

Culture manifesto



Keep calm and act for change

The organic movement of people and potential is in our DNA and helps create calm in an ever-changing world.

Alignment based on goals and purpose is more important than organizational and financial structures.

Onboarding for new collaborations is easy and enables both teams and individuals to contribute where it generates the most value.

We value networking and respect each other's autonomy and individual focus.



Proud to earn trust

Data helps us get to know our users so that we can meet their needs in the best possible way.

We are transparent about our purpose of using data.

We share our insights and learnings, not the integrity of our users.

Data is always treated with care.



Dependent on independence

Our independence is the foundation of our public service mission.

We build accessible, stable services on the web and external platforms to meet our users wherever they are.

We push the limits, challenge ourselves and lead the way to better services for the whole of Sweden.



Transformed by diversity

We welcome a wide range of experience and knowledge in order to tackle complex challenges and build world-class services.

We need to become more diverse, and we recruit consciously based on who we are, as well as on who we are not.

We listen to and embrace a diverse range of perspectives instead of thinking we know everything.

With us, you can be yourself.



For a sustainable future

We keep our carbon footprint down through active, conscious choices and a sustainable mindset.

We build energy-efficient services, work actively to minimize waste, and enable climate-friendly streaming for our users.

We are sustainable service development ambassadors, share our knowledge generously, and push for a sustainable streaming industry.