



SUSTAINABILITY IN FINLAND 2018

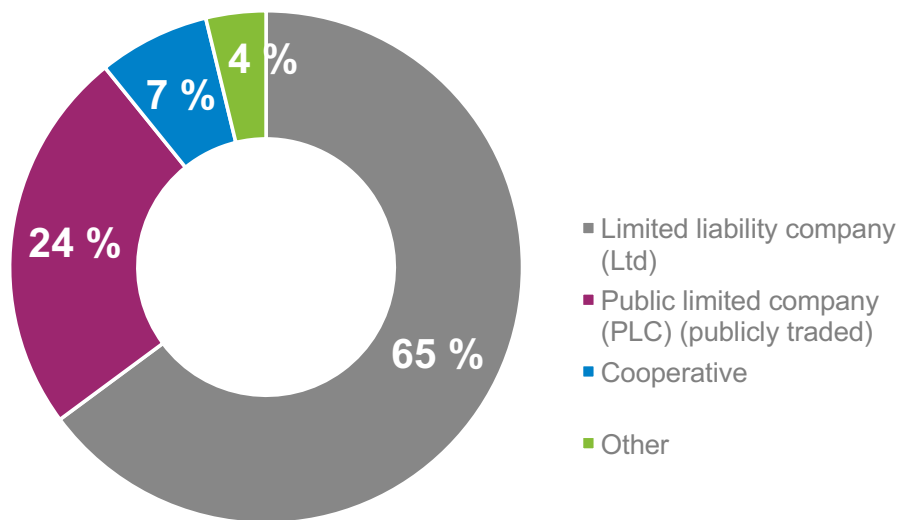
SUMMARY

Summary

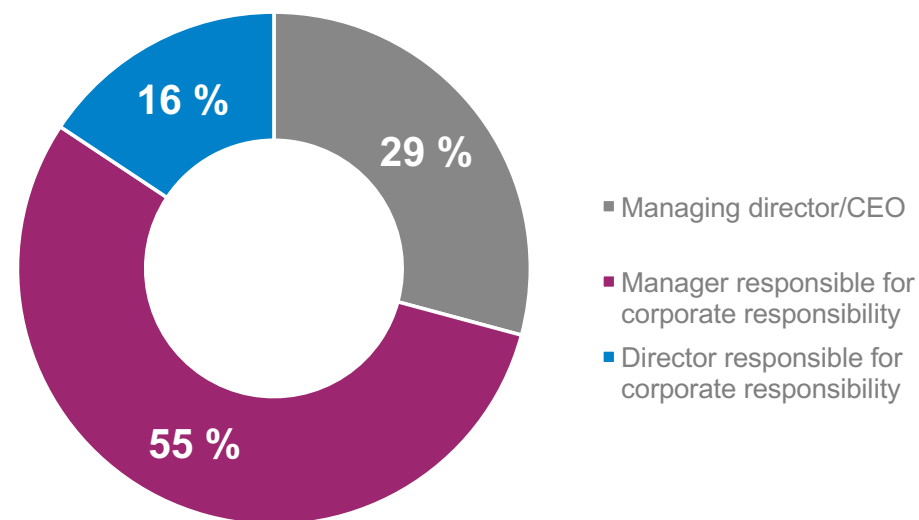
- Sustainability in Finland 2018 –survey is one of the most extensive phone surveys on sustainability in Finland. The survey has been carried out since 2013. In 2018 respondents included managing directors as well as directors/managers responsible for sustainability, 185 respondents represent Finland's Top 1000 (Suomen Asiakastieto Oy's database and FIBS member companies). T-Media conducted the survey between 16th January and 20th April, 2018.
- Companies consider sustainability as a prerequisite for long term business performance. It's importance is believed to be on increase in the future. Business benefits brought by corporate responsibility are already seen greater than the resources used in it, especially in larger companies. Larger companies tend to have more management practices in place. Safeguarding the sustainability of company's own core business processes is seen as the most important focus area for the work.
- Over half of the companies have targets on sustainable development in their strategy. The UN's Sustainable Development Goals (SDG) are taken into account in 41% of the companies (32% in year 2017)
- Corporate Responsibility is discussed in the boards of companies, as well as in the top management teams – but not always by sustainability professionals. 52% of the directors/managers responsible for corporate responsibility belong to the management team. Already 62% of the companies have a corporate responsibility director/manager
- Biggest challenges are linked to integrating sustainability into the core business activities as well as the measurement and tracking of sustainability performance.
- There are still work to be done. Over 80% of the companies have implemented only 3 out of the asked 26 corporate responsibility measures. These were: securing customer information and privacy; supporting the equality, equal opportunities and diversity of the personnel; as well as reducing emissions or measures relating to energy efficiency.
- Companies take a public stand – to those topics relevant to their core business. Over half (56%) of the respondents have already taken a public stand on societal issues during the year 2018. Only 14% told to take a stand on societal issues essential to companies' own values, even when they are very divisive.
- The corporate responsibility index is used to summarize the state of corporate responsibility in Finland: it has evolved quickly, although there are big differences among the companies. The development is mainly explained by increased use of sustainability based incentives and bonus system for personnel (other than the management). All companies have more work to do due to raising expectations.

