

The background of the entire image is a lush green forest with sunlight filtering through the trees, creating a bokeh effect of golden light spots. On the left, a hand made of green moss and small leaves reaches out towards the center. On the right, a hand made of orange wireframe lines reaches out towards the center, mirroring the position of the moss hand.

Pinja Sustainability Report 2024

Building a sustainable world byte by byte 

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Pinja Group, June 1st 2024

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About Pinja

Pinja is your partner when it comes to digital transformation and reaching sustainability targets!

We feel success whenever our service and solutions enable our clients to reduce their energy consumption, save in material costs, and operate transparently in production and supply chain emissions reporting. We help our customers comply with industry sustainability standards and reporting requirements.

Pinja's own service production is built on a sustainable way of doing business, developing skills, and reducing the environmental burden.

Looking ahead, we expect our turnover to exceed 60 million euros in 2024 and employ over 550 people by the end of 2024. We are a Nordic IT company serving customers in 30 countries around the world.

We are committed on building a more sustainable world, byte by byte.



Foreword

Welcome to Pinja's Sustainability Report 2024. This report encapsulates our commitment to sustainability and responsible corporate citizenship over the past year.

Digitalization is an enabler for the green transition in our path towards the Global Goals. There are three ongoing major changes that are setting a new level of ambition to our customers. The rise of practical AI in the industrial value chain and manufacturing digitalization is radically reducing the amount of required energy, as well as of material and waste across supply chain and industrial production. Secondly, customers are in need to adopt and comply with multiple international sustainability standards, such as CSRD, EUDR and RED-III. Thirdly, mission critical operations require a new way of working for continuity and cyber security.

This report showcases our achievements, challenges and aspirations in this endeavor.

As we navigate a rapidly changing world, we recognize the importance of businesses driving positive change. Our journey is ongoing, guided by our core values of creating positive customer business sustainability impact, financial integrity and inclusivity.

Thank you for joining us on this journey towards a more sustainable future.

Veli-Matti Nurminen
CEO



Pinja's sustainability key themes

Building a sustainable world byte by byte 🌱

Sustainability built-in

Our unique skills, experience and expertise play a crucial role in our mission of building a sustainable world, byte by byte. Last year, our family of datalovers diversified and internationalized while maintaining high satisfaction and engagement.

People & Planet positive

The Code of Pinja guides us in business and daily work. Operating responsibly and securely means striving for continuous development – also in how we think and communicate. Last year, we managed to reduce Pinja's environmental footprint with the help of sustainable choices.

Digitalization & AI drives sustainability

Our pledge is to help businesses operate not only more efficiently, but also more sustainably. Digitalization and AI play a crucial role on the path towards our goals. Last year we helped our customers in numerous projects by getting the best out of their data and by providing practical solutions for critical business needs.

SUSTAINABILITY

HANDPRINT

DATALOVERS'

Key figures in 2023

Revenue
56M€

Recurring
revenue growth
18%

Staff
517
#datalovers

Employee
satisfaction
4.1
Excellent

Customer NPS⁽²⁾
55
Highly
recommended



(2) Measured 2/2024

Digitalization drives sustainability

Pinja's sustainability handprint

We help our clients' businesses become more sustainable in a practical way: by reducing energy use as well as the amount of raw material and waste, by minimizing unnecessary transport and by helping to meet carbon footprint and sustainability reporting requirements. The transition from legacy IT systems to Pinja cloud services typically also reduces our customers' footprint and the use of natural resources. Last year we developed industry specific sustainability solutions that enable our customers to comply with new reporting and sustainability requirements in the supply chain.

