



RESEARCH REPORT

# How generative AI is transforming Nordic work life

SOLITA

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**Artificial Intelligence**  
(hereafter referred to as AI) refers to technology that performs tasks requiring human-like intelligence, such as problem-solving and decision-making.

**Generative AI**  
(hereafter referred to as GenAI) is a type of AI that creates new content, like text, images or music based on patterns learned from existing data.



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# The Nordic Perspective: How GenAI is transforming work and society

The rapid development of AI has brought the world to the verge of the next industrial revolution. Major shifts in technology inevitably transform how individuals, businesses, and societies function. At first, the scale and impact of these changes can be unclear and often take shape in unexpected ways over time.

We are still seeking answers on how AI will impact workplaces, daily lives, and societies. Will AI improve people's lives by solving major societal challenges such as costly healthcare systems or climate change? Or how will AI transform the way we work, innovate, and create new business opportunities?

The first phase of GenAI adoption in Nordic workplaces is coming to an end soon. Employees have experimented with how GenAI tools can enhance their daily work, while the development of AI tools in companies is still in the proof-of-concept and piloting phases. As we approach the next phase of GenAI adoption, the focus will shift to three key areas.

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**1** **GenAI tools continue to evolve rapidly.** GenAI tools are becoming more prudent. They will approach the issue from multiple angles and speculate on scenarios when giving answers, just like us humans do.

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**2** **A shift from the individual level to the team level.** GenAI tools will become an integral part of the way teams collaborate. You can read later in this report about Solita's experience in CollabAI, a new approach to intensive teamwork that accelerates AI-assisted work.

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**3** **The use of AI agents.** AI agents autonomously conclude and execute work tasks without human intervention. They execute tasks from start to finish on their own. This is a major transformation, and its full impact is still difficult to assess.

This report summarises the research titled “GenAI in Nordic Work Life,” conducted by Solita in collaboration with the research companies Taloustutkimus in Finland and Kantar Media (the Sifo panel) in Sweden. The goals were to (1) Explore how GenAI is transforming office and knowledge work, (2) Understand how people anticipate AI technology's impact on daily lives and societies. Over 2,300 office and knowledge workers - 1,030 in Finland and 1,300 in Sweden shared their perspectives.

“The GenAI in Nordic Work Life” research was conducted by Solita in collaboration with the research companies Taloustutkimus in Finland and Kantar Media (the Sifo panel) in Sweden in October 2024. A total 1,036 Finnish and 1,335 Swedish office workers participated in the survey.

Research revealed interesting insights into the use of GenAI in Finnish and Swedish workplaces. For example, many organisations still lack internal guidelines and offer insufficient GenAI training for employees. At the same time, employees see GenAI as an opportunity. GenAI frees them from routine work, allowing them to focus on more meaningful tasks. People also believe that mastering GenAI skills will enhance their competitiveness in the future labour market.

Employees are ready. Now it is the responsibility of organisations to adopt GenAI tools, set guidelines and ethical principles and ensure employees have the necessary GenAI skills.



**Lasse Girs**  
Head of Generative AI Enablement  
Solita Oy



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# Finland leading the way in GenAI adoption

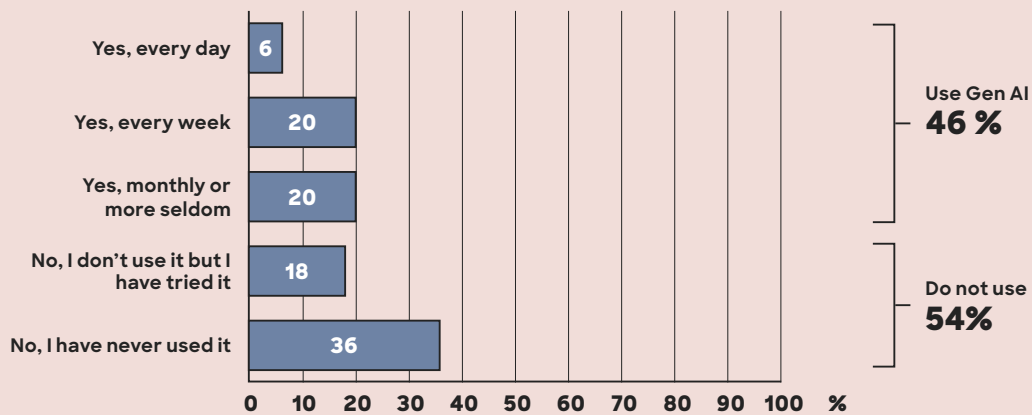
According to the research, half of Finnish and one in four Swedish office and knowledge workers regularly use GenAI in their work. The results are in line with Eurostat's 2023 survey: Finns are among the European leaders in the use of AI technologies, thanks to Finland's high level of digitalization.

AI technology is already deeply embedded in Nordic societies, and people use AI tools without even realizing it. For example, people may interact with an intelligent chatbot, receive an AI-generated advertising letter, or use AI-assisted proofreading.

