

A DAY IN A SUSFORMED TOMORROW

A Virtual Company Tour

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*This is a story about a workplace where **sustainability is at the heart of the business**. Navigate through the day as an employee at Kanto by **clicking objects and people** to learn their stories. How do you envision tomorrow?*

CONTINUE



GOOD MORNING!

You are awoken by early rays of sunshine, finally here after a long winter. After walking your dog in the crisp spring air and having breakfast, you are ready to start a new day of work.

As you travel through the vibrant city blocks to the office center, your mind begins to wander. You have been working at Kanto for nearly a decade now as a Product Manager and soon it's time for some reflection. Originally you wanted to join Kanto for its position as a budding leader in sustainable value creation. Has your work been meaningful for you? How does Kanto affect and interact with the society around it? Time to gather some data!

As the organized and analytical thinker you are, you settle on characteristics and actions belonging to the following categories to look out for during your day:

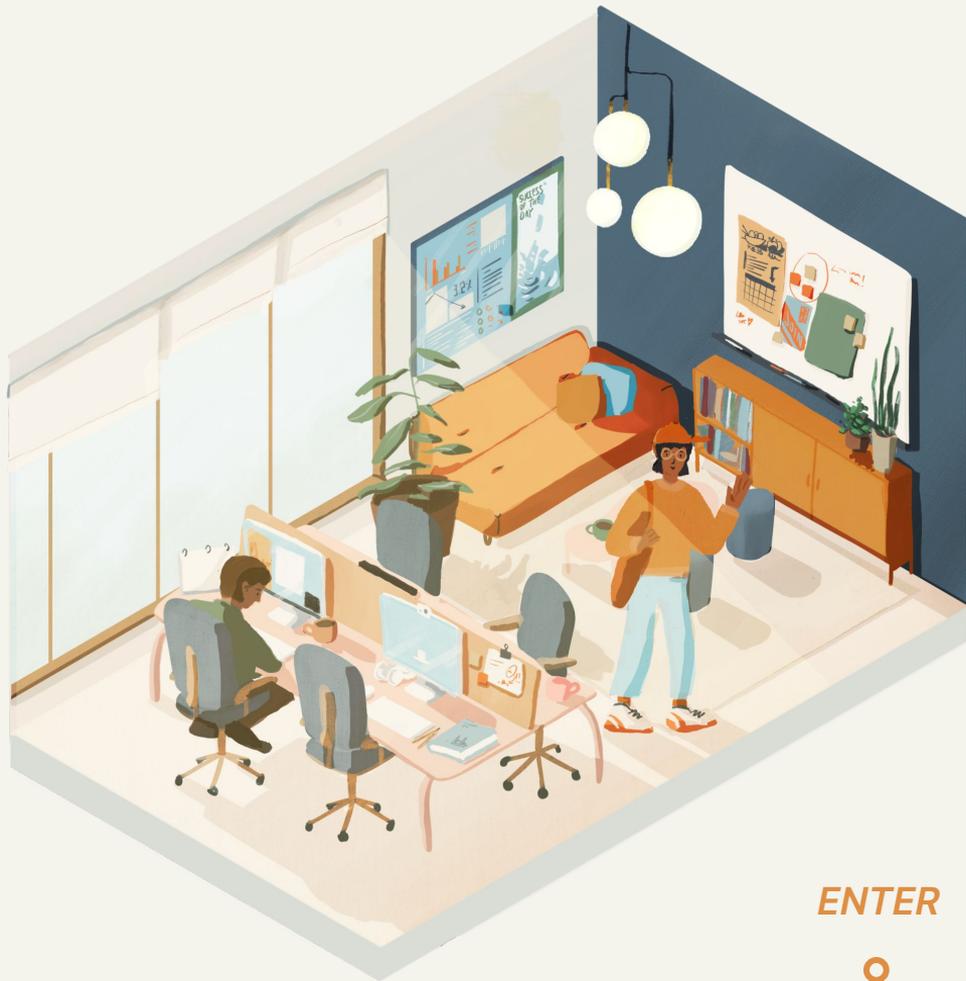
CONTINUE





THE OFFICE





ENTER



You enter **the office**.