Here are some examples of our clients and their path towards sustainability:

- Our customer [Helen](#) has committed to zero fossil fuel target and to meeting the [RED-III](#) standard.
- The wood industry segment value chain is looking to increase the transparency between wood origin and customer end products. Our customer in Sweden, [Eriwood](#), is one of the forerunners in the industry to introduce their wood origin.
- Our food industry customer [Fresh Servant](#) has been one of the forerunners to utilize AI as part of their production, reaching out for a new way of material and energy efficiency.
- Pinja's solutions also help [Metsä Fibre](#), [Atria](#) and [Snellman](#) in using natural materials, optimizing functions and minimizing waste. In the case of natural materials, an important element is the anticipation of sourcing – the availability of raw materials is not as predictable as in the case of artificial materials.
- As another example: [Olvi](#) has improved the monitoring of material use and raw material waste, and has consequently reduced both.
- See the latest publications on the [Pinja blog](#) and [knowledge base](#).



Double digit
>10%

Typical reduction of
waste, energy and
resources with using
AI as part of
digitalization

PINJA

Digitalization drives sustainability

Contribution to the Global Goals

The United Nations (UN) Sustainable Development Goals (SDGs), also known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that by 2030, all people enjoy peace and prosperity. With our sustainability work, we contribute the following to the UN Sustainable Development Goals:

- Our digitalization services and solutions enable our customers to operate more efficiently, improve their business sustainability and reduce their environmental footprint. For example, we help our clients reduce energy and resource consumption, reduce emissions, extend the lifespan of their equipment and increase visibility to their supply chains. Our solutions also bring positive socio-economic impact to our clients by increasing safety and efficiency (SDG 8, 9, 12, 13).
- We serve energy companies, waste management companies, plant suppliers and service companies operating in the energy and circular economy field throughout the business life cycle. Our systems help improve the efficiency and work productivity of the plant. We develop solutions that improve the cost efficiency, information flow and operational reliability of plants (SDG 7, 12).
- We constantly strive to reduce our own environmental footprint. We aim to increase the share of purchased renewable energy (SDG 7, 13).
- The [Code of Pinja](#) guides us to act responsibly, ethically and as required by law and regulation. We promote safety, well-being and equality at work. We support lifelong learning with employee training and development programs (SDG 4, 5, 8, 16).

Source: Sustainable Development Goals. United Nations (UN). Referenced 3.4.2024. <https://sdgs.un.org/goals>



Sustainability built-in

Planet positive decisions

Our sustainability-supporting hybrid work and hybrid customer cooperation culture has made it possible to further optimize our environmental footprint as our business expands. During 2023, we focused on developing the carbon neutrality of our offices and client environments with good results. We managed to reduce scope 2 emissions by 51% and greenhouse gas intensity by 36%. The positive development was mainly due to the increased procurement of renewable energy. Scope 3 emissions were also reduced by 14%, but it must be taken into account that the value chain data collection is still under development.

To promote transparency we conducted the 2023 greenhouse gas reporting in cooperation with an independent party that analyzed our data and consulted with the definition of the reporting scope as well as the sustainability strategy. The carbon emission of our operations are defined by the **Greenhouse Gas Protocol**. Energy consumption emissions have been estimated using a market-based method instead of the previously used location-based method. We also conducted the EcoVadis Supply Chain Sustainability Assessment with good results.



(1) As defined by The Greenhouse Gas Protocol; The carbon footprint includes the GHG emissions CO₂, and is expressed in equivalent tonnes of carbon dioxide (tCO₂e). Source: Greenhouse Gas Protocol, Company data, Position Green analysis.



Carbon emissions
349 tCO₂e



Sustainability built-in

People & Planet positive workplace

What makes Pinja a unique work community? First of all, it's our people, the makers of digitalization and AI, the [full-hearted datalovers](#). Secondly, it's our ambition to build a more sustainable world in practice. [Sustainable operation is all about daily actions and choices](#). To get to know us more, please check out the latest [professional blogs](#) and [career stories](#). ❤️

The year 2023 turned out to be a choppy one for many businesses. The competition for professionals leveled off for a while, which was reflected at Pinja as lower employee turnover and more stable recruitment. Our 62 new datalovers who started their Pinja journey last year gave us exceptionally pleasant feedback (eNPS >50 ⁽²⁾), based on which we dare to say that we have continued to develop as a desired workplace.

