



# Vastuullisuuden johtamisen rakenteet ja tavoitteet

Business Tampere 21.5.2025

*Salla Sulasuo, Sustainability Director*

# We are a European food & beverage company aiming for sustainable profitable growth

Operations in

**13**

countries

Employees

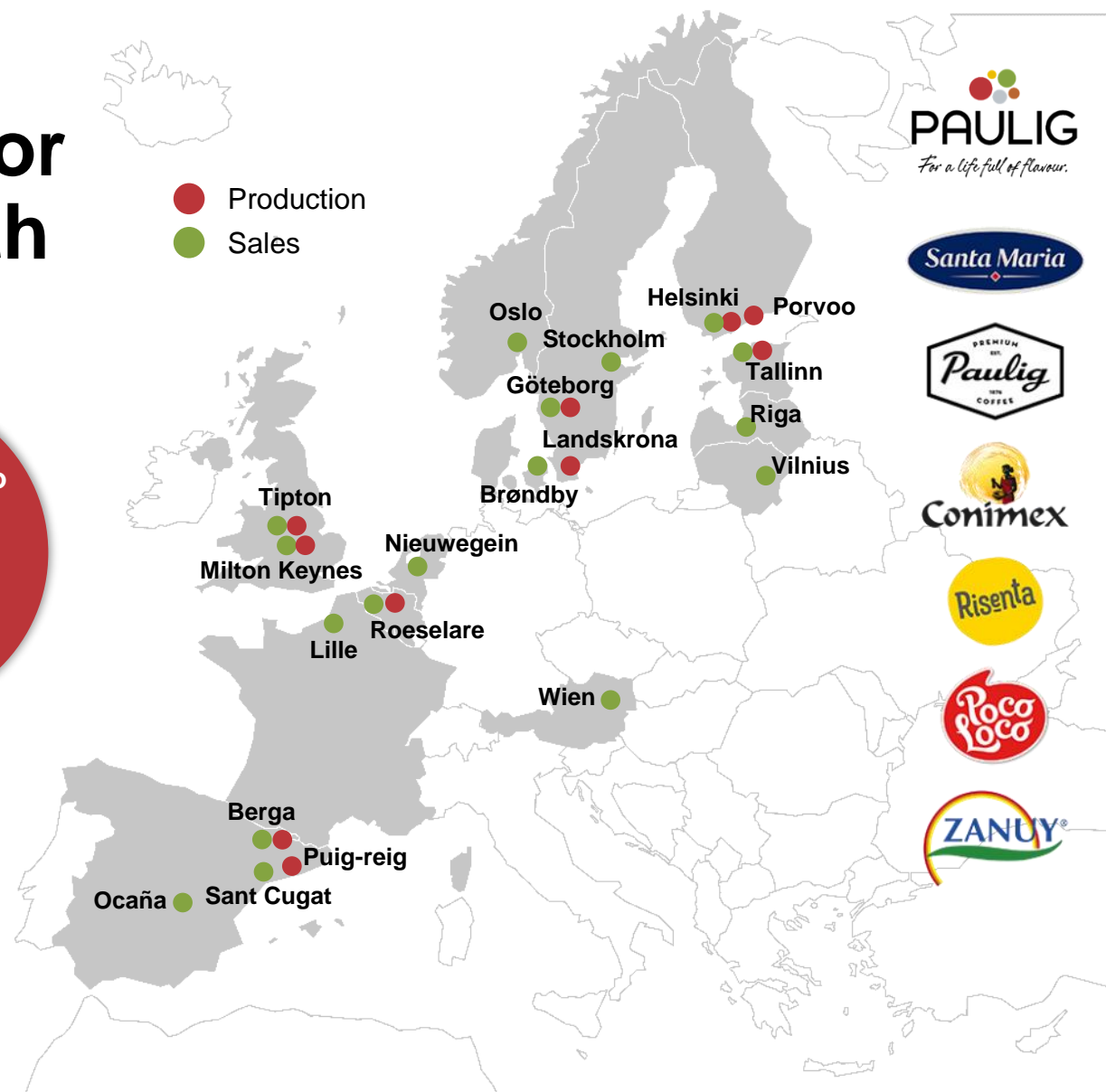
**2,400**

Products sold to

**70**

Countries

## With strong brands and private label business







**Almost 150 years of life full of flavour**

**Our ambition is to become one of the fastest growing profitable food & beverage companies in Europe and a sustainable frontrunner in the industry.**





**We drive sustainable  
future of food**

**With over 560 direct and 5,900  
indirect suppliers in more than  
60 countries, operations in 13  
countries and sales in more  
than 70, we can exert a global  
impact.**





**For us, the target is clear:  
Future-proofing our business  
through Paulig 2030 ambitions.**

**Transform food systems and  
reach net zero by 2045.**



# Strategic leadership of Sustainability at Paulig

**2019-2020**  
**Strategic ambition**  
**and**  
**focus areas**

**2020-2021**  
**Capability building**  
**and strategy**  
**integration**

**2021-2022**  
**First actions and**  
**tracking the impact**

**2023 →**  
**Acceleration and**  
**embedding at scale**

Sustainability is a moving target and requires ongoing evaluation of focus areas





## AMBITION

70% of our net sales comes from products and services which enable the health and wellbeing of people and the planet

## AMBITION

100% of raw materials from high-risk areas come from sustainable sources verified by external parties



## AMBITION

50% less GHG emissions in our value chain

80% less GHG emissions from our own operations

All our packages will be recyclable and made from renewable or recycled materials

50% less food loss in our value chain

Our climate targets have been approved by the Science Based Targets initiative.