Background information: Company type and job title

Company type



Respondent's job title

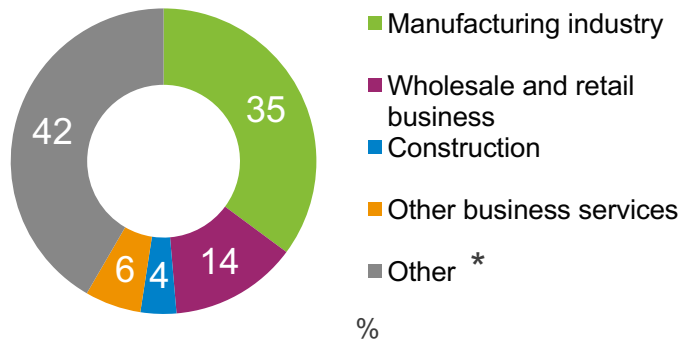


The option of cooperative was added in 2018. In 2017 the proportion of Ltds was 68 %, the proportion of PLCs was 23 %, and the proportion of both cooperatives and others was 9 %.

In 2017 the proportion of managing directors/CEOs was 43 %, the proportion of directors responsible for CR was 40 %, and the proportion of managers responsible for CR was 17 %.

Background information: Type of industry

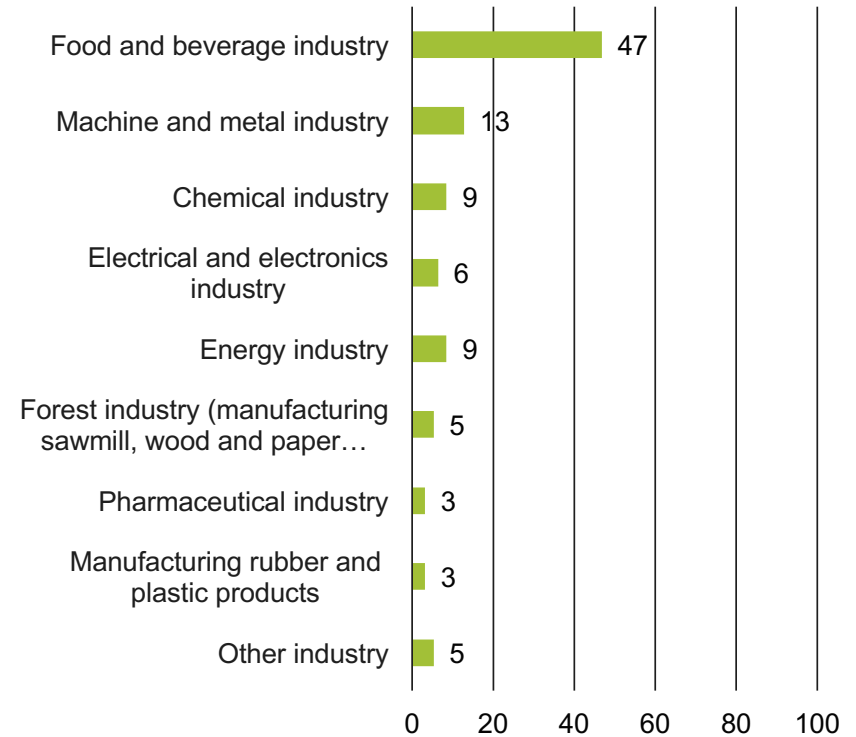
Sector of the economy



In 2017: Manufacturing industry 42 %, Wholesale and retail business 15 %, Construction, 9 %, Other business services 10 %, Other 26 %.

- *Other:
- Agriculture, forestry and fishery (1 %)
 - Mining and quarrying (1 %)
 - Electricity, gas and heat supply, cooling and air conditioning (6 %)
 - Water supply, sewer maintenance and sewage disposal and treatment, waste management and other public sanitation (1 %)
 - Property business (4 %)
 - Transport and storage (4 %)
 - Information and communications (5 %)
 - Tourism, hospitality and restaurant business (2 %)
 - Financing and insurance (5 %)
 - Education and research (3 %)
 - Health care and social services (1 %)
 - Other branch of industry, please specify: (9 %)

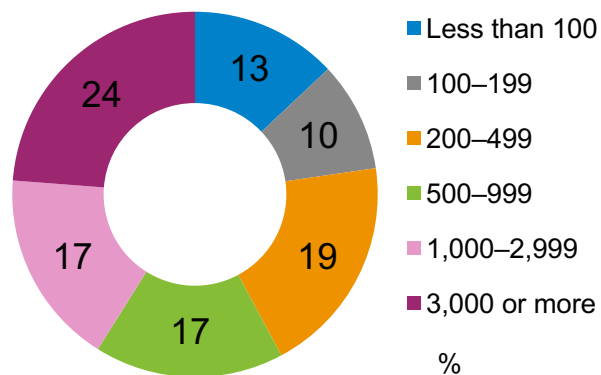
Manufacturing industry



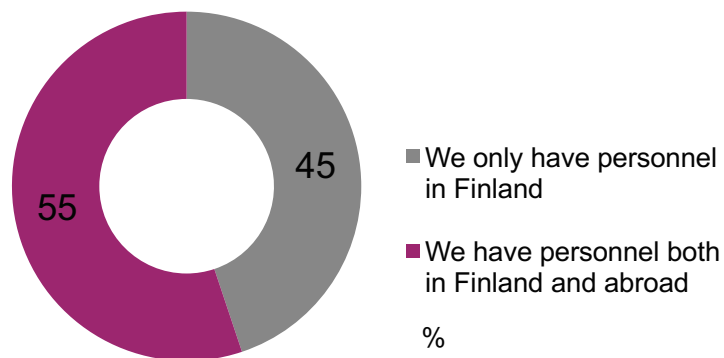
In 2017: Food and beverage industry 26 %, Energy industry 19 %, Machine and metal industry 15 %, Chemical industry 12 %, Electrical and electronics industry 5 %, Clothing and textile industry (incl. leather) 1 %, Other industry 21 %.

