

LIST OF PROJECTS, 38019 PROJECT COURSE IN CSR AND HUMANITARIAN LOGISTICS, 2020

CORPORATE SOCIAL RESPONSIBILITY PROJECTS

PROJECT 1: Crédit Agricole Corporate and Investment Bank (CACIB)

CACIB is Crédit Agricole Group's corporate and Investment Banking entity. The group is a French network of cooperative and mutual banks comprising Crédit Agricole local banks, the 39 Crédit Agricole regional banks and a central institute Crédit Agricole S.A.. The group, with its cooperative and mutualist roots and history, possesses a DNA and governance that predispose it to investing in the resilience of the territories it works in, the sustainability of the projects that it finances, the usefulness for its clients in the long term, and the sharing of the value created, with a particular emphasis on solidarity. For more information about the organisation, please visit: <https://www.credit-agricole.com/en/>

PROJECT: Sustainable Finance is becoming a major new trend in the banking industry, with a fast-growing number of issuers and investors in Green Bonds and borrowers in Green Loans. Nordic banks and International Banks in the Nordics are at the forefront of this new trend and are recognized internationally for their involvement in "green finance".

In the context of the above, the project would involve:

- An assessment of diverse financing methods of "green financing" and an overall definition of what differentiates "green finance" from standard finance
- Assessment of the emerging trends in this field (mostly financial products and regulation),
- Assessment of the main factors that will contribute to further develop this market or on the opposite slow it down,
- Comparative analysis of the way(s) Nordic banks and International banks are dealing with this market.

Organisation Mentors: Guillaume Lefebvre (Guillaume.LEFEBVRE@ca-cib.com) and Mikko Sammallahti (mikko.sammallahti@ca-cib.com)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 2: ELO

Elo is a large Finnish pension insurance company. Customers' pension funds are managed profitably, securely and responsibly. The pension funds are carefully diversified – internationally and into different asset classes.

One third of all Finnish companies and about 40% of self-employed people in Finland have chosen Elo to manage their pension insurance needs. Elo was born on 1 January 2014 with the merger of Local Tapiola Pension and Pension Fennia.

For more information about the organisation, please visit: <https://www.elo.fi/about-elo/elo>

PROJECT: "Sustainable Development Goals (SDG) impact measurement" theory and practise.



- First phase would consist of academic/research/methodology study and based on those findings to define methodology/taxonomy for Elo's investments.
- In the second phase, the project would focus on 2-5 SDGs. One of the SDGs would be SDG 13- Climate action due to 2020 being a focus year for climate change and its implications. Depending on the findings of the first phase, this would develop and evolve as the project progresses.

Organisation Mentors: Jukka Vähäpesola, Director of Equities (jukka.vahapesola@elo.fi) and Hanna Hiidenpalo, Chief Investment Officer (Hanna.hiidenpalo@elo.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 3: FAZER

Fazer is an international family-owned company offering quality bakery, confectionery, biscuit and grain products, plant-based meals and non-dairy products as well as food and café services. We operate in eight countries and export to around 40 countries. Fazer's operations comply with ethical principles that are based on the Group's values and the UN Global Compact. For more information about the organisation, please visit: <https://www.fazer.fi/>

PROJECT: Fazer Lifestyle Foods combines foods that enhance well-being with products for those who seek to reduce the environmental strain of global food production. Its offering includes fruity Froosh smoothies, Fazer Yosa oat products and non-dairy drinks as well as Frebaco and Fazer Alku oat-based breakfast foods, and oat derivatives for the food, cosmetics and pharmaceuticals industries. The investment in a new factory in Lahti, Finland, which will utilise state-of-the-art technology to produce xylitol from oat hulls – a side stream of the oat milling process – marks a further step on the way towards enhanced sustainability and circular economy through innovation.

Froosh smoothies and juices have fruits as their main ingredient and no additives and no added sugars. The fruits have many sustainability aspects and those should be adequately addressed.

