SUSTAINABILITY
ACTION PLAN

Sustainability Action Plan
SDG Monitor Oy

Contents

Promise from the Founders

SDG Monitor started from our common interest to help the United Nations to reach the Sustainable Development Goals (SDGs) by 2030*. Agenda 2030 is a government level contract but companies are in a crucial role realizing it. That is why we wanted to create a hands-on tool to help companies measure, communicate and show the impact of their sustainability performance.

Countries and companies have eight years to reach the Global Goals. In this fast-pacing world it may seem a long time, but it is not. We have made a commitment to keep developing SDG Monitor at least until 2032 (preferably as long as possible) thus helping all who are joining us, to reach their sustainability goals. We will fulfill this commitment by running our business without harming the environment, respecting universal human rights, and ensuring that no one is left behind.

Johanna Catani, Tuuli-Anna Tiuttu & Vilma Catani, the Founders of SDG Monitor

The United Nations has established seventeen global goals on environmental, social and governance matters to be achieved by 2030. The 193 UN member states are committed to these goals.

1   Summary

Our strategy is to grow our business and enhance social well being without harming the environment. Our sustainability action plan follows this strategy. Everytime we do something, we ask three questions:

1) How can we produce and consume it for less?
2) Is it scalable, so that no one is left behind?
3) Is it honest and trustworthy (even when no one is watching)?

We prefer energy efficiency over profit. We do not create applications or features that no one uses.

Our way of work is based on trust, open communication and having a good time together. SDG Monitor is founded in Finland but we like to think of ourselves as citizens of the world for we support the concept of Work-From-Anywhere. We never want to lose that great feeling we had at work on our first day.

2 ESG challenges

SDG Monitor is an information technology start-up that sells subscriptions for a SaaS tool and online training programs for companies and organizations. The biggest Environmental, Social and Governance challenges in our industry are

- energy efficiency e-waste & digital waste management
- gender equality
- data security & sharing data

Minimizing digital waste and e-waste is our main environmental challenge. It means actively reducing digital waste and auditing our devices and machines. For example, we do not create applications or features that no one uses and we do not buy or lease devices if it is not necessary. Digital skills and tools are essential in any field of business but, globally only 6 % of mobile application and software developers are female (ITU). We have a real danger of gender bias if we do not pursue women for ICT careers.

We pursue Work from Anywhere Culture and support it by implementing international labour standards (ILS). This provides a legal framework to promote right for work, creating decent jobs, improving working conditions, extending social protection and supporting sustainable enterprises.* Taking care and storing customer data is a challenge that must be managed well. Our main approach is to choose reliable partners, follow comprehensive frameworks and update our own competence. We have zero-tolerance for corruption and any illegal business practices.

*https://www.ilo.org/wcmsp5/groups/public/---dgreports/---integration/documents/generic document/wcms_614067.pdf

3 ESG goals

SDG Monitor is an action oriented company. We take steps, no matter how small, towards our goals every day. Our sustainability goals are

- Energy efficiency: 100 % renewable electricity consumption by SDG Monitor and our suppliers
- Minimizing digital waste: Our personal laptops and the SDG Monitor tool do not contain any extra or unnecessary data. All important data is stored in the cloud.
- Minimizing e-waste: We only buy electronics that we need. All unused company and personal electronics are recycled or donated. Each employee is obligated to keep an inventory list and have a lifecycle plan for their electronic devices.
- Strengthen gender equality: We increase the number of women in technology through mentoring, internship program and employment.

- Happiness at work: Our happiness rate is 10/10, measured monthly
- Ensure data security: We ensure that our share of the Amazon protocol is complied
- Increase data sharing: SDG Monitor data is shared for Agenda 2030 purposes.
- All our suppliers have a sustainability action plan: we check all our suppliers if they have a sustainability action plan in place and if not, we help them to create one for free or with discounted price.

All our goals are projected and owned by an appointed person.