Background information of the respondents: headcount and turnover

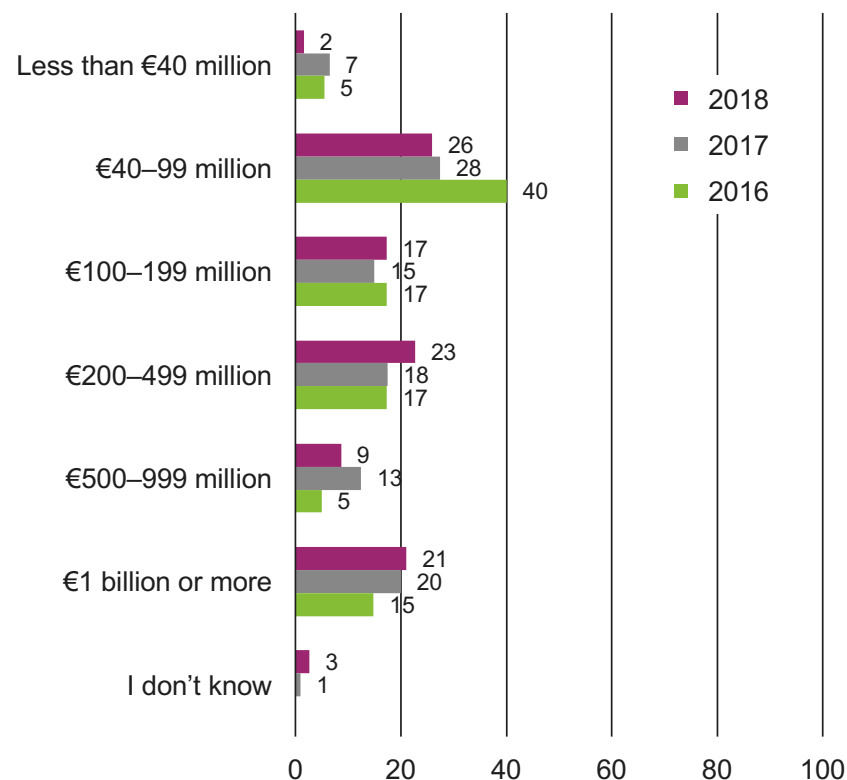
Headcount



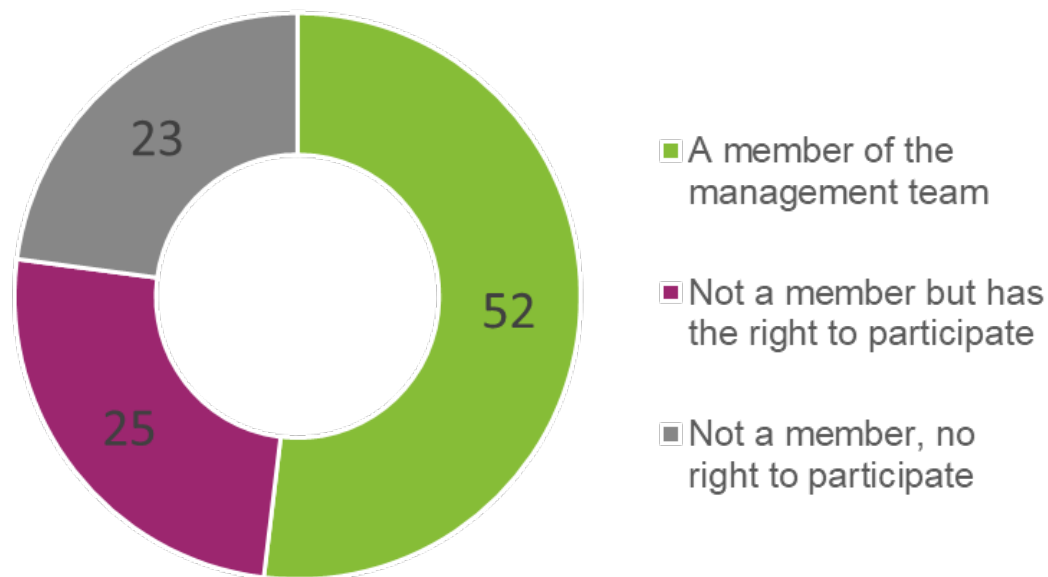
Distribution of the personnel



Turnover

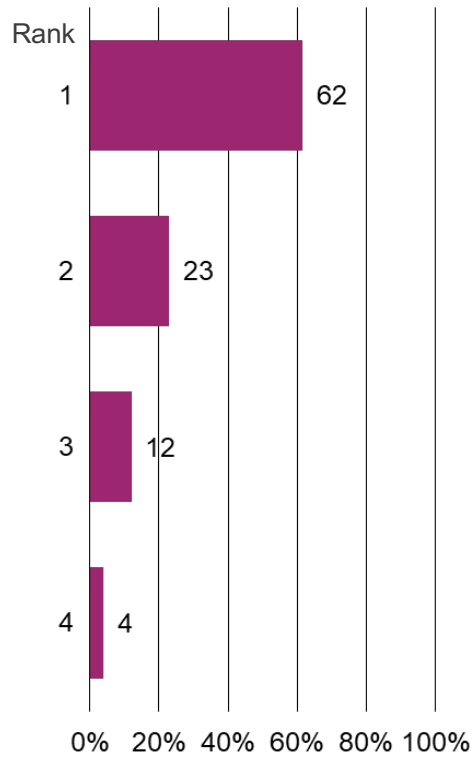


About half of the directors/managers responsible for corporate responsibility belong to the top management team

