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Semcon even stronger in sustainability

Semcon has a long history of sustainable technology development. Now the Group is becoming even stronger by recruiting Heidi Östlund as its new Head of Sustainability. This recruitment is a part of Semcon's strategic emphasis on reinforcing its position in the field.

Since the company was founded in 1980, Semcon's efforts have always been focused on people before technology, and prioritising the benefits of technology. This is done by updating existing products and services, developing new solutions and creating new strategies for a sustainable future. Semcon is also involved in the digitalisation industry's roadmap for a fossil-free Sweden.

"There's no intrinsic value in technology - the value it adds for humans and our planet is what really matters. This permeates everything we do. Having Heidi with us gives us a power that will inspire and motivates us even more," says CEO Markus Granlund.

As a technology company, Semcon makes the biggest difference through its client projects; such as new digital solutions to reduce the risk of infection during surgery, or robot technology that helps to make fuel cells more efficient. Much of the company's work also involves corporate social responsibility, diversity and other elements. By recruiting Heidi Östlund, Semcon's ambition is to push and reinforce the company's position in sustainability even further.

"I am very much looking forward to further developing Semcon's sustainability agenda. Technical and digital solutions are a prerequisite for a better and more sustainable world. It will be really exciting to work for a company that has both the opportunity and a desire to make a real difference", says Heidi Östlund.

Heidi has a background as a lawyer focused on sustainability issues, and she's worked at an international level in both product and service development. She will report directly to Semcon's CEO and she will join the company in the first quarter of 2021.

[Find out more about how Semcon creates sustainable innovation.](#)

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