

## Reference:

# MINISTRY FOR FOREIGN AFFAIRS OF FINLAND

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- **Challenge**

The ministry and its units abroad need up-to-date details on the central domestic events in the field. The management of the branch-relevant context is important for the ministry.
- **Solution**

M-Brain offers a cross-section of the on-line and printed media news material from the ministry's branch. On the basis of precisely defined keywords, the ministry stays informed about its own publicity, and receives daily information from the areas of e.g. foreign policy, trade policy, human rights and development.
- **Why M-Brain**

The cooperation started through a call for tenders and has proven to be a cost-effective solution over the years. Media monitoring outsourcing is sensible because of the expansion of the media field. It enables the ministry to focus on core issues despite the diminishing labor resources.