

M-Brain's main targets in Sustainable Development

Economic responsibility

The demand for M-Brain Oy's media monitoring service continued to actively grow in 2008. M-Brain has made business developments and the revenue has grown evenly. The company has strong expertise, own first class search technology and active product development, all of which provide a solid base for successful business. Economic success also creates possibilities for dedication to environmental responsibility.

Ethically solid business

M-Brain's business stands on ethically solid ground. The article summaries delivered to the clients are made according to the Finnish copyright law, to assure the clients of the continuity and legality of the service in the future.

M-Brain supports the building of information society

M-Brain is taking part in the building of a functional information society, where companies, the general government, organisations and the citizens work together in an active cooperation. The company is monitoring the comments made by companies, communities and journalists, as well as the viewpoints of the civic society. The media monitoring offers the client companies the information important for the business development.

Environmental responsibility

M-Brain is committed to the sustainable development of the environment. The burden of the media monitoring on the environment is relatively minor, since the service is produced and delivered by electronic means and does not physically pollute the environment a great deal. Attention is also given to the power consumption and energy efficiency.

Remote working minimises the environmental strain

Several employees at M-Brain do remote working, which minimises the environmental effects caused by work transportation, and contributes to employees' comfort. The benefits of remote working are evident in cases when the employees live outside the capital, or abroad.

M-Brain supports environmental acts

M-Brain has been actively supporting environmental organizations and is functioning as a partner with Ilmastotalkoot. For our part, we are striving towards clean environment and sustainable development.

Social responsibility

M-Brain's employees are the company's strength and its business asset. M-Brain's work is based on the unique cooperation between the human and the search engine, whereby each employee's input constitutes the foundation for the business.

Employee satisfaction counts

The company continues to develop its organization, in order to better support the employees' know-how and augment the industry expertise, thereby also improving the work satisfaction.

Multicultural diversity is an asset

M-Brain is a genuinely multilingual and multicultural company. We honour the diversity among our employees. M-Brain encourages employees to develop their skills outside work and to attend relevant fairs and other events.