



**HURJA**

# Sustainability Report 2024

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In accordance with the VSME standard

2024

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# Code that matters.

This sustainability report covers the progress of sustainability work for the years 2023 and 2024. The VSME-compliant report has been prepared for the financial year 1 April 2023–31 March 2024, in accordance with the basic module of the VSME standard.



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# VSME reporting framework

## Basic module

### General company information

- B1 Basic report information**  
The VSME-compliant report has been prepared for the financial year 2024 in accordance with the basic module of the VSME standard for Hurja Solutions Oy. Financial year 1 April 2023–31 March 2024. The company's industry is software development (62010) and the area of operations is Finland. The company's detailed key figures can be found on pages 6–7.
- B2 Practices, policies and future initiatives**  
Information on practical policies and future initiatives related to environment, people and governance can be found on pages 8–39.

### Environmental metrics

- B3 Energy and greenhouse gas emissions**  
Information on energy and greenhouse gas emissions can be found on pages 18–19.
- B4 Air, water and soil pollution**  
Hurja Solutions Oy has no industrial operations of its own and is not legally obliged to report on air, water and soil pollution, so the B4 metric reporting obligation does not apply to the company.
- B5 Biodiversity**  
Hurja Solutions Oy's offices are not located in or near biodiversity-sensitive areas.
- B6 Water**  
Information on water consumption can be found on page 19.
- B7 Resource use, circular economy and waste management**  
Information on resource use, circular economy and waste management can be found on pages 18–19.

### Social metrics

- B8 Workforce – general information**  
General information on the workforce can be found on page 27.
- B9 Workforce – health and safety**  
Information on workforce health and safety can be found on pages 27–28.
- B10 Workforce – remuneration, collective bargaining agreements and training**  
Information on workforce remuneration, collective bargaining agreements and training can be found on page 27.

### Governance metrics

- B11 Convictions and fines for corruption and bribery**  
Hurja Solutions Oy has received no convictions for corruption or bribery.



We are a software company that delivers on its promises.

Every Hurja team member is committed to ensuring that projects exceed expectations, from the very first meeting to the final line of code.

Our work is guided by our vision of meaningful code. For us, this means smart and sustainable work for Hurja team members, long-lasting and purposeful solutions for clients, and technology that does not burden the world unnecessarily.

We develop tailored software, mobile and web applications, and AI-powered solutions with a solutions-focused and long-term approach. Our solutions support our clients' operational efficiency, continuity and manageable development.

Our operating model supports Hurja's sustainable business as well as our clients' operational continuity and predictability. We write code that matters today and tomorrow.

Thanks to our strong expertise and continuous development, we act as a long-term partner you can always rely on.

When yesterday's code isn't enough, Hurja is the answer.

## Hurja Solutions Oy

Hurja employs just over twenty passionate professionals.

Our headquarters is located in Kuopio, the regional hub of Savo, and we have branch offices in Helsinki and Turku (2025), enabling us to reach our clients easily across Finland.

The code we produce is meaningful to us, our clients and the world we impact.

### Employees

20 emp.

in 2024

21 emp.

in 2023

▼ -4.8 %

Decrease from 2023

### Revenue

1.56 M€

in 2024

1.52 M€

in 2023

↗ +2.5 %

Growth from 2023

### Balance sheet

495 t€

in 2024

501 t€

in 2023

▼ -1.2 %

Decrease from 2023

100 %

Finnish ownership

2007

year founded

Kuopio, Helsinki

offices (Turku 2025)

# Offices

## Originally from Kuopio

Hurja Solutions Oy originates from Kuopio, where our headquarters is also located.

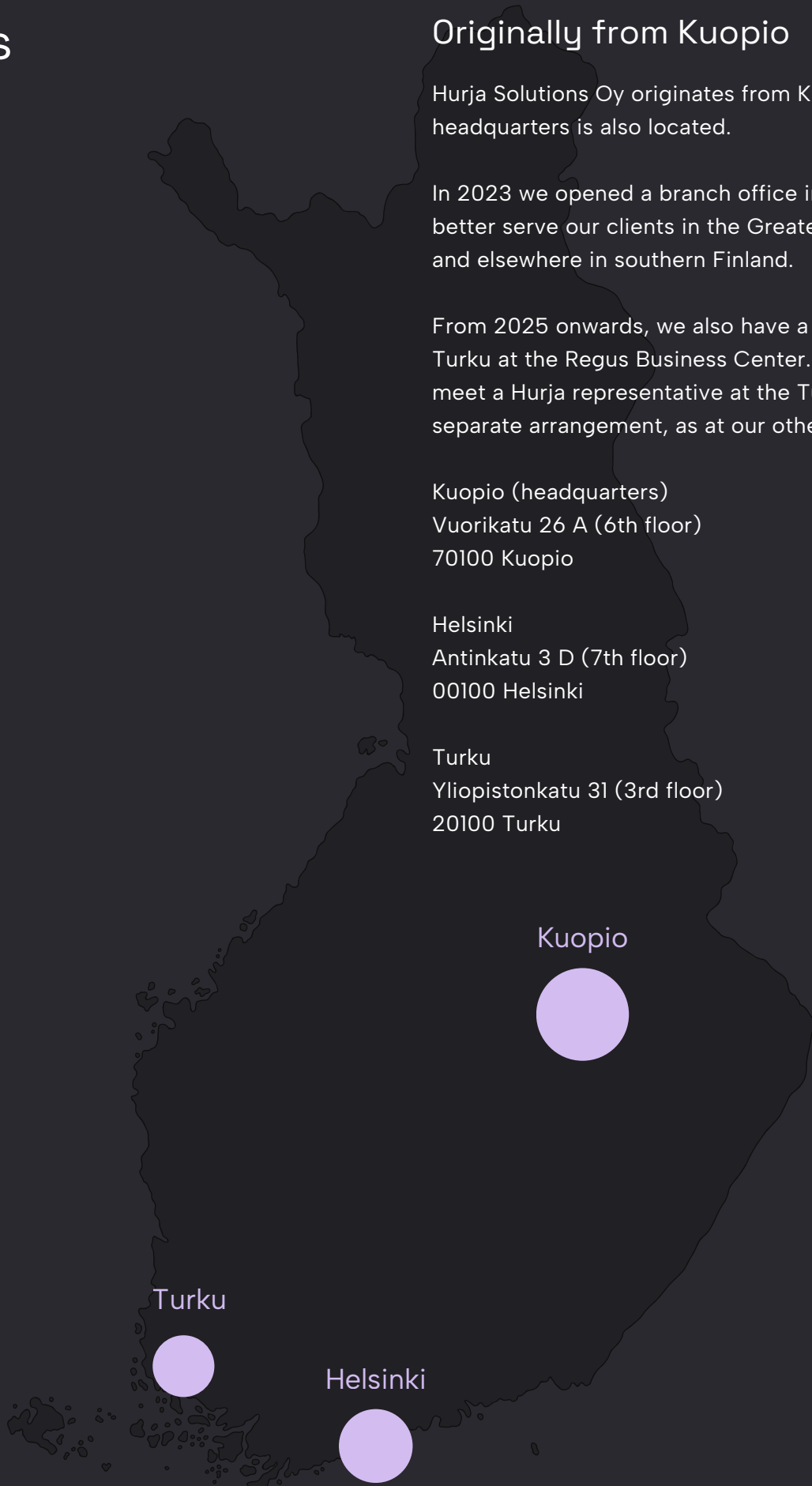
In 2023 we opened a branch office in Helsinki to better serve our clients in the Greater Helsinki area and elsewhere in southern Finland.

