets.

**KAUPPAKAMARI** English | svenska | suomi

Etusivu Keskuskauppakamari Kauppakamarit Mitä teemme? - Uutishuone Media Yhteystiedot

**Talous** »  
**Politiikka** »  
**Eurooppa** »  
**Lainsäädäntö** »  
**Verotus** »

**TIEDOTTEET**

Keskuskauppakamari: "Hallitus on harhateillä. Veropolitiikka tuhoaa mahdollisuudet talouskasvuun", varoittaa Risto E. J. Penttilä 28.8.2012  
 Kauppakamarin jäsenet kertovat hyödyistä uusilla jäsenisivuilla 23.8.2012  
 Kansallinen yritysturvallisuusstrategia listaa 28 toimenpidettä 21.8.2012  
 KUTSU: Uuden kansallisen yritysturvallisuusstrategian julkistamislaisuus 20.8.2012  
 KUTSU: Uusi yritysturvallisuusstrategia puuttuu väleaskuihin 17.8.2012

**MEDIAOSUMAT**

"Menoleikkauksien pitkittyminen kertoo kyvyttömyydestä" 29.8.2012  
 Team Finland lähtökuopissa 29.8.2012  
 Määräaikaista työsuojeluksista 29.8.2012  
 Hallituksen budjettiriihessä moni asia pahasti auki 29.8.2012  
 Turvallisuudesta brändi Pirkanmaalle

**Kauppakamarin uutishuone**

**Finanssisektorilla kummittelee**  
 29.8.2012 | K3 VIESTINTÄ

**Finanssisektorilla kummittelee | Risto E.J. Penttilä 29.08.2012**

Kummitus nimeltä transaktiovero väijyy Suomessa. Toteutuessaan se leikkaisi suomalaisten eläkkeitä, veisi pörssikaupan Tukholmaan ja näivettäisi Suomen finanssisektorin. Jatka lukemista

KATEGORIAT: EUROOPPA, LAINSÄÄDÄNTÖ, POLITIIKKA, TALOUS, VIDEOBLOGI, YLEINEN | AVAINSANAT: FINANSSEKTORI, PANKKOVERO, TRANSAKTIOVERO | KOMMENTOI |

Venäjä on nyt WTO-jäsen: suomalaisyrityksille monia etuja  
 29.8.2012 | K3 VIESTINTÄ

Venäjistä tuli viime viikolla vihdoin Maailman kauppajärjestön WTO:n jäsen. Suuren naapurimaan liittyminen kauppajärjestön tuo suomalaisille yrityksille viisi merkittävää etua: 1. Tullimaksujen aleneminen tuo suomalaisille

**SEURAA MEITÄ**

Facebook  
 Twitter  
 Flickr  
 LinkedIn  
 YouTube

**Keskuskauppakamari on Facebook**  
 You like this.

**Keskuskauppakamari**  
 Kummitus nimeltä transaktiovero väijyy Suomessa. Toteutuessaan se leikkaisi suomalaisten eläkkeitä, veisi pörssikaupan Tukholmaan ja näivettäisi Suomen.

**KUVAT**

Picture 4: Social Media newsroom ties together all national and local content streams.

## Logos and photos

All logos and photos are on Flickr for easy access. It offers cost-efficient and search engine friendly easy access, no management is needed, giving faces to the chamber staff and the issues raised by them.

**K3FIN's photostream** pro

Collections Sets Galleries Tags People Archives Favorites Profile

**Järvikare, Terhi**  
 23 photos

**Vainio, Kari**  
 24 photos

**Horsmanheimo, Pasi**  
 33 photos

**Hero, Riina**  
 22 photos

**Rokkaa & Punssia 2012**  
 11 photos

**Penttilä, Risto**  
 55 photos

Picture 5: Photos of experts are easily available through Flickr

## Identity and campaign materials, browser based layouts

The Finnish chamber network has completely renewed its visual identity and logo materials both at national and local level. At this renewal completely new tools were taken into use. All identity material is now available online on a self service basis.