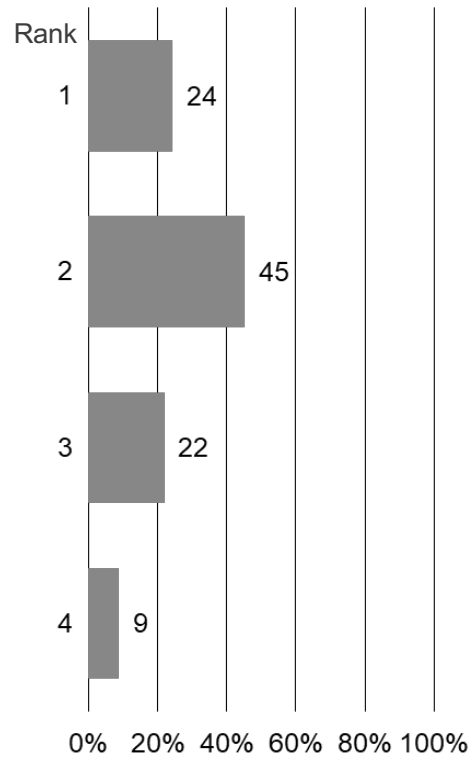


Question: "Are you a member of the management team?" If not a member of the management team: "Do you have the right to participate in management team meetings?", n=131

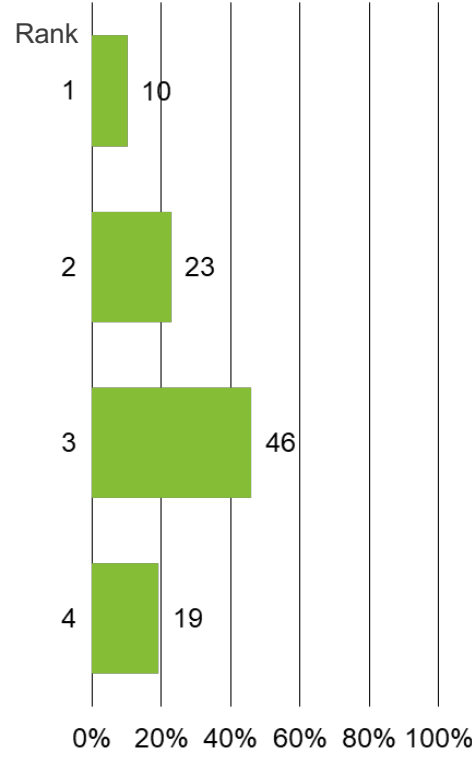
Companies consider first their own core activities



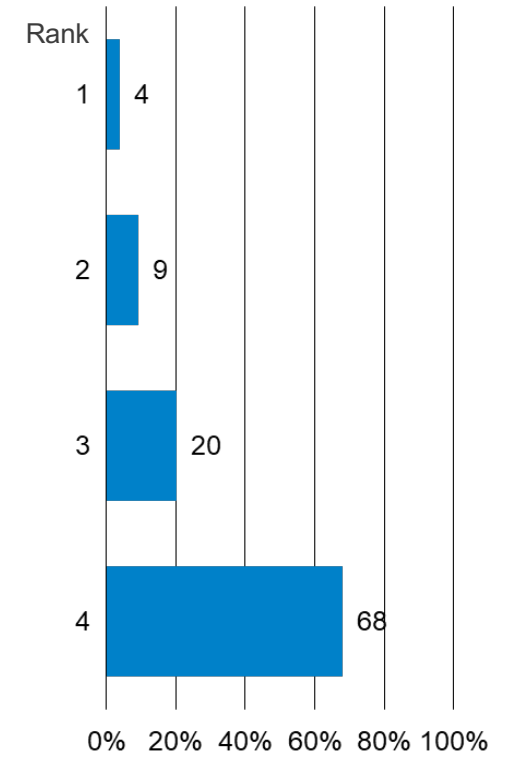
Our own activities and processes (such as production emissions, production efficiency and the wellbeing of our personnel)



Our own products and/or services (such as the environmental footprint of our products, the ability of our products to meet the challenges of sustainable development)



