



Sustainability at Linkosuo

Sustainability and corporate social responsibility are at the core of our operations. Taking the expectations of our stakeholders, the megatrends that shape our operating models and the United Nations' Sustainable Development Goals into account, we have defined our corporate social responsibility strategy. Our sustainability work is divided into four key areas: respect for the people, proud of our products, protecting the environment and honesty in business. Our business is financially, environmentally and socially sustainable, now and in the future. We have set concrete targets for these key areas, and on the following pages you can read how we have reached the targets.



RESPECT FOR THE PEOPLE

Understanding the trends and the needs of our customers is a key factor in the development of our product range. Our employees' well-being and competence are important for us. We put effort in improving our employee satisfaction.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



PROUD OF OUR PRODUCTS

We support people in looking after their health by providing high-quality and safe products. We support local and reputable suppliers as well as sustainable raw materials and packaging.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



PROTECTING THE ENVIRONMENT

Our production is sustainable and resource-wise. We prevent food waste and recycle effectively. Our target is to reduce carbon emissions associated with our operations.

7 AFFORDABLE AND CLEAN ENERGY



HONESTY IN BUSINESS

We promote responsible procurement practices and sustainability in our supply chain. For our trade customers, we create added value by providing sustainable, healthy and safe products.

15 LIFE ON LAND





SUSTAINABILITY TARGETS



CONSUMER SATISFACTION

- Developing ways to monitor consumer satisfaction



EMPLOYEE WELLBEING AND COMPETENCY

- Measuring and improving the wellbeing and competency of our employees



OPEN COMMUNICATIONS

- More active internal and external communications

ACHIEVEMENTS 2020



Linkosuo cafes and restaurants were visited more than 600 000 times in 2020. Due to the corona pandemic restrictions, there was a 40 % decline in the number of visits. Our cafes and restaurants received feedback more than 2 500 times, of which 89 % was positive.

There were no bakery product recalls due to qualitative or other reasons during 2020.

We renewed our employee performance review process in 2020. The performance review is conducted with each employee yearly. According to the new process, we go through the job description and tasks as well as possible changes in them, competence mapping and needs for training, personal targets and how they were reached, and feedback with the immediate superior.



The response rate of the employee wellbeing survey increased from the last time and reached 62 %. The overall score given by the replicants was 6,65 with the scale of 1-10, being the same as in our last survey in 2018.

Due to the corona pandemic, we adopted new rules for distance working and work safety.

We developed our communication by publishing new intranet for employee use and initiating the renewal of our corporate web pages. We informed our staff actively concerning the pandemic situation and new instructions related to it.



Linkosuo Bakery and Cafe participated in Cancer Foundation Finland's Pink Ribbon fundraising campaign. The campaign inspired us to develop new products fitting the campaign theme. The Bakery participated by donating 20 cents for each marked product soled during the campaign. The Cafe donated 10 % of pink campaign cake sales. Altogether we collected a donation of 15 907 € for the campaign.

Proud of our products



SUSTAINABILITY TARGETS



LOCAL BRAND

- 100% of the grains used grown in Finland
- Use of the Key Flag Symbol increased



SUSTAINABLE PACKAGING

- Active search and testing of new alternatives



PRODUCT SAFETY

- The IFS FOOD certificate is maintained
- The origin of raw materials is known

ACHIEVEMENTS 2020



All the rye, oat and wheat we used was 100 % made in Finland. Our bakery products have the Key Flag Symbol as a sign of domestic production. It is awarded for products, which are produced in Finland mainly out of Finnish ingredients.

In the lunch services, all the raw meat and fresh fish we use is Finnish. The roots, dairy products and mushrooms and berries we use are also more than 80 % domestic.