From 2025 onwards, we also have a virtual office in Turku at the Regus Business Center. It is possible to meet a Hurja representative at the Turku office by separate arrangement, as at our other offices.

Kuopio (headquarters)  
Vuorikatu 26 A (6th floor)  
70100 Kuopio

Helsinki  
Antinkatu 3 D (7th floor)  
00100 Helsinki

Turku  
Yliopistonkatu 31 (3rd floor)  
20100 Turku



## Mission and vision

Hurja's mission is also its purpose:

**“We create a competitive edge through digital solutions.”**

Our mission is the foundation of everything we do.

Our task is to create a competitive edge through digital solutions. Our client promise is to be a reliable partner that delivers what it promises and drives our clients to success.

Every Hurja team member is committed to ensuring that projects exceed expectations — from the very first meeting to the final line of code.



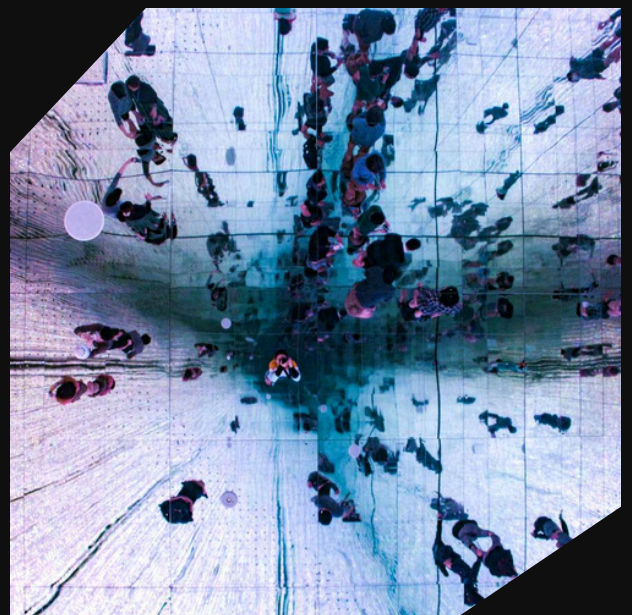
Hurja's vision is also its sustainability vision.

**“Code that matters.”**

We write meaningful code that not only meets today's requirements, but also promotes positive change.

For us, this means smart work for Hurja team members, sustainable solutions for clients and technology that does not burden the world unnecessarily.

We write code that matters today and tomorrow.



# Hurja's values

Our values — team spirit, continuous development, responsibility and professional pride — are the foundation of everything we do. Values guide every line of code and every decision, keeping us on the right path towards a more impactful and sustainable future.

Our values do not merely guide our daily decisions — they drive us, line by line of code, towards greater impact and a more sustainable future. They help us realize our vision of meaningful code and ensure our clients gain a competitive edge in their business.

## 1 Team spirit

We work as one team and succeed together. Openness and an encouraging atmosphere are central to us. We respect one another and each take care to ensure a good working environment. Every team member's contribution matters.

## 2 Continuous development

We develop continuously and always strive to improve. Learning new things and sharing knowledge are in our DNA, and through them we succeed. We make bold use of AI and other advanced solutions to deliver the competitive edge we promise.

## 3 Professional pride

When yesterday's code isn't enough, Hurja is the answer. Every Hurja team member is committed to ensuring that projects exceed expectations — from the very first meeting to the final line of code. This attitude is reflected in our work community and our clients' satisfaction.

## 4 Responsibility

Responsibility for us means meaningfulness and openness. We act openly, straightforwardly and with a solutions-focused approach based on our values. We nurture a safe working environment where everyone can experience meaningfulness: be themselves and voice their views. We also actively seek ways to broaden our societal impact.

# Sustainability highlights 2023–2024

## 2023

### Publication of the sustainability program

We published Hurja’s sustainability program in August 2023.

### Rolling out the sustainability program

We began rolling out the sustainability program as part of daily operations, with the goal of integrating it effectively across the entire organization.