The project work is about fruit sustainability covering following areas:

- The general description of the fruit sustainability aspects
- Fruit supply chain challenges for sustainability and how to tackle them
- Proposals for the consumer communication on fruit sustainability

Organisation Mentor: Nina Elomaa (nina.elomaa@fazer.com)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 4: FINNISH BUSINESS AND SOCIETY (FIBS)-1ST

Founded in 2000, Finnish Business & Society (FiBS) is a non-profit corporate social responsibility network that aims to promote economically, socially and ecologically responsible business in Finland.



The FiBS approach to CSR is business-driven: responsibility enhances corporate innovation, competitiveness, risk management and reputation building, enables sustainable growth and thus supports long-term profitability. For more information about the organisation, please visit: <https://www.fibsry.fi/>

PROJECT: Partnerships that accelerate sustainable business practices

Today's businesses are in the spotlight like never before. At the same time globalization has intensified environmental and societal concerns. Businesses are both the cause of some of these concerns, but also seen as an integral part of the solutions leading to more sustainable future. The world has given us a deadline to find the solutions - 2030 - when we are all to achieve the 17 UN Sustainable Development Goals (SDGs).

The ambition of the SDGs is well beyond the reach of any company in isolation. The agenda cannot be achieved by "business as usual", nor by few disruptive innovations here and there. We need system transformations, where collaboration is a key to the success. We need new kind of thinking, in which businesses collaborate more with actors in their value chains, with own sector and industry peers, with NGOs, governmental and public organizations, research organizations, universities and schools, the UN;

Businesses need to understand how they operate within the broader landscape, form alliances and then work collaboratively – both within and outside of their sector - to achieve the changes needed to achieve the Goals.

The objective of this assignment is to identify various innovative ways to collaborate to achieve more sustainable business practices. The students are asked to compile a theoretical view on innovative alliance/collaboration methods which have led to positive impacts. The students are also asked to present practical examples in which such collaboration methods have been used. The more innovative the collaboration methods the better.

The report is presented in written format. However, the students are highly encouraged to present the results in a webinar which is offered to FIBS member companies.

The results of the study will be used in designing a large seminar 'Yritysvastuu nyt! 2020' on collaboration from autumn 2020 to which the students will also be invited.

Organisation Mentor: Helena Kekki (helena.kekki@fibsry.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 5: FINNISH BUSINESS AND SOCIETY (FIBS)-2ND

Founded in 2000, Finnish Business & Society (FiBS) is a non-profit corporate social responsibility network that aims to promote economically, socially and ecologically responsible business in Finland.

The FiBS approach to CSR is business-driven: responsibility enhances corporate innovation, competitiveness, risk management and reputation building, enables sustainable growth and thus



supports long-term profitability. For more information about the organisation, please visit: <https://www.fibsry.fi/>

PROJECT:

Carbon Emission Compensation practices in Finnish corporations:

Businesses are challenged to cut their emissions significantly to achieve the targets set by the Paris Agreement. However, as the climate crisis progresses, it is clear that in addition to emission cuts efficient climate change mitigation requires carbon offsetting. Carbon offsetting is above all meant to be an addition to other carbon reduction practices businesses are conducting and a way to compensate for the carbon emission that can't otherwise be reduced.

Carbon offsetting has become a common practice for businesses, but the way it is achieved and for what purposes varies. The objective of this assignment is to look into the CO₂ emission compensation practices in Finnish corporations. Student are asked to compile a study of the compensation practices currently available for Finnish businesses and how these practices are utilized and for what purposes. The how-portion is conducted through a survey and investigating sustainability reports of the target companies. Furthermore, the students are asked to look into not only the carbon offsetting but environmental compensation as well. The report is presented in a written format. However, the students are highly encouraged to present the results in a webinar which is offered to FIBS member companies.