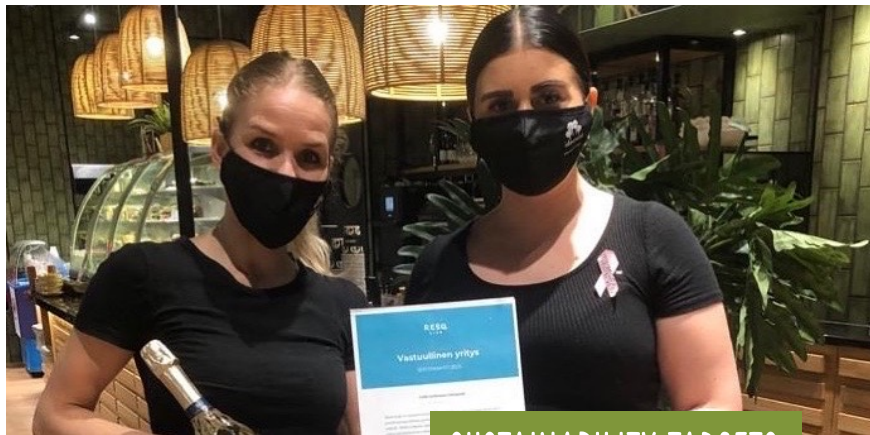


We renewed the packaging of RuisSips in Linkosuo to be more environmentally friendly with the Finnish Walki and Peltola pussi Oy. Originally the packaging was made of 100 % plastic material. More than half of the packaging material is now a fiber-based material suitable for recycling. The packaging can be recycled as carton.



The IFS FOOD quality system was introduced at Linkosuo Bakery in 2019. Linkosuo was among the first Finnish food companies to be certified. The IFS FOOD quality system defines food safety and process and product quality requirements. Its construction required a versatile modernization of our bakery operations and training the whole staff. The system was audited in October 2020, and our rating improved by more than 2,5 % to an excellent 94,17 %.

Linkosuo bakery received 'Excellent' as result in the Food Control Authorities' Oiva inspection.



SUSTAINABILITY TARGETS



REDUCING FOOD WASTE

- 100 tons less food waste in production each year
- Digitising and unifying the food waste monitoring in cafes



WASTE MANAGEMENT AND RECYCLING

- Minimising the amount of mixed waste



MINIMISING CARBON FOOTPRINT

- Calculating the carbon footprint of the production and decreasing it
- Mapping renewable energy sources

ACHIEVEMENTS 2020

We aim to reduce the amount food waste by 100 000 kg yearly in different parts of the production process. During the past 2 years we have reached this yearly target. Currently about 9,1 % of all raw materials used in the baking process end up in food waste, making at the moment 420 tons of food waste yearly.



Our restaurants sold more than 9 300 portions of food through the ResQ Club service in 2020. This saved 23 000 kg of carbon emissions. ResQ Club is a Finnish company offering an easy way to sell food that will otherwise be thrown away. Our restaurant in Ideapark received a Sustainable Company certificate and ResQ Club members voted it as the Best of ResQ Club in November 2020.



Linkosuo Bakery produced 512 tons of waste in 2020, which is 17 % less than in 2019. The waste was segregated into 13 different waste fractions, biggest of which were biowaste and feed bread. These two fractions are almost completely used as animal feed and other material utilisation. The amount of mixed waste reduced by 99 % to 130 kg.



Our biggest sources of carbon emissions are natural gas used for heating the ovens and production premises (51 % of total emissions), electricity used at the bakery (32 %) and bakery's transports (12 %). The cafes and restaurants cause altogether 4,5 % of the total emissions. In 2020 Linkosuo's total carbon footprint was 2 642 tons CO₂, which is 4,9 % less than in 2019. Calculated based on the production, the emissions were 0,57 kg CO₂ / kg dough.

We make yearly energy efficiency measures to reduce our carbon footprint. Last year we updated the lighting of the production halls into energy efficient LED lights.



SUSTAINABILITY TARGETS



PROFITABLE BUSINESS

- Positive performance trend



SUSTAINABLE SUPPLIERS

- Key suppliers commit to Linkosuo Code of Conduct
- Long-term partnership contracts



WORKING CUSTOMER RELATIONSHIPS

- Developing and maintaining the cooperation with major retail companies both in Finland and exporting countries

ACHIEVEMENTS 2020

Development of the new strategy for Linkosuo Corporation was started in 2020.



Sales and marketing have been modernised and operations digitalised quickly during the pandemic and E-commerce experienced a positive growth. Export grew by one percentage and is now 23 % of total sales volume.

We opened a new restaurant MIN Asemakeskus.



Code of Conduct principles have been sent with purchase agreements since 2017, and all key suppliers of our bakery operations have committed themselves to them. We expect the supply chain to follow the applicable laws and join Vastuu Group's Reliable Partner service.



We carried out a customer satisfaction survey with a large trade customer in 2020. The interviewees thanked our active and cooperative sales representatives, who received 8,29 as the overall score with the scale of 1-10. Also our product portfolio was praised, and the customers felt well informed of new releases. Especially the Ruislastu and Kauralastu product renewal was found successful. The product portfolio scored 8,73 with the scale of 1-10. The overall Net Promoter Score was at an excellent level of 73, with the scale of – 100 - + 100.