



**2021 – 2023**



**GOAL**

Achieve gender equality and empower all women and girls



**GOAL**

Reduce inequality within and among countries



**GOAL**

Ensure sustainable consumption and production patterns

## **TOGETHER WE HAVE**

decided to follow specific subgoals of goals 5, 10 and 12 of the UN's global plan of action for sustainable development, Agenda 2030, in our everyday lives and choices.

## The Basis for VASEK's Sustainability Plan

VASEK's sustainability plan is part of the company strategy. One of the most central objectives for VASEK's operations is, among others, advancing export and investments related to renewable energy production (p. 44 Vaasanseudun elinvoimastrategia 2015–2020).

Sustainability in our daily operations is very important to us at VASEK. We realise and participate in several regional development projects that aim to develop circular economy, sustainable travelling, and utilising clean forms of energy. We coordinate the EnergyVaasa cluster, which operates in the Vaasa region and works actively to reduce emissions for a greener future.

Our sustainability objectives are intertwined with UN's Agenda 2030 global sustainable development goals. In spring 2021, the whole staff was involved in choosing three main sustainability goals and their subgoals under the guidance of VASEK's sustainability project group. The most important objectives for our own organisation were chosen out of 17 goals in total.



## The Basis for VASEK's Sustainability Plan

VASEK has been involved in writing the report *Ostrobothnia in Transition – Roadmap for Sustainable Development and Circular Economy* based on UN's sustainable development goals. The sustainability work process that has been prepared together with the staff is based on the operational model that is following the report:

<b>MAKE A DECISION</b> Have courage to start the sustainability work even if you are not an expert. Start from your own core business. Make sure that the management of the company leads the sustainability work and makes the most important decisions.	<b>ANALYSE THE NEED</b> Think about in which areas your company affects customers, subcontractors and stakeholders the most. Start from there. 	<b>LEARN FROM THE BEST</b> Get inspired by partners and competitors that have come further in their sustainability work and take advantage of their experiences. If you are already the best within your industry, study other industries.	<b>SHAPE THE PURPOSE OF YOUR SUSTAINABILITY WORK</b> Take industry specific principles or UN's goals as your starting point. How does your work promote the sustainability targets? What does sustainability mean to you and why is it important?
<b>SET SMART GOALS</b> Focus on the sustainability work by placing SMART goals (specific, measurable, achievable, relevant, time-bound) that you regularly follow up.	<b>REMEMBER TO COMMUNICATE</b> Do not wait to communicate about your developments until you are completely satisfied or 100 percent sustainable. A clear direction and sincere effort creates trust and inspires. Communication and openness drive development forward.	<b>DEMONSTRATE THE SOCIETAL BENEFIT</b> Tell how your sustainability work furthers a positive societal change. It strengthens the understanding within the company and makes your operations more relevant to others.	<b>ENGAGE YOUR EMPLOYEES</b> Engage your co-workers in the sustainability work and positively welcome their improvement suggestions. When many are involved, the responsibility increases, and the brand strengthens.

Companies can make more sustainable choices by following the eleven steps listed in the report. VASEK utilises these steps when taking the sustainability subgoals into practice. All eleven steps are described more in detail in the circular economy roadmap in question.

## VASEK's Sustainability Themes and Goals



### SELECTED SUBGOAL

*5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.*



### SELECTED SUBGOAL

*10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.*

### What Do These Mean for Us?

- When forming project or other groups, we appoint both women and men. We appreciate that our partners aim to do the same.
- Experts are treated equally when requested to speak at our events.
- When recruiting, qualifications are the primary selection criterion. Everyone in our work community is equal.
- We use photos that represent different ethnicities and people of different ages in our communication.
- Our staff has equal opportunities to participate in training and self-development, regardless of their gender or background.
- We actively improve the accessibility to our facilities.



## SELECTED SUBGOAL

**12.2** By 2030, achieve the sustainable management and efficient use of natural resources.

**12.5** By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

## What Do These Mean for Us?

- When making procurement, we carefully consider what we need and how much. We also take the environmental impacts of our purchases into account. This also applies to giveaway products.
- We prefer sustainably produced, local products when it comes to giveaway products.
- In order to avoid unnecessary printed material, we carefully consider if digital material could be enough (brochures, publications, etc.).
- We only copy and print the necessary documents.
- We'll improve the waste and recycling station at our office to meet the latest requirements. We'll ask our landlord to take proper segregation into account.
- We recycle disused electronic equipment (computers, phones, etc.) properly.
- Our working culture favours partial remote working, which reduces emissions caused by driving. Our staff has the possibility to work at a distance.
- We'll make bicycle commuting possible by improving the changing room and shower space at our office and investigating the possibilities of safe bicycle parking.
- We prefer carpooling, whenever possible.
- If possible, we favour remote meetings and the most environmentally friendly travelling option.



## Read More

**Agenda 2030** – <https://kestavakehitys.fi/en/agenda2030>

**Roadmap for Sustainable Development and Circular Economy** – <https://www.vasek.fi/ostrobothnia-in-transition/>

**Vaasanseudun elinvoimastrategia 2016–2020** – <https://www.vasek.fi/assets/Files/Vaasan-seudun-elinvoimastrategia-2016-2020/vaasan-seudun-elinvoimastrategia-fi.pdf>

**VASEK's regional development projects** – <https://www.vasek.fi/regional-development/>

**VASEK's sustainability page** – <https://www.vasek.fi/vaasa-region-development-company/sustainability/>

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