



Punainen Risti
Ensiapu

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Red Cross First Aid

Strategy for 2021–2023



Our partners and customers are at the heart of our operations

We are actively building our network of responsible partners. Our partner network, which organises training events based on the Red Cross first aid training programmes, is an important part of Finland's first aid training field and nation-wide first aid preparedness framework. We keep a close eye on partner and customer experience, which we use as the basis for developing our services. Our training activities demand high quality, and we want our activities to be evaluated by external bodies.

YEARS
2021–2023

Competent, motivated and healthy personnel

Our first aid expert and training team is the best in Finland, and the team members have the most up-to-date information. We invest in the development of the competence of our personnel and promote a positive and encouraging atmosphere at the workplace. In short, we take good care of our employees.

Our goal is to have people who can administer first aid in every home and at every workplace



We are a part of the Red Cross Movement

We are a social enterprise that does good. Through our operations, we promote health, wellbeing and public health security. What we do helps strengthen the objective of the Red Cross to be a leading first aid operator in providing both assistance and first aid training. We are part of the preparedness and response framework of the Finnish Red Cross and the whole country. Our proceeds are used to help the Finnish Red Cross in Finland for the benefit of all of us.

SOLIDIFYING OUR STATUS AS A PIONEER

We want to improve every day

Quality, knowledge-based management and digitalisation are part of our daily routine. These are the cornerstones the effectiveness and profitability of our operations are based on. The high level of quality can be seen in all of our products and services. We work on our services and digital systems to make our operations more efficient and to ensure that we can provide more partner- and customer-friendly services.

We train first-aiders with the know-how and courage to act