



Corporate Sustainability Plan Valofirma – The Light House

CORPORATE SUSTAINABILITY AT VALOFIRMA

Valofirma's corporate sustainability is strongly linked to our corporate values, which are **sustainability, integrity, and development**. Our values help us strive towards our vision of being the leading partner and trendsetter in the audio-visual (AV) industry in Northern Europe. Our values also support our mission to develop the media industry and the working culture within it. Our operations are extensive in the domestic audio-visual field (e.g., 1,784 customers in 2021), so we feel that our position as a pioneer is of great importance on the sustainability front.

Traditionally, sustainable development includes four dimensions: **social, cultural, economic, and ecological**. These aspects are the cornerstones of our operating culture. The implementation of sustainability values has been included in the management and planning of operations. Our sustainability goals are our main guidelines in promoting sustainable and ethical development. We aim to minimize the negative environmental effects of our operations, increase the cultural values of our industry, support our personnel in professional development and subsequent skills, and improve our resource efficiency in accordance with our values.

The following sections explain how the four dimensions of sustainable development are considered in Valofirma's corporate sustainability practices now and in the future.

Social

- Our objective is to be an equal, just, and fair employer that takes into consideration the different life situations and goals of its employees. Our company strives to strengthen the individual skills of its employees and to support professional development. We have founded the VF Crew Academy, the purpose of which is to act as an educational body for in-house parties as well as outside professionals. VF Crew Academy trainings mainly deal with professional development and training in the use of new film equipment. For example, in spring 2022 we organized rigging training for those working in the grip department.
- The well-being and safe working practices of the personnel are taken care of by occupational health care together with effective industrial safety. The workplace ensures that the Occupational Safety and Health Act is implemented, and employees have been given adequate occupational safety training related to their own work tasks. As part of occupational safety training, employees have been able to participate in first aid training free of charge, including training in the use of the defibrillator found on our company's premises.
- In addition to physical risk factors, we also pay comprehensive attention to the psychosocial stress factors of employees, such as the amount of work, effect of the workload, working atmosphere and managing conflict situations.
- The employees' well-being at work and mental coping are also measured with an annual well-being survey and personal development discussions. The NPS result (32) of the 2022 Valofirma personnel survey, which reflects the commitment of our employees, was twice the average company result in our industry.
- Part of occupational well-being entails focusing on the development of employees' skills, which helps in the successful completion of work. We also invest in the culture of leadership by organizing various trainings and coaching for employees in supervisory positions to support them in their work.
- As part of supporting an equal working culture, the employees have been supplied with the *Harassment-free workplace guide (Häirinnästä vapaa työpaikka)*, which includes instructions on how to identify sexual

harassment along with the *Guidelines for the Prevention of Sexual Harassment in the Film and TV Industry* published by the Finnish Film Foundation. Employees are encouraged to report if they are being harassed, so that it can be addressed as early as possible.

- Our company cherishes equality and equal treatment, and we value every individual regardless of gender, gender identity, gender expression, worldview, religion, health, age, or similar reasons. Our effort is to secure a work environment free of harassment and other inappropriate treatment for both our employees and our customers.
- The goal of promoting equality is to achieve equal opportunities for career advancement, for all sexes. Our company also adheres to the Equality Act by implementing equal pay among employees doing the same or equal work.
- We are a community member of WIFT Finland.
- We consider collaboration projects with educational institutions in the field to be an important part of social sustainability. We seek to provide guidance and give lectures to students in our industry. Educational institutions are given the opportunity to familiarize themselves with our premises and our methods of operation. In turn, our employees visit educational institutions to give lectures about our field and its special features.

Cultural

- We are well-networked internationally, and experienced with larger scale international productions, lessons from which we utilize in our company's mission to develop the Finnish audio-visual industry and its working culture in a more professional direction.
- We also try to support filmmakers whenever possible by awarding equipment rental awards, e.g., as a regular partner at major film festivals. Awards are given both to experts already working in the field and to students.
- We promote the implementation of the Best Person (formerly Best Boy) practice as part of Finnish production culture. The purpose of the Best Person position is to facilitate communication and mitigate risks.
- We strive to introduce gender-neutral expressions in the AV field, e.g., by replacing outdated titles with new, egalitarian terms, such as valomies → valoteknikko (lighting technician), and best boy → best person.

Economic

- Our company's credit rating is AA+.
- Thanks to our financial stability, employees, customers, and various stakeholders can trust the continuity of our company's operations. As a responsible company, we take care to ensure our profitability, competitiveness, and the efficiency of our operations so that our company is viable in the long term.
- The financial balance of our company provides the conditions to also care for the company's social, cultural, and environmental sustainability in the best possible way.

- Thanks to proactive financial measures, we can swiftly react to changes in the global landscape, such as operations during crisis situations like the pandemic or the war in Ukraine. As a specific example: we succeeded in our goal of completely avoiding layoffs during the pandemic.
- Our investment strategy is based on eco-friendliness. We focus on energy-efficient and professionally advanced products. An example of this is our superior inventory of LED lights and battery generators. Part of the strategy is to guide AV professionals in the introduction of these products, so that their use becomes commonplace in Finnish production culture.
- We invest in circular economy in the rental company's operations. In equipment purchases we emphasize quality product choices, not only from the perspective of the rental company, but also in terms of sustainable development. A high-quality product is a responsible choice, in terms of the product's lifespan, ethical materials, and manufacturing.
- Valofirma is an independent business. All the owners of the company work as employees and the company is not dependent on e.g., the investments of an external shareholder, which in turn would affect the company's operations and culture.
- We share the expanded view of the Ministry of Employment and the Economy of Finland that a company's financial sustainability is not limited to pursuing the interests of shareholders. Instead, the areas of financial sustainability also include preserving jobs, increasing social well-being, and increasing tax revenues for society.

