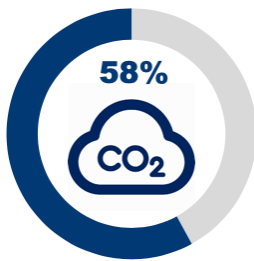


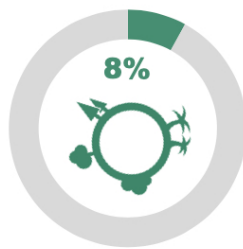


## Sustainability in Finland 2019 - Summary

How important issues are climate change and biodiversity for Finnish companies? How should global environmental and other challenges be addressed according to companies? The answer to these questions and many others can be found in FIBS' survey Sustainability in Finland 2019. A total of 188 CEOs and sustainability directors and managers from the thousand largest companies in Finland participated in the survey.



Climate change the most important focus



Biodiversity the most important focus

Climate change is the most important focus area for companies. The need for biodiversity protection, however, is not yet recognized: only 8% of respondents mentioned it as a very important focus area.

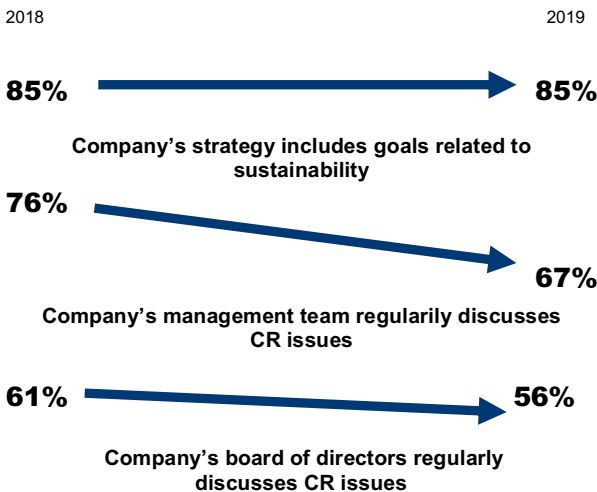


Legislation is an important solution



International treaties are an important solution

According to companies global challenges such as climate change, loss of biodiversity and human rights issues should be solved primarily through legislation and international treaties.



Most companies have sustainability related goals in their strategies. However, fewer respondents than previous year say that corporate responsibility issues are regularly discussed by the management team or board of directors.

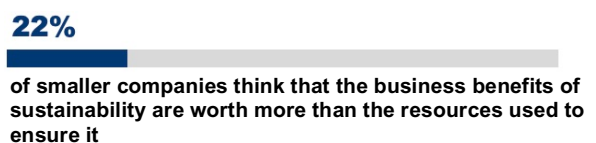
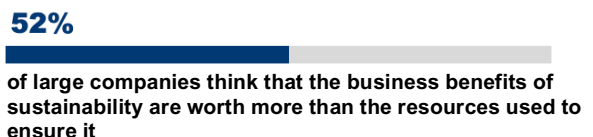


Companies' voluntary actions are an important solution



Consumers' voluntary actions are an important solution

Companies' and consumers' voluntary actions are seen as a secondary solution to global challenges by the respondents.



More than half of large companies (turnover 200 MEUR or more) strongly agrees that the benefits of sustainability exceed the resources used to ensure it. Of smaller companies only one in five feels the same way.



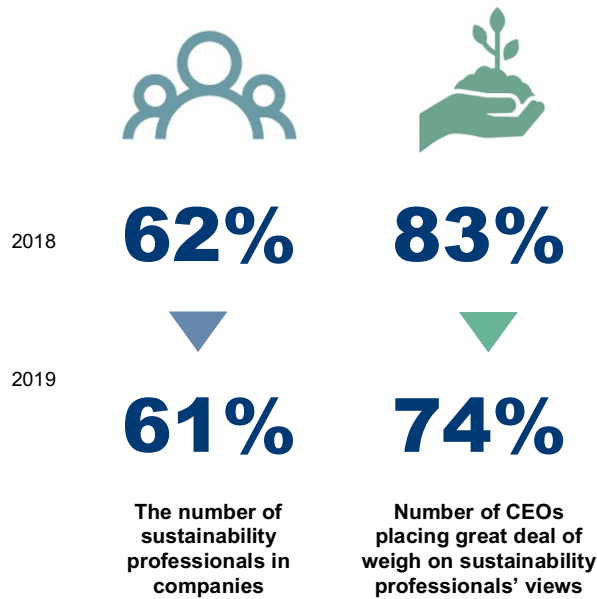
Securing customer information and privacy on companies' agenda



Supporting the equality, equal opportunities and diversity of the personnel on companies' agenda

2018 2019

The end of the transition period for the EU Data Protection Regulation seems to have brought data protection to the agenda of almost all companies. Supporting the equality, equal opportunities and diversity of the personnel has become one of the most important CR measures for Finnish companies.



There have been almost no changes in the number of sustainability professionals compared to last year. However, fewer respondents than last year say that their CEOs place a great deal of importance to the views of sustainability professionals.

99%

of companies consider sustainability important for business

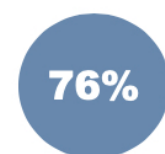
62%

of companies seek reputation and brand benefits through CR

Nearly every company considers sustainability essential for business, and reputation building is the main reason companies invest in corporate responsibility.

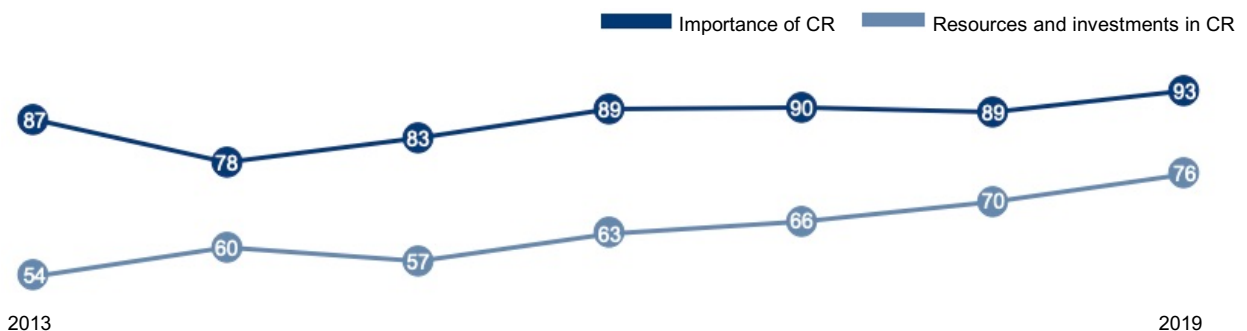


The importance of CR will increase



The investments / resources in CR will increase

Companies believe that the importance of CR and the investments/resources in it will increase in the next 5 years. CEOs believe in the growth of resources even more than sustainability professionals.



Both the importance of sustainability and resources / investment in sustainability and CR in companies are at the highest level since 2013.

FIBS is Finland's leading promoter of sustainable business and developer of expertise. Our goal is to inspire more and more Finnish companies to start innovating productive solutions to local and global problems in cooperation with other companies and organisations, so that they can rise to the top of sustainable business globally. We offer a tailored service to our different member groups, we help companies to stay up to date with corporate responsibility issues, deepen the responsibility competence of the whole organisation and raise their reputation as active developers and top experts of corporate responsibility. We have more than 300 members, most of which are large companies. [www.fibsry.fi](http://www.fibsry.fi)