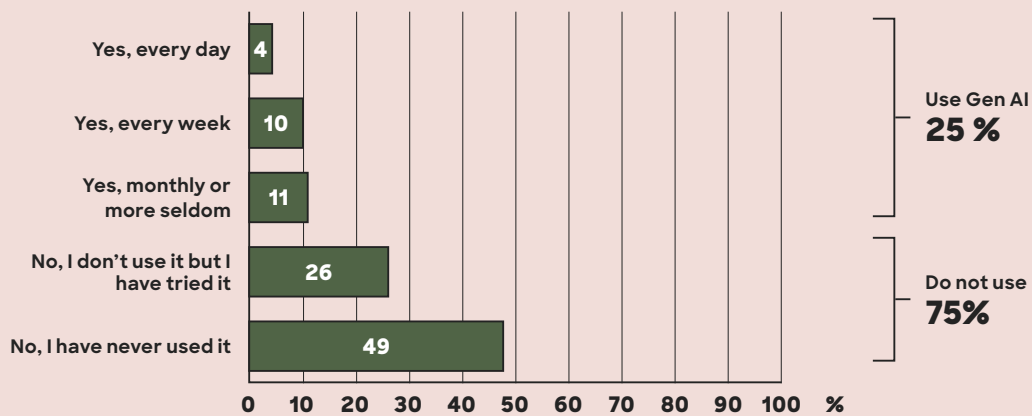


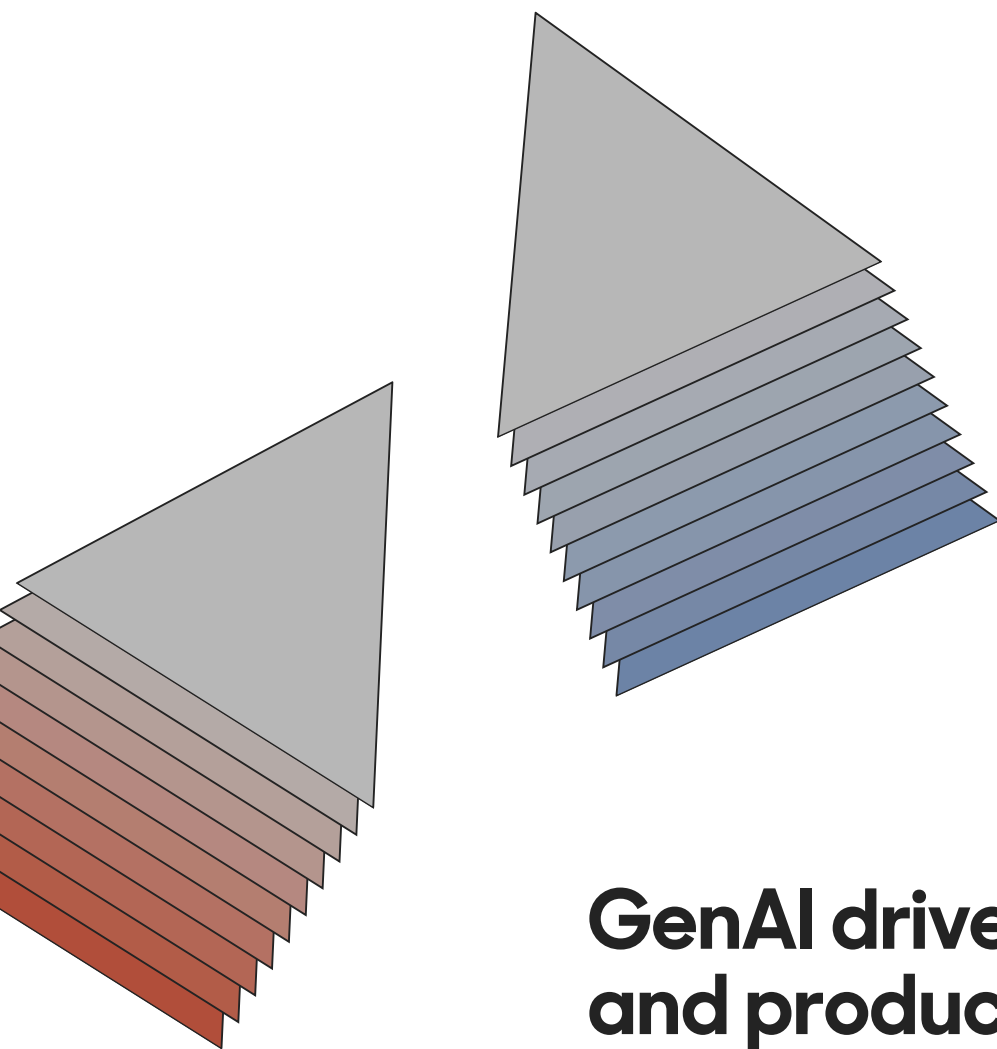
## Do you use Generative AI in your work?

### FINLAND



### SWEDEN





## GenAI drives efficiency and productivity

The main reason for using GenAI is to increase personal productivity and improve the quality of work.

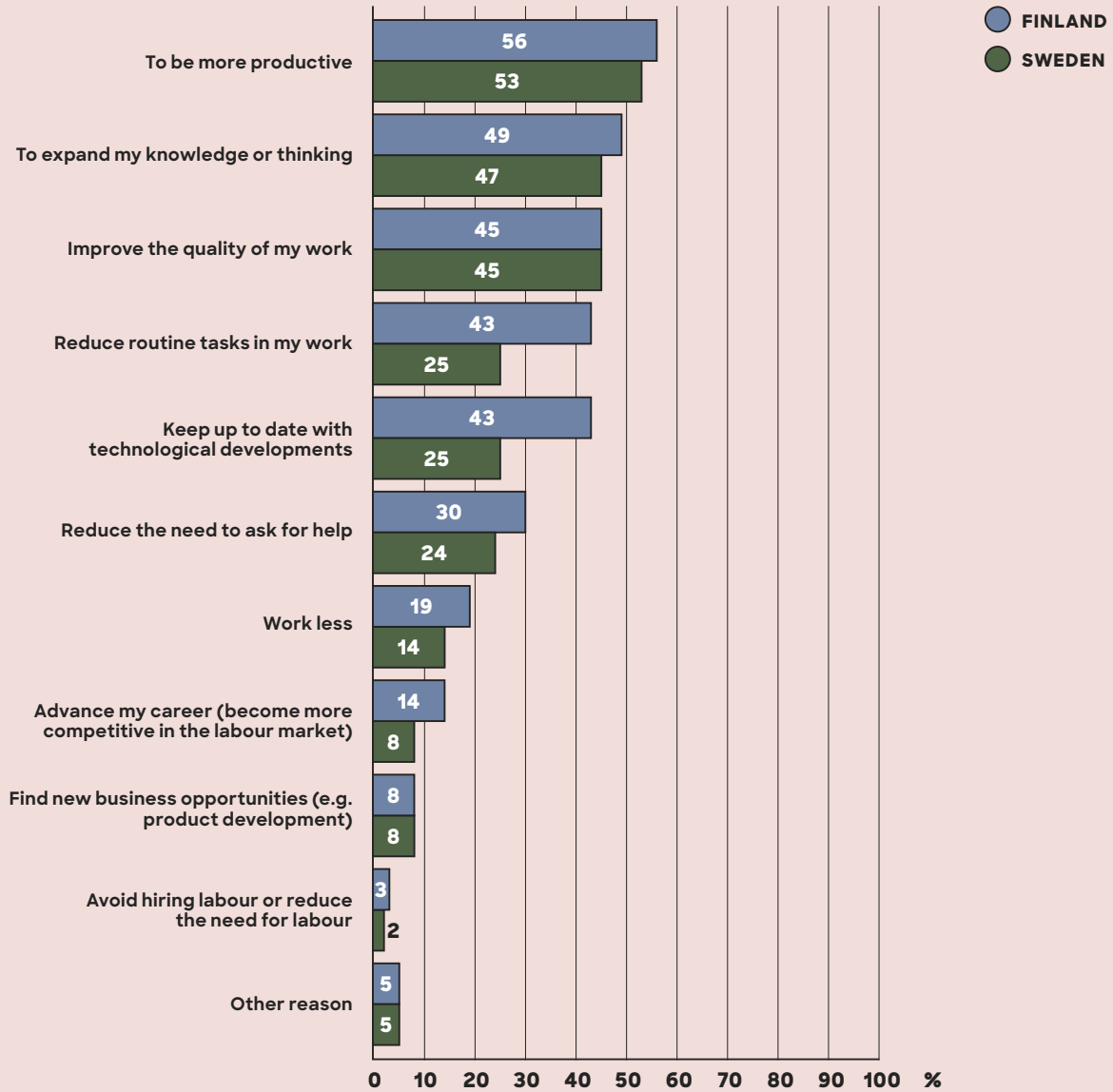
However, only a few people can explain what productivity gains actually mean. Does it refer to saving time, improving quality, or something else?

"Research shows that people use GenAI to perform tasks that benefit their employers. This means they are not using GenAI to learn new methods or skills, but rather to become more efficient. This can undermine employees' enthusiasm. Additionally, company organisational models are often structured in a way that forces employees to find ways to increase productivity on their own," comments Lasse Girs, Head of Generative AI Enablement at Solita.