Learning, flexibility and team spirit

What is your dream day at work like? In our opinion [the desired working day consists of learning, flexibility and good team spirit](#). Flexible work allows you to focus on the essentials both at work and outside work. For family, friends, hobbies, maintaining well-being, curiosity and learning, developing as a professional. You name it. At Pinja, it is up to you and your team how your daily work turns out. We give you all the support you need. ❤️

(1) According to the quarterly employee surveys in 2023, the employee satisfaction at Pinja is excellent: the average result being 4.1/5. (2) According to the quarterly employee surveys in 2023, the employee net promoter score (eNPS) of new employees averaged over 50 last year.



Promoting transparency and security

Ethics & compliance

In 2023, we continued building Pinja as a sustainable company and workplace. We updated supplier management and procurement instructions. We also ensured compliance with EU Sanctions policy and foreign trade export restrictions. In order to make updated practices and policies part of our daily work, we organized information and training for relevant employee groups as well as annual Code of Conduct and security awareness trainings.

Green transition

The EU Green Deal is an ambitious package of policy initiatives striving Europe to be a climate-neutral continent by 2050. It challenges countries and companies to promote the green transition in practice. From one perspective for our daily business the green transition means many new regulations to take into account in our operations and customer solutions. To help our customers, we develop our products to comply with regulatory requirements. A few current ones to mention: the Renewable Energy Directive ([RED-III](#)) in the energy industry and the Deforestation Regulation ([EUDR](#)) in the forest industry.

The EU directive on corporate sustainability reporting (CSRD), which entered into force in 2024, sets new requirements for corporate sustainability reporting. The reporting according to the regulation will be guided by the European Sustainability Reporting Standards (ESRS). Pinja will report in accordance with the standards for the first time in 2026 from 2025. During 2024–2025, we will build capabilities in order to meet the new requirements for non-financial reporting.

Code of conduct
training for all
employees



Code of Pinja

We operate responsibly. The way we as a company and as employees interact with people, society, customers and other companies is an important part of our identity. It is our duty to our owners, customers, employees and all stakeholders to act responsibly, ethically and as required by law and regulation.



Promoting transparency and security

EU Taxonomy

2022 was the first year Pinja reported economic activities in accordance with EU Taxonomy criteria. This year we studied Taxonomy criteria more in detail and were able to increase alignment. Our products and services contribute to sustainability in a practical manner. According to a third party analysis⁽¹⁾, Pinja businesses are 44% (revenue) Taxonomy eligible and aligned⁽²⁾. The minimum social safeguards are met in all our operations.