### Skills development program

We published our own skills development program to support employees’ continuous professional growth.



## 2024

### Carbon footprint calculation and emissions compensation

We calculated our carbon footprint for 2023 and compensated for emissions, reducing our environmental impact.

### Achieving the carbon neutrality label

We achieved the carbon neutrality label, making visible our commitment to sustainable development.

### Information security development roadmap

We drew up an internal information security plan to ensure continuous development and a high level of information security for both our clients and our employees.

### Introduction of an HR system and new staff surveys

We introduced a new HR system and staff surveys to support employee well-being and long-term growth.

## Starting goal-oriented sustainability work

At Hurja we continuously work to develop the company, and for this reason we began sustainability work in 2022 with the Purpose2030 project.

During the project we sharpened Hurja's values, mission and vision, and integrated sustainability more strongly into Hurja's strategy.

The natural next step was to draw up a sustainability program in 2023, so that high-minded ideas would not remain mere words.

Hurja's sustainability program covers the years 2023–2025 and will be updated during 2025 to reflect the goals and measures for coming years.

# UN Sustainable Development Goals at Hurja

We have chosen three UN Sustainable Development Goals (SDGs) as the focus areas of Hurja's sustainability program, and we are committed to promoting these in our operations. Our aim is both to promote the achievement of the goals and to reduce any negative impacts associated with them.

The goals selected for the sustainability program cover the social, economic and environmental responsibility dimensions. We are not there yet, but we have a clear direction towards broader meaningfulness for Hurja team members, society and the environment.

## Our selected UN Sustainable Development Goals

**13** CLIMATE ACTION



### Climate action

The goal is to take urgent action to combat climate change and its impacts.

**10** REDUCED INEQUALITIES



### Reduced inequalities

The goal is to reduce inequality within and among countries.

**8** DECENT WORK AND ECONOMIC GROWTH



### Decent work and economic growth

The goal is to promote inclusive and sustainable economic growth, full and productive employment, and decent work for all.

# Hurja's sustainability pyramid



The sustainability pyramid serves as the framework for sustainability work. It guides decision-making, internal development and client projects. The vision shows the direction, values and planetary responsibilities form the foundation, and concrete goals and mission turn them into action.

## Vision

Our vision is meaningful code. For us, this means smart work for Hurja team members, sustainable solutions for clients and technology that does not burden the world unnecessarily. We write code that matters today and tomorrow.

## Mission

Our task is to create a competitive edge through digital solutions. We are a reliable partner that delivers what it promises and drives our clients to success.

## Selected goals

We have chosen three UN Sustainable Development Goals (SDGs) as the focus areas of Hurja's sustainability program, and we are committed to promoting these in our operations.

## Values

Our values — team spirit, continuous development, responsibility and professional pride — are the foundation of everything we do. Values guide every line of code and every decision, keeping us on the right path towards a more impactful and sustainable future.

## Planetary responsibilities

Planetary responsibilities mean our commitment to operating within the planet's carrying capacity and reducing the environmental impacts of digital operations.

# Environment

How we at Hurja fulfill our environmental responsibility



## Climate and environmental impacts of the ICT sector globally

According to the Finnish Transport and Communications Agency, the ICT sector's energy consumption accounts for 4–10% of global electricity consumption, and the sector's greenhouse gas emissions are approximately 3–5%.

It is therefore clear that the ICT sector also has a significant responsibility for mitigating climate change. Finland's ICT sector climate and environment strategy sets out measures to promote the climate-friendliness of infrastructure: developing and using energy-efficient solutions, favoring carbon-free energy sources, utilizing waste heat and taking environmental considerations into account in the construction of networks and the promotion of shared use.

The strategy emphasizes energy efficiency in software and service design, and the development of climate-friendly ICT solutions. The circular economy is promoted by extending the lifespan of devices, improving recycling and favoring sustainable materials. It also highlights monitoring energy consumption and material flows, as well as better understanding of the lifecycle impacts of digital solutions and the environmental impacts of emerging technologies, and the utilization of eco-efficient solutions.

At Hurja, we play our part in this broader picture. We aim to reduce the climate impacts of our own operations, increase our understanding of climate action, and develop solutions that support our clients' sustainable growth.

# Environment

Hurja's sustainability program sets out concrete measures and goals for how we fulfill our environmental responsibility and promote ecological sustainability.

## Operating principle:

**We urgently promote practices through which we act against climate change and its impacts.**

## UN Sustainable Development Goal



### Hurja's specific goals

- Hurja aims to achieve carbon neutrality by 2025
- We increase our own understanding of our opportunities related to slowing climate change
- We promote positive change at a broader level

### Measures

- We calculate Hurja's carbon footprint and actively reduce Hurja's negative climate impact
- We increase our knowledge related to environmentally friendly operations
- We participate in projects related to slowing climate change, adaptation, mitigation of impacts and early warnings where possible

### Success metrics

- We know Hurja's carbon footprint by the end of 2024 and an action plan to minimize it has been drawn up
- Hurja holds a certificate of carbon neutrality by the end of 2025
- At least one project promoting the climate action goal is underway annually

## Environment

# Carbon neutrality achieved ahead of schedule

### Measure:

**We increase our knowledge related to environmentally friendly operations**

**We calculate Hurja's carbon footprint and actively reduce Hurja's negative climate impacts**

### Success metrics:

**Hurja holds a Carbon Neutrality Label by the end of 2025**

## Koodia Suomesta ry awarded Hurja the Carbon Neutrality Label in 2024

The goals set out in our sustainability program for 2024 were to map Hurja's carbon footprint and draw up an emissions reduction plan. The aim was to achieve carbon neutrality and obtain external certification by the end of 2025.