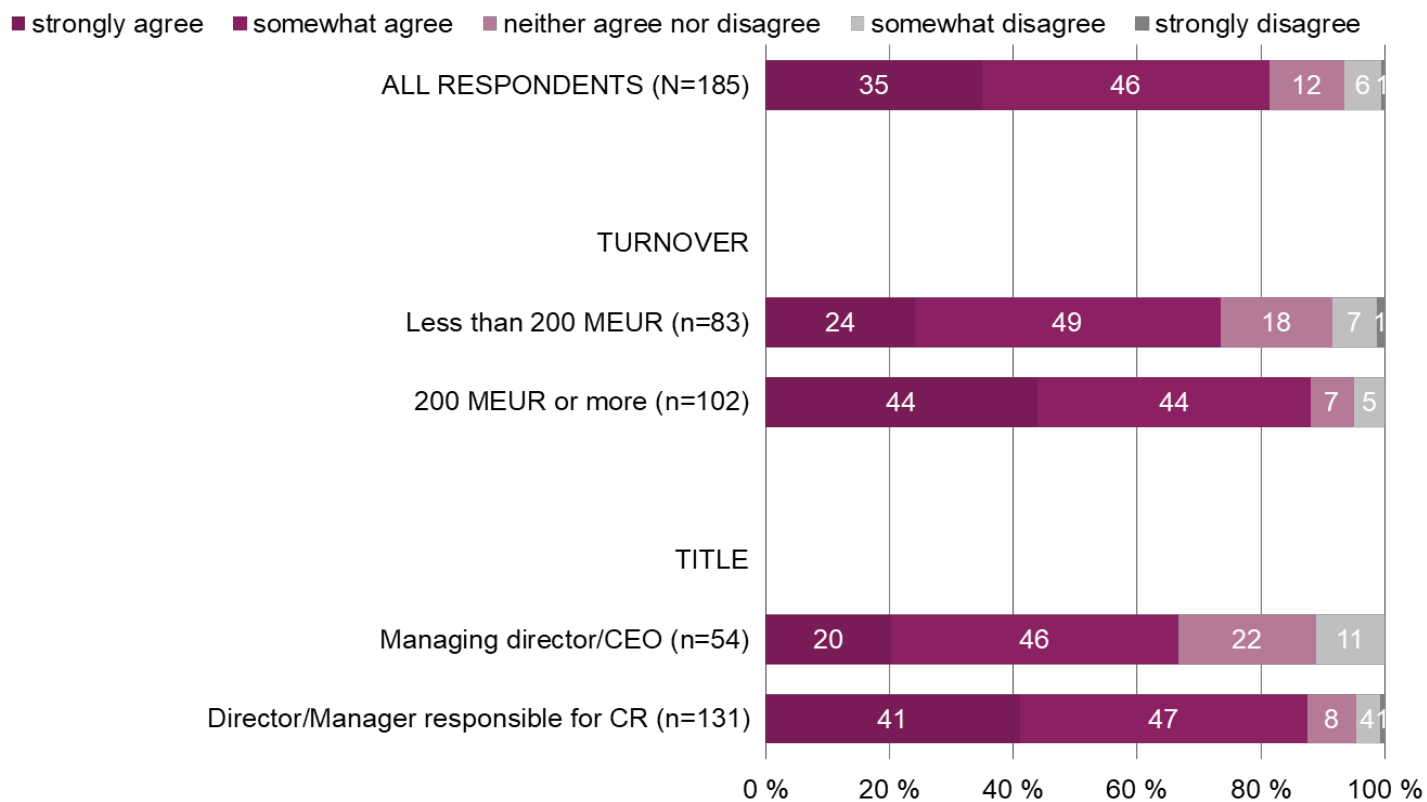
The value chain of our company (such as our supply chain, as well as the corporate responsibility of our properties/investments and customers)



The operating environment of our company (such as the consumption habits, general opinions and attitudes)

Question: "On which of the following sectors are your corporate responsibility measures mainly focused? Rank the options in order of priority from the most to least important"

The business benefit gained from corporate responsibility is acknowledged especially by larger companies