Sunlight and a faint smell of coffee welcome you to a new day of tasks and accomplishments. Employees bustle about, engaged in their work with a **palpable sense of purpose**. The sound of keyboards clicking and quiet conversations punctuates the air, intermingled with the occasional rustle of paper.

Your latest project is moving forward at a steady pace but you are anticipating busy times ahead. There is something new for you to learn here every day.

There is a quiet working space further in, but you **decide to take a look around** the main area first. How is everyone doing? You have time for this.



EXPLORE



A giant screen full of graphs greets you. It displays data not about company stocks going up or down, but of the sustainability changes Kanto has made and the environmental indicators it follows. It seems water usage across the value chain is down 3.2 %.

The **data comes from a 3rd party. This is a part of Kanto's transparency strategy.**

No one can not be aware of the impact that Kanto has, you think, with them being here every day. You take in what has been improved upon and where there is still work to do.

There is a short moment where you feel like it will never be done - but luckily, you also remember that you are not doing this alone. The direction, the parts, and the actors are all here. Onwards!

→ *environmental, social & cultural, communication*



Next to your usual workspace, Kari is working on a complicated spreadsheet. They seem to be concentrating hard. You know that it is paying off though - they are a wizard with data analytics. Skill and insight are the best collaborators with technology!

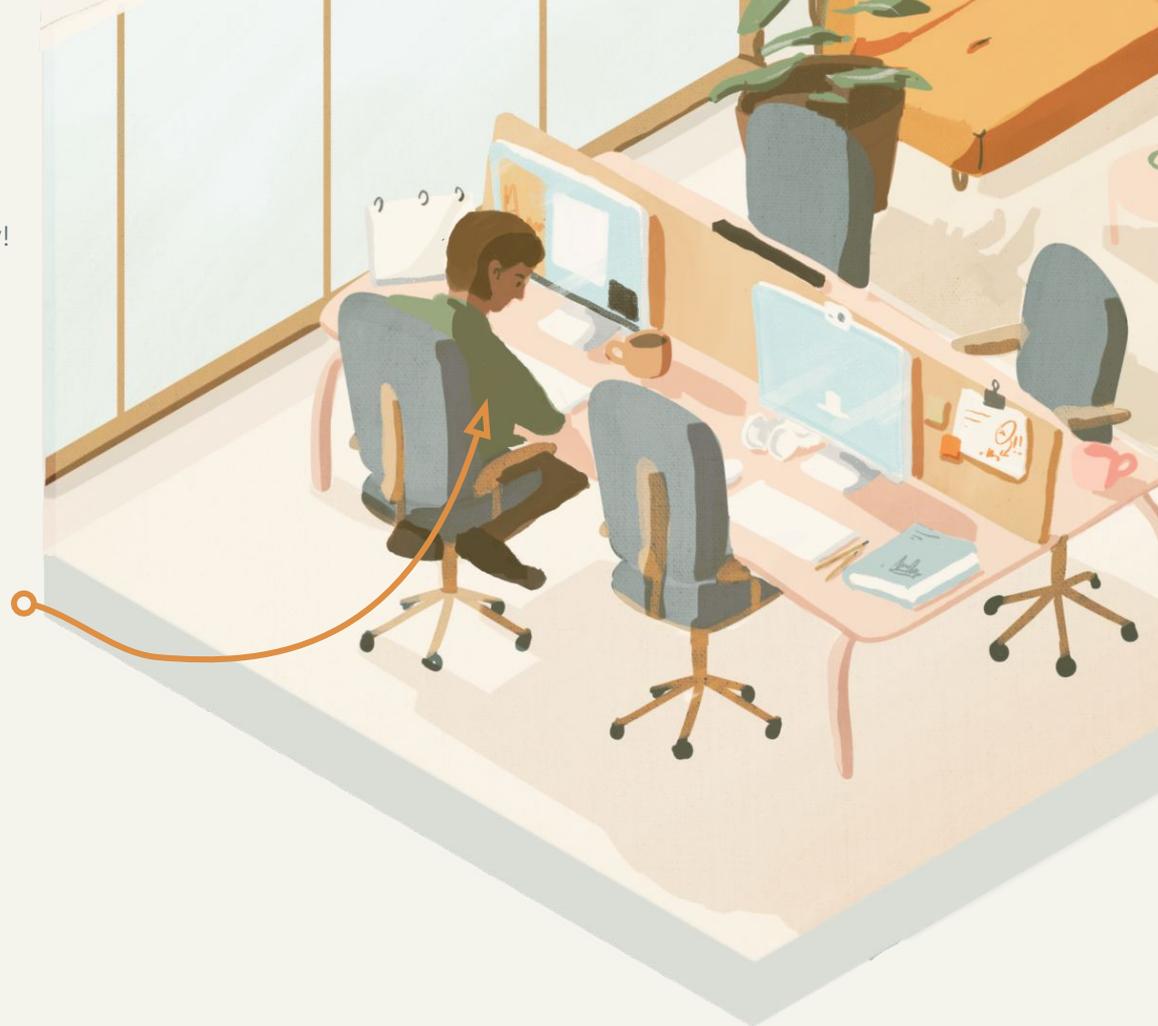
Kanto **only works with data and programmes that have been certified as ethical by a 3rd party organization.** One key component in these certifications is transparency. In the age of constant technological innovation, it is essential to stay aware how data is being collected and used.