Hurja's carbon footprint was calculated for the first time for the year 2023 in cooperation with Carbon Wise Oy, and the emissions were offset in 2024. As a result, Hurja was awarded the Carbon Neutrality Label by Koodia Suomesta ry on December 16, 2024, and the carbon neutrality target was achieved ahead of schedule.

We independently calculated Hurja's 2024 carbon footprint and offset the remaining emissions, which entitled us to use the label for a second consecutive year (December 17, 2025).

Achieving carbon neutrality is an important milestone for us, but the work does not end there. We actively monitor new ways to reduce our emissions and promote the climate action goals of our sustainability program.

Our goal is to renew the Carbon Neutrality Label annually and continue developing more environmentally friendly practices. We report on our progress annually in our sustainability report.



Environment

# What Hurja’s carbon footprint consists of

Hurja’s carbon footprint in 2024 was approximately 38.6 thousand kilograms of carbon dioxide equivalent (CO<sub>2</sub>e).

The calculation took into account the energy used by Hurja, water and waste management, business travel, employees commuting to and from work, data transmission and server use, and purchased services.

Total carbon footprint

**38,592 kg CO<sub>2</sub>e**  
in 2024

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**39,555**  
in 2023

**↓ -2.4 %**  
Decreased

Greenhouse gas emissions by category

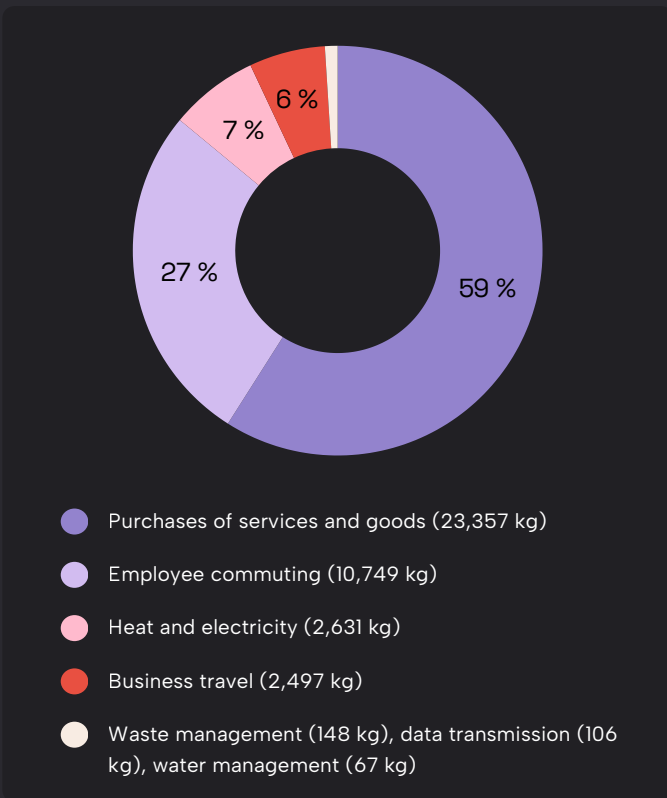
**0 tCO<sub>2</sub>e**  
Scope 1

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**2.7 tCO<sub>2</sub>e**  
Scope 2

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**35.9 tCO<sub>2</sub>e**  
Scope 3



Emissions from purchases of services and goods

**24,400 kg**  
in 2024

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**23,357 kg**  
in 2023

**↗ +4.5 %**  
Increased

Employee commuting emissions (home–work)

**8,062 kg**  
in 2024

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**10,749 kg**  
in 2023

**↘ -25.0 %**  
Decreased

Business travel emissions

**3,121 kg**  
in 2024

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**2,497 kg**  
in 2023

**↗ +25.0 %**  
Increased


Heat & electricity emissions

2,684 kg

in 2024

2,631 kg

in 2023

 +2.0 %  
Increased


Waste management emissions

151 kg

in 2024

106 kg

in 2023

 +42.5 %  
Increased


Water management emissions

68 kg

in 2024

67 kg

in 2023

 +2.0 %  
Increased

Data transmission emissions

106 kg

in 2024

106 kg

in 2023

+0.0 %  
Unchanged

Total water consumption

204 m<sup>3</sup>/year

in 2024

Total energy consumption

30,798 MWh

in 2024

Waste amounts per year

5 kg

Metal

100 kg

Cardboard and pasteboard

10 kg

Electronic waste

200 kg

Plastic

20 kg

Paper

300 kg

Biowaste

60 kg

Mixed waste



## Towards a smaller carbon footprint and climate action

Following the carbon footprint calculation, the next phase of Hurja's environmental responsibility has been reducing emissions and identifying and selecting suitable offsetting projects. Since it is not possible to eliminate the carbon footprint entirely through our own measures, the remaining emissions are compensated. At the same time, we continuously strive to reduce the climate impact of our operations.

To reduce climate impacts, we continuously explore opportunities to concentrate service purchases from low-emission suppliers. We also use a Hetzner virtual server located in a domestic data center, which provides an efficient and scalable solution. The server is located at Data Center Park in Tuusula and runs on 100% renewable energy, making it a sustainable and environmentally friendly choice. We are also looking for ways to encourage employees to use low-emission transport, and remote working is possible whenever the job allows.

The most significant reduction opportunities related to Hurja's own direct emissions concern business travel, particularly hotel accommodation, diesel car use and flights. Although their share of total emissions is relatively small, by choosing lower-emission modes of travel and responsible accommodation services, we can steer Hurja's operations in a more environmentally friendly direction and support the climate action goal of our sustainability program.



## Environment

# Carbon footprint compensation 2023 and 2024

## Achieving the carbon neutrality target through compensation

In 2024, we offset our carbon footprint from 2023 for the first time and applied for the Carbon Neutrality Label granted by Koodia Suomesta ry. We continued offsetting emissions in 2024, and the projects selected for both years support the goals of Hurja's sustainability program, **climate action**, and **decent work** and **economic growth**.