A digital media bank is used to ensure efficiency for production of print ready campaign materials.

Our extensive identity renewal project actually saved costs, since we localised logo materials with browser layout formatting for items such as envelopes, business cards, invitations, flyers, simple brochures and invitations. We were able to reduce the use of advertising agencies by doing simple layout planning using browser based layout planning.

For each campaign the material is available in 20 different sizes and 4 formats from posters to banners through our digital content management system.



Picture 6: Digital content system ensures that all visual identity and campaign materials are available in a variety of formats and sizes from posters to banners.

## Logo items available in a digital shop online

All standardised chamber logo items such as pens, folders, gifts, rollups and mouse pads are handled efficiently through a digital store. This results in lower prices through bigger volumes and better control over storage situation and order management.

Kican kauppa

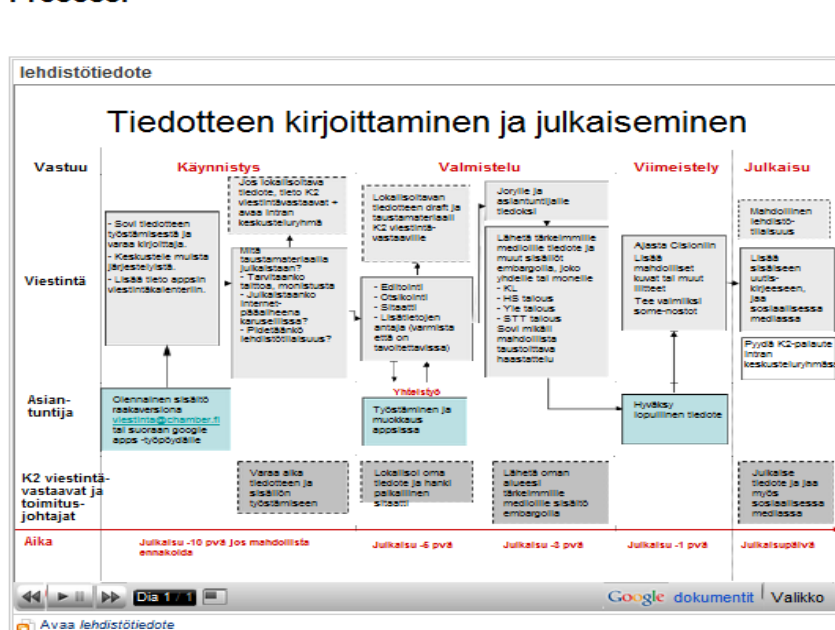


Picture 7: Logo items are handled efficiently through digital store resulting in lower prices and efficient management.

## Documentation of processes

All processes have been documented to ensure quality and efficiency, and can be referred to when necessary, which has resulted in efficiency, openness and collaborative culture.

- ▼ Markkinointi ja viestintä
  - Ilme
- ▼ Kauppakamarit
  - Jakelutuotteet
  - K2 intra-sisällöntuottajat
  - Kauppakamarin internetsivuilta vastaavat
  - Kauppakamarin viestintävastaavat
- Palvelupyynnöt
- ▼ Sisäinen viestintä
  - Uutiskirje
- Tilaisuuksien muistilista
- ▼ Tuotteet ja tapahtumat
  - AKA
  - Contact Finland
  - HTT-tavarantarkastaja
  - Kansliapäällikköpäivä
  - Kauppakamari Forum
  - Kauppakamari-päivät
  - Kiertueet
  - MEN - mainonnan eettinen neuvosto
  - Osakeyhtiöpäivä
  - Rokkaa ja punssia
  - Suuri Veropäivä
  - Tapahtumien kalenteri
  - Team Finland
  - VIP CG
  - Väliliesipäivä
  - YPO
- ▼ Ulkoinen viestintä
  - Good news From Finland
  - Kannanotot
  - Lehdistötiedotteet
  - Cision
  - Kirjoittaminen



Picture 8: All processes have been documented in the intranet and can be referred to when necessary.