4 Key performance indicators

Environment
1. 100% renewable electricity sources in SDGm offices
   sdg7.2.1_renew, Increase the share of renewable energy
   Link to dashboard
2. Reduce digital waste (PC, Mac) by 40% by the end of 2022
   sdg12.5.1_wastegen, Reduction of landfill and other waste generation (recycle, reuse)
   Link to dashboard
3. Reduce digital waste (iPhone) by 40% by the end of 2022
   sdg12.5.1_wastegen, Reduction of landfill and other waste generation (recycle, reuse)
   Link to dashboard

Social
1. By end of 2022, we will increase the diversity in tech and work together with 25 female university students
   sdg10.4.1_equality, Increase equality (wages, social protection, diversity)
   Link to dashboard

Governance
1. By end of 2022, all our suppliers have a sustainability plan
   sdg17.14.1_measure, Increase timely data and measurement of sustainable development (certifications, reports, auditing)
   Link to dashboard
2. Increase the number of companies or organizations using SDG Monitor
   sdg17.9.1_SDGs, Increase the number of companies implementing SDGs
   Link to dashboard
3. Our employee satisfaction rate is 10/10
   sdg16.8.1_participation, Increase inclusive participation within organization
   Link to dashboard
4. By the end of 2022, we will have 2000 quality stakeholder partnerships in our community

sdg17.15.1_multish, Increase multi-stakeholder partnerships of sustainable development
Link to dashboard

5. Each employee must have a life cycle plan for their electronic devices
sdg12.7.1_sustimpl, Increasing sustainability implementation
Link to dashboard

6. Expertise knowledge sharing and time
sdg17.15.1_multish, Increase multi-stakeholder partnerships of sustainable development
Link to dashboard

7. Our Partner Network partners have a sustainability plan
sdg17.14.1_measure, Increase timely data and measurement of sustainable development (certifications, reports, auditing)
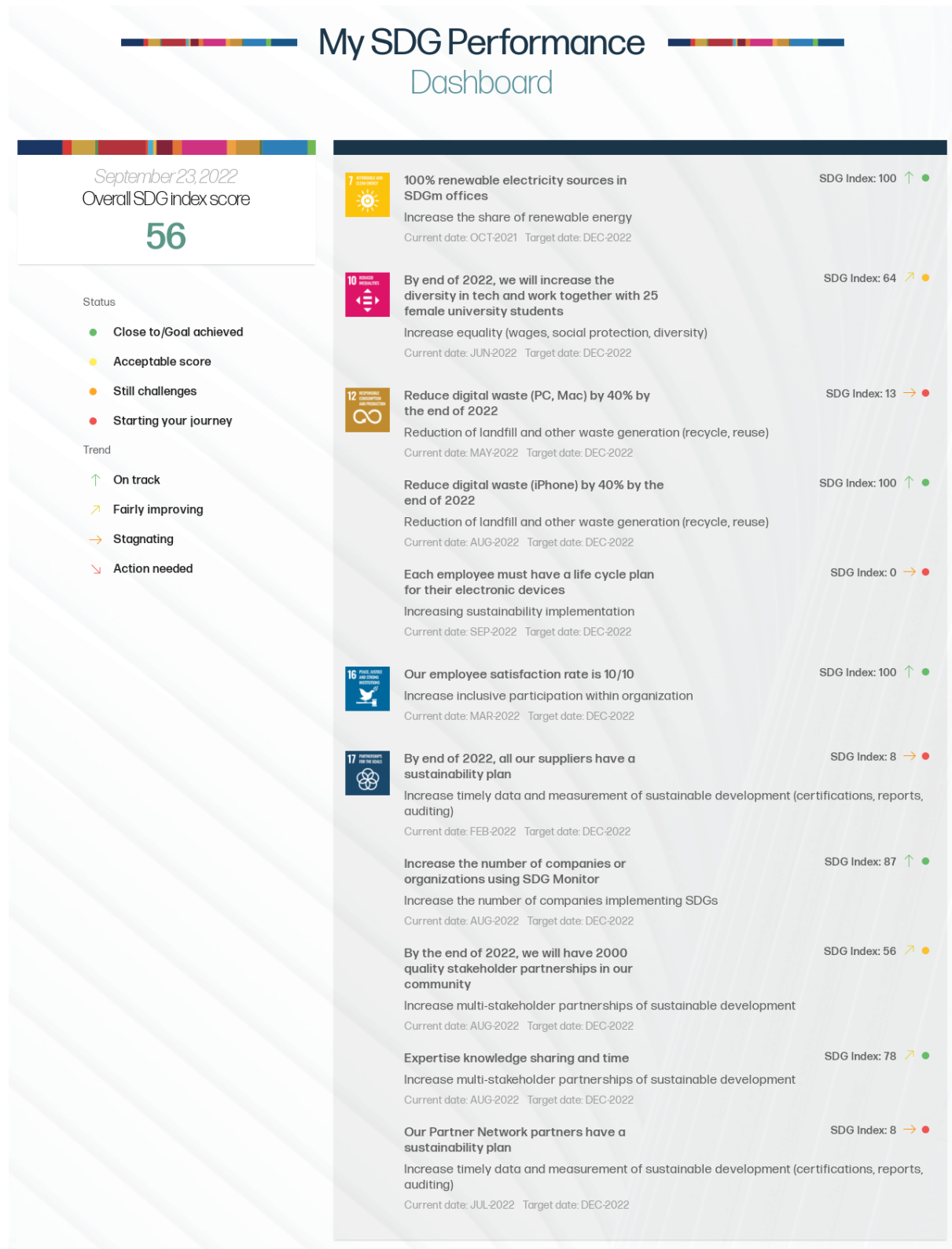Link to dashboard