## Why do you use GenAI in your work?





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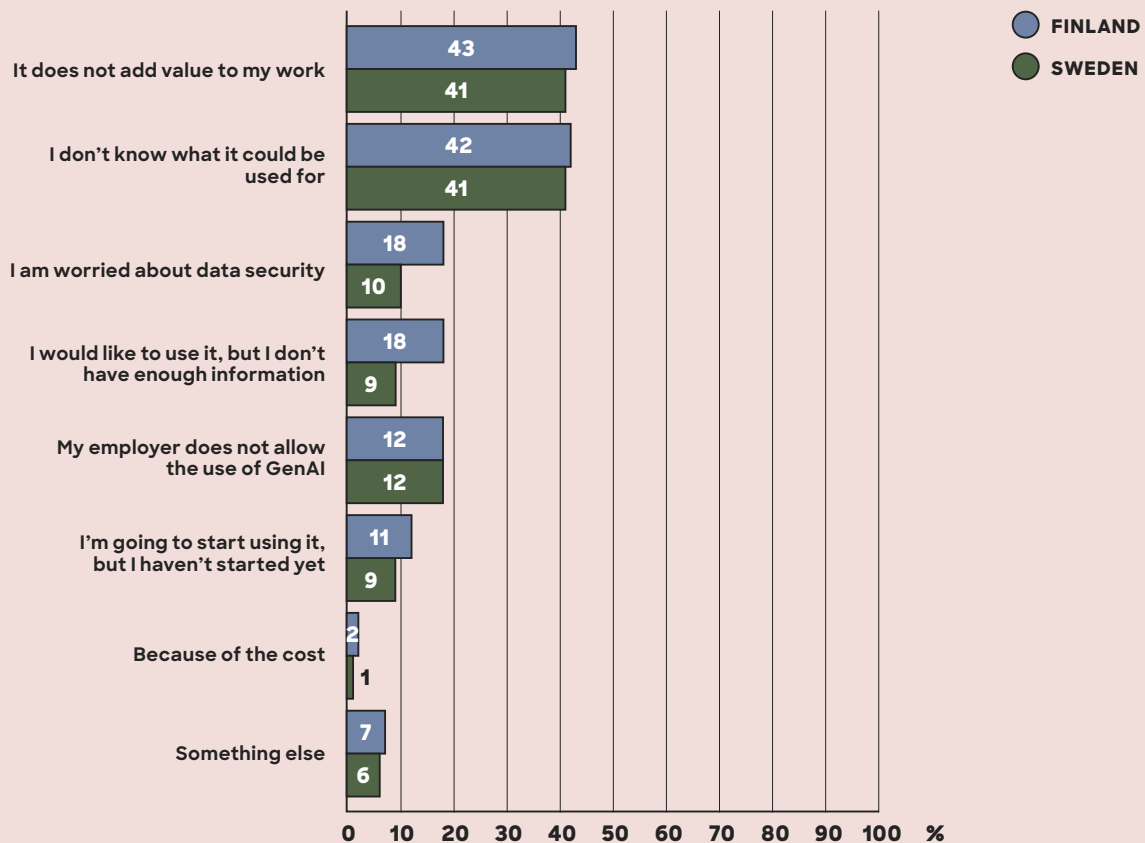
# Knowledge gaps slow down GenAI adoption

A common barrier to the adoption of GenAI is a lack of knowledge. Many respondents either do not know how to use GenAI tools effectively or do not believe they add value to their work. Notably, a large share of Swedes have never even tried using GenAI tools. Providing guidance and training to employees would help organisations transition into the GenAI era.

“In the transition, the responsibility lies in the workplace. More broadly, the lack of training and guidance on GenAI is problematic for organisations. With the enactment of the AI Act, which regulates the development and deployment of AI at the EU level, companies will be required to provide guidance and a comprehensive understanding of GenAI to employees. This responsibility cannot be left to employees alone,” says Lasse Girs, Head of Generative AI Enablement, at Solita.



## Why are you currently not using GenAI?

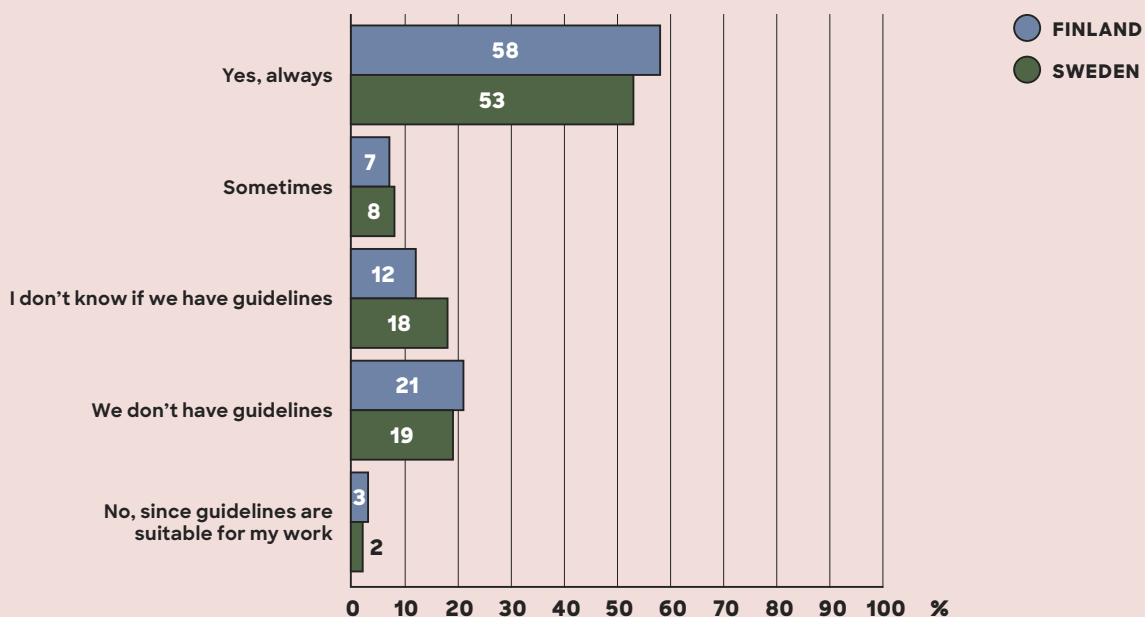


# Organisations lack guidelines for AI use

The research also highlights a gap in organisational readiness, with one-third of organisations failing to establish their own GenAI guidelines. Either the guidelines are missing, or employees do not know if they exist. Given the security risks and future legal implications of AI use, this lack of awareness is concerning.



## Do you follow your employer's guidelines on the use of generative AI?





# Guidelines for mastering GenAI adoption

Lasse Girs, Head of Generative AI Enablement, at Solita, shares five tips on how organisations should approach the adoption of GenAI:

- 
- 1 It's about people, not just technology**

AI adoption is a transformative journey that impacts individuals and teams alike. True success comes from engaging, co-creating, and relearning collaboratively -building strength together, not in isolation.
  - 2 Foster curiosity**

Experiment, explore, and learn. Reward curiosity—it's the mindset that will help you thrive in this rapidly evolving landscape.

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### **Prepare for fast, messy change—and more regulation**

AI evolves faster than any previous technology, bringing disruptive and intrusive changes. Traditional approaches to managing tech and infrastructure are no longer enough. With AI regulation evolving quickly, it's crucial to take a proactive approach to ensure compliance.