The emissions from 2023 were offset through the [Planting Biodiverse Forests in Panama \(CO2OL Tropical Mix\) project](#), which promotes the restoration of tropical ecosystems by combining sustainable forestry, biodiversity conservation, and carbon sequestration. The project includes planting native tree species and teak trees, while also supporting sustainable cocoa farming. It creates long-term jobs, provides training opportunities, and improves local livelihoods. The project is Gold Standard certified.

To offset our 2024 emissions, we selected [the Nicaforest High Impact Reforestation Program in Nicaragua](#). The project focuses on reforestation in previously deforested areas, the protection of natural forests and waterways, and the development of a sustainable value chain in collaboration with local landowners. Nicaforest supports carbon sequestration, biodiversity, and climate resilience while also creating permanent jobs and educational opportunities. The project is certified by Gold Standard and FSC, and it also holds the Gold Standard for Global Goals certification.

## Environment

# How we aim to reduce our carbon footprint

We actively seek to increase our positive climate impact by offering software development services that support environmentally beneficial projects, either directly or indirectly. We want to act increasingly as a software development partner in projects that promote climate-positive goals.

To support this goal, we are prepared to offer services related to these projects at more affordable pricing, so that we can in our own way help enable the impacts of sustainable development on a broader scale.

## Growing our carbon handprint

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### Use of renewable energy:

We favor renewable energy, including in the office and in server maintenance, such as Hetzner virtual servers located in a domestic data center, which run on 100% renewable energy.

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### Energy-efficient premises and recycling

We pay attention to the energy consumption of our work equipment, have upgraded our office spaces with LED lighting, improved waste sorting and recycling, and decided to move to smaller office premises to increase energy efficiency.

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### Circular economy for devices and resources

We lease our employees' computers, allowing the devices to be returned to suppliers at the end of their lifecycle. We also apply circular economy principles in the procurement of office furniture. In addition, our goal is to recycle or donate decommissioned but still functional equipment, such as monitors.

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### Sustainable commuting

We reduce emissions by enabling remote working, minimizing unnecessary travel and offering a commuter cycling benefit.

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### Responsible procurement

In procurement, we aim to choose responsible and, where possible, domestic suppliers, and we minimize the procurement of business gifts manufactured abroad.

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### Increasing plant-based food

We are increasing the availability of plant-based food options at company events and using oat milk for coffee.

## Environment

# We promote positive change at a broader level

## Our Shared Saimaa Ringed Seal – LIFE: AR application supporting climate action

During 2022–2023, we participated in the Our Shared Saimaa Ringed Seal LIFE project led by Metsähallitus by developing an AR application for Metsähallitus to support the conservation of the Saimaa ringed seal. The project received funding from the European Union’s LIFE program and aimed to help adapt the Saimaa ringed seal’s habitat to the impacts of climate change while also raising awareness of the need to protect this endangered species.

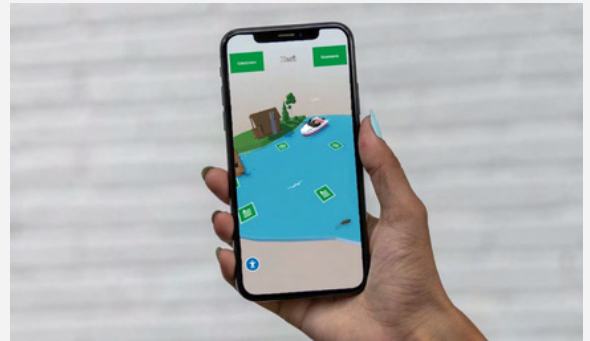
Although the project was carried out as a commercial assignment for Metsähallitus, we are proud to work with clients who share our values and promote biodiversity conservation. The project also provided us with an opportunity to strengthen our sustainability goals through concrete development work.

### Measure:

**We participate in projects related to slowing climate change, adaptation, mitigation of impacts and early warnings where possible**

### Success metric:

**At least one project promoting the climate action goal is underway annually**



[Read the client story](#)

## An innovative solution for environmental protection

Metsähallitus wanted to create an interactive and approachable way for tourists and local residents to learn about the life and conservation of the Saimaa ringed seal. The web-based AR application we developed brings the seal’s habitat to life on visitors’ smartphones without requiring a separate app.

Special attention was paid to accessibility during the design process to ensure that the application could also be used by visually impaired users. Alt texts and screen reader instructions were added to the application, making it an exceptionally accessible AR experience.