View ESG Distribution and Action List:

https://monitor.sdgmonitor.co/s?t=EQ89iL3J&d=783e1d80-3e8d-4418-b124-68d33ae36ce2

	Action	Status	SDG Business Indicator	ESG	Detailed ESG
7 AFFORDABLE AND CLEAN ENERGY	100% renewable electricity sources in SDGm offices	Measuring started	Increase the share of renewable energy	Environment	Climate change
10 REDUCED INEQUALITIES	By end of 2022, we will increase the diversity in tech and work together with 25 female university students	Measuring started	Increase equality (wages, social protection, diversity)	Social	Social, economic & political inclusion
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Reduce digital waste (PC, Mac) by 40% by the end of 2022	Measuring started	Reduction of landfill and other waste generation (recycle, reuse)	Environment	Sustainable production & consumption
	Reduce digital waste (iPhone) by 40% by the end of 2022	Measuring started	Reduction of landfill and other waste generation (recycle, reuse)	Environment	Sustainable production & consumption
	Each employee must have a life cycle plan for their electronic devices	Measuring started	Increasing sustainability implementation	Governance	Transparency and disclosure
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	Our employee satisfaction rate is 10/10	Measuring started	Increase inclusive participation within organization	Governance	Justice & governance
17 PARTNERSHIPS FOR THE GOALS	By end of 2022, all our suppliers have a sustainability plan	Measuring started	Increase timely data and measurement of sustainable development (certifications, reports, auditing)	Governance	Transparency and disclosure
	Increase the number of companies or organizations using SDG Monitor	Measuring started	Increase the number of companies implementing SDGs	Governance	Transparency and disclosure
	By the end of 2022, we will have 2000 quality stakeholder partnerships in our community	Measuring started	Increase multi-stakeholder partnerships of sustainable development	Governance	Sustainable growth
	Expertise knowledge sharing and time	Measuring started	Increase multi-stakeholder partnerships of sustainable development	Governance	Sustainable growth
	Our Partner Network partners have a sustainability plan	Measuring started	Increase timely data and measurement of sustainable development (certifications, reports, auditing)	Governance	Transparency and disclosure

View our SDG performance:

https://monitor.sdgmonitor.co/s?t=EQ89iL3J&d=d815c5cb-2173-4a67-8b45-6760458e8b37

My SDG Performance
Dashboard

September 23, 2022
Overall SDG index score

56

Status

- ● Close to/Goal achieved
- ● Acceptable score
- ● Still challenges
- ● Starting your journey