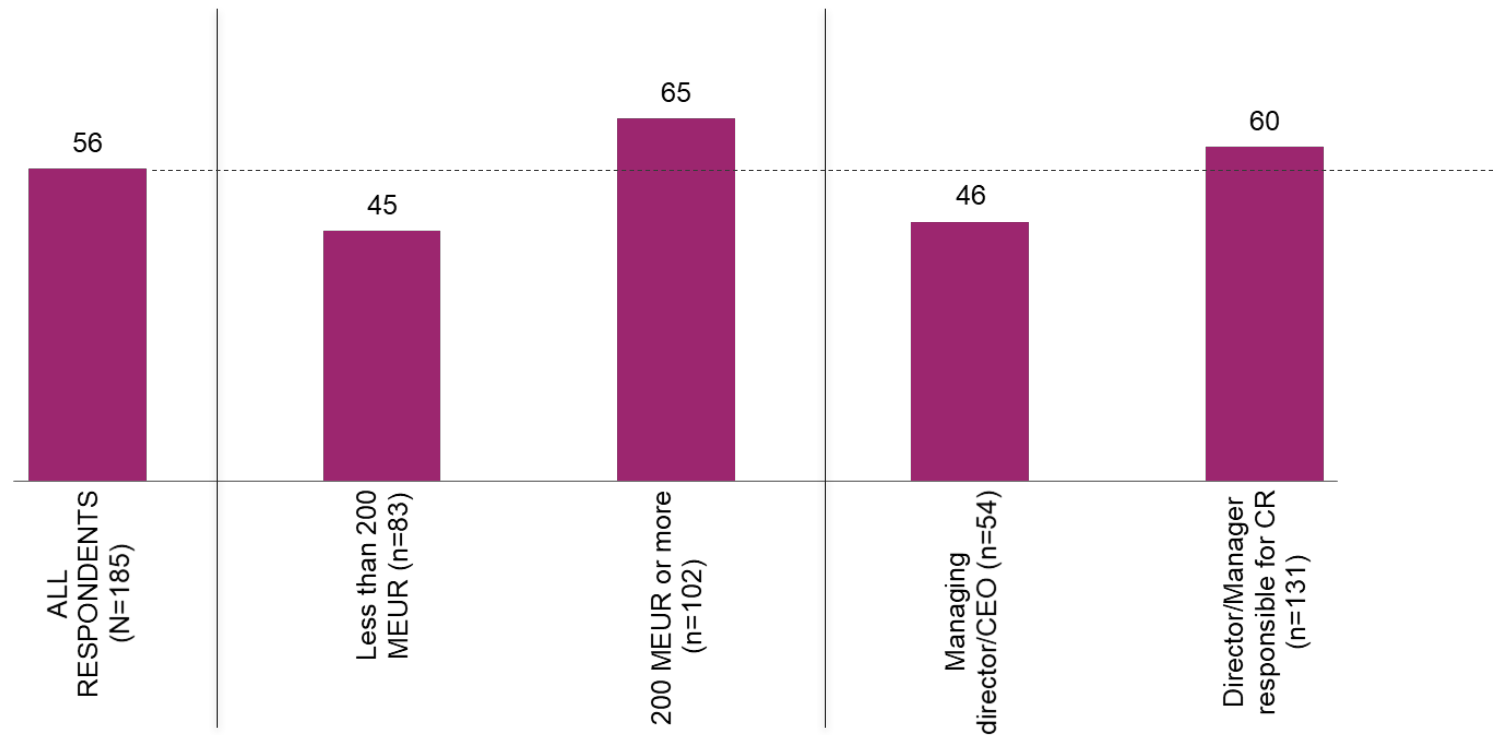


Question: "How far do you agree or disagree with the following statements? Answer on a scale from 1 to 5, where 1 = strongly disagree, 2 = somewhat disagree, 3 = neither agree nor disagree, 4 = somewhat agree and 5 = strongly agree"

The business benefits gained from corporate responsibility are worth more than the resources used to ensure it

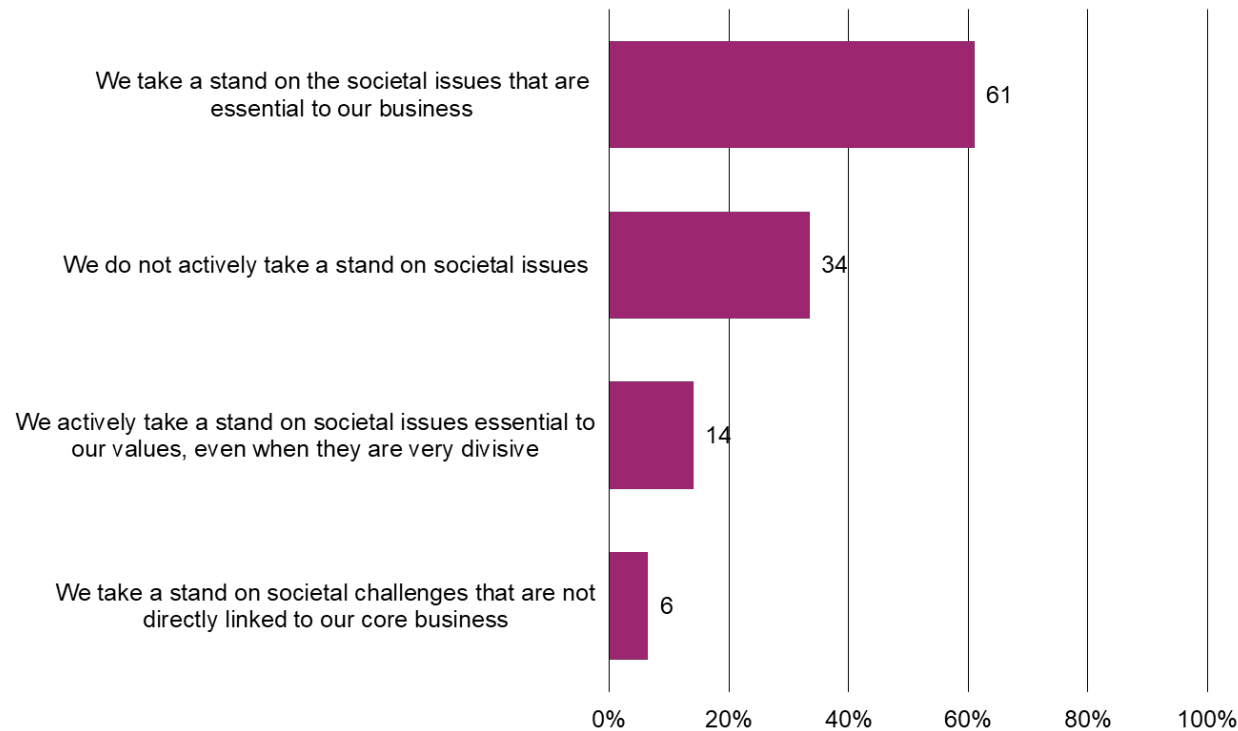
Larger companies are more likely to take a public stand on societal issues

56 %



Question: “Has your company taken a public stand on societal issues during the past year?” The proportions of yes-answers

Only very few companies take a public stand on societal topics which are not directly linked to their core business

