

EVA LETTER 2/2007



EVA's autumn brings vivid debates and important initiatives

The autumn starts with the 5th anniversary celebration of the EVA Junior Fellows Network. The objective of the meeting is to promote discussion on current European challenges and, for example, the future of European and Finnish universities will be discussed at the EVA FORUM "What makes a top university?". The English version of the EVA newsletter has been written as a contribution to this event, but it will hopefully provide interesting reading also for others!

EVA's project women to the top was launched in August 2006. The report on the history of top Finnish business leaders, published in May 2007, will be followed at the end of September by two publications. The EVA Report will look at the best practices in the business world. The EVA Analysis entitled "Female Leadership and Firm Profitability" studies whether having a female CEO or a larger share of women on the corporate board affect business performance.

The discussion on climate change continues strong in both the Finnish and world forums. The business community is often asked to take more responsibility for its own actions and to provide both means as well as solutions to the deteriorating situation. EVA wishes to enhance discussion on the issue by publishing a report on Finnish Corporations and Climate Change in November.

More information about EVA's publications and events can be found on the website www.eva.fi.

The Climate of Change

Corporate Europe has changed its attitude toward climate change over the past few years. The old wait-and-see attitude is gone. In its stead, there is a new pro-active stance.

EVA is doing its part. First, we will publish a report on Corporations and Climate Change. The publication will feature articles by Finland's most prominent corporate executives. The industrialists will describe how their companies are responding to the climate challenge. They will also assess the pros and cons of different regulatory approaches. Jorma Ollila, Chairman of EVA, will write the foreword to the publication.

Later in the year, an EVA delegation will participate in an international conference on the science, economics and policy implications of climate change in Australia. The conference is organised by CEDE (Committee for Economic Development in Australia). The conference is the annual meeting of the network of private business organisations. The network includes seventeen think tanks from Europe to Japan and from Canada to Spain.

Risto E. J. Penttilä

Director
EVA



EVA REPORTS

EVA conducts or contracts out research on social issues and publishes the results and analyses in the form of reports. EVA publishes every year 4-8 EVA Reports. EVA's annual value and attitude survey, published since 1984, has been one of the most cited publications in the country.

“Centenarian in a Fitness Test” – EVA's 2007 Attitude and Value Survey

“Centenarian in a Fitness Test”, EVA's 12th national attitude and value survey, was put together by Project Manager **Ilkka Haavisto** (EVA), Researcher **Pentti Kiljunen** (Yhdyskuntatutkimus Ltd) and Economist **Martti Nyberg** (EVA). The report was published in February 2007.

According to this latest attitude and value survey, Finns think for example that the one-hundred year old Parliament as well as the government have suitable amounts of power. They think too much power is wielded by the EU, media, market forces as well as large companies.

The functioning of the market economy received strong criticism. A majority of Finns think that the market economy is not working in the best interest of all citizens in modern Finland. Almost half of the Finns question the presumption that economic growth is the basis of our well-being.

Taxation was felt as being both absolutely and relatively too stringent: 70 percent of Finns feel that income taxation in Finland is at too high a level. Interestingly, Finns would be prepared to say farewell to the inheritance tax altogether.



“Do Incomes Policies in Finland have a Future?”

The report written by EVA's Managing Director **Sixten Korkman** assessed bargaining between labour markets organisations as well as incomes policies and tripartite settlements. The report was published in March 2007.

A lot of public interest in Finland is focussed on comprehensive incomes policy settlements. However, Dr Korkman suggests that the backbone of the Finnish labour market system is not in the comprehensive incomes policies or the tripartite settlements. The key feature is the negotiations between trade unions and employer confederations. Both are well organised and aim to maintain peace in the labour market and find solutions of mutual interest. This institutional setting can continue to serve our interests in the future if the organisations are able to promote greater decentralisation of wage formation and thereby a better functioning of the labour markets.