Trend

- ↑ On track
- ↗ Fairly improving
- → Stagnating
- ↘ Action needed

100% renewable electricity sources in SDGm offices
Increase the share of renewable energy
Current date: OCT-2021   Target date: DEC-2022
SDG Index: 100 ↑ ●

By end of 2022, we will increase the diversity in tech and work together with 25 female university students
Increase equality (wages, social protection, diversity)
Current date: JUN-2022   Target date: DEC-2022
SDG Index: 64 ↗ ●

Reduce digital waste (PC, Mac) by 40% by the end of 2022
Reduction of landfill and other waste generation (recycle, reuse)
Current date: MAY-2022   Target date: DEC-2022
SDG Index: 13 → ●

Reduce digital waste (iPhone) by 40% by the end of 2022
Reduction of landfill and other waste generation (recycle, reuse)
Current date: AUG-2022   Target date: DEC-2022
SDG Index: 100 ↑ ●

Each employee must have a life cycle plan for their electronic devices
Increasing sustainability implementation
Current date: SEP-2022   Target date: DEC-2022
SDG Index: 0 → ●

Our employee satisfaction rate is 10/10
Increase inclusive participation within organization
Current date: MAR-2022   Target date: DEC-2022
SDG Index: 100 ↑ ●

By end of 2022, all our suppliers have a sustainability plan
Increase timely data and measurement of sustainable development (certifications, reports, auditing)
Current date: FEB-2022   Target date: DEC-2022
SDG Index: 8 → ●

Increase the number of companies or organizations using SDG Monitor
Increase the number of companies implementing SDGs
Current date: AUG-2022   Target date: DEC-2022
SDG Index: 87 ↑ ●

By the end of 2022, we will have 2000 quality stakeholder partnerships in our community
Increase multi-stakeholder partnerships of sustainable development
Current date: AUG-2022   Target date: DEC-2022
SDG Index: 56 ↗ ●

Expertise knowledge sharing and time
Increase multi-stakeholder partnerships of sustainable development
Current date: AUG-2022   Target date: DEC-2022
SDG Index: 78 ↗ ●

Our Partner Network partners have a sustainability plan
Increase timely data and measurement of sustainable development (certifications, reports, auditing)
Current date: JUL-2022   Target date: DEC-2022
SDG Index: 8 → ●

5 Assessment

We assess our sustainability action plan every three weeks, when we organise a sustainability breakfast. Goals and KPIs are double-checked and reassessed every six months. Each action has an owner who is responsible for execution, data collection, data validation and reporting.

Data validation process is three-fold. Firstly, data has to come from a public source (electricity bill) or based on generally accepted methodology (memory space in laptop).

6 Global Compact COP 2021-2022

We are proud members of the Global Compact community, provided by the United Nations. This is how we implement the 10 principles into our strategy and operations

Strategy

Criterion 1: The COP describes mainstreaming into corporate functions and business units Assign responsibility for corporate sustainability implementation to an individual or group within each business unit and subsidiary *Each action has an owner who is responsible for execution, data collection, data validation and reporting*

Criterion 2: The COP describes value chain implementation
Analyze each segment of the value chain carefully, both upstream and downstream, when mapping risks, opportunities and impacts *We have identified all the actors on our supply chain and analysed how their sustainability actions are aligned with ours*
Implement monitoring and assurance mechanisms (e.g. audits/screenings) for compliance within the company's sphere of influence *We offer SDG Monitor measuring tool for free or with heavy discount for companies that we have influence on.*
Undertake awareness-raising, training and other types of capacity building with suppliers and other business partners *We host bi-monthly free webinars on sustainability and on how to draw a sustainability action plan.*

Human Rights
Criterion 3: The COP describes robust commitments, strategies or policies in the area of human rights.
Integrated or stand-alone statement of policy expressing commitment to respect and support human rights approved at the most senior level of the company *We support and are committed to respect human rights in all our operations.*
Statement of policy stipulating human rights expectations of personnel, business partners and other parties directly linked to operations, products or services *Our partnership contract includes the commitment to human rights.*