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### **Embrace uncertainty**

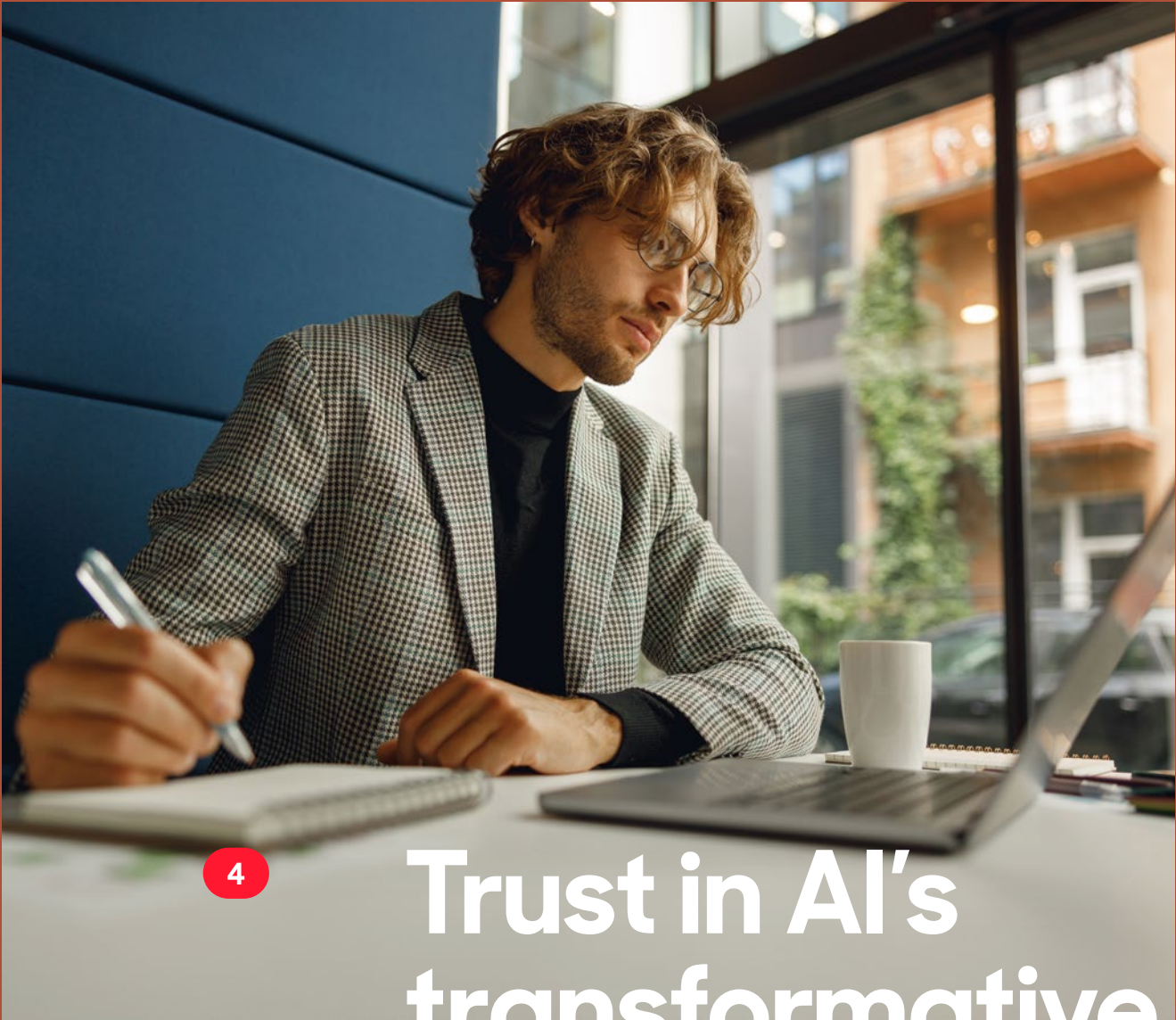
The full impact of AI on work, markets, businesses and societies remains unknown. Rather than relying on predictions, stay flexible, open, and ready to adapt.

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### **Commit to sustainable AI**

Prioritize AI solutions that are secure, ethical, environmentally responsible, cost-effective, and most importantly, human friendly.



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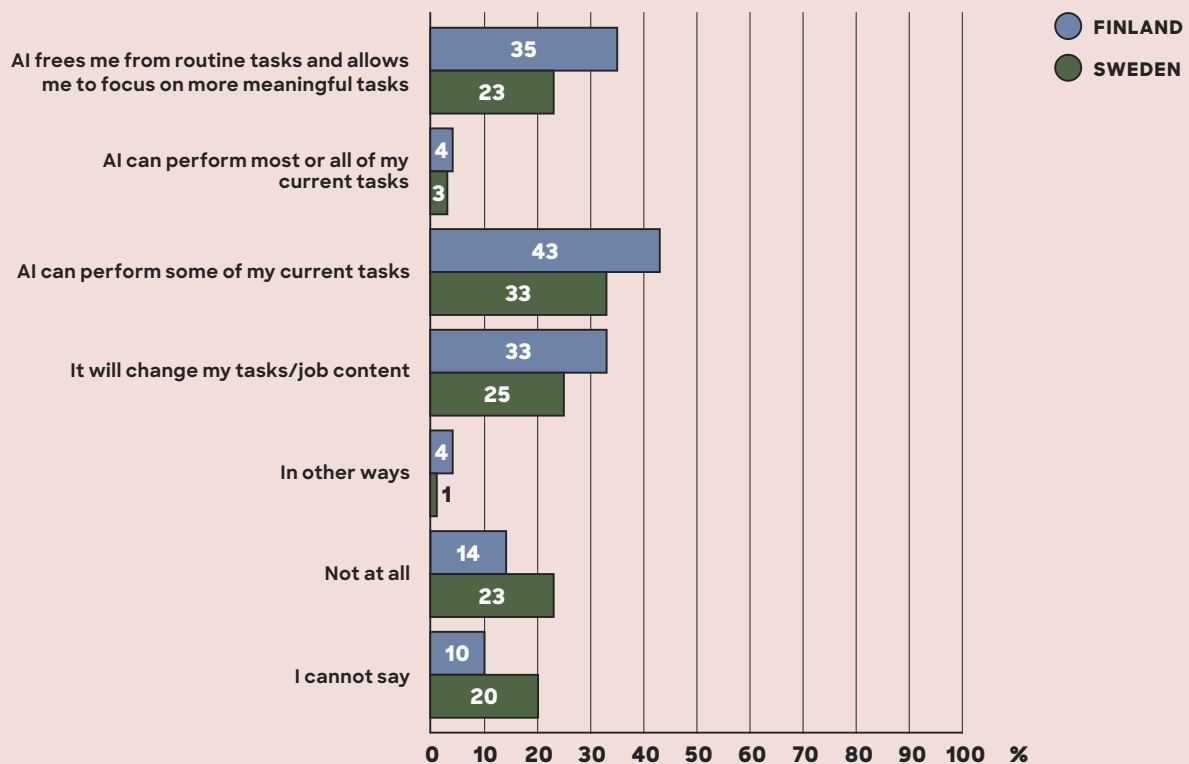
# Trust in AI's transformative power is strong

Despite the issues in adoption 76% of Finns and 84% of Swedes believe AI will positively transform their work within the next five years. AI is expected to relieve employees of routine and repetitive tasks, allowing them to focus on more meaningful work.

Organisations may need to rethink the distribution of work between employees and AI, with employees taking on supervisory and guiding roles while AI manages more of the productive tasks.



## How do you think AI will change your work in the next five years?



The most relevant skill in today's work life is the ability to learn new things, as well as to let go of outdated skills. When used correctly, GenAI is an exceptionally powerful tool for learning and acquiring new knowledge. Less than half of knowledge workers use it for this purpose now. The proportion could easily be much higher.