“Helsinki – A City of the Future”

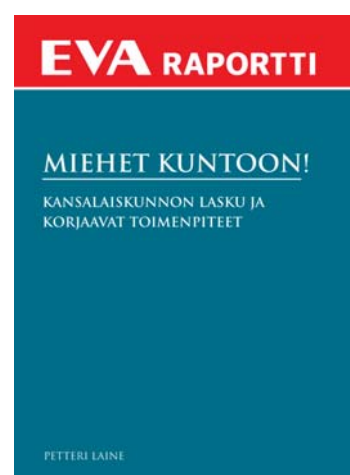
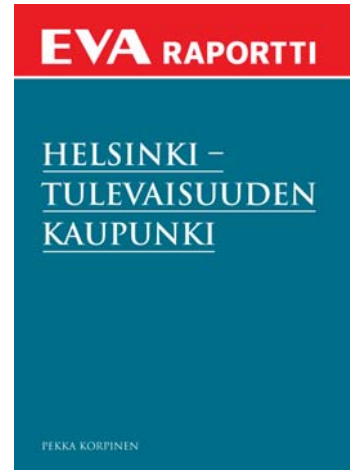
In the EVA Report “Helsinki – A City of the Future” Deputy Mayor of Helsinki, **Pekka Korpinen**, presented his views on how Helsinki could and should develop from the point of view of housing markets, architecture and city-planning. At their best, cities can constitute a creative and innovative environment where business life blossoms. To meet this challenge, Dr Korpinen envisages a journey consisting of both small and large projects and challenges. The report was published in April 2007.

Leading Stars – Finland’s First Women Leaders

EVA Report “Leading Stars – Finland’s First Women Leaders” written by Dr **Anna Kortelainen** was published in May 2007. The report relates the stories of the first Finnish female leaders. The colourful stories contain elements that many women would still recognise in their own lives. The first women leaders were owners of trading firms as well as small and big companies, ship-owners, heads of non-governmental organisations and specialists. They have all left lasting marks on the Finnish society and business environment. The report was written as part of the EVA’s project “Women to the top!”

“Let’s Get Men Fit!”

EVA Report “Let’s Get Men Fit! – the decline in national fitness and the correcting measures” was written by an EVA Fellow and Development Manager **Petteri Laine** (Young Finland Association) and published in May 2007. The report demonstrates that the physical condition of Finns is weakening at an alarming rate. This again has an effect on companies as well as on national economy. According to the report, keeping oneself fit is primarily the responsibility of the individual. However, the environment like the workplace can support the development of physical condition and foster weight management. The report suggests that there should be more emphasis on the physical condition and well-being of employees in the personnel policies of companies. The report presents different company policies and challenges the management to take the physical condition of their personnel seriously. Investment in the well-being of the employees will pay off in the end.



The reports can be downloaded from the EVA website www.eva.fi. Topics that will be raised in the autumn 2007 are Women to the top! – the best practices in the Finnish business world as well as Corporations and Climate change.

EVA ANALYSIS

EVA began to publish a new series called “EVA Analysis” in the spring 2007. These policy papers focus on one specific theme at a time and aim to promote further discussion on the topic.

“Sustainable Funding Basis for Finnish Universities”

The first analysis was written by Chancellor of the Helsinki University **Kari Raivio** on the topic “Sustainable funding basis for Finnish universities”. The analysis was published on 14 May 2007 and is available in Finnish.

In the analysis Chancellor Raivio examines the funding mechanism of Finnish universities. Why and how should it be developed? What can be expected from different funding mechanisms? He suggests that the time is ripe for having a proper discussion on student fees.



“Municipalities and Markets”

The EVA Analysis “Municipalities and Markets” was published on 25 June 2007 and is available in Finnish.

The Finnish Parliament has passed a law which makes collaboration between municipalities a central tool in the ongoing municipal reform. According to Management Adviser **Bo-Erik Ekström**, Attorney **Mika Pohjonen** and Project Manager **Ilkka Haavisto** it is however questionable whether collaboration between municipalities will make municipality operations more efficient and productive. EVA Analysis suggests that the municipal reform is going in a direction that may prove both economically unwise and judicially problematic. The analysis proposes that instead of collaborating, the municipalities should concentrate on their core operations, control the growth of their activities and aim for more extensive cooperation with the service industry.



In the autumn 2007 EVA Analysis will provide an answer for example to the question whether having a female CEO, a female chairperson of the board, and/or a larger share of women on the corporate board have consequences for business performance. You can learn more about EVA Analysis on our website www.eva.fi!