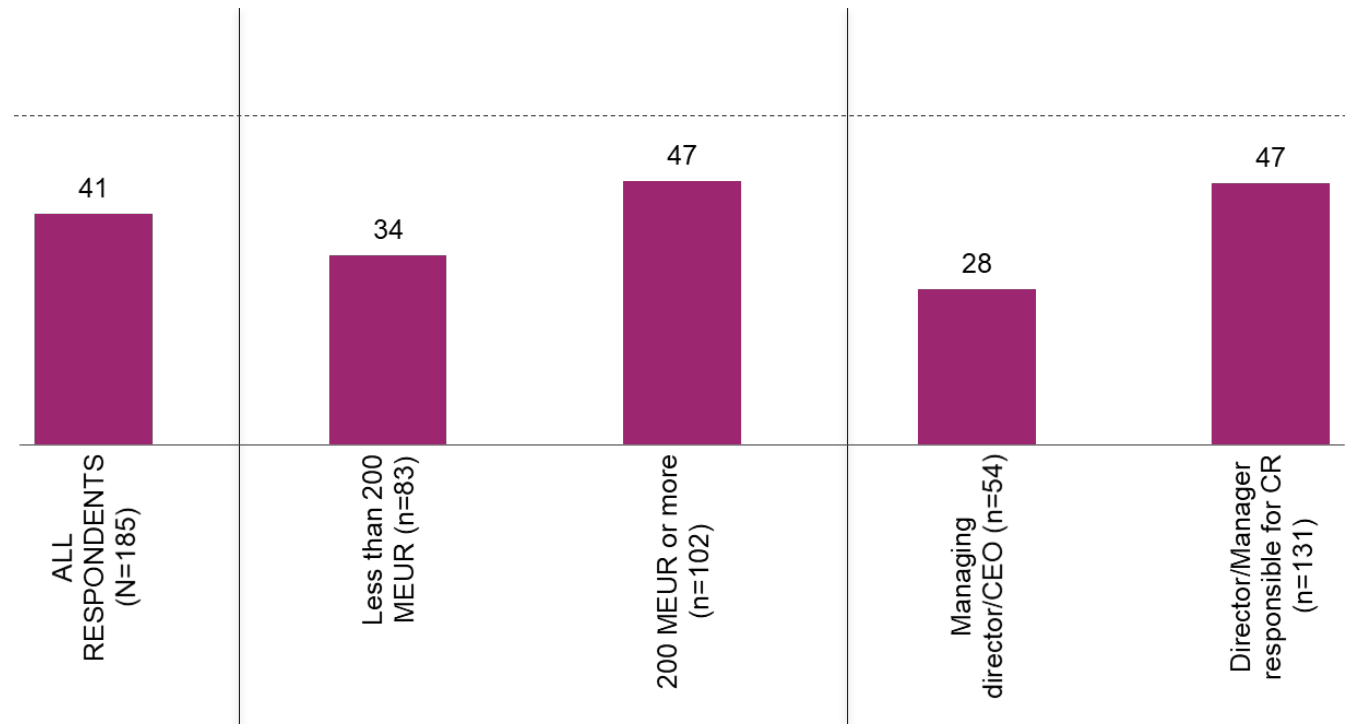


Question: "From the following statements, choose the ones that describe your activities in corporate advocacy:"

About half of the large companies (over 200 milj. €) have taken the UN Sustainable Development Goals (SDG) into account in business activities