Commitment to comply with all applicable laws and respect internationally recognized human rights, wherever the company operates *We recognize international human rights and our partnership contract includes the commitment to the human rights applicable in the country of operation.*

Criterion 4: The COP describes effective management systems to integrate the human rights principles

On-going due diligence process that includes an assessment of actual and potential human rights impacts *Assessment of human rights is part of our partnership program and on the agenda in our partner meetings. Training and education can be provided through SDG Monitor E-learning Academy*

Criterion 5: The COP describes effective monitoring and evaluation mechanisms of human rights integration. *We have a 4 phase process in place to evaluate human rights integration: educational, contractual, action, monitoring.*

Labour

Criterion 6: The COP describes robust commitments, strategies or policies in the area of labour

Reference to principles of relevant international labour standards (ILO Conventions) and other normative international instruments in company policies *We recognize international labour standards (ILO) in our company policy and implement International Labour Standards in our operations..*

Criterion 7: The COP describes effective management systems to integrate the labour principles

Allocation of responsibilities and accountability within the organization *We have appointed person responsible of labour contracts*

Criterion 8: The COP describes effective monitoring and evaluation mechanisms of labour principles integration

System to track and measure performance based on standardized performance metrics *We use SDG Monitor to track our performance*

Environment

Criterion 9: The COP describes robust commitments, strategies or policies in the area of environmental stewardship

Specific commitments and goals for specified years *We have sustainability action plan in place with quantitative KPIs*

Criterion 10: The COP describes effective management systems to integrate the environmental principles

Allocation of responsibilities and accountability within the organisation *Every action has an appointed person responsible for execution*

Internal awareness-raising and training on environmental stewardship for management and employees *We have e-learning academy for sustainability training and educational components in our on-boarding package*

Grievance mechanisms, communication channels and other procedures (e.g. whistleblower mechanisms) for reporting concerns or seeking advice regarding environmental impacts *We oganise sustainability breakfast every three weeks where all issues are discussed openly, We communicate our performance with visualised data dashboards*

Criterion 11: The COP describes effective monitoring and evaluation mechanisms for environmental stewardship

System to track and measure performance based on standardized performance metrics *Performance is measured against the SDGs*

Leadership review of monitoring and improvement results *Sustainability Action plan is reviewed every three weeks, led by the CEO*

Audits or other steps to monitor and improve the environmental performance of companies in the supply chain *Sustainability action plan is assessed every 6 months*

Anti-Corruption

Criterion 12: The COP describes robust commitments, strategies or policies in the area of anti-corruption

Publicly stated formal policy of zero-tolerance of corruption *Sustainability Action Plan*

Criterion 13: The COP describes effective management systems to integrate the anti-corruption principle *Sustainability Action Plan, Onboarding training, Partnership contract*

Carrying out risk assessment of potential areas of corruption (D3) *At least every six months, when Sustainability Action Plan is assessed*

Communications (whistleblowing) channels and follow-up mechanisms for reporting concerns or seeking advice (D9) *At least every three weeks during the Sustainability breakfast and monthly Partner meeting.*

Criterion 14: The COP describes effective monitoring and evaluation mechanisms for the integration of anti-corruption

Process to deal with incidents (D13) *After evaluation, we invite a third party (officials, legal help) to lead the process.*

UN Goals

Criterion 15: The COP describes core business contributions to UN goals and issues

Align core business strategy with one or more relevant UN goals/issues *Our business strategy is aligned with the SDGs*

Adopt and modify operating procedures to maximize contribution to UN goals/issues *We are measuring concrete actions against the SDGs*

Develop relevant products and services or design business models that contribute to UN goals/issues *SDG Monitor is a SaaS tool that helps companies and organisations to measure their sustainability performance, show its SDG impact and communicate the progress with visualised data dashboards.*