Organisation Mentor: Angelina Kuokkanen (angelina.kuokkanen@fibsry.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 6: HANKEN SCHOOL OF ECONOMICS

Hanken is a leading, internationally accredited university with over a hundred years of experience in education and research in economics and business administration. Hanken's research is of an international high standard and is the foundation for all education. Social responsibility and sustainability are foundational elements of the strategic framework of Hanken. More info: <https://www.hanken.fi/en/about-hanken/hanken/mission-and-vision>

PROJECT:

Recently, Hanken signed Global Emergency Letter as initiated by SDG Accord. As part of the declaration, Hanken has committed to be Carbon neutral by 2030. More info: <https://www.hanken.fi/en/news/hanken-commits-being-carbon-neutral-2030>. This ambitious yet necessary goal in the times of climate crisis, requires transformative action across different operational areas at Hanken: energy consumption, Building efficiency, catering, waste, paper consumption, Transportation & Mobility, and procurement. It also necessitates collaboration and support of the staff, faculty and students and overall behavioral change.

The project will focus on analysing (but not limited to):

- How can Hanken reduce its carbon emissions? How can that be implemented? This can involve benchmarking and looking at best practices across universities.



- Are there any Finland based carbon sink solutions?
- How do students as being the most important stakeholder see their role in this? how do they think they can contribute? And how can Hanken support and facilitate that?

Mentor: Sanchi Maheshwari (sanchi.maheshwari@hanken.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 7: HELSINKI CAPITAL PARTNERS

Helsinki Capital Partners (HCP) is a Finnish asset management company. They aim to contribute to building a sound financial industry and want to consider all aspects of sustainability in their operations. HCP operates from Kaapelitehdas (The cable Factory), a culture centre in Helsinki. As an active part of society, the firm engages in projects beyond the financial industry by working with NGOs, athletes, artists and other creatives. HCP is Finland's first BCorp <https://bcorporation.net>.

For more information about the organisation, please visit: <https://www.hcp.fi/>

PROJECT:

Finland has more forest per capita than most of the other countries. In Finland, people historically have had a close connection with Nature as 70% of the population lived by agriculture still 1920. Today it is around 4% of population.

Clearly, we have a long tradition with nature and at the same time a very powerful slow-moving transition that has taken place in the last 100 years from agriculture towards cities. When the Finnish folklore speaks about "suo kuokka ja Jussi" being a swamp, a hoe and person named Jussi as the starting point of making unproductive land to productive fields for agriculture, perhaps there are themes to take on with the same eager (sisu) and see how to make some of the forests and other land areas even more productive again, but this time looking at it much more broadly.

The broader themes to study are but not restricted to creating value as; carbon sink, recreational area, area for organizing cultural events, hiking, fishing, hunting. Also, as one potential megatrend in the world is to look at how to make the most in a sustainable way of all the resources we already have. Our forest is clearly a resource for the paper industry, which is important, but could the process additionally include more of the new elements as described above?

Even if the main reason for the study is to find ways to make the additional values in forest land more visible as they are valuable as such, it is also very possible that this kind of way of searching for new complimentary uses of forest land could become an additional competitive advantage for Finland as a nation. Looking at it from a global perspective knowledge work has been concentrating a lot in to big cities and these hubs have become more important as means of production than the more traditional forest, port, railroad or electricity. Still looking at forest and land from these additional perspectives could become competing means of production in a way that Helsinki as a hub becomes more interesting from the lifestyle and life quality perspective if there is plenty of meaningful things one can do here. More info: <https://hbr.org/1990/03/the-competitive-advantage-of-nations>.

Based on the results of this study, Helsinki Capital Partners would decide whether to invest in a forest/ some other piece of land that could serve the purpose as described above. This would work as one cocreate example of what one can do related to land that can create value in a broad sense.