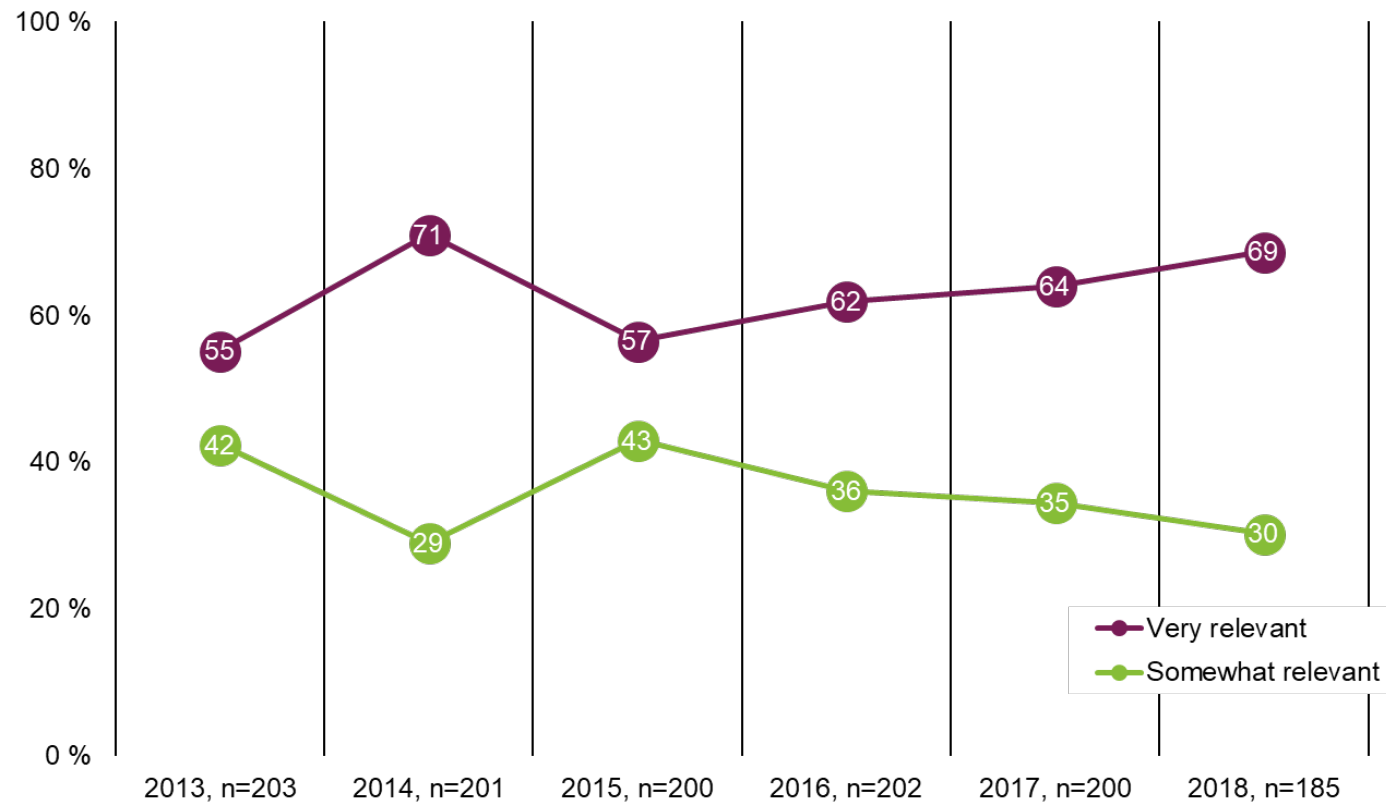


41 %
(32% in 2017)



Question: "What kind of measures have you taken regarding corporate responsibility? Select all measures that you have taken." Answer: "Taking the UN Sustainable Development Goals (SDG) into account in business activities", n=185

Relevance of sustainability is increasing at a steady space

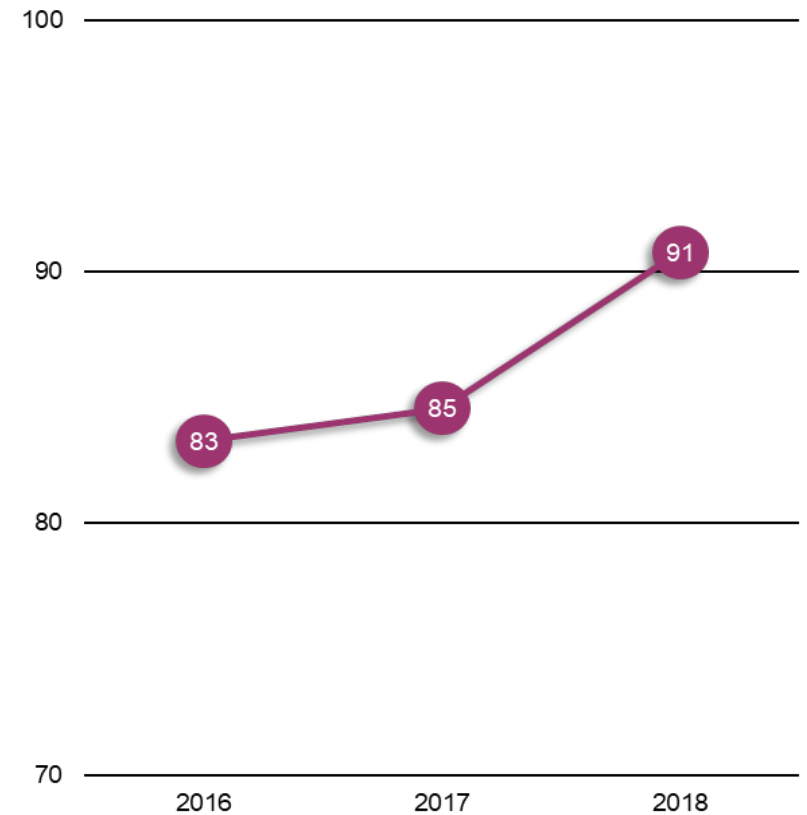


Question: "How relevant is corporate responsibility for your company right now?"

Current state of sustainability in Finland using an index

Index is based on the respondents' assessment of current state of implemented sustainability practices, and an estimation about the needs in future

- 1) Current state of implemented practices
 - sustainability-based **incentives for management, and other personnel +targets for measuring sustainability** 2)
 - 2) Assessment (materiality + future) of
 - **Relevance of sustainability** for the business, and **resources needed for sustainability in the future.**
- Index can be calculated from 2016 onward
 - Maximum 140



Yearly trend for sustainability index 2016-2018

Sustainability in Finland 2018 – Full report

Sustainability in Finland 2018 is the most extensive phone survey on the Corporate Responsibility (CR) performance in Finland. The survey gives a comprehensive overview on the management practices, the challenges and the future of CR in the TOP1000 Finnish companies.

Sustainability in Finland 2018 survey can help you to, for example:

- Develop further your own responsibility practices
- Benchmark how others are managing corporate responsibility
- Train your own colleagues, personnel and other stakeholders on sustainability
- Support communication, sales and marketing



FIBS is Finland's leading corporate responsibility network. We help companies in making better business: we provide information on new innovative ways to develop business and offer unique networking opportunities with companies from different sectors as well as with other organisations. FIBS has currently over 300 members, most of which are large companies. www.fibsry.fi

Buy the full report

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Promotional price until 30th June 2018:
450 € + vat (after 550 € +vat)

The report includes a summary and detailed results to all the survey questions.