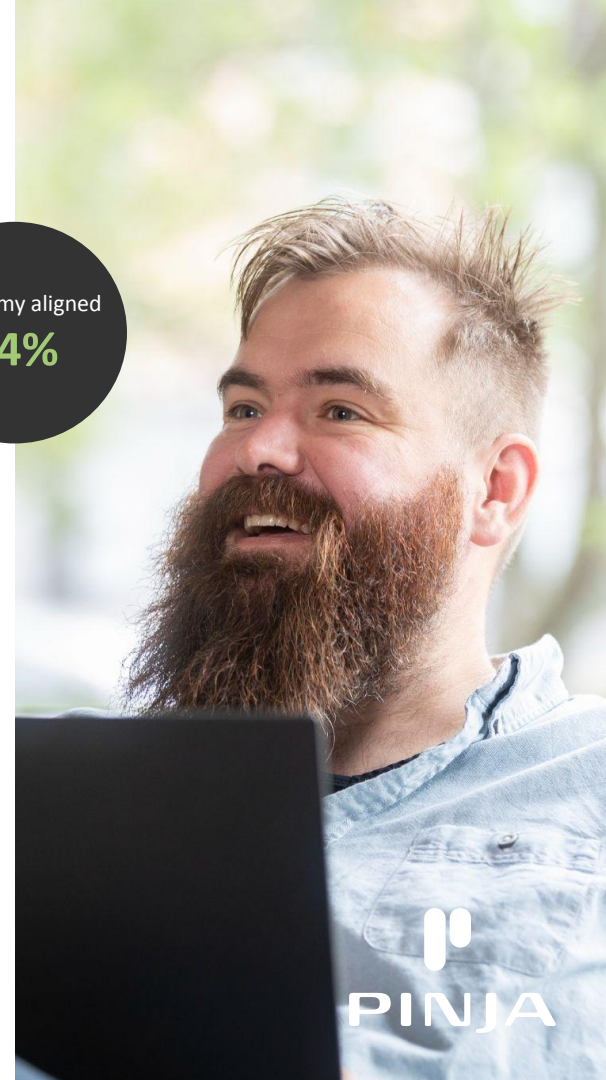
Taxonomy aligned

44%



(1) Position Green conducted the Taxonomy assessment of Pinja in Q1 2024, which evaluated the six environmental objectives based on [published delegated acts](#).

(2) Taxonomy alignment refers to taxonomy-eligible activities that meet the technical screening criteria and the minimum safeguards set by the EU Taxonomy. Potential taxonomy alignment refers to taxonomy-eligible activities that do not yet meet the technical screening criteria and/or the minimum safeguards set by the EU Taxonomy. Not eligible refers to economic activities not covered by the EU Taxonomy. Enabling activities are activities that directly enable others to make a substantial contribution to an environmental objective under the EU Taxonomy. Transitional activities are activities for which low-carbon alternatives are not yet available. These can be aligned under the EU Taxonomy if they have GHG emission levels that correspond to the best performance in the sector or industry.



Promoting transparency and security

Cyber security

In 2023, Pinja embarked on a transformative journey to fortify its digital infrastructure by implementing an ISO 27001-based Information Security Management System (ISMS). This initiative comes from a strategic imperative to safeguard sensitive data, mitigate risks, and bolster customers' trust in an increasingly interconnected world.

ISMS is a systematic approach to managing sensitive company information, ensuring its confidentiality, integrity, and availability. ISMS involves establishing policies, processes, and controls to identify, assess, manage, and respond to information security risks. The goal is to create a framework that helps organizations protect their information assets from various threats, including cyberattacks, unauthorized access, and data breaches.

The primary objective to build an ISO 27001-based ISMS in 2023 is to attain ISO 27001 certification within selected business units by the year 2024. This target will underscore the company's unwavering commitment to elevating its security posture and aligning with globally recognized best practices in information security management. The ISO 27001 certification also prepares Pinja to comply with the upcoming [NIS-2](#) directive.

As the project progresses towards its culmination in 2024, Pinja will remain steadfast in its commitment to attaining ISO 27001 certification. This milestone will not only signify the successful implementation of an ISMS, but will also serve as a testament to the company's dedication to upholding the highest standards of information security and resilience as part of the company's overall sustainability and compliance programs.