You are not sure what all of that entails, but you are sure of one thing - this enables people like Kari to collaborate with technology to their fullest extent to create something greater than the sum of its parts. This is more valuable than profits, of course.

The PC itself is certified as well, for its low environmental footprint. Kanto **partners with a service that offers lifetime repairs and upcycles** the hardware locally once it becomes necessary.

Industry standards are high. This is not your wheelhouse, but you know you are beating them by adaptability!

→ technological & environmental





You glance at the poster on the wall.

"Give your time to give food - volunteer on weekdays from 8 to 12."

One of your co-workers, Andre, brought up food insecurity a month ago as a social initiative to pursue. They contacted a local volunteering group and now Kanto collaborates with them regularly.

You and other employees **get time and resources to participate and bring forward social initiatives that matter to you**. The diversity of the causes you have pursued reflects the diverse lives and identities of the employees.

You have scheduled time for participation next Monday. You are looking forward to meeting various interesting people once again; the act of giving makes you feel connected.

→ social & cultural



It seems like Lenni is heading out.

"Hi Lenni, how are you doing?"

"I'm doing awesome! Remember the reduction in water use I figured out to help us reach our water KPI? I got a raise for that!"

"That's amazing!" I'm so happy for you. Let's celebrate it together tomorrow?"

"Sure thing! I'm headed for a stakeholder panel, catch you later."

You high-five Lenni as they leave. The project they conducted made a significant contribution to both the annual and the long-term environmental targets. Kanto **rewards its employees based on the impact that they make in the world.** You feel grateful that on top of producing meaningful impact, Lenni's work is appreciated by Kanto as well.

There is a bubble of excitement and warmth in your stomach. You **work with** such amazing people!

