INNODUEL
Digital Co-Creation Tool

Prioritization of social responsibility objectives (DEIB) for materiality assessment

Faros & Com Oy - Report

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MATERIALITY ASSESMENT

Prioritization of social sustainability matters from two different perspectives

Time: 8.6.-15.6.

Location: Remote

Participating stakeholder groups: Faros & Com:

1. Owners and leadership
2. Employees
3. Customers

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REASON FOR MATERIALITY ASSESMENT

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In an ESG-framework social sustainability is often overlooked by corporations, environmental and financial sustainability receiving most of the focus. This assessment is being conducted to form a shared understanding of the priorities of different stakeholders relating to social sustainability.

By understanding how leaders and owners, employees and customers feel about goals related to social responsibility it becomes possible choose the goals and measures that different stakeholders will commit to.

The results of this assessment can also be used in stakeholder communication

Additional information : www.innoduel.com/fi/vastuullisuus

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GOALS TO BE PRIORITISED (N=19)

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Promoting transparent communication	Promoting equity (SDG 2030)
Establishing a code of conduct	Promoting product liability (EK 2021)
Taking care of those in a vulnerable position	Increasing equality (SDG 2030)
Promoting employee wellbeing (EK 2021)	External communication regarding social sustainability
Promoting employee health (EK 2021)	Development of social sustainability reporting
Promoting employee safety (EK 2021)	Developing the measurment of social sustainability
Promoting positive stakeholder practices (EK 2021)	Competence development (EK 2021, SDG 2030)
Promoting good leadership	Promoting respect for diversity
Promoting human rights (EK 2021)	Fostering a sense of belonging
Development related to consumer protection (EK 2021)	

*Origins of the goals: 1) UN Global Compact 10 principles, 2) SDG2030, 3) Confederation of Finnish Industries – SME barometer EK2021 4) Innoduel's own additions to social sustainability goals

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RECOMMENDATIONS

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After the sustainability goals have been prioritised it's time to make decisions regarding a social sustainability programme based on the gathered results. It is also important to communicate said decisions to stakeholders in a respectful and appreciative manner

The first Innoduel cycle sees stakeholders participate in prioritisation based on pre-existing options. This means that the community does not get to create the answer options themselves. This is called a **one-stage implementation**. When the prioritisation has been completed a second cycle may be conducted, in which the community itself first has the opportunity to produce its own formulations of what each social sustainability goal means for their own specific group. After answers responses have been collected, they can be prioritised in a similar way the goals were prioritised in the first cycle. This is called a **two-stage implementation.** After the meaning of each goal has been specified together by the different stakeholder groups a third cycle may be conducted, wherein the community has the opportunity to suggest practical solutions to reach each of the selected social sustainability goals, and then prioritise said solutions.

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PRIORITISED GOALS
Employees

Employees: Prioritization of social sustainability goals – responsibility	Employees: Prioritization of social sustainability goals – smooth everyday life at work
1. Competence development (EK 2021, SDG 2030)	1. Promoting employee wellbeing (EK 2021)
2. Promoting employee wellbeing (EK 2021)	2. Promoting transparent communication
3. Promoting transparent communication	3. Promoting good leadership
4. Promoting good leadership	4. Promoting employee health
5. Promoting positive stakeholder practices (EK 2021)	5. Competence development (EK 2021, SDG 2030)

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PRIORITISED GOALS
Owners and leadership

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Owners and leadership: Prioritization of social sustainability goals – responsibility
1. Promoting positive stakeholder practices (EK 2021)
2. Competence development (EK 2021, SDG 2030)
3. Fostering a sense of belonging
4. External communication regarding social sustainability
5. Promoting good leadership

Owners and leadership: Prioritization of social sustainability goals – smooth everyday life at work
1. Promoting good leadership
2. Competence development(EK 2021, SDG 2030)
3. Promoting transparent communication
4. Promoting positive stakeholder practices (EK 2021)
5. Fostering a sense of belonging

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PRIORITISED GOALS
Customers

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Customers: Prioritization of social sustainability goals – Responsibility
1. Promoting employee wellbeing (EK 2021)
2. Competence development (EK 2021, SDG 2030)
3. Promoting equity (SDG 2030)
4. Promoting good leadership
5. Establishing a code of conduct

Customers: Prioritization of social sustainability goals – collaboration
1. Promoting good leadership
2. Promoting employee wellbeing (EK 2021)
3. Competence development (EK 2021, SDG 2030)
4. Promoting transparent communication
5. Promoting positive stakeholder practices (EK 2021)

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LINKS TO THE RESULTS

Employees: Prioritization of social sustainability goals - responsibility
https://app.innoduel.com/admin-app/#/report/public?id=63d3fb78-5f6a-4593-b5f8-651d7fab3767

Owners and leadership: Prioritization of social sustainability goals - responsibility
https://app.innoduel.com/admin-app/#/report/public?id=b4c0a373-7f89-41b2-864b-ea9cd3f79b8f

Customers: Prioritization of social sustainability goals – Responsibility
https://app.innoduel.com/admin-app/#/report/public?id=3182143a-4e70-4ea3-bb81-d464e571d47d

Employees: Prioritization of social sustainability goals – smooth everyday life
https://app.innoduel.com/admin-app/#/report/public?id=67dd1680-8f6c-4648-b30b-1cedddca8836

Owners and leadership: Prioritization of social sustainability goals – smooth everyday life at work
https://app.innoduel.com/admin-app/#/report/public?id=ae325d85-65a0-4ec2-9a0d-b2b090ee8174

Customers: Prioritization of social sustainability goals – collaboration
https://app.innoduel.com/admin-app/#/report/public?id=fc89544c-87c8-4f04-86e8-a0fe12c7be48

Kysyttävää? Autamme mielellämme.

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c/o Maria 01
- A Community House For
Ambitious Tech Startups

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