

WOLTTIGROUP SUSTAINABILITY POLICY 2022

Wolttigroup is a customer driven, experiential marketing agency.

We believe in the power of meaningful interpersonal encounters, and that they make the world better. Our focus is always on the customer's needs and goals, we operate with honesty and integrity in everything we do. We are courageous and constantly question, learn and seek better solutions, we act together as a team. We care about sustainability and believe events are more creative, inspiring and meaningful if environmental and social impacts are carefully considered.

We realise our activities have negative impacts on the environment and are working to minimise them. Transportation, the use of resources to create the customer experience, and waste creation are contributing to the global carbon emissions that need to be drastically reduced. We work closely with our supply chain and other relevant stakeholders to mitigate our negative environmental impacts.

We also carefully consider the social impacts of the events and experiences we deliver for our clients, and ensure they positively contribute to society by training and taking good care of our employees and contractors. We have strong health and safety procedures in place.

We are committed to operate sustainably, share best practice, encourage and advise our clients to integrate sustainability in their marketing strategies. If we already have good practices in place, we can always do better and consider sustainability as long term process and opportunity to improve our performance as a business.

We support and are a signatory of the Ten Principles of the United Nations Global Compact on human rights, labour, environment and anti-corruption and as such commit to report annually on our performance.

Our commitment for 2022

After a very challenging years of 2020 and 2021, we have been forced to redesign the whole business model and service portfolio for meetings, events and impactful encounters. The previous means of developing the sustainability have not been valid in the period of digital events. These actions need separate measures for sustainable planning which will be developed as the situation has been stabilized.

After all these changes, sustainability is still one of the strategic developments decided and implemented by the Wolttigroup now and in the forthcoming years. We want to establish ourselves as industry forerunners and drive change in the whole industry towards more sustainable solutions and practices.

In 2021, we were approved to the WWF Green office program. We have created a development plan of improving the sustainability of our work spaces and means of remote working.

We actively participate in our local community and industry networks. We collaborate with Helsinki Partners to develop a sustainable events operating model. In 2021, we had a change to collaborate to develop accessibility of events in digital and hybrid age. We have also been developing our sustainable events model towards social responsibility. Safety – both physical and mental – has been our leading key topic in the year 2021.

In 2022, we will focus on developing the sustainable events strategy together with our new clients.

We have been launching a new Nordic model for development together with our client L'Oréal and our Nordic partners in Denmark, Sweden and Norway. It will be a first pilot project of taking sustainability as one of the key development items in the Nordic collaboration.

We are also updating our strategy towards the social aspects of sustainability – inclusivity, safety and accessibility of events. This work has started in September 2021 and we hope to run the first pilot cases during the spring 2022.

We will continue building our team towards hybrid future – enabling us to create experiences in both digital and live worlds.

Our sustainability strategy will be led by the two partners of the company – Jarkko Kivikoski (Business Director, jarkko.kivikoski@wolttigroup.fi) and Jyri Räsänen (Account Director, jyri.rasanen@wolttigroup.fi).

This policy will be reviewed annually.

In Helsinki, January 4, 2022



Jyrki Aittola – Chairman of the board, Woltti Group