→ economic, social & cultural



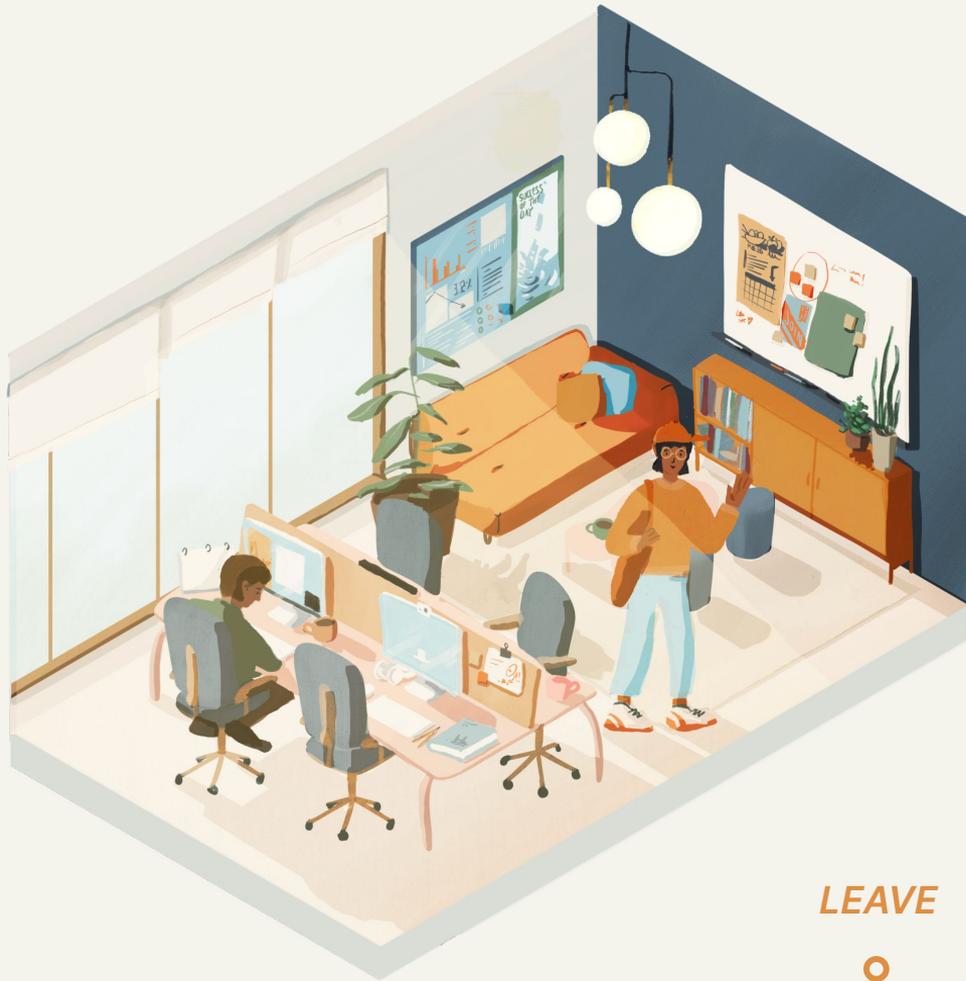
Your trusty working station, equipped with everything you might need! Specifically for today, that means a good webcam and easy audio connection. Later today, you will have a meeting with Andre, who is working remotely today, as well as a few stakeholders. You hope you will get to see Andre's cute dog pop up in their webcam!

You like the flexibility of time and place you have working here. The platforms you use work seamlessly regardless of where you are. This also **makes connecting with diverse stakeholders much easier**. Technology assists you in talking and understanding.

In your old workplace, you used to feel slightly pressured to be extra efficient when working remotely. Here, employees are trusted, and your work is not strictly monitored. **Flexibility exists to increase wellbeing**, not as a way to ask for increased performance from employees.

You will settle down for the morning soon, but first you take in the rest of the office space.

→ social & cultural, technological



LEAVE





STAKEHOLDER MEETING



ENTER



As an employee, you walk into the **stakeholder meeting** excited to hear about the results of the latest annual report. As you enter the room, the atmosphere is charged with anticipation. Today marks the culmination of a year's worth of hard work, as people are prepared to present the annual report.

Around the table there is a **diverse group of the company's stakeholders**: employees, suppliers, shareholders, investors, a watchdog organization, representatives of other-than-human stakeholders such as nature, animals and future generations, all ready to **share their thoughts on the previous year's operations**.



EXPLORE



Around the table you notice **representatives of other-than-human stakeholders who are affected by the company's operations**. They are welcomed to the same table to assess the company's operations. You see an ecologist representing nature lifting their hand to speak up:

"From the perspective of the trees, the company's commitment to fostering biodiversity in all of its operations, minimized use of raw materials and carbon negativity has resulted in net positive results."

