

NCW25: The power of networks

How we at CSC – IT Center for Science do our comms magic ✨

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Agenda



Briefly about CSC – IT Center for Science



Briefly about Funet – Finnish research and education network



How communications teams are organized at CSC



Our way of working: building networks



Our planning process



Some of our success stories

CSC – IT Center for Science

- We provide **internationally high-quality ICT expert services** to our customers
- CSC has **one of the world's most eco-efficient data center environments** located in Kajaani, Finland
- Our primary customers are the Ministry of Education and Culture and organizations, higher education institutions, research institutes and public administration
- CSC is a non-profit state enterprise
- We measure our success by the value we create to our owners



CSC is a company entrusted with special state assignments, owned by the state of Finland (70%) and Finnish higher education institutions (30%)

Over 50 years supporting Finland's success – founded in 1971

Funet – Finnish research and education network

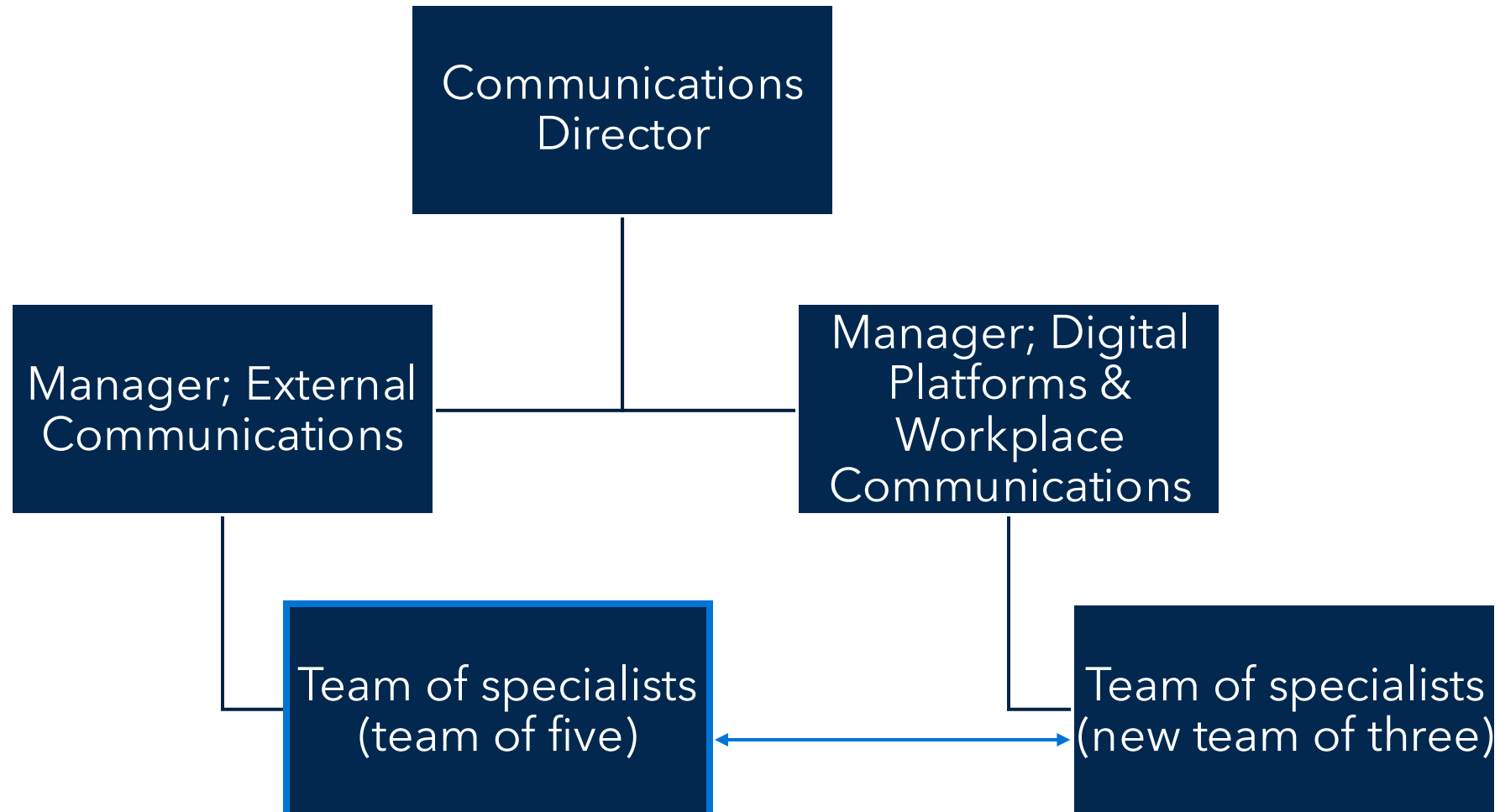
- CSC is responsible for Funet's operations and development
- Funet is one of the world's oldest national research and education networks, founded in 1983
- Funet connects Finnish research and education communities to the international scientific community through NORDUnet and GÉANT
- National and international telecommunications connections and services
 - IP addresses and name service
 - Information security
 - Wireless networks
 - Network connections
 - Online services
 - Video communications