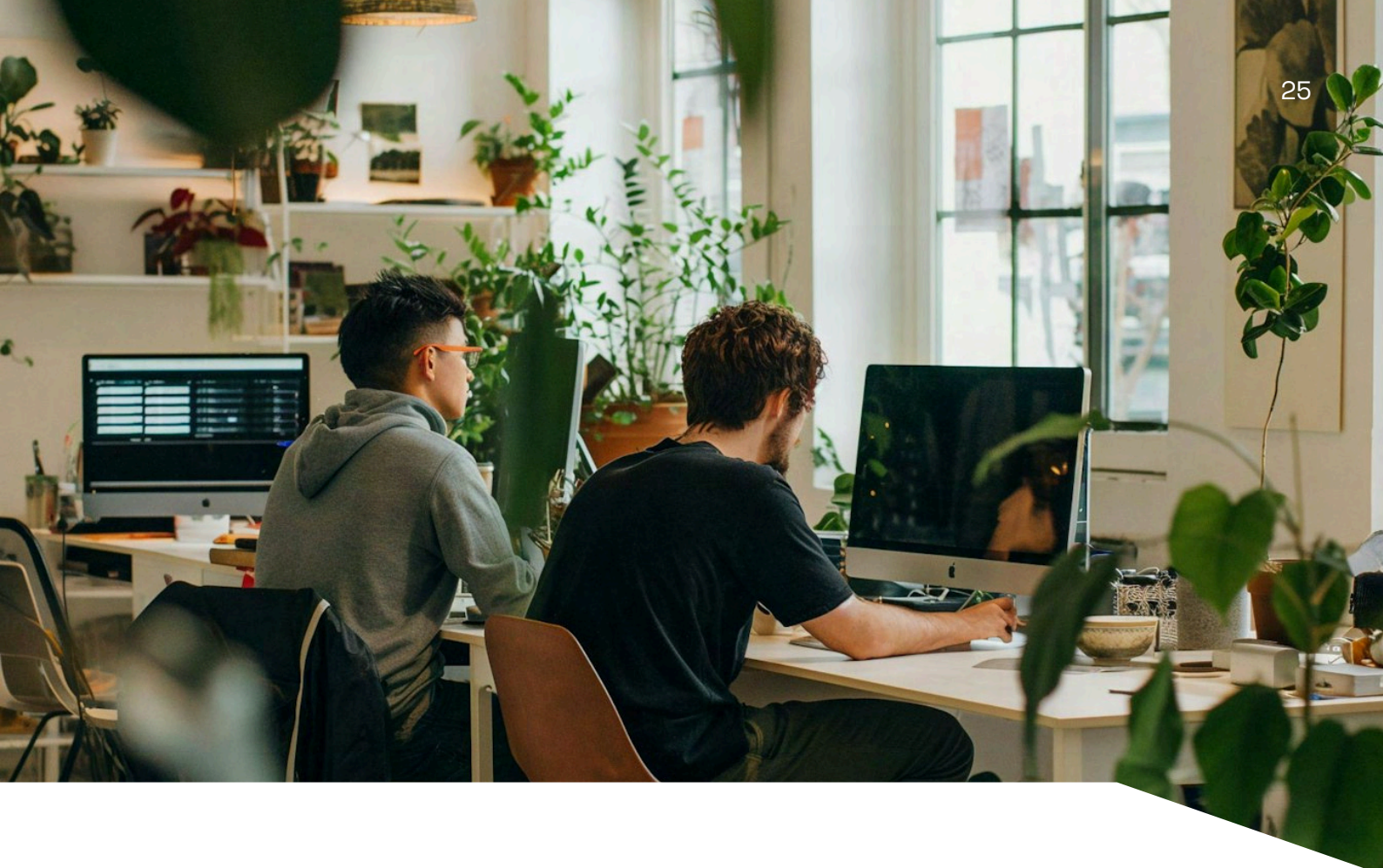
## Impact and benefits

The AR application offers a new, engaging visual way to learn about the life of the Saimaa ringed seal and how people can act for its habitat. It also illustrates how people need to take the needs of the Saimaa ringed seal into account at different times of the year, and increases awareness of the seal’s endangered status and the importance of its ecosystem.

This helps to build understanding and acceptance of conservation measures and promotes the survival of the seal in the Saimaa region.

# Social

How we at Hurja fulfill our social responsibility

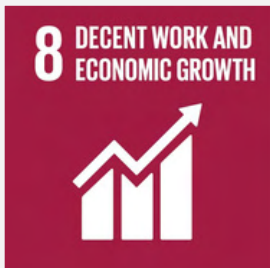


## Social responsibility as part of sustainable business

In the software and ICT sector, social responsibility is above all about people — how work is done, who is given opportunities and what kinds of impacts digital solutions have on society. The rapid changes in the sector, fluctuating economic conditions and the uneven matching of skills and employment opportunities place a responsibility on companies to look after both employee well-being and the realization of equality.

At Hurja, social responsibility means a long-term investment in decent work, skills development and employee well-being, as well as the promotion of digital equality. We want to be a workplace where people can develop and do meaningful work even in changing economic conditions, and a partner whose solutions support a more equal and accessible digital environment.

In our sustainability program, social responsibility takes concrete form as clear goals, measures and metrics that support the UN Sustainable Development Goals. Through these goals, we promote the well-being of our own work community, our clients' responsible and sustainable operations, and broader societal impact.



Concrete measures and goals for how we fulfill our social responsibility and promote social sustainability.

**Operating principles:**

**We promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, and we reduce inequality within and among countries.**

## 8 Decent work and economic growth

### Hurja's specific goals

- Developing employee experience and wellbeing
- Employment opportunities for young people

### Measures

- We conduct a staff survey every two years
- We enable staff development and continuous learning
- We continuously seek ways to develop Hurja into the best workplace
- We offer internship placements to software sector students

### Success metrics

- The eNPS recommendation index is above 50
- We offer internship placements for 1–2 interns annually

## 10 Reduced inequalities

### Hurja's specific goals

- Increasing digital equality

### Measures

- Considering diversity in recruitment and communications
- Increasing accessibility awareness and expertise both internally and externally
- Participating in projects that reduce inequality

### Success metrics

- Hurja's website meets accessibility level A
- Accessibility is taken into account in the tendering process for website projects
- At least one project reducing inequality is underway annually

Social

# Workforce

For Hurja, employees are the foundation of the company’s operations. Our responsibility is visible in how we look after people, offer meaningful work and opportunities for skills development, and ensure fair and transparent remuneration. We pay wages at least at the minimum levels required by law and the applicable collective agreement, and we continuously work to ensure that working at Hurja is meaningful, sustainable and supportive of employee well-being.

## Engagement

In 2024, the eNPS (employee Net Promoter Score) was 50, indicating employee commitment and willingness to recommend Hurja as a workplace.