The company's operations are fully dependent on functioning ecosystems and it is in the company's best interest to take this into account in their decision-making. Therefore, the company's **decisions are made by a stakeholder council** where both stakeholders and shareholders are represented.

→ governance





In front of you, there is a **watchdog organization and an auditor** gathered around a whiteboard, introducing figures of Kanto achieving transparent and ethical supply chains.

Radical transparency of operations are crucial and it's important that the efforts are examined and acknowledged by external parties.

→ governance



Robert scrolls through their phone and notices that Kanto's annual report has made it to the news headlines, showcasing its **positive impact in creating jobs and wellbeing in Finnish society and beyond.**

"Kanto is a proud Finnish corporate tax payer"

"Kanto company shows lead to the whole industry by prioritizing long-term success over short-term gains"

There is a sense of pride you feel about the company's commitment to truly creating a better world.

→ communication & leadership

You join Kuisma and Airut holding a printed version of the annual report and start reading.

The annual report is a testament to the belief that **financial success is intrinsically linked to the company's commitment to sustainable operations.** The adherence to planetary boundaries is not just a moral imperative but a sound financial strategy, ensuring the long-term viability of the business.

It is clear that **sustainability is no longer an afterthought but a core component of the company's business strategy,** woven into the fabric of every decision that is made.

You feel a sense of purpose, knowing that you are part of a company that understands the importance of **operating within the planetary boundaries.**

→ economic, environmental





Across the table, you see your colleague Kaarina analyzing results of the annual report from their laptop. The graphs and charts illustrate the progress in **achieving carbon neutral and closed loop operations**. The numbers speak volumes, showcasing how dedication to sustainability has translated into tangible financial gains.

→ environmental



LEAVE



THE CAFE





ENTER



In front of you, one of the employees, Jenni, is talking to Paul, who works for one of the key partner organisations of Kanto. You overhear some of their lively conversation:

"We've been exploring a new approach to data analytics that combines our team's expertise with yours. It's allowing us to improve our impact in ways we wouldn't be able to on our own."

*"That's fantastic! Let's keep **sharing our resources** with this so that we can continue to expand our impact. I have a few other organizations in mind who would be happy to partner with us as well."*

This conversation reminds you how, at Kanto, **collaboration and co-creation through partnerships with other organisations is not only encouraged but prioritized**. It is frequently communicated throughout the company that through pooling resources and coordinating actions, positive impact and meaningful change are amplified and longer-lasting.