Major security incidents

0

Recurring security trainings for all employees and selected partners



Financials

We continued profitable, long-term business growth and expanded to Sweden

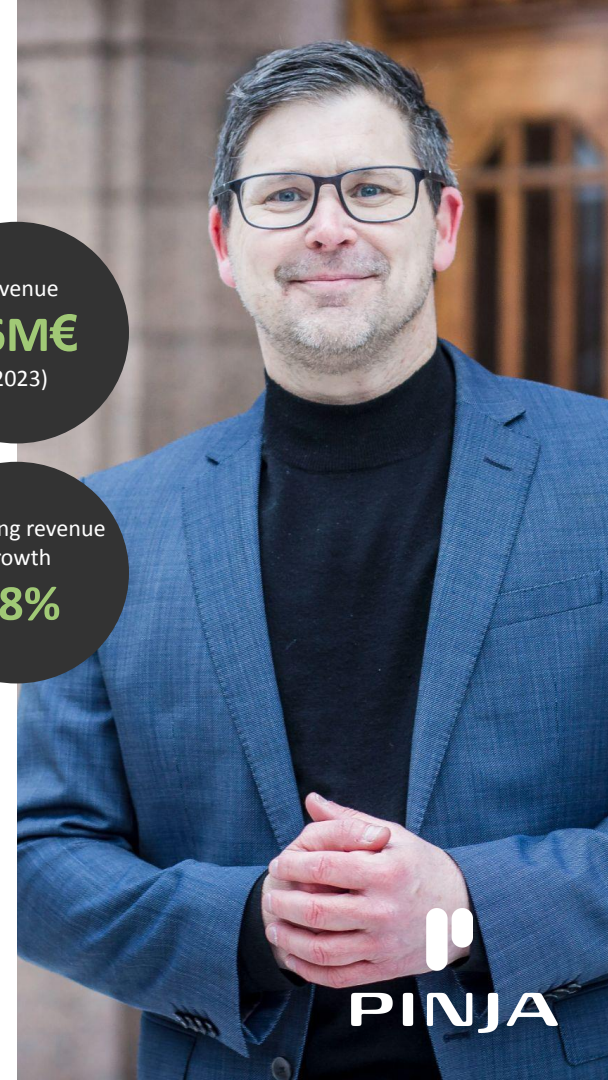
Economic responsibility can be examined from the perspective of profitable and long-term business operations. For us, profitable business means effectiveness, business continuity, and competitiveness. Our revenue continued double-digit growth from the previous year, and we were also able to increase our annual recurring revenue (ARR) contract portfolio which grew by 18%.

In 2023, we made the decision to expand our business to Sweden by setting up a country unit. We see significant growth opportunities in Sweden, aiming to expand our customer base and strengthen our competitiveness in the Nordic region. We want to be part of building a responsible Europe as well as offer business solutions that promote effective, transparent, and responsible economy.

The market demand for our products and services are high in the Nordic countries as well as elsewhere in Europe. Responsible business requires open and transparent operations, and this is what we aim to achieve through audits, sustainability reports, and certifications. With open and transparent operations, we are reliable partner both in Finland and globally.

Revenue
56M€
(2023)

Recurring revenue
growth
18%



Reporting principles

This is Pinja's fourth annual sustainability report. The previous report was published in June 2023. This report has been prepared in accordance with the relevant GRI, UN and Norvestor reporting guidelines. The sustainability report also covers corporate social responsibility (CSR) reporting in accordance with the Finnish Accounting Act.

GRI Index

KPI	2023	Unit	GRI indicator	GRI number
Economic				
Revenue	56	M€	GRI 201: Economic Performance	201-1
Annual recurring revenue (ARR) growth	18	%	GRI 201: Economic Performance	201-1
Customer experience	55	Scale -100 - +100	Customer Net promoter score (NPS) Measured 2/2024	
Environmental				
Energy consumption	892	MWh	GRI 302: Energy	302-1
Share of renewable electricity	49	%	GRI 302: Energy	302-1
Scope 1 – Carbon footprint	0	tCO2e	GRI 305: Emission	305-1
Scope 2 – Carbon footprint	95	tCO2e	GRI 305: Emission	305-2
Scope 3 – Carbon footprint	254	tCO2e	GRI 305: Emission	305-3
Waste	15	Tonnes	GRI 306: Waste	306-3
Social				
Employee satisfaction (experience)	4.1	Scale 0-5	GRI 2: General Disclosures	2-7
Employees	517	Number of employees	GRI 2: General Disclosures	2-7
New employees	62	Number of employees	GRI 2: General Disclosures	2-7
Employees working remotely	31	%	GRI 2: General Disclosures	2-7
Accident rate	0	# Accidents / 1,000 FTE	GRI 403: Occupational Health and Safety	403-9
Governance				
Breaches of security or customer privacy	0	# pcs	GRI 418: Customer Privacy	418-1
Training on anti-bribery and corruption	Yes	Yes/No	GRI 205: Anti-corruption	205-2
Training on security and GDPR	Yes	Yes/No	GRI 418: Customer Privacy	418-1
Training on Code of Conduct	Yes	Yes/No	GRI 2: General Disclosures	2-23, 2-24





Building a sustainable world byte by byte 