Key enablers: Resource efficiency, Transparency, Partnership, Dialogue, Data, Regenerative agriculture, Circularity





# Strategic sustainability initiatives delivering impact



HEALTH &  
WELLBEING OF  
PEOPLE AND  
PLANET

## INITIATIVE

## LATEST RESULTS

Nutri-Score A&B (green) core products

33% of sales

Sustainability embedded closer to our brands

Roadmaps created



CLIMATE  
AND NATURE  
ACTIONS

2045 Net Zero GHG own operations & value chain

- 34% GHG own operations  
~13% GHG value chain

Packaging recyclability and renewable materials

86% of packaging recyclable

Food loss and waste prevention

Roadmaps created, new KPI H2



FAIR AND  
INCLUSIVE WAY  
OF WORKING

Sustainable sourcing of raw materials

100% coffee  
92% of TOP6 spices



# Sustainability governance cascaded at Paulig

DECISION MAKING FORUM	MANDATE
<b>PAULIG BOARD</b>	<ul style="list-style-type: none"> <li>• Approves focus areas and targets for our sustainability work</li> <li>• Approves strategic sustainability initiatives as part of the company strategy</li> <li>• Reviews sustainability development, KPIs and the annual sustainability reporting</li> </ul>
<b>PAULIG LEADERSHIP TEAM</b>	<ul style="list-style-type: none"> <li>• Approves Paulig level sustainability principles and policies</li> <li>• Defines and approves sustainability approach focus areas (incl. targets, roadmaps and KPIs)</li> <li>• Reviews sustainability development, implementation, KPIs and the annual sustainability reporting</li> </ul>
<b>SUSTAINABILITY MANAGEMENT GROUP</b>	<ul style="list-style-type: none"> <li>• <b>Acts as a Steering Group for the strategic sustainability initiatives</b> &amp; Proposes adjustments to sustainability approach and initiatives</li> <li>• Supports prioritisation and steering of sustainability implementation</li> <li>• Validates the performance and oversees sustainability risk management</li> </ul>
<b>SUSTAINABILITY TEAM</b>	<ul style="list-style-type: none"> <li>• Responsible for sustainability strategic planning, development and initiatives, leading strategic sustainability initiatives</li> <li>• Provides internal consulting, supports sustainability implementation, follows up the performance</li> <li>• Ensures necessary processes and policies are in place</li> <li>• Monitors and assesses trends, expectations and policy &amp; regulation developments</li> <li>• Leads stakeholder engagement and public affairs programme</li> </ul>
<b>BUSINESS AREAS &amp; FUNCTIONS</b>	<ul style="list-style-type: none"> <li>• Align sustainability approach, strategic sustainability initiatives and roadmaps with annual planning</li> <li>• Integrate strategic sustainability initiatives and targets into sourcing, production and product development processes</li> </ul>

## Right composition and commitment key, currently:

- Sourcing Director
- HR Director
- HSE Director
- R&D Director
- B&P Director
- Commercial Director
- Public & Regulatory Affairs. Director
- Director, Group Business Control



# Paulig's Sustainability Team 2025



**Salla Sulasuo**

*Director, Sustainability / FI Helsinki*



**Jennifer Davis**

*Climate & Nature Manager / SE Mölndal*



**Marika Korpilaakso**

*Social Sustainability Manager / FI Helsinki*



**Karin Jonsson**

*Product Portfolio Sustainability Manager / SE Mölndal*

- Thematic in-depth expertise
- AND cross-cutting roles focusing on reporting, supply chain development, customer support etc.
- We support other key functions where several dedicated roles to implement
- Sustainability team is often the outside-in “antenna” and translator



**Tuuli Ojala**

*ESG controller*



**Riina Rätsep**

*Value Chain Data and Transparency Manager / EE Saue*



**Marjaana Palomäki**

*Value Chain Sustainability Manager /FI Helsinki*



**Jessina Nieminen**

*Engagement and reporting specialist /FI Helsinki*



# Paulig's climate fund

**In 2023 We launched a climate fund to accelerate climate actions**

**2025 Focus:**  
Wheat  
Corn  
Coffee  
Logistics

## CORE OF THE FUND

**Internal carbon price  
mechanism of 50€/CO2 ton  
for targeted emission  
reductions**

**Collaborative projects  
with our suppliers and partners**

**Internal governance model  
and regular follow-up**



## HIGHLIGHTS

## Sustainability highlights 2024



### Climate fund accelerating the shift from pilots to large scale

We established several new GHG reduction programmes in logistics and two new programmes with key raw materials wheat and coffee suppliers.



### New organisation to build capabilities in core functions

Our new organisational structure and sustainability capabilities embedded in key functions will enable Paulig to accelerate our sustainability work end engagement with key stakeholders.



### Setting pace and steps towards net zero

In 2024, we progressed steadily towards our 2030 climate targets by reducing 34% of our direct emissions, and decoupling volume growth from emissions in our value chain emissions.



### First recyclable coffee packaging in the world

We introduced the first batch of easy-open recyclable, fully printed vacuum coffee packaging in May 2024. This launch took place in retail stores in Finland and Estonia, making us the first roastery in the world to achieve this milestone.



### Establishing partnerships to halt and reverse nature loss

In 2024, Paulig continued to develop its nature programme to further assess and minimise negative impacts on nature and invest in restoration by scaling regenerative agriculture practices.



### Strengthening responsibility across our value chain

In 2024, we updated our human rights principles outlining our commitment to respecting internationally recognised human rights and our approach to managing human rights issues.



A wide-angle photograph of a tea plantation on a rolling hillside. The tea bushes are planted in neat, curved rows that follow the contours of the land. In the background, a line of tall, dark trees marks the top of the hill. The sky is bright blue with scattered white clouds. In the foreground, some out-of-focus green foliage is visible on the right side.

*For a life full of flavour.*