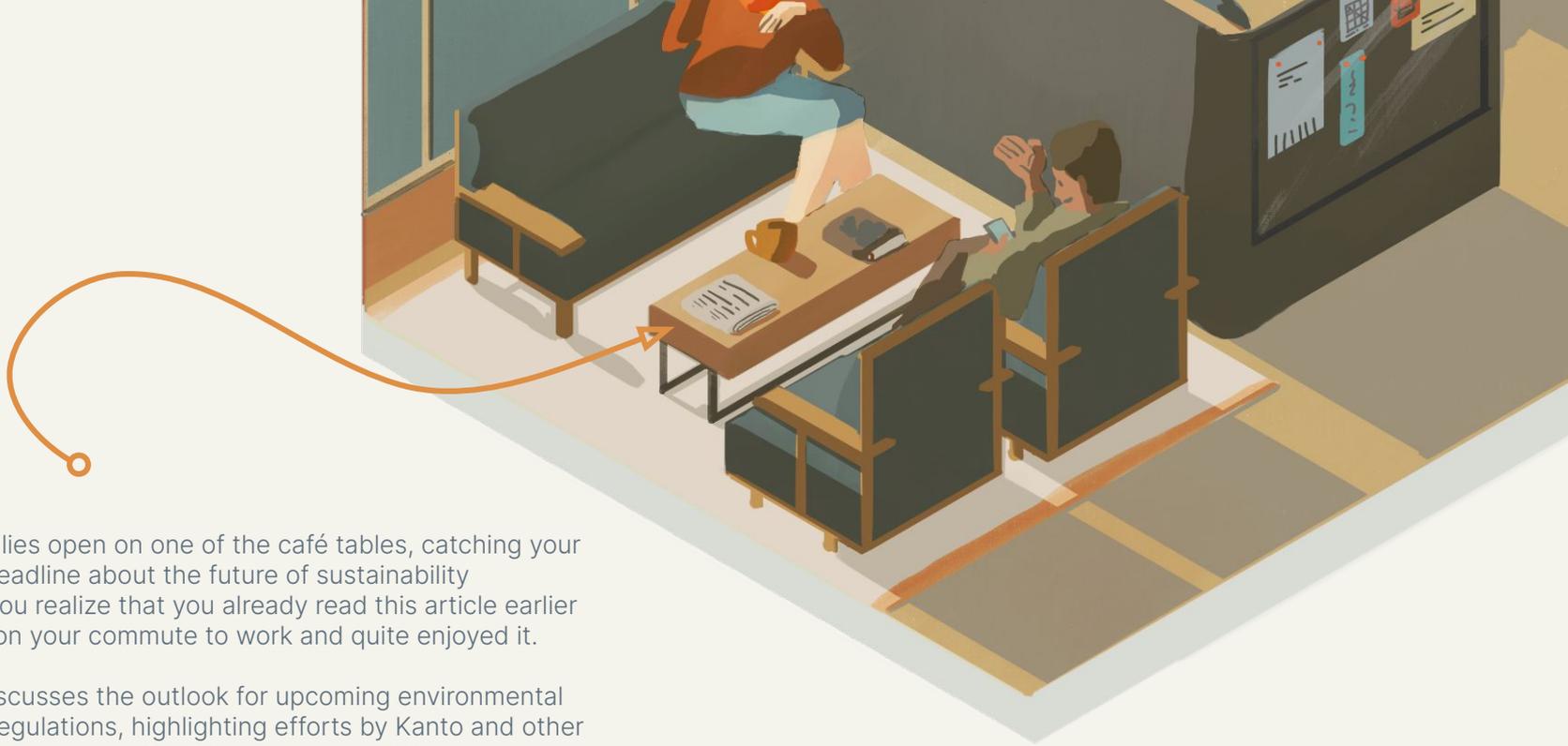
→ customers & partnerships, communication & leadership



On the floor, you notice a box with sample materials which had been presented in a recent meeting. The company has gone through a mission to reinvent the supply chain, all the while **maintaining a firm commitment to environmental stewardship**. Instead of using traditional raw materials, the commitment to using recycled materials buzzes through their factories. In the hands of talented and creative engineers, these materials become products that not only meet the highest standards of quality but also deeply represent environmental responsibility. From sourcing to production, every stage is imbued with a commitment to waste reduction and minimizing their environmental impact - followed by action.

→ technology





A newspaper lies open on one of the café tables, catching your eye with its headline about the future of sustainability regulations. You realize that you already read this article earlier this morning on your commute to work and quite enjoyed it.

The article discusses the outlook for upcoming environmental policies and regulations, highlighting efforts by Kanto and other stakeholders to advocate for EU-wide sustainability legislation. It was clear from reading the article that Kanto is **actively engaged in the lobbying and supporting of initiatives that promote environmental stewardship and sustainable practices** on a broader scale.

→ policy & governance



In the right corner of the room you see a table and some chairs. Within Kanto this is referred to as the customer feedback corner, as it has over the years become a spot where feedback meetings with customers are often held. It has become a commonly talked about topic between the employees, that this exact table is where some of the best ideas have been **developed in cooperation** with the customers.

As a susformed company, the customer feedback and demands are integrated into the product and service offerings.

→ customers & partnerships



You take a closer look at the digital bulletin board, positioned on a side wall of the café. You notice that it displays **announcements, events, and community initiatives supported by Kanto**. You see that there is information about upcoming sustainability workshops, volunteer opportunities, and local partnerships that customers can participate in.

