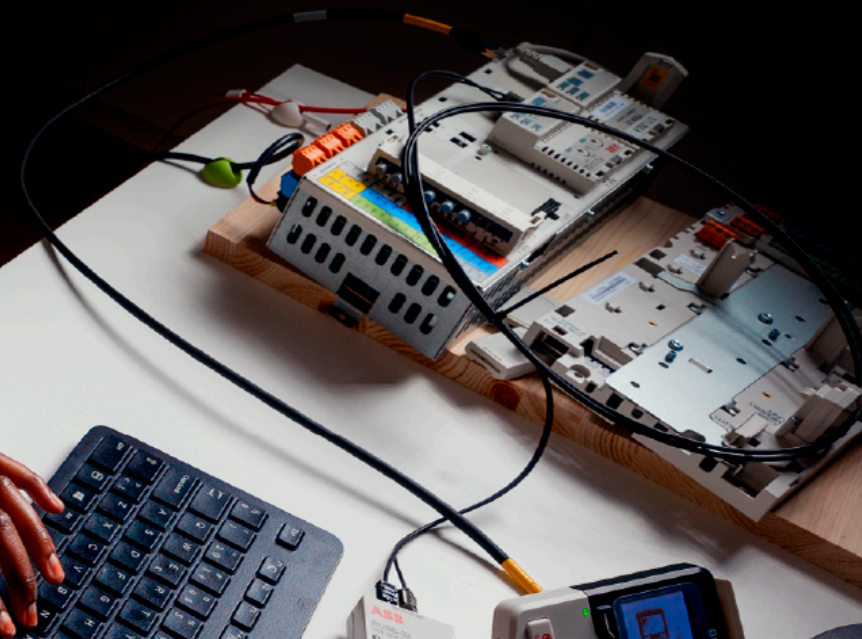


**NÄE NÄKYMÄTÖN
VOIMA**



#NäkymätönVoima
(eng. #InvisibleForce) is a
multiyear communications
campaign established by
electrical organizations to
promote electrical
education and career
opportunities.



Näkymätön Voima
campaign's aim is to ensure
that the electrical field
holds onto its strong,
capable, motivated and
diverse workforce in the
future.



We show youths and those looking for a career change what work within the electrical industry looks like and what career opportunities it can offer – we also dust off any old prejudices about the industry!



The campaign features four different electrical experts that explain what they do through their everyday tasks and practical examples. The main channels of the campaign are TikTok and Instagram.



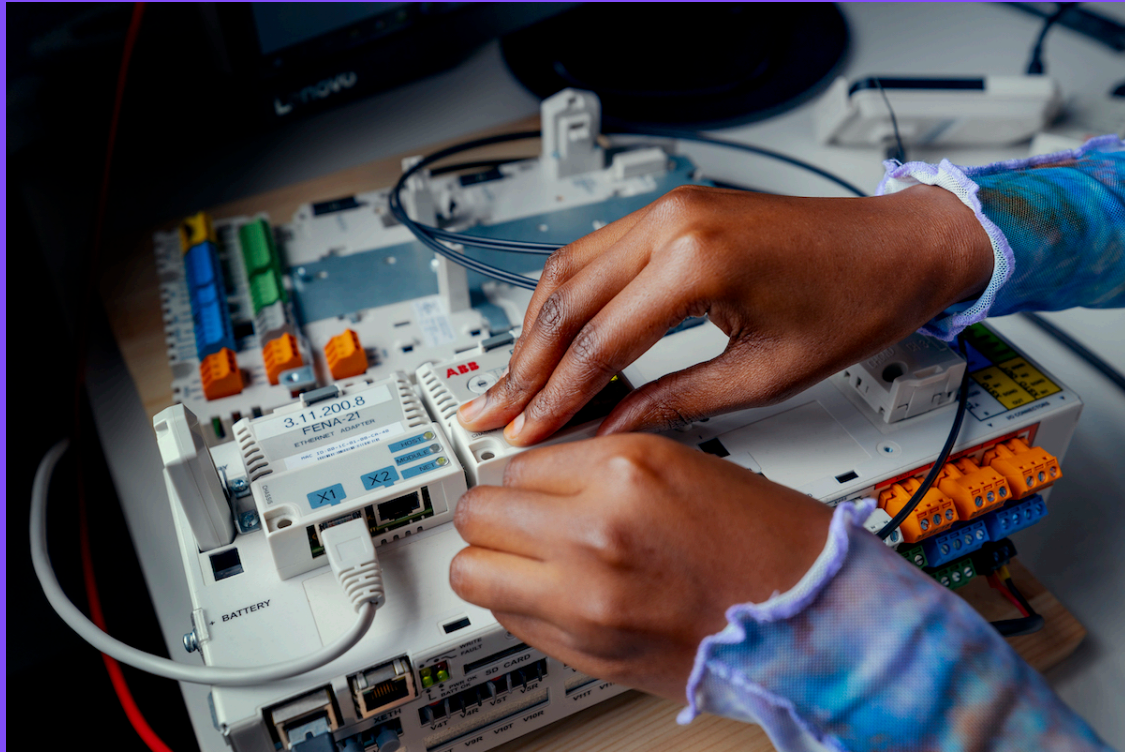
Join us!
Participate on social media and in
your own channels.

Find out more:
www.nakymatonvoima.fi

STEK  **STUL** **stk**

Campaign video for
Studia education fair





Electrical experts have a unique superpower – they can handle invisible colleagues.

These people can do incredible things with electricity; they make everyday life easier and solve universal problems with energy production and technology.

Electrical experts are themselves an invisible force. You won't recognize them by their uniform, appearance or gender – although the attitude might give them away.

Follow electrical experts to see what their jobs are really about, and watch them conjure up the invisible. You will realize that you could do it too.

#NäkymätönVoima @nakymatonvoima