EVA FORUM

EVA FORUM is a discussion arena that aims to promote the development of a bolder and more dynamic debating culture in Finland. EVA FORUM is a combination of intelligence and entertainment. The audience is encouraged to participate in the panel discussion with comments and questions.

At the first EVA FORUM of the year, on the 1st of March, the Chairman of EVA **Jorma Ollila** tested the potential prime minister candidates on Finnish values, Finland's educational and economic challenges as well as on their prime minister qualities. Half of the audience consisted of high school students from Ressu Upper Secondary School. The EVA FORUM was broadcast live on Channel Four.

The autumn 2007 will start with an EVA FORUM "What makes a top university – views from abroad" on 31 August. The issue will be discussed by EVA Junior Fellows who have studied at leading international universities such as Berkeley, Cambridge, Columbia, Harvard, London School of Economics (LSE), Massachusetts Institute of Technology (MIT) and Oxford.



EBLC

The European Business Leaders' Convention (EBLC) is a forum for forward-looking discussion on Europe's challenges and opportunities.

Summits take place in Finland every two years and are organised by the EBLC Secretariat, which is located at the EVA office. Mr **Jorma Ollila** is the Chairman and Dr **Risto Penttilä** serves as the Secretary General.

The previous Convention was organised in June 2007 under the theme "Is Europe Fit for a Digital Future?" The question was examined from different angles. Are European companies in a position to make the most out of the huge opportunity offered by the new technologies? Is the European regulatory and policy framework ready to face the challenge? Other issues on the agenda were the globalisation of digital technologies, the digital divide and the future of European universities.

The summit gathered together one hundred business leaders and experts from 24 countries. Speakers included e.g. Mr **Carl Bildt**, Swedish Minister for Foreign Affairs; Mr **Thomas Glocer**, Reuters; Mr **Michael Golden**, International Herald Tribune and The New York Times; Mr **Alexey A. Mordashov**, Severstal; Ms **Viviane Reding**, Commissioner for Information Society and Media; Mr **Olli Rehn**, Commissioner for Enlargement; Dame **Marjorie Scardino**, Pearson Group; and Mr **Carl-Henric Svanberg**, Ericsson.





EVA JUNIOR FELLOWS

EVA Junior Fellows are part of the EVA Fellows network, which includes EVA Fellows who are respected and distinguished experts on societal issues, the EVA Parliament Fellows and the international counterpart organisations. You can learn more about the EVA network on the website www.eva.fi.

EVA Junior Fellows are young and talented students, researchers or young professionals. They operate in the fields related to EVA's interests such as business, economics, social sciences and international relations. Approximately half of the Junior Fellows are international Finns who study or have just graduated from abroad while the second half consists of talented foreigners who have a special interest in Finland.

The Junior Fellows program aims to maintain and enhance the relationship between the Junior Fellows and the Finnish society. The program lasts for two years and the main annual event is the autumn meeting in Helsinki where Junior Fellows have a possibility to exchange ideas with Finnish business leaders and experts from different sectors. Co-operation between EVA and its Junior Fellows, however, continues also after the program. Discussion and exchange of views are an essential part of the network's soul. EVA encourages Junior Fellows to write articles and in-depth analyses for EVA's website and occasionally, Junior Fellows contribute to EVA's publications. Thus, the international Junior Fellows network provides a forum for bright young people to acquire contacts and to discuss with Finnish business, political, media and opinion leaders as well as among themselves!

In celebration of the 5th anniversary of the EVA Junior Fellows Network, EVA has invited all new and old Junior Fellows to Helsinki for a three-day seminar on 30 August – 1 September. The seminar is hosted by Paulig and other co-operation partners are Boston Consulting Group, McKinsey & Company, PricewaterhouseCoopers and the Finnish Tourist Board.

The objective of the meeting is to promote discussion on some very different kinds of challenges that Europe faces at the moment. Firstly, family businesses all around Europe are facing the challenge to develop together with the rapidly changing environment – but like the Finnish examples show there are also success stories and working for family businesses can provide great opportunities. Secondly, higher education at its best can produce young professionals who will contribute to strengthening European competitiveness – but what kinds of universities does Europe need and what makes a top university? At the EVA FORUM this issue will be discussed by Junior Fellows who have studied at leading international universities. Thirdly, Mr **Jorma Ollila**, Chairman of EVA as well as of the boards of Nokia and Shell, will lead a discussion on whether Europe is fit for a digital future. Lastly, EU enlargement has played an important part in creating the EU of today and Mr **Olli Rehn**, Commissioner for Enlargement, will comment on the continuation of this story.

