



TRY

SOMETHING

NEW

## Society's Commitment to Sustainable Development

Concrete actions | Measurable results | Impact throughout the society



SUOMEN KESTÄVÄN  
KEHITYKSEN TOIMIKUNTA  
FINLANDS KOMMISSION  
FÖR HÅLLBAR UTVECKLING  
FINNISH NATIONAL COMMISSION  
ON SUSTAINABLE DEVELOPMENT



PRIME MINISTER'S OFFICE  
FINLAND

# NEW APPROACH TO SUSTAINABILITY WORK

The idea is simple: concrete actions with measurable results – towards a shared vision.

The Finland We Want by 2050 – Society's Commitment to Sustainable Development is an innovative way to engage the whole of society in implementing the United Nations 2030 Agenda for Sustainable Development. It brings together the public sector, companies, civil society actors, organisations and citizens in a unique way.

## The Commitment is a strategic framework and operational tool

Society's Commitment to Sustainable Development includes a vision and eight shared objectives. The vision – a prosperous Finland with global responsibility for sustainability and the carrying capacity of nature – can be achieved by implementing the eight shared objectives:

**In order to reach these objectives, operational commitments are established.**



**EQUAL PROSPECTS  
FOR WELL-BEING**



**A PARTICIPATORY  
SOCIETY FOR ALL**



**WORK IN  
A SUSTAINABLE WAY**



**SUSTAINABLE LOCAL  
COMMUNITIES**



**A CARBON-NEUTRAL  
SOCIETY**



**A RESOURCE-WISE  
ECONOMY**



**LIFESTYLES THAT RESPECT  
THE CARRYING CAPACITY  
OF NATURE**



**DECISION-MAKING THAT  
RESPECTS NATURE**

## Voluntary agreements instead of legal regulation

The Green Deal agreement reduces the consumption of plastic bags, the Nutrition agreement promotes the adoption of nutrition recommendations, and the Water Stewardship Commitment challenges the companies towards more sustainable water use.

## Effective clusters created

When put together, individual commitments lead to greater results. Espoo, the second largest city in Finland, has created a community of pioneers by linking more than 80 organisations to its commitment. The cluster of commitments to tackle food waste has brought about a systematic change.

# SOME 700 COMMITMENTS HAVE ALREADY BEEN GIVEN... ...AND THE NUMBER IS GROWING FAST



Duration of the commitments: from 1–5 years to over 25 years

Many different types of commitments, from responsible safety and equality initiatives to more efficient use of energy and resources, from training of young people to improving access to the labour market for people with partial work capacity, and from strengthening democracy to increasing transparency in government.

Organisations that have given a commitment have already reported that Society’s Commitment has inspired them to do things differently, resulted in enhanced resource efficiency, increased the organisation’s social influence and facilitated stakeholder dialogue. Additionally, Commitment has created marketing benefits for them and brought new clients, motivated their staff and opened up new networks.

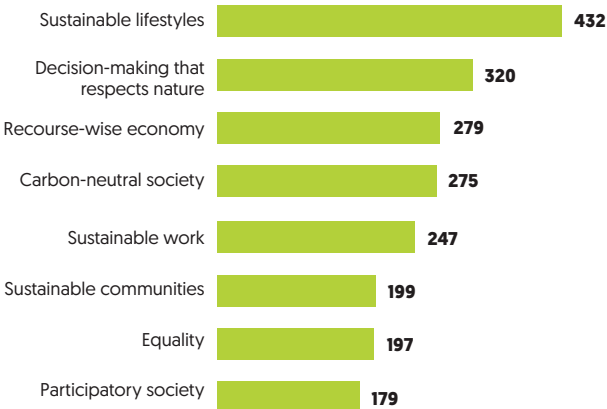


## TOP REASONS FOR JOINING THE COMMITMENT 2050

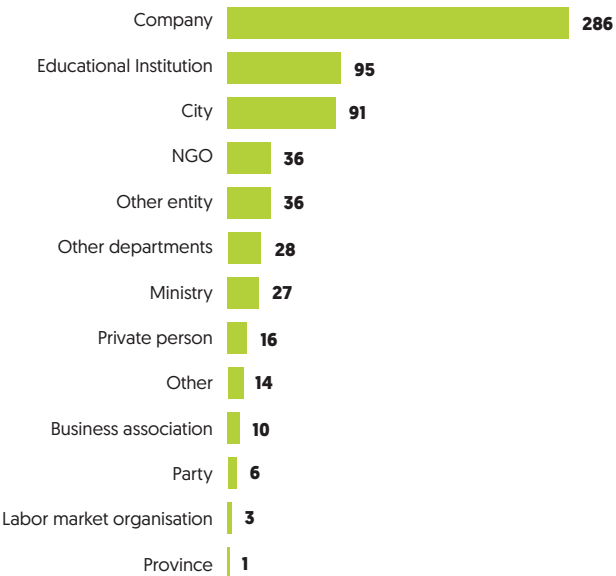
1. Enhancing sustainability in one’s own actions
2. Being a trailblazer within the sector
3. Benefits to the image, brand and marketing
4. Networking in Finland and globally
5. Savings in costs

Preliminary results from the study by Demos Helsinki and SYKE (KekeArvi)

## MAIN OBJECTIVES



## COMMITTED ORGANISATIONS



“ Each organisation commits to sustainable development in its own way. For us the Society’s Commitment to Sustainable Development is a bit like marriage: it makes the commitment more public and official. It communicates to our stakeholders and customers that we are serious about sustainability. At the same time, it is a constant reminder and guides our daily business.

**Tommi Tervanen, CEO**

**Kotipizza**, a Finnish pizza restaurant chain founded in 1987

“ Every week we collected 35 000 kg of food waste and used this to feed 5 000 people in need of food aid.

**Shared table**, an innovative food bank service

“ We have wind power of our own that now produces half of the energy we use. In 2016 we offered summer jobs to 11 000 young people.

**S-Group**, a Finnish retailing cooperative organization

“ Emissions from the radio network relative to annual data transfer volumes decreased by 88 per cent during 2016.

**DNA**, a Finnish telecommunications group

## SOCIAL INNOVATION TO PUT SUSTAINABLE DEVELOPMENT INTO PRACTICE AND ENGAGE THE SOCIETY



GOAL SELECTION  
AND OPERATIONAL  
COMMITMENT



IMPLEMENTATION



MEASUREMENT



VISIBLE IMPACTS  
ON SOCIETY!

Born in Finland. Applicable anywhere?



[kestavakehitys.fi/en](http://kestavakehitys.fi/en) &  
[sitoumus2050.fi](http://sitoumus2050.fi) / [commitment2050.fi](http://commitment2050.fi)

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