Lasse Girs

Head of Generative AI Enablement, Solita



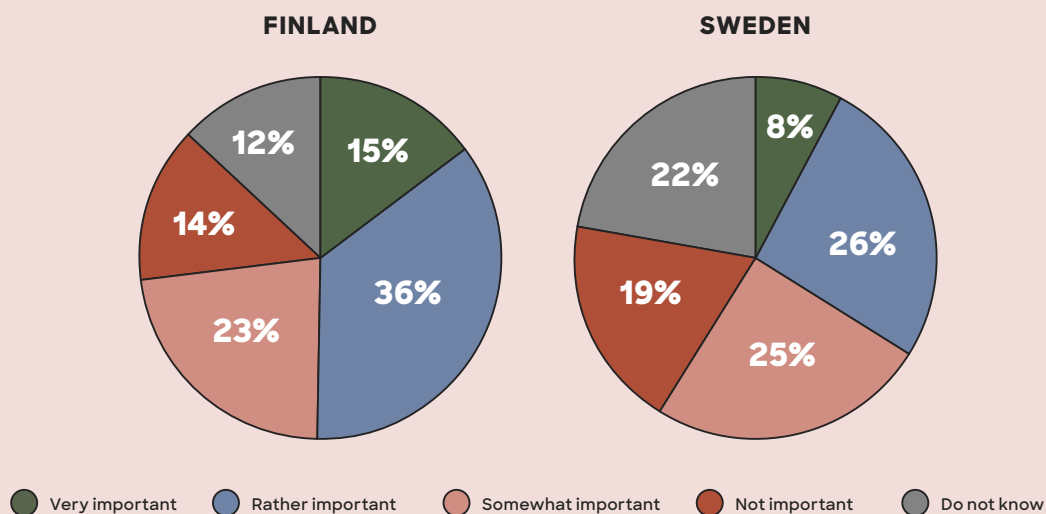
# Demand for GenAI skills continue to grow

GenAI skills are emerging as a competitive advantage in the labour market. To remain competitive, employees must further develop their GenAI capabilities, while organisations must equip them with the right skills to boost overall competitiveness.

According to the research, half of Finns and a third of Swedes consider GenAI skills important for new employees.



**Do you think it's important for new employees to have GenAI skills?**





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# Can AI solve society's biggest challenges?

In addition to workplace transformation, Solita explored in its research how Finns and Swedes anticipate AI's impact on daily life and society.

It is argued that AI marks the beginning of the fourth industrial revolution. The successful adoption of AI will not only impact organisations and workplaces but societies as a whole. For example, the adoption of AI in education, the military, the media, and healthcare will impact us all –perhaps even more than we can imagine today.

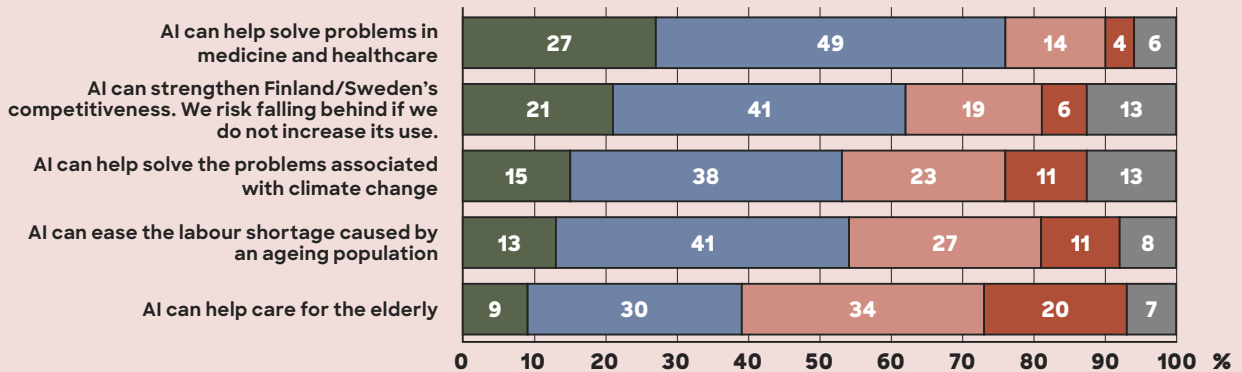
Most respondents expressed confidence that AI technology could help tackle major issues, including healthcare, labour shortages, competitiveness, and even climate change.

The research shows that Finns are generally more optimistic than Swedes about AI's potential to address societal challenges.