**Nearly 80 member
organizations, serving
approximately 440 000 end
users**

**Over 6 700km fiber in the
whole network**

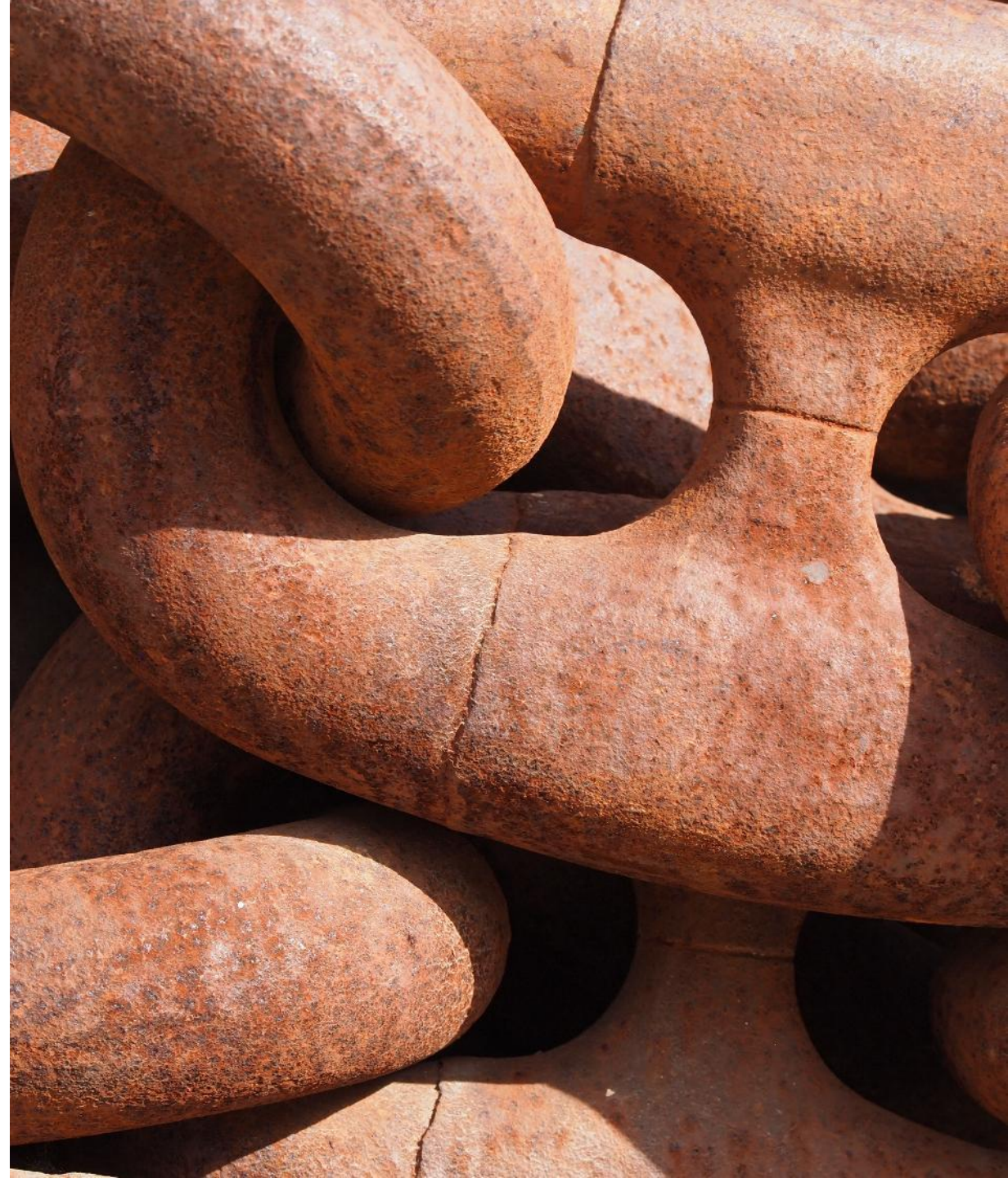
How communications teams are organized at CSC



Our way of working: building networks

Never underestimate the power of networks.

- Internally:
 - Each specialist in the external communications team has a focus area and active collaboration with the subject specialists in the business units
- Externally:
 - Active media monitoring for emerging themes
 - Attending events and meeting people outside our company - just like we are doing now



Our planning process

Ideas & writing

- Getting the ideas
 - Keep your ears and eyes open: people talk by the coffee machine; media monitoring might bring up an interesting angle
 - Get to know people: It makes it easier for them to suggest an idea
 - Often the reality: someone sends an email "URGENT ASAP WE SHOULD HAVE DONE THIS YESTERDAY!1!!"
- Writing
 - Active collaboration and co-development
 - Using Copilot for sparring

Distribution

- Stories published at csc.fi
 - In special cases, an internal version is written and shared on intranet to support the comms targets
- Shared in:
 - Newsletters
 - Social media: LinkedIn is our main channel now (and we have rules for it)
 - Support channels: Bluesky
 - Instagram for employer communication & recruitment
 - Encouraging our staff to share the good news as well
 - Focusing on internal training in October 2025

Some of our success stories

- **When Funet turned 40 years in 2023**
 - Targeted to a broader audience, was a hit on social media
 - Included a story online, three videos with a sprinkle of nostalgia, distribution in CSC's social media channels, own version in GÉANT Connect
 - Lessons learned: people like feel-good stories about a topic that speaks to all
 - [The full story](#)
- **CSC, SURF and Nokia collaboration in data transfer in 2025**
 - Targeted more to tech-audience, generated very good media coverage
 - Included a joint press release that was disseminated by Nokia
 - Lessons learned: partnering with other industry players really helps - we are building the future together
 - [The full story](#)

