

# **Green and Fair Deal for everyone - examples from Tampere, Finland**

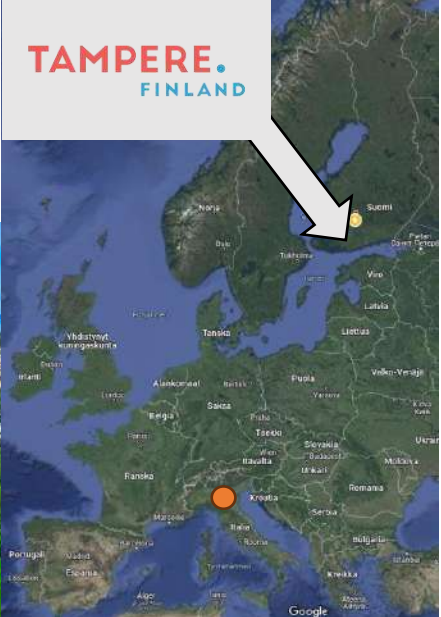
**Bridging gender equality and sustainability for local communities**  
**28.11.2024**

**Suvi Holm**  
**EcoFellows Ltd.**



# Tampere

- 250 000 citizens
- Tampere region 515 000 citizens
- the third largest city in Finland
- Founded 1779
- Most popular city in Finland
- The focus of the city strategy is on experience economy, and smart & sustainable city
- The city is committed to be carbon neutral by 2030
- The center is located between two large lakes, Pyhäjärvi and Näsijärvi
- The temperature is between -30 to + 30; and the average temperature is about + 4 C
- The daylight in Tampere is between 5,3 and 19,5 hours.



# EcoFellows Ltd - Ekokumppanit Oy

- EcoFellows Ltd. is a non-for-profit expertise company promoting sustainable development.
- Owned by the city of Tampere, the regional waste management company and the local energy company.
- Personnel approx. 30 employees (incl. trainees).
- Established in 2002.
- Turnover in 2023 approx. 1,4 M€.



Sukupolvelta  
toiselle.



[ekokumppanit.fi](http://ekokumppanit.fi)

# Ekokumppanit Oy - EcoFellows Ltd

- Equality plan is part of our work community development plan that is followed and monitored regularly  
[https://ekokumppanit.fi/wp-content/uploads/2024/03/Tyoyhteison-kehittamissuunnitelma\\_29022024.pdf](https://ekokumppanit.fi/wp-content/uploads/2024/03/Tyoyhteison-kehittamissuunnitelma_29022024.pdf)
- We have pay equality
- Gender does not matter when we are looking for new employees
- The work tasks are developed in a way that they are suitable for different genders
- Gender is understood as plural
- We have operating instructions for harassment situations and their prevention
- We have made it easier to flexibly combine work and family life
- Employees can equally take parental leave
- We are a Social Enterprise
- We are a member of Reliable Partner network



Sukupolvelta  
toiselle.



ekokumppanit.fi

# Everyone is welcome

- Everything is planned in a way that gender does not matter, everyone is welcome to participate and join our activities
- Our services are equally for all
- All events are organised in a way that they are suitable for all genders
- We don't make assumptions but let each person we meet define themselves
- During the last year when marketing we have considered more and more LGBTQ rights





#MUODINMUUTOS

**T-PAITA**  
**2720**  
LITRAA VETTÄ

**FARKUT**  
**10 850**  
LITRAA VETTÄ

**YHTEENSÄ**  
**13 570**  
LITRAA VETTÄ

**Mouhijärveläiset juovat suurinpiirtein saman verran vettä kolmessa päivässä, kuin mitä yksien farkkujen ja T-paidan valmistamiseen kuluu vettä.**

KUN 3094 MOUHIJÄRVELÄISTÄ JUO 13 LITRAA PÄIVÄN AIKANA VETTÄ.





KUMPPANIEEN AVOIMEEN KESKUSTELUILTA

**LOVE**

→ **TAMPEREEN G LIVELAB**

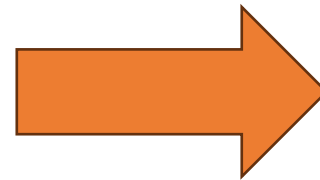
8.2.2022  
KLO 18:00

OMISTAMINEN -  
SO LAST SEASON?  
YHTEISKÄYTTÖ ON  
UUSI MUSTA!

Riku Rantala  
Anne Raudaskoski  
Sointu Borg

M PAIKAN PÄÄLTÄ ▶ TERVETULOAI

# One example how we have changed marketing of our services





# Thank you

Suvi Holm, [suvi.holm@tampere.fi](mailto:suvi.holm@tampere.fi); tel. +358 40 704 4099



**Suvi Holm**

CEO