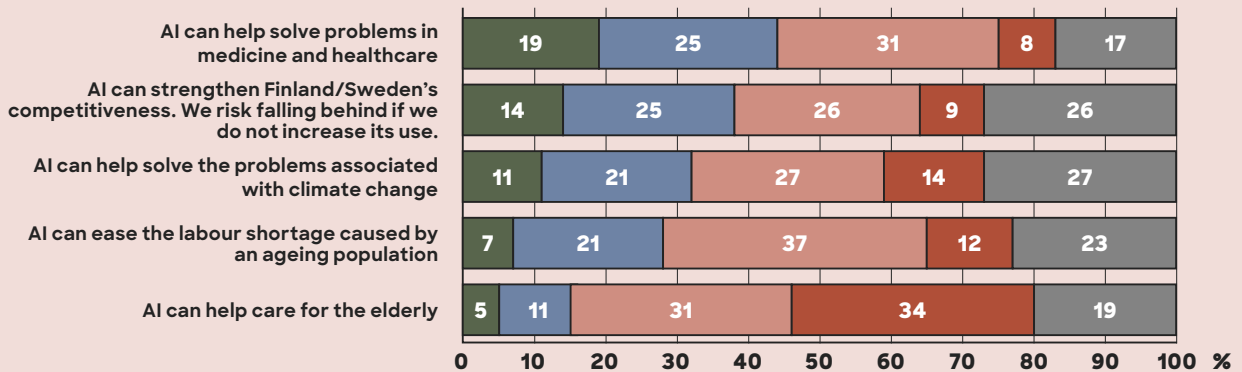


## Give your opinion on the following statements

### FINLAND



### SWEDEN



Fully agree
  Somewhat agree
  Somewhat disagree
  Fully disagree
  Do not know

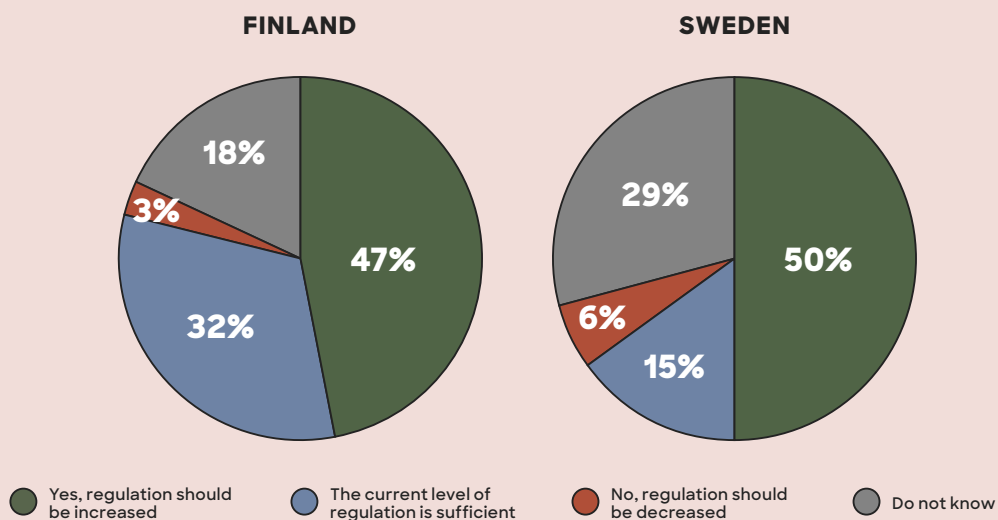
# EU's AI regulation divides opinions

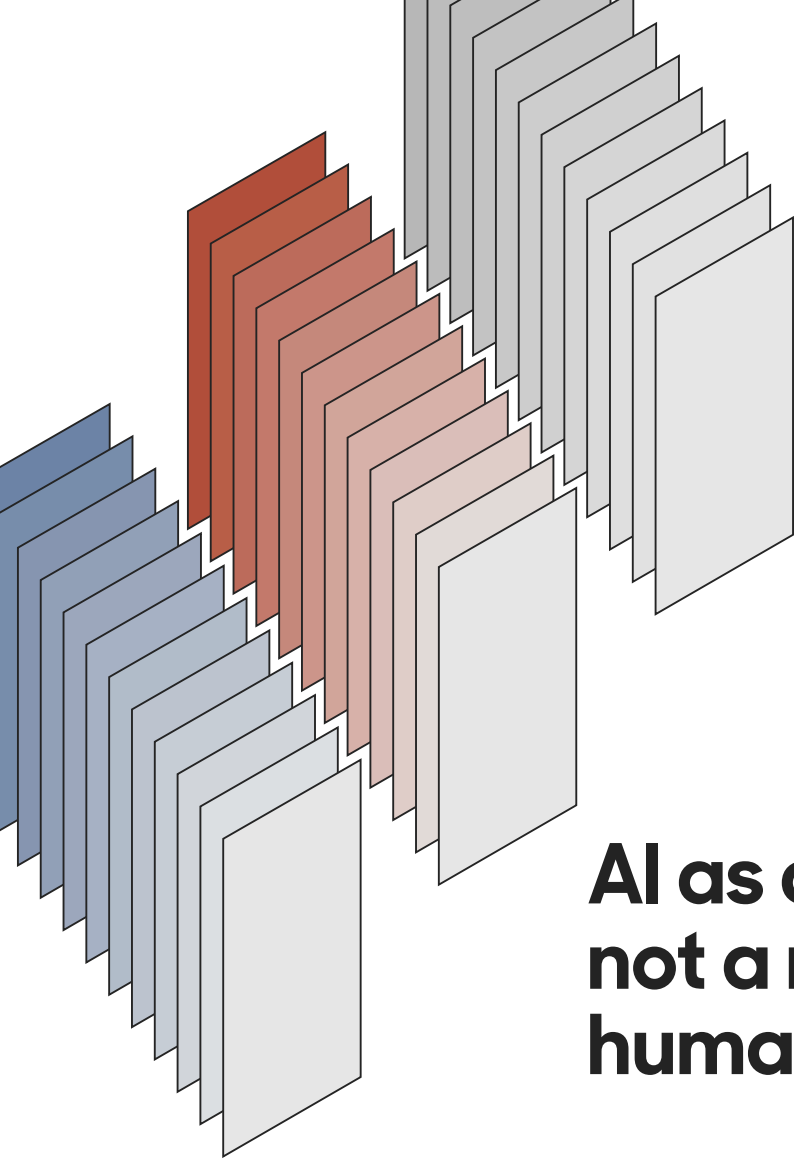
The European Union's approach to regulating AI development has been both criticised and admired. Some critics, including those in the technology sector, fear the regulation may weaken EU companies' competitiveness compared to Chinese and North American companies.

People, on the other hand, appreciate the EU's desire to curb the accelerating and perhaps unpredictable development of AI. According to our research, 79% of Finns and 65% of Swedes would keep or increase the level of AI regulation.



**Do you think that public authorities should regulate the use of AI more?**





## AI as a helpful tool, not a replacement for humans

While AI is viewed as a solution to societal challenges, respondents expressed concerns about its use in tasks requiring human empathy and emotion. For instance, respondents were comfortable using AI to book a hotel room, complete a tax return, or write a shopping list, but they did not see AI as suitable for roles such as a friend, therapist, or colleague.

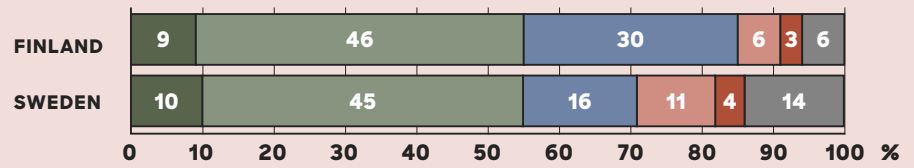
The Nordic countries adopt a pragmatic approach to AI, regarding it as an assistant to support everyday life and work, much like any other efficient tool.

While respondents believe the business sector benefits most from AI, they also fear it could negatively impact individuals and society. For example, concerns were raised about AI being used to spread disinformation or increase cybercrime.



## How do you think AI will affect businesses in the future?

All respondents

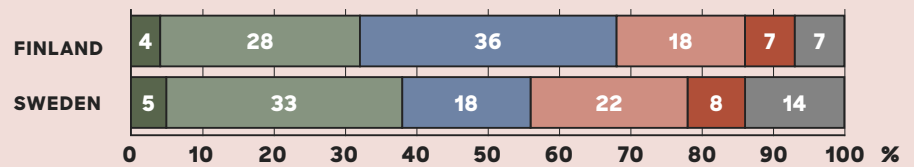


Very positively    Rather positively    Neither nor    Rather negatively    Very negatively    Do not know