Criterion 16: The COP describes strategic social investments and philanthropy

Pursue social investments and philanthropic contributions that tie in with the core competencies or operating context of the company as an integrated part of its sustainability strategy *SDG Monitor os given for free to ay academic researcher who is measuring performance against the SDGs in their project*

Coordinate efforts with other organizations and initiatives to amplify—and not negate or unnecessarily duplicate—the efforts of other contributors *SDG Monitor is an active leader of global network of sustainability professionals and constantly looking for collaborations and consortiums for co-projects and practices.*

Criterion 17: The COP describes advocacy and public policy engagement

Publicly advocate the importance of action in relation to one or more UN goals/issues *SDG Monitor hosts bi-monthly free webinars to advocate the SDG framework*

Commit company leaders to participate in key summits, conferences, and other important public policy interactions in relation to one or more UN goals/issues *SDG Monitor participates panels, consortiums, trainings, conferences and public discussion to advocate the importance of measuring the performance and showing its SDG impact*

Criterion 18: The COP describes partnerships and collective action

Develop and implement partnership projects with public or private organizations (UN entities, government, NGOs, or other groups) on core business, social investments and/or advocacy *SDG Monitor has several co-projects going on with various consortiums, such as joint-articles, podcasts, EU-level projects, business cases, trainings etc.*

Governance

Criterion 19: The COP describes CEO commitment and leadership

CEO leads executive management team in development of corporate sustainability strategy, defining goals and overseeing implementation *SDG Monitor's sustainability action plan is led by the CEO and updated every three weeks*

CEO publicly delivers explicit statements and demonstrates personal leadership on sustainability and commitment to the UN Global Compact *Our sustainability action plan is publicly available on the website. CEO is the main spokesperson of the sustainability and committed to the UN Global Compact*

CEO promotes initiatives to enhance sustainability of the company's sector and leads development of industry standards *CEO hosts regularly webinars ons sustainability and is a member of various communities of sustainability professionals*

Criterion 20: The COP describes Board adoption and oversight

Board of Directors (or equivalent) assumes responsibility and oversight for long-term corporate sustainability strategy and performance *Sustainability action plan is presented twice a year to the Advisory Board.*

Board establishes, where permissible, a committee or assigns an individual board member with responsibility for corporate sustainability. *Every action has an appointed person responsible for the progress.*

Board (or committee), where permissible, approves formal reporting on corporate sustainability (Communication on Progress) *Action plan is approved by the founders.*

Criterion 21: The COP describes stakeholder engagement

Publicly recognize responsibility for the company's impacts on internal and external stakeholders *Every action has an appointed person responsible for the progress.*

Define sustainability strategies, goals and policies in consultation with key stakeholders *Action plan is approved by the founders and presented to all relevant stakeholders*

Consult stakeholders in dealing with implementation dilemmas and challenges and invite them to take active part in reviewing performance *Action plan is approved by the founders and presented to all relevant stakeholders*

Establish channels to engage with employees and other stakeholders to hear their ideas and address their concerns *We have monthly meetings with partners and sustainability breakfast with the founders. We have twice a year meeting with the Advisory board and open communication channels for ad hoc, speedy dialogue.*

7 Sustainability Action Plan (table)

Environment	Social	Governance

Goal & action	KPI	Baseline	Target	SDG	Data source

8 Communication Plan (table)

Sustainability Action Plan will be communicated to all personnel and all relevant external stakeholders. We have set three communication goals

- To inform about our sustainability action plan and present our goals (with measurable targets)
- To report our performance towards our goals, whether we are ahead, on track or falling behind.
- To engage our owners, suppliers and personnel to these goals and do the tasks appointed to them

Sustainability performance is openly shared with everyone. Set targets are reported quarterly to the board. Same material is also shared internally. We are not afraid to show bad numbers, for we believe it increases trust. If we are falling behind from the target, we explain why it has happened and what we are going to do about it. Sustainability action plan is not a journey with a finishing line, but rather an infinite transition to more modern business practices.

We realise our communication goals with the following actions

Goal	Actions & Channels	Time	Stakeholder group	Responsible	Measures	Notes