The project would include interviews with governmental bodies like Metsähallitus, Metsäntutkimuslaitos, entrepreneurs who build on these new value creating elements in land and forest, iphone app oma riista, farmers, local people, Maaseudun tulevaisuus media and other stakeholders that are relevant to finding new additional value creation in forest and land.

Some of the examples to draw inspiration from include:

- Kosmos Festival <https://yle.fi/uutiset/3-8153995>)
- swamp/wetland: <https://yle.fi/uutiset/3-9122676>
- fishing <http://lohimaa.fi>

Mentor: Tommi Kemppainen, CEO at HCP (tommi.kemppainen@hcp.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 8: KIOS FOUNDATION-1ST

KIOS Foundation strengthens the realization of human rights by supporting the human rights work of civil society in developing countries. Support is mainly channeled to 6 focus countries in East Africa and South Asia. KIOS is a unique actor in Finland, channeling direct support to human rights projects planned and implemented by civil society organizations in developing countries. In addition to project funding, KIOS supports the organizations by strengthening their capacity, networks and security. More information about the organization, please visit: <https://www.kios.fi/en/about-us/>

PROJECT: *Mapping the environmental + human rights work of Environmental Human Rights Defenders (EHRD) / CSOs / NGOs in Kenya.*

Background: KIOS is currently supporting the work of Center for Justice Governance and Environmental Action (CJGEA) in Kenya. CJGEA has been involved in ground-breaking work on environmental and human rights advocacy on the Coast of Kenya. The organisation has also been building networking of EHRDs, especially on the coast and has now moved on to expand the networks in the whole country.

The student exercise would be to map out the environmental + human rights work (eg. rights to clean environment and health, land rights) done by Kenyan CSOs / NGOs and look at the different strategies used. What has been influential, who are the most relevant actors and what they are doing? The work could focus on Kenya's coastal area and be partly desktop study and partly involve directly connecting some actors for instance some of CJGEA networks and other organizations and actors.

Mentor: Maarit Roström (maarit@kios.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 9: KIOS FOUNDATION-2ND

KIOS Foundation strengthens the realization of human rights by supporting the human rights work of civil society in developing countries. Support is mainly channeled to 6 focus countries in East Africa and South Asia. KIOS is a unique actor in Finland, channeling direct support to human rights projects planned and implemented by civil society organizations in developing countries. In addition to project funding, KIOS



supports the organizations by strengthening their capacity, networks and security. More information about the organization, please visit: <https://www.kios.fi/en/about-us/>

PROJECT: *Mapping of relevant actors (especially CSOs / NGOs / networks and coalitions) working on oil and human rights issues in Western Uganda (especially the Albertine Graben).*

Background: In Uganda, KIOS is currently supporting the work of the Uganda Consortium on Corporate Accountability (UCCA) who does national and even international advocacy on corporate accountability issues. UCCA also trains rights holders, duty-bearers and member organization on issues related to corporate accountability. KIOS is initiating collaboration, at the end 2019, with one of local UCCA members working on oil, land and human rights issues in Buliisa, North-Western Uganda.

The student exercise here would be to map out key actors working on oil and human rights issues in the region. Who are the most active and relevant actors in the field? What kind of successful strategies have they had? How much collaboration is there between different actors? The work could be done as partly desktop and partly though connecting relevant actors such as existing and new networks of KIOS.

Mentor: Maarit Roström (maarit@kios.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 10: NORDIC HEALTHCARE GROUP (NHG)

NHG helps clients to develop affordable and effective health and social services for the future. It is a pioneer in advisory services for the health and social services sector, with more than 100 professionals serving clients in Finland, Sweden and Denmark. In its operations, it combines analytics and data skills with user-oriented service design. For more information about the organisation, please visit: <https://nhg.fi/en/>

PROJECT: NHG's vision is to help to implement predictive and value-based social and health care services in Finland and internationally. Our company's own sustainability strategy, however, is yet to be developed. We have just gotten started to deal with some environmental and social responsibility issues as part of our ESG operations, but a coherent sustainability strategy needs to be founded and communicated. The project includes creating a sustainability strategy for NHG and planning communications thereof.