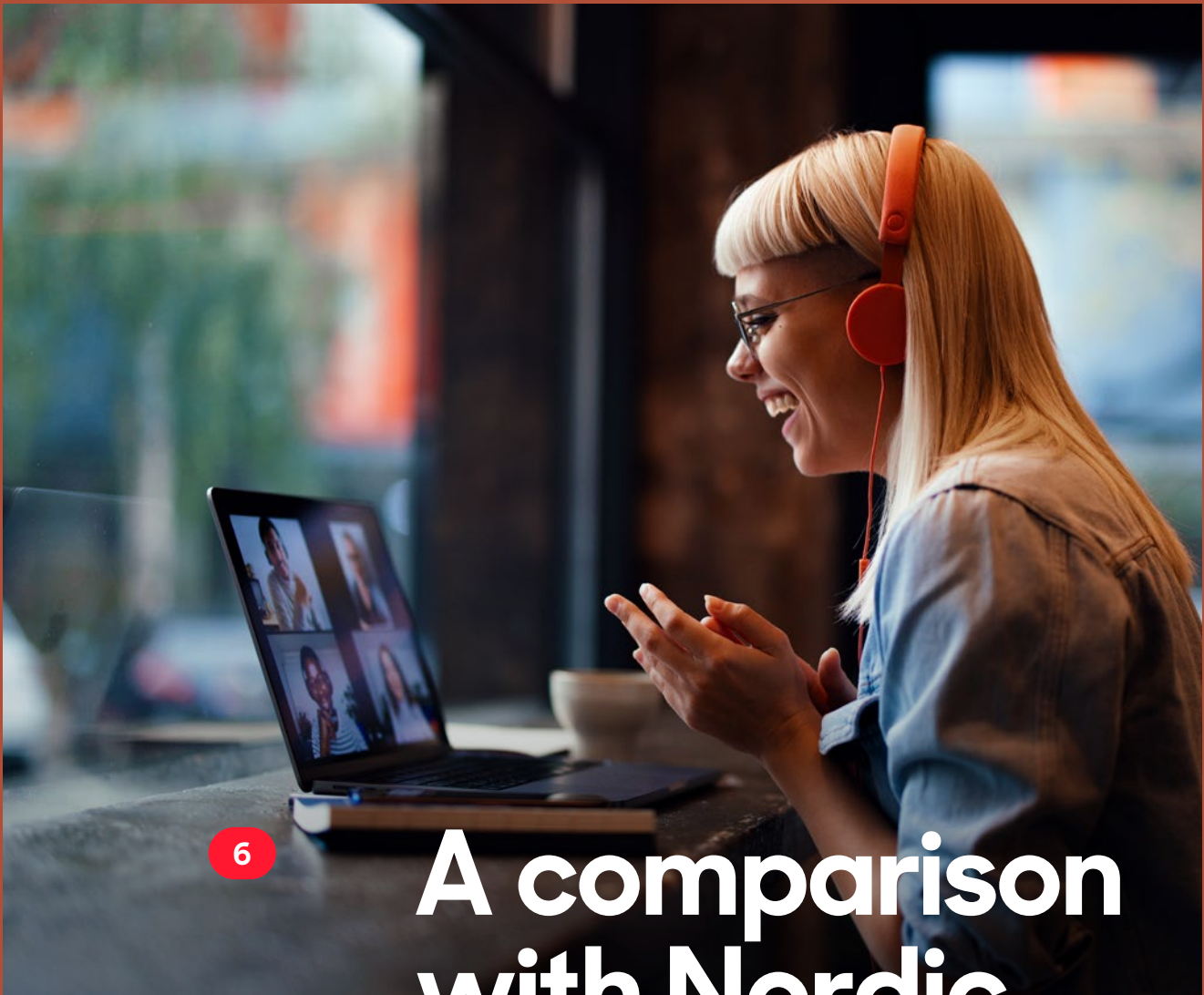


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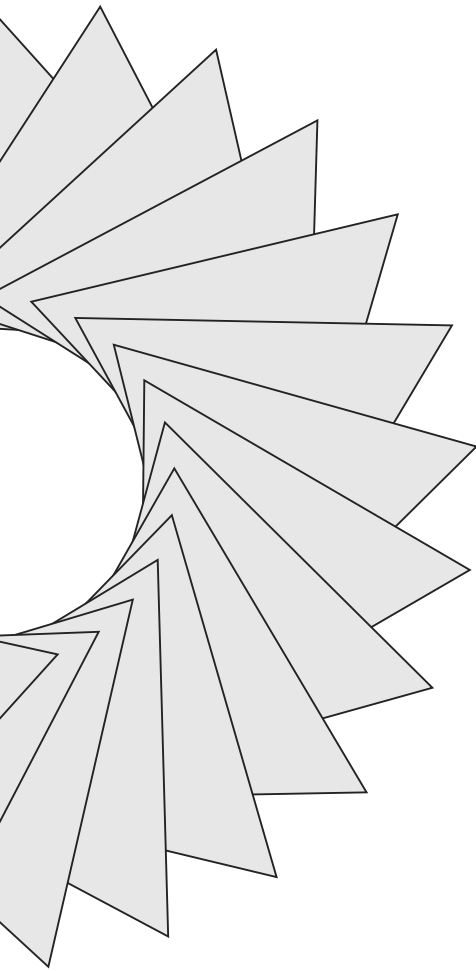


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# A comparison with Nordic countries: A look at Poland

Solita operates in nine countries across Europe. In Poland, through its subsidiary Future Mind, Solita also researched GenAI's impact in the workplace.

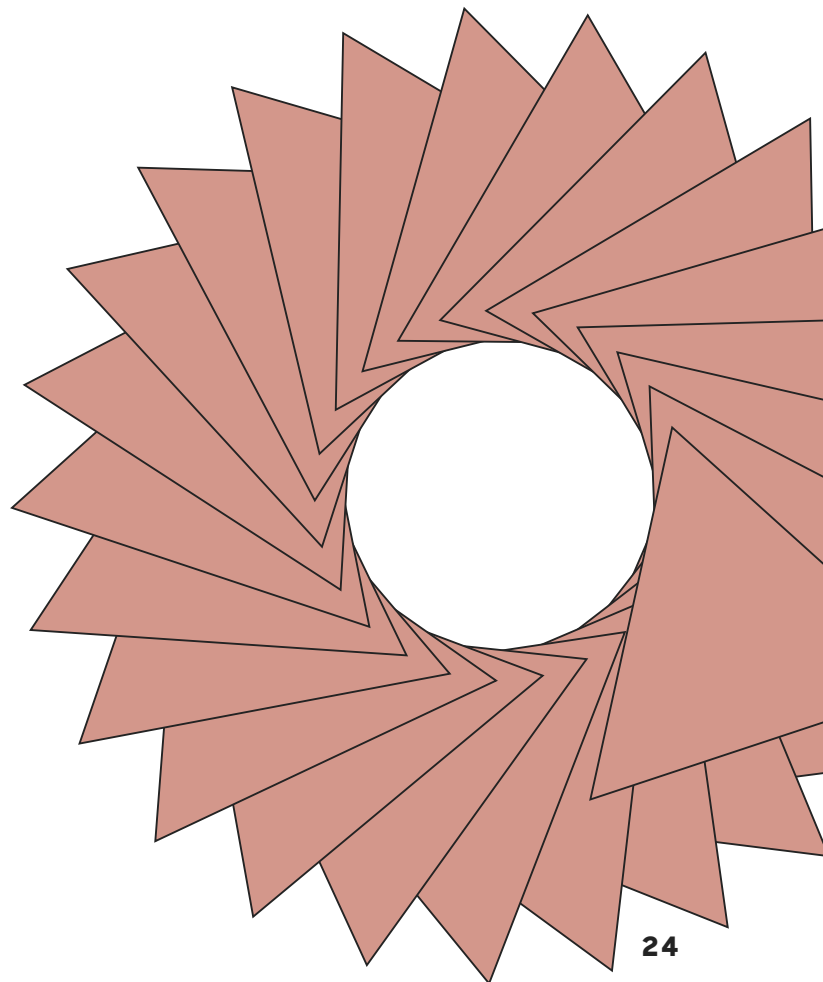
The research, "How AI is Changing the Everyday Life of Poles," reveals that Poles use GenAI less than Finns but more than Swedes. On average, 20% use it weekly, and 10% daily.