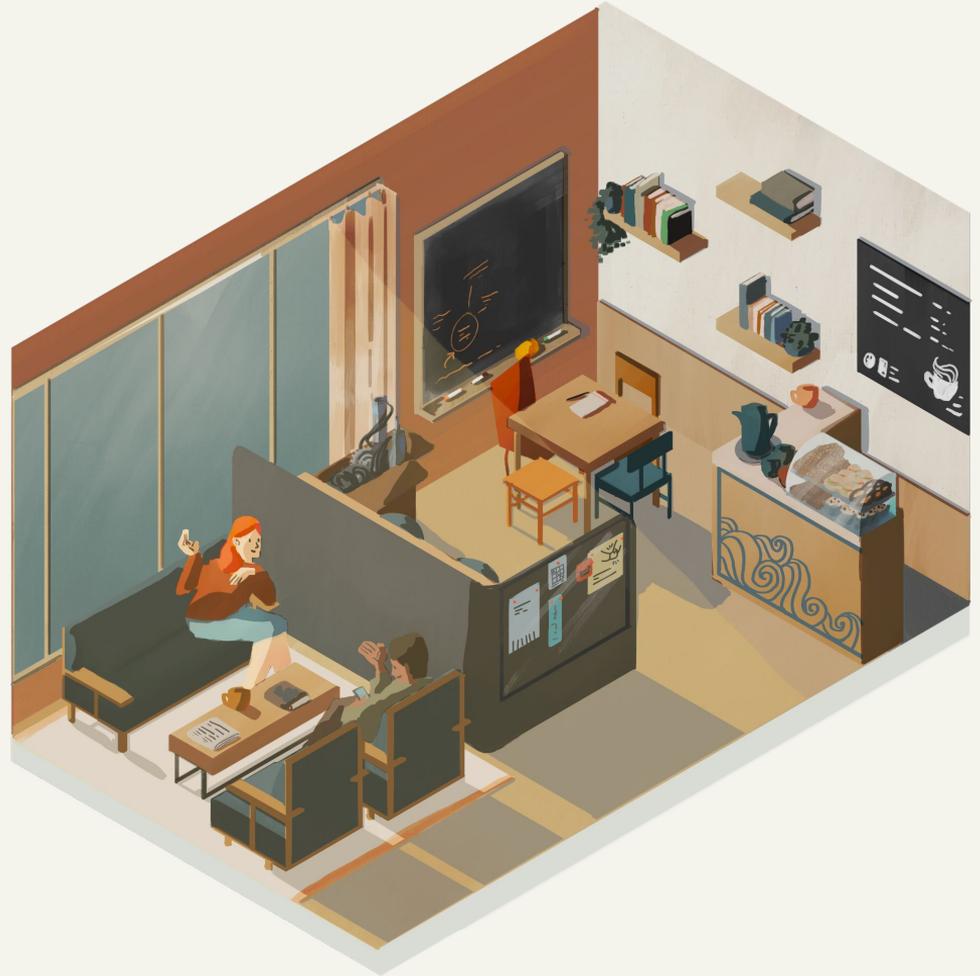
You remember from your past experiences with these types of initiatives that **community members and other stakeholders can also contribute their own suggestions and ideas**. It makes you happy to see how a sense of collaboration and collective action is prioritized not just within the company, but also towards the local community and to society as a whole.

→ social & cultural

You wrap up your tasks in Kanto Korner, say goodbye to your colleagues for the day, and prepare to step outside. The sun is no longer shining, so you grab one of the communal umbrellas to protect you from the rain starting to drop from the sky on your journey home.

On the way, you reflect on your experiences of the day and **your goal of observation**. What did you encounter?

SEE YOUR NOTES



END YOUR
DAY



Going through your observations, you remember how things used to be. The path here was not was not simple, but now you can't imagine living any other way.

Today was a good day. Here's to another good tomorrow!

THE END

FIND YOUR OWN JOURNEY