Mentor: Milja Saarimaa, Communications and Marketing Manager, NHG (milja.saarimaa@nhg.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 11: ORKLA

Orkla is leading supplier of branded consumer goods in the Nordics and Baltics. In Finland, Orkla offers over 60 of the most beloved local brands within foods, confectionery, snacks, home and personal care, health products, wound care and textiles. Orkla employs more than 500 people in five locations in Finland and with local production on four of these.



Sustainability is at the core of everything we do. In Finland, sustainable packaging and sustainable consumption at the core of our sustainability work over the coming years. On group level, we are committed to the UN SDG principles. More information: orkla.fi or orkla.com

PROJECT: *To investigate the impact of consumer goods packaging, especially in the food categories, with special focus on sustainability communication on consumer packaging.*

The project should/could entail the following:

- Conduct a market study on consumer packaging, especially in Finland but also with a relevant international benchmark
- Investigate what type of packaging communication is effective in the eyes of the consumer, has real impact on brand image and the shopper's purchasing decision-making
- Give a recommendation to Orkla on how to communicate sustainability on our consumer packaging in different categories.

Mentor: Katja Salminen, innovation and sustainability director, Orkla Suomi (katja.salminen@orkla.fi) & Nina Olin, CCO, Orkla (nina.olin@orkla.fi)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

ORGANISATION 12: REIMA

Reima is the globally leading brand in functional kids' wear. Their mission is to encourage children aged 0-12, to discover the joy of movement by providing a good quality, year-around, tip-to-toe wardrobe. Functionality, safety, sustainability and innovation are fundamental to Reima design. By focusing on active kids' needs, they are able to provide relevant solutions to parents, at the right time, always emphasizing product lifetime management. For more information about the organisation, please visit: <https://www.reima.com/>

PROJECT: The project involves investigating "How is the economic value Reima creates distributed between the five stakeholders?"

In September 2019, the [US Business Roundtable](#) redefined the purpose of a company to creating value for all of its stakeholders: customers, employees, suppliers, communities and shareholders. This has been Reima's ambition for years, but it has never assessed it quantitatively. More info can be found [here!](#)

Mentor: Shahriare Mahmood (Shahriare.Mahmood@reima.com)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

PROJECT 13: UPM

UPM-Kymmene Oyj is a Finnish forest industry company. UPM consists of six business groups: UPM Biorefining, UPM Energy, UPM Raflatac, UPM Paper Asia, UPM Paper ENA and UPM Plywood. UPM



creates renewable and responsible solutions that replace fossil-based materials by making the most of residues and side streams. For more information about the organization, please visit:

<https://www.upm.com/about-us/>

PROJECT: What are the best practices in stakeholder engagement/stakeholder dialogue in 2020 and going forward?

How should UPM engage with its' stakeholders?

- Benchmark best practices for stakeholder engagement
- Benchmark relevant standards, requirements and academic research that provide guidance for stakeholder engagement (forestry standards, ISO standards, global compact, UN Guiding Principles for Business and Human Rights, resp. investors guidelines etc.)
- What kind of stakeholder expectations there are for global (forestry) companies in 2020 and going forward? (UPM as a corporation/some of our local production unit)
- How and when should companies LISTEN to their stakeholders? The work in practice is still quite "one-way": Corporations convey a message and stakeholders give their feedback but there is no/or only little dialogue.

How to establish dialogue?

- What are the occasions when forestry/UPM companies should ensure/establish dialogue with their stakeholders?
- What is the best way to approach and reach dialogue?
- What kind of internal guidelines should the company/UPM have?
- What is the role of social media and communications? (Best practice etc.)