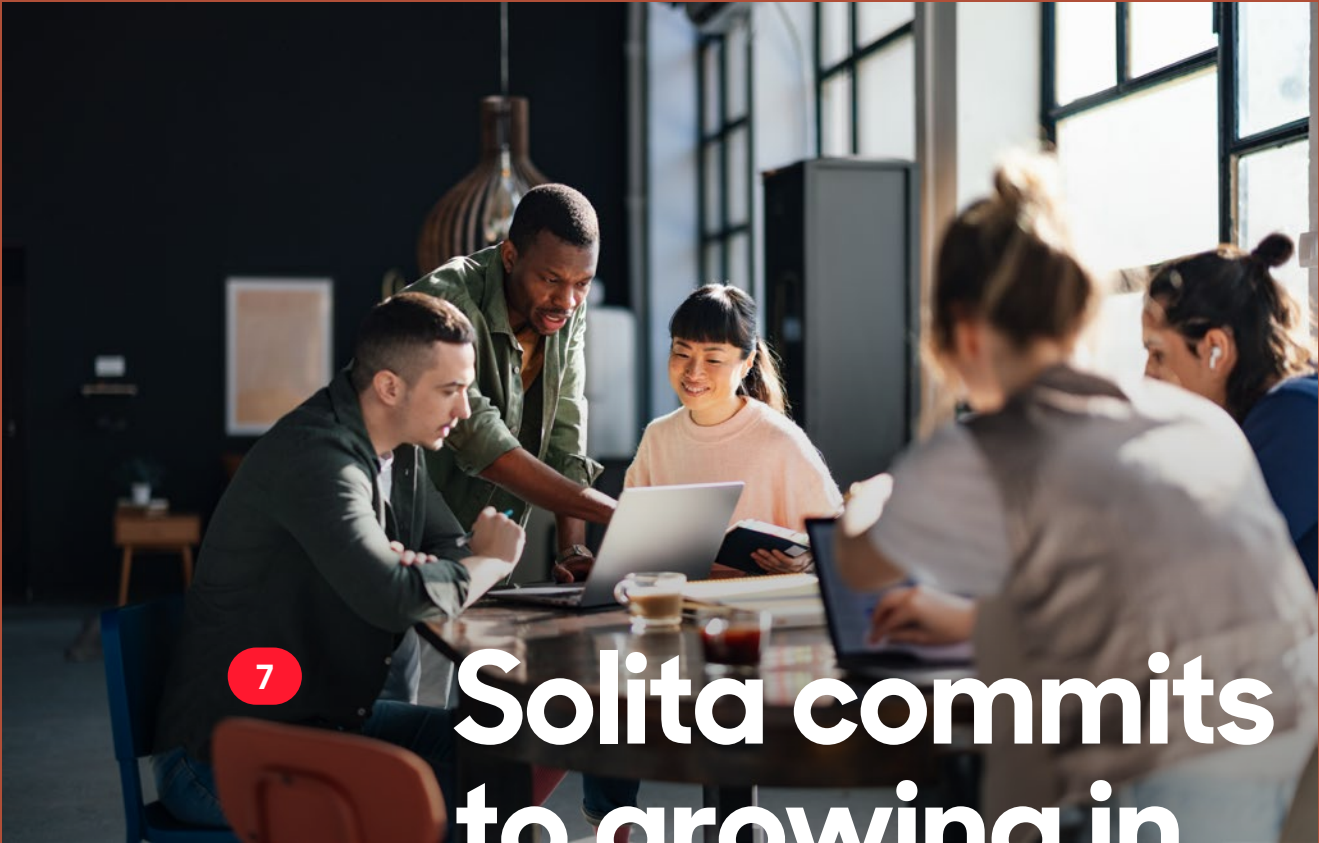
One-third of Poles have a positive view, and another third a negative view, regarding the personal use of GenAI. However, 50% of respondents believe GenAI positively impacts businesses, while 41% think it improves work efficiency and quality.

While both Poland and the Nordic countries share a positive outlook on GenAI's effects on business, Poles are more cautious about its influence on human relationships. 40% predict that AI could harm social bonds between people.

*The research was conducted by SW Research with 1,020 respondents between October and November 2024.*







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# Solita commits to growing in GenAI

Solita has embarked on its own GenAI adoption journey and implemented various initiatives to drive progress in this area.

Solita’s Gen AI adoption has been supported by, for example, accessible training, testing and introducing the best tools, discussion groups, Gen AI newsletters, tailored user manuals for effective and responsible use as well as appointing people to support the transformation journey. Solita also arranges several, free events to share Gen AI knowledge and learnings. **See our Crash Courses.**

Solita’s GenAI strategy prioritises educating employees about financial, security, and legal risks while encouraging the meaningful use of AI tools. A company culture that fosters experimentation and offers guidance supports the wider adoption of GenAI growth.



# Solita CollabAI: Revolutionising teamwork with GenAI

Solita has developed CollabAI, a new approach to teamwork that accelerates AI-assisted work.

In the Solita CollabAI model, teamwork is significantly more intensive than in the traditional model. Team members gather around a single computer screen and all work is done collaboratively with GenAI running on the screen.

"The Solita CollabAI model enables complex issues to be resolved quickly without the need for separate meetings. This approach fosters efficient and effective collaboration, drawing inspiration from similar models used by companies like Tesla," says Marko Taipale, Principal Consultant and Innovation & Design Lead at Solita.

Solita's research findings show that GenAI enables companies to run experiments up to 100 times faster. However, speed is not the only advantage - more importantly, it provides an opportunity for greater learning through trial and error, ultimately leading to better quality and results.

# The EU AI Pact supports responsible use of AI

Solita has joined the European Commission's AI Pact, a voluntary framework developed to drive trustworthy and safe AI development. The EU AI Act, which came into force in August 2024, is a legal framework that regulates the use of AI systems according to the level of risk they pose. The many obligations in the law will take effect in stages over the next three years. The AI Pact supports the companies' and organisations' voluntary commitments to start applying the principles of the AI Act already ahead of its application.

Solita is committing voluntarily to the core actions of the AI Pact, including:

- **Implementing an AI governance strategy** to foster the responsible uptake of AI in the organisation and work towards future compliance with the AI Act
- **Mapping high-risk AI systems:** Identifying AI systems likely to be categorized as high-risk under the AI Act
- **Promoting AI literacy and awareness** among staff, ensuring ethical and responsible AI use and development

“Joining the AI Pact reflects Solita’s commitment to turning responsible AI principles into actionable practices. While the implementation details of the AI Act are still forming, the AI Pact provides a platform for collaboration and exchanging best practices in the responsible use of AI. By advancing our own efforts in critical areas such as AI governance and literacy, we gain practical experience that strengthens our ability to advise our customers on their path towards AI Act compliance and beyond,” says **Anna Metsäranta**, Head of Sustainable AI, at Solita.



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# Final thoughts from Solita

We are still in the early phases of AI development and adoption, making it difficult to fully grasp its overall impact on societies, businesses, and individuals. Our research indicates that the early adoption of GenAI is underway among office workers in Finland and Sweden. However, organisations still need to make significant improvements to accelerate GenAI adoption.

To fully harness GenAI's benefits and ensure its ethical use, organisations need to provide clear guidelines and training for their staff. This approach enables employees to use GenAI responsibly, prevents misuse, and promotes a collaborative culture that combines human expertise with AI capabilities.

GenAI is becoming increasingly important for organisations, as it enhances productivity, drives innovation, and automates labour-intensive tasks that would otherwise require significant human effort. For employees, it serves as a powerful tool to streamline workflows, improve decision-making, and enable creative problem-solving.

A well-defined adoption strategy, supported by strong leadership and aligned with business goals, is essential to ensure the smooth and effective integration of GenAI across the organisation.



# Are you looking for a partner to deploy AI solutions?

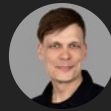
Solita is a technology, data and design company employing more than 2,100 specialists in Europe.

Read more on Solita's website at [solita.fi](https://solita.fi) or ask our AI solutions experts for more information.



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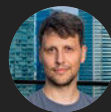
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