Full-time employees

# 90 %

in 2024

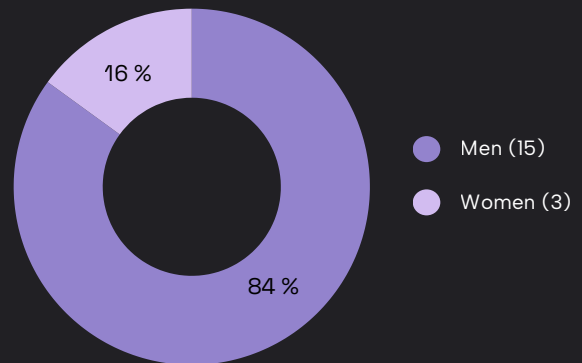
# 90.5%

in 2023

# -0.6 %

decrease from 2023

Gender distribution 2024



eNPS score 2024

# 50



Workplace accidents

# 0 cases 0 %

in 2023-2024

Employees covered by collective bargaining agreements

# 100 %

in 2023-2024

Work-related fatalities

# 0

in 2023-2024

Average training hours in 2024

# 85 h

For data protection reasons, training hours are reported as a total.

## Social

# Developing employee experience and well-being

**Measure:**

We conduct a staff survey every two years

**Success metric:**

The eNPS recommendation index is above 50

## Staff surveys and measuring employee well-being

Hurja's sustainability program originally included conducting an employee survey every two years as one of its measures. However, we decided to increase the frequency of measurement and carried out employee surveys in both 2023 and 2024. Going forward, the employee survey will be conducted annually.

In 2024, we introduced a new HR system that enables us to monitor job satisfaction and employee well-being more comprehensively and regularly than before. At the same time, we added an annual well-being survey and eNPS (employee Net Promoter Score) measurement to the program, providing continuous and up-to-date feedback on employee experience and engagement.

Going forward, we will conduct two different employee surveys annually. This provides a more timely and detailed overall view of employee well-being and supports the continuous development of the work environment and the updating of goals to better reflect changing needs.

## Development of employee well-being measurement and updating of metrics

Our sustainability program originally defined success as at least 90% of Hurja employees considering Hurja an overall good place to work. The intention was to measure this using the Great Place to Work survey, but the measurement framework was later updated to better reflect current needs.

The new success metric is an eNPS (employee Net Promoter Score) above 50. With the updated HR system and revised survey model, we are able to evaluate employee well-being and job satisfaction more accurately than before, while also making better use of employee feedback to support continuous improvement efforts.



## Skills development program

In 2023, we introduced Hurja's own skills development program to support our employees' professional growth and continuous learning. As part of the program, 10% of each employee's working time is allocated to developing their skills. In addition, we provide financial support for obtaining and completing role-specific certifications, such as AWS certifications.

The goal of the program is to enable our employees to grow into technology leaders while supporting career paths that align with both individual and organizational goals. This investment in skills development strengthens Hurja's competitive advantage and ensures that we can continue to provide our clients with modern, high-quality solutions in the future.

**Measure:**

**We enable staff development and continuous learning**

**Success metric:**

**The eNPS recommendation index is above 50**



## Internship placements for software development students

Hurja's sustainability work includes supporting new talent and making it easier to enter the sector by offering internship placements to software development students. Internships give students an opportunity to develop their skills in practical work under the guidance of experienced professionals, as well as to familiarize themselves with different areas of software development.

Our goal is to offer at least 1–2 internship placements annually. In 2023, two interns worked at Hurja, as was also the case in 2024. The internship program strengthens students' readiness for working life and at the same time supports the long-term development of Hurja's expertise.

**Measure:**

**We offer internship placements to software development students**

**Success metric:**

**We offer internship placements for 1–2 interns annually**

## Social

# Increasing digital equality

## Communications based on the principles of equality and accessibility

Increasing visibility in the IT industry and highlighting diverse role models is important. At Hurja, we invest in communication that promotes equality and diversity while supporting inclusive representation. Our goal is to advance digital equality both within our own operations and in our client work.

The principles of diversity and equality guide our communications, recruitment, and the way we present ourselves in digital channels and client projects.

## Increasing accessibility knowledge and expertise

We provide our clients with consultation on accessibility requirements and carry out accessibility audits and accessible web services. We also share accessibility-related knowledge and expertise internally and externally.

We also continuously develop our own accessibility. An accessibility audit has been carried out on Hurja's website and identified shortcomings have been addressed in 2023–2024. Accessibility is systematically taken into account in the development of web services, and the goal is for Hurja's website to meet the requirements of WCAG Level A in 2025.