Interested in the network?

You can apply for Junior Fellowship throughout the year. 20 Junior Fellows are selected for a two-year term each year. Deadline for applications is 15 February 2008

Read more about the program on www.eva.fi!

EVA Junior Fellows 2007

Aurenhammer, Peter

PhD Student in Forest Science (BOKU, Austria)

Chamorro, Mario

Master of International Affairs (Columbia University, USA)

Cheung, Kat

MA in European political and administrative studies
(College of Europe, Belgium)

Dogramaci, Esra

M.S. International Affairs and Public Policy
(Bilkent University, Turkey)

Folland, Lee

M.Phil. Chinese Studies (Cambridge, UK)

Fungacova, Zuzana

PhD Student in Economics (CERGE-EI, Czech Republic)

Hietanen, Anna-Emilia

PhD Student (UNAM, Mexico)

Humala, Heidi

MBA Student
(Central European University Business School, Hungary)

Jaakkola, Niko

M.Phil. Economics Student (Oxford, UK)

Kononenko, Vadim

PhD Student (University of Helsinki, Finland)

Lemmetty, Pia-Johanna

BSc Engineering & Business Studies Student
(University of Warwick, UK)

Pajunen, Jenni

MA in European Politics (College of Europe, Belgium)

Piekkola, Aino

PhD Student (Swiss Federal Institute of Technology, Switzerland)

Rannanpää, Sari

PhD Student in Political Science
(Central European University, Hungary)

Rolikova, Marianna

MA Student in Eastern European Studies (Freie University, Germany)

Sauka, Arnis

PhD Student in Entrepreneurship (University of Siegen, Germany)

Savi, Riin

Master Student of Public Policy and Governance
(University of Konstanz, Germany)

Simula, Outi

PhD Student in Economics (University of Pompeu Fabra, Spain)

Uruena, René

Doctoral candidate (University of Helsinki, Finland)

Voionmaa, Olai

Master Student in Political History
(ENS and Sciences Po Paris, France)





What is EVA?

EVA is a policy think-tank financed by the Finnish business community. EVA is a discussion forum and networking arena for decision-makers both in business and society. EVA publishes reports, organises debates and publishes policy proposals. EVA works in close co-operation with the Research Institute of the Finnish Economy ETLA – the two organisations share the same Board and Managing Director.

EVA in action

EVA's task is to identify and evaluate trends that are important for Finnish companies and the society as a whole. Violent and rapid international phenomena impose serious demands on society and business activity. EVA aims to provide current information on prevailing trends and to bring fresh ideas to public debate. EVA's means to influence and create discussion in the society are articles, reports, policy papers, debates in the form of EVA FORUMs, seminars, guest visits and EVA Fellows network which consists of EVA Fellows, Parliamentary Fellows, Junior Fellows and the international counterpart organisations. In addition, EVA's website continues to be an important form of communication about the previous and coming activities and publications.

EVA's organisation

EVA's **Supervisory Board** consists of 25 business leaders. They represent EVA's member organisations which are the Confederation of Finnish Industries (EK), Confederation of Finnish Industry and Employers (TT) Foundation and General Employers' Association of Service Industries. The Board assembles twice a year.

The **Board of Directors** consists of eight business leaders who represent EVA's member organisations. Mr **Jorma Ollila** acts as Chairman of the EVA Supervisory Board and Board of Directors. Other members of Eva's Board of Directors are Mr **Georg Ehrnrooth**, Ms **Anne Brunila**, Mr **Antti Herlin**, Mr **Bengt Holmström**, Mr **Matti Honkala**, Mr **Jukka Härmälä**, Mr **Christoffer Taxell** and Mr **Björn Wahlroos**.

EVA's office

EVA's staff consists of 8-10 people who are in charge of EVA's operations. Dr **Sixten Korkman** is Managing Director of EVA and Dr **Risto Penttilä** is the Director of EVA.

Contact us!

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