# 3.

**Results, influence, impact, data, benefits.**

**Results: All changes have been implemented after one year**  
**Impact: Media visibility has doubled, all chambers use collaborative tools and new visual identity elements**  
**Data: All figures show continual growth**  
**Benefits: Increased efficiency and visibility**

"The medium is the message." Digital presence conveys image of an active, modern and communicative chamber group.

We have achieved transparency, openness in communication and embrace new technologies.

We are able to deliver better services to our members at a lower cost.

All our materials are reachable on anytime, anywhere and on any device. Safely, securely, and with fewer resources.

All our new tools and processes have been fully implemented and taken into use after one year. Here are some examples of their uses:

- Press releases can be worked on collaboratively and in real-time so that the expert in question and communications staff work on the same online document. The same release can also be adapted to the use of local chambers by using the same tools and just altering heading or adding quote to suite local needs.
- CEO's of all regional chambers have one hour video meeting prior to major events and meetings, in order to improve effectiveness in the actual event. This requires no travel, only a standard laptop and a headset.
- Social media messages are generated actively from press releases, news, events and all appropriate occasions and shared effectively to all channels using a single tool.
- Materials (photos, files, etc.) of joint projects and campaigns are stored in data repositories available securely to all participants, with no need to email files or worry about versions.
- All identity, campaign and logo materials are available online on a self service basis across the chamber network.

More detailed report on results will be provided in the event that Finland Chamber of Commerce is chosen as a finalist and presented at the 8th World Chambers Congress.



# 4.

**Usability in other parts of the world? How and why.**

**Yes: Open source and free or reasonably priced solutions were used**

**How: By creating processes, training and taking channels into use.**

**Why: Modern organisations must use modern tools  
in order to survive in the modern age  
and serve their purpose of supporting the modern economy.**

Chambers in any part of the world can adopt solutions or a combination of solutions that supports and suits their needs and strategies from the Finnish chamber network tool palette.

The implementation of all these new collaborative tools and processes can be established internally with no use of outsourced resources or consultants.

The world is rapidly becoming more networked, collaborative and open. An efficient, networked social presence is a crucial element of success.

Any organisation must be efficient, open and communicative in order to survive and flourish.

# 5.

**Why should Finland Chamber of Commerce be finalist  
and presented at the 8th World Chambers Congress?**

**New technologies should be embraced in order to  
be transparent, open and communicative.  
Chambers must be as effective as our member companies. But  
better yet, we should lead the way.  
We are happy to display our accomplishments and to assist others  
to reach the same benefits and improvements.**

Transparency, openness in communication and embracing new technologies are the essential elements of the competitive world we are living in.

Mission drives chambers, and the need to deliver better services to members at a lower cost whether it is a question of lobbying, training or member services. Every chamber must look for new solutions.

Today's mix of cloud computing, ever-smarter mobile devices, and collaboration tools is changing the consumer landscape and organizations, bringing both opportunities and challenges. New expectations require chambers to be ready to deliver and receive digital information and services anytime, anywhere and on any device. It must do so safely, securely, and with fewer resources. To build for the future, the chambers need Digital Strategies that embrace the opportunity to innovate more with less, and enables the collaboration of our staff and members in order to better leverage and improve the quality of services.

Building for the future requires thinking beyond processes and solutions. To keep up with the pace of change in technology, we need to architect our systems for interoperability and openness right from their conception. We need to have common standards and more rapidly share the lessons learned by early adopters. We should produce better content and data, and present it through multiple channels.

These imperatives are not new, but many of the solutions are. We can use modern tools and technologies to seize the digital opportunity and fundamentally change how chambers serve both their internal and external customers – building a 21st century platform to serve our purposes and members.

The chambers must be as effective as our member companies. But better yet, we should lead the way. The Finland Chamber of Commerce would be happy to display its accomplishments and to assist others to reach the same benefits and improvements.