Mentor: Kaisa Vainikka (kaisa.vainikka@upmraflatac.com)

Academic Mentors: Nikodemus Solitander (solitander@hanken.fi) and Martin Fougère (martin.fougere@hanken.fi)

HUMANITARIAN LOGISTICS PROJECTS

PROJECT 14: HEUREKA

Heureka, the Finnish Science Centre, is located in Tikkurila, Vantaa. The science centre aims at introducing the public to science and technology in an engaging and interactive way and to develop methods used to teach science and scientific concepts. The Science Centre, which opened 1989, features both indoor and outdoor interactive exhibitions, that inspire the public to participate and learn more about various science and technology. In 2018, Heureka had a total of 231.283 visitors. For more information: www.heureka.fi/

PROJECT: Heureka is working on a new exhibition on natural disasters and resilience. The exhibition will be engaging, multisensory and participatory. The aim of this project is to adapt and further develop a humanitarian logistics simulation game, to fit the audience and content of the upcoming exhibition.

Mentor: Mikko Myllykoski (Mikko.Myllykoski@heureka.fi) and Joonas Juutilainen (Joonas.Juutilainen@heureka.fi)



Academic Mentors: Prof. Diego Vega (diego.vega@hanken.fi) and PhD cand. Russell Harpring (russell.harpring@hanken.fi)

ORGANISATION 15: MÉDECINS SANS FRONTIÈRES (MSF)

Doctors without Borders / Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization that delivers emergency aid. MSF offers assistance to people based only on need and irrespective of origins, religion, gender or political affiliation. For nearly fifty years, MSF has been providing medical assistance to people facing crises, mainly in armed conflicts, but also epidemics, natural disasters, or exclusion of care. All situations require adapted medical and logistic resources and their dedicated Supply Chain. MSF Switzerland host one of the five Operational Centres of Médecins Sans Frontières. For more information: www.msf.org

PROJECT: The aim of the project is to contribute to the optimization of MSF Switzerland logistical processes, through either focusing on sustainability part of the supply chain, improving transport budget forecasting based on historic data or through working on forecasting activities.

Mentors: Julie Pastor (Julie.PASTOR@geneva.msf.org) from MSF Switzerland with support from MSF Finland (Kaisa Loikkanen -Kaisa.loikkanen@helsinki.msf.org and Linda Konate-linda.konate@helsinki.msf.org)

Academic Mentors: Prof. Wojciech Piotrowicz (Wojciech.Piotrowicz@hanken.fi) and PhD cand. Félicia Saiah (felicia.saiah@hanken.fi)

PROJECT 16: UFF

UFF U-landshjälp från Folk till Folk i Finland sr (UFF) is a non-profit, non-governmental humanitarian organization, founded in 1987. The aim of UFF is to provide equal opportunities, reduce poverty and impacts of climate change in Sub-Saharan Africa and India. UFF collects funds for development cooperation by selling second-hand clothes. Part of the clothes are also donated to partner organizations in Africa. In Finland the collected clothes are sorted at the UFF sorting centres in Klaukkala and Helsinki. UFF Finland runs 20 second hand shops in southern Finland. The shops are also an important channel for distributing information to Finnish consumers about development projects and the environmental benefits of clothes recycling. More info: www.uff.fi

PROJECT: PROJECT: EU member states (Finland included) have agreed on new waste legislation that states that households' textiles waste will be collected separately by year 2025 and in Finland by year 2023. What will the impact of this be to the business model, communication and supply chain of organisations like UFF. The project analyses this new situation and works on a strategy to meet these new challenges, including supply chain , communication, marketing and donor relationships.

Mentors: Maija Makkonen (maija.makkonen@uff.fi) and Jari Töyrynen (jari.toyrynen@uff.fi), Minja Huopalainen (minja.huopalainen@uff.fi)

Academic Mentors: Prof. Anna Aminoff (anna.aminoff@hanken.fi) and PhD cand. Anna Zhuravleva (anna.zhuravleva@hanken.fi)