

## HELSINGIN SANOMAT FOUNDATION'S STRATEGIC GUIDELINES UNTIL 2027

The Helsingin Sanomat Foundation supports and promotes high-quality journalism and freedom of speech. The Foundation also advances media literacy, encourages reading and networking of journalists and researchers.

The Foundation awards grants for research, education and competitions related to the media industry. Research funding is mainly directed to large, interdisciplinary projects. The Foundation organizes targeted calls related to topical themes on regular basis. It also supports high-quality projects which generate societal discussion and experiment new ways of storytelling.

The Helsingin Sanomat Foundation awards grants to various freedom of speech initiatives in order to support freedom of speech in Finland and abroad. The Foundation contributes to the visibility of the results of the research projects it funds. In addition, the Foundation strengthens the position of independent journalism and freedom of speech in a time of technological and social change.

The Foundation awards scholarships to journalists for further education and grants to post doc researchers for studying and working abroad. In addition, the Foundation supports journalists' further education in Finland. It may also support other kind of education in the field of media industry.

The Foundation is responsible for storing and displaying the Sanoma Group's historical materials.

The Foundation actively collects and digitizes materials making them available for the use of researchers. It aims at promoting the access of Finnish media materials to researchers at large.

In 2025, the three activities of the Foundation – grants, the archives and the museum – operate as one unit serving Finnish media, researchers and all citizens interested in the history of media, modern-day media and the future of media.