Ecological

We are committed to facilitating environmentally sustainable media production. We strive to better understand and manage our impact while implementing initiatives that enable us to make meaningful changes. We respect nature and the people working around us. We want this respect to be reflected in every step of our work. We have set a goal to reduce our environmental impact and actively reduce the footprint of our work. Our emissions mostly consist of electricity and logistics.

- In our company, environmental sustainability has been incorporated into management and operational planning. As part of our environmentally responsible operations, we constantly review the following areas:

- offering environmentally friendly solutions to customers
- economical and efficient use of energy, materials, and natural resources
- waste reduction and recycling
- combating climate change by reducing greenhouse gas emissions
- environmentally responsible investment strategies

-Generally, in our operations, we try to develop the environmental awareness of our personnel and thereby encourage employees to take environmental factors into account outside of working hours as well. In addition to this, we aim to influence the attitudes of, and choices made by our stakeholders and suppliers.

- In support of environmentally responsible operations, the VF Green working group was established in 2018. They meet quarterly to review the company's sustainable development and improvement proposals for the coming quarter.

Since the establishment of VF Green, the company has implemented the following concrete environmental sustainability measures:

- We are heavily involved in the pilot stage of the Finnish albert environmental system managed by APFI – Audiovisual Producers Finland. We have undergone albert training and have applied to become an official Albert supplier. We have also distributed *Ekosetti – A Guidebook to Sustainable Production in Finland*, to the entire staff. We have also participated in creating the guidebook.
- Our headquarters and warehouse use 100 % renewable energy.
- There are several electric car charging stations in our parking lot.
- Currently, there are 242 solar panels on the roof of our premises. We get renewable energy from the solar panels for, among other things, lighting the studios and charging batteries. On average, the panels net 66 kilowatts of electricity per year, which equates to 35.5 tons of avoided carbon dioxide emissions annually.
- Equipment purchases: We have invested heavily in low-emission LED technology, where e.g., the output of the light fixtures in relation to their energy consumption is superior, colour filters aren't required as much, and above all, the wireless control allows for more fine-tuned work. We have a substantial inventory of various battery-powered generators and are still the only rental company in the Nordics that offers the largest Voltstack 2k and 5k battery generators to replace small putt-putt generators. Our selection of rental vehicles also includes a battery-powered ATV. 24 of our 26 vehicles are Euro 6 class. The emissions of Euro 6 class cars are up to more than 50 % lower than emissions in ordinary diesel cars.
- More ecological fuel choices: we use and recommend to our customers the use of domestic renewable MY diesel. Neste's MY diesel™ is a Finnish innovation, and it is produced exclusively from waste and residues generated in industrial processes. Its greenhouse emissions are up to 90 % lower than traditional fossil fuels. No palm oil is used in Finnish MY diesel.
- We urge customers to refuel our cars and trucks with MY diesel during the rental period. QR codes have been placed inside the vehicles, so drivers can easily locate the nearest MY diesel station. As of 2022, all rental cars returned from production are refuelled exclusively with renewable diesel.
- At the grassroots level, we have taken steps regarding digitalization, energy conservation, recycling, detergents, and logistics:

Utilizing digitalization strengthens our ecological working methods and significantly reduces the amount of paper waste that accumulates. We prefer working digitally, avoid printing, and carry out, for example, equipment collections electronically instead of using paper checklists.

Energy conservation: we minimize excess energy consumption by turning off work machines and lights, disconnecting chargers and extension cords, avoiding stand-by mode, and keeping exterior doors closed as much as possible during cold weather. We have improved the thermal insulation of the exterior doors. The temperature of the studio premises is set to 18 degrees.

Recycling: our facilities have comprehensive recycling systems for paper, biodegradables, plastic, cardboard, glass, metal, and combustible waste. In addition, our customers can bring both WEEE and hazardous waste to us for recycling, free of charge.

Detergents: the cleaning service company we use is Ekokompassi certified. We also only use biodegradable soaps and detergents on our premises. We offer these detergents for sale, to make them easily available to our customers as well.

In terms of logistics, we plan and centralize driving tasks. We support the basic principles of economical driving, i.e., avoid driving during rush hour, and aim to optimize both driving time and route.

Future environmentally sustainable activities and pilot projects



- We have been in contact with HSL to get a city bike station next to our premises, so that employees and customers can easily travel to us by city bike.
- We have piloted the installation of solar panels on the roof of the camera car, to test how they endure snow and ice, and what their utility is. The solar energy they collect can be used to charge; for example, a Voltstack battery generator inside the vehicle, making it possible for production to use self-produced renewable energy. Based on positive feedback, we have decided that solar panels will be markedly added to the cars in the spring of 2023.
- In 2021, we began researching the possibilities of using hybrid generators in Finland's winter conditions. Its research and cooperation with equipment manufacturers is ongoing.
- We have surveyed battery generator manufacturers that use recycled batteries, and we plan to also acquire them. In addition, we are looking into the usage possibilities for large 20/30k trailer battery generators under Finnish weather conditions.