**Measure:**

**Considering diversity in recruitment and communications**

**Success metric:**

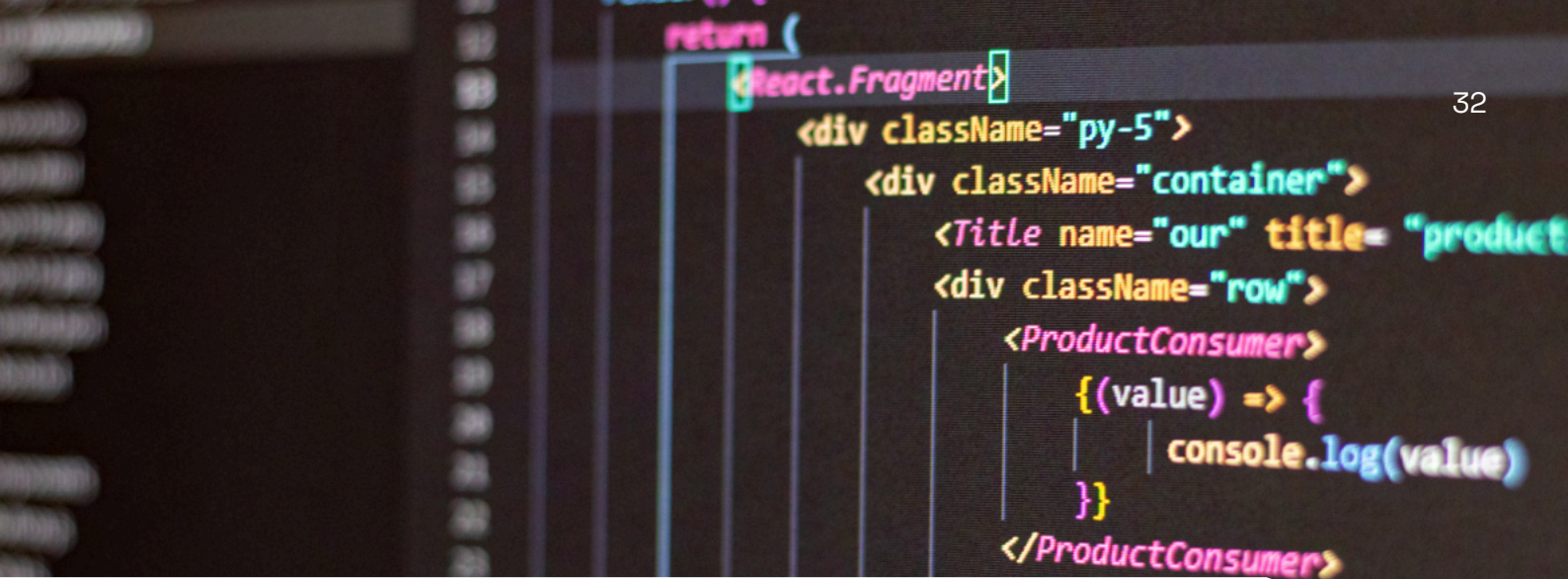
**Hurja's website meets WCAG Level A by 2025**

**Measure:**

**Increasing accessibility knowledge and expertise both internally and externally**

**Success metric:**

**Accessibility is taken into account in the tendering process for website projects and Hurja's website meets WCAG Level A by 2025**



## Developing information security – a new measure in our sustainability program in 2024

In 2024, we added information security development as a new measure in Hurja's sustainability program. Information security is a key part of our social responsibility and our efforts to advance digital equality. It is not only a technical requirement, but also a value that supports a safe and equal digital environment for our clients and society.

Information security development was launched with support from an external partner. Based on the analysis carried out together, the work has continued as Hurja's own systematic development effort across all areas. The development work has partly used the principles of the ISO 27001 standard and the European Union's cybersecurity directive, NIS2, as a framework.

The information security development roadmap we created guides continuous improvement and ensures that our solutions protect users' data and privacy. This strengthens trust, which is the foundation of digital equality. Every user has the right to secure digital services and the protection of their data, and strong information security supports the safe and equal use of digital services.

Information security is also a significant part of our social responsibility from an employee perspective. A secure work environment and clear operating models strengthen internal trust and support employee well-being.

### Measure:

Developing information security

### Success metric:

At least one project reducing inequality is underway annually

## Sponsorship partnerships 2023–2024

Hurja's sponsorship partnerships are part of our social responsibility and a way to promote community well-being, culture, and equal opportunities to participate. By supporting local organizations and events, we strengthen community spirit and help create the conditions for sustainable local development.

At Hurja, we are committed to supporting communities and organizations that promote well-being, culture, and local development. Our sponsorship partnerships in 2023–2024 reflect our values and sustainability goals, strengthening community spirit and opportunities for success.

Our sponsorship activities have taken many forms. We have provided support through digital solutions, such as building and maintaining websites, as well as through financial and other forms of support. Our goal has always been to create added value for the organizations we support and their communities.

### Our targets

- KuPS
- Savo Volley
- We support the Comedy Festival
- Kuopio Dance Festival
- Tuottava Idea competition (Junior Chamber International Finland)



# Governance

How we at Hurja fulfill our economic and administrative responsibility



## Good governance as the foundation of responsible business

**reliable  
partner**

Hurja Solutions Oy is committed to conducting ethical and responsible business, with the aim of also creating positive impact on society more broadly. Our operations are based on good governance, which is a central part of responsibility and the ESG framework.

As part of this commitment, we pay our taxes in Finland, comply with national legislation and the principles of good governance, and choose our partners responsibly. These principles are supported by our membership of the Tilaajavastuu Luotettava kumppani (Reliable Partner) service, which serves as a clear mark of trust and proof of fulfillment of statutory obligations.

In accordance with these principles of responsibility and good governance, we are building a sustainable foundation for responsible growth and promoting societal well-being through transparent and reliable operating practices.

# Governance

Concrete measures and goals through which we fulfill our economic responsibility and promote economic sustainability.

## Operating principle:

**We promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.**

## UN Sustainable Development Goal



### Hurja's specific goals

- We are committed to conducting ethical and responsible business, through which we aim to create positive impact on society as well.
- We support the well-being, success and productivity of businesses through technology, development methods and innovation.

### Measures

- We are a partner for our clients in development projects, helping, guiding and delivering projects from start to finish with quality — in other words, doing what was promised.
- We pay our taxes in Finland, comply with national laws and operate in accordance with good governance, and choose our partners responsibly.
- We ensure business profitability, competitiveness and efficiency, and we grow in a controlled and sustainable manner.

### Metrics

- Annual customer satisfaction survey NPS of at least 50
- We strengthen our board work
- We are a member of the Luotettava kumppani (Reliable Partner) service

## Governance

# Ethical and responsible business

We are committed to conducting ethical and responsible business, through which we aim to create positive impact on society as well.

**Measure:**

**We pay our taxes in Finland, comply with national laws and operate in accordance with good governance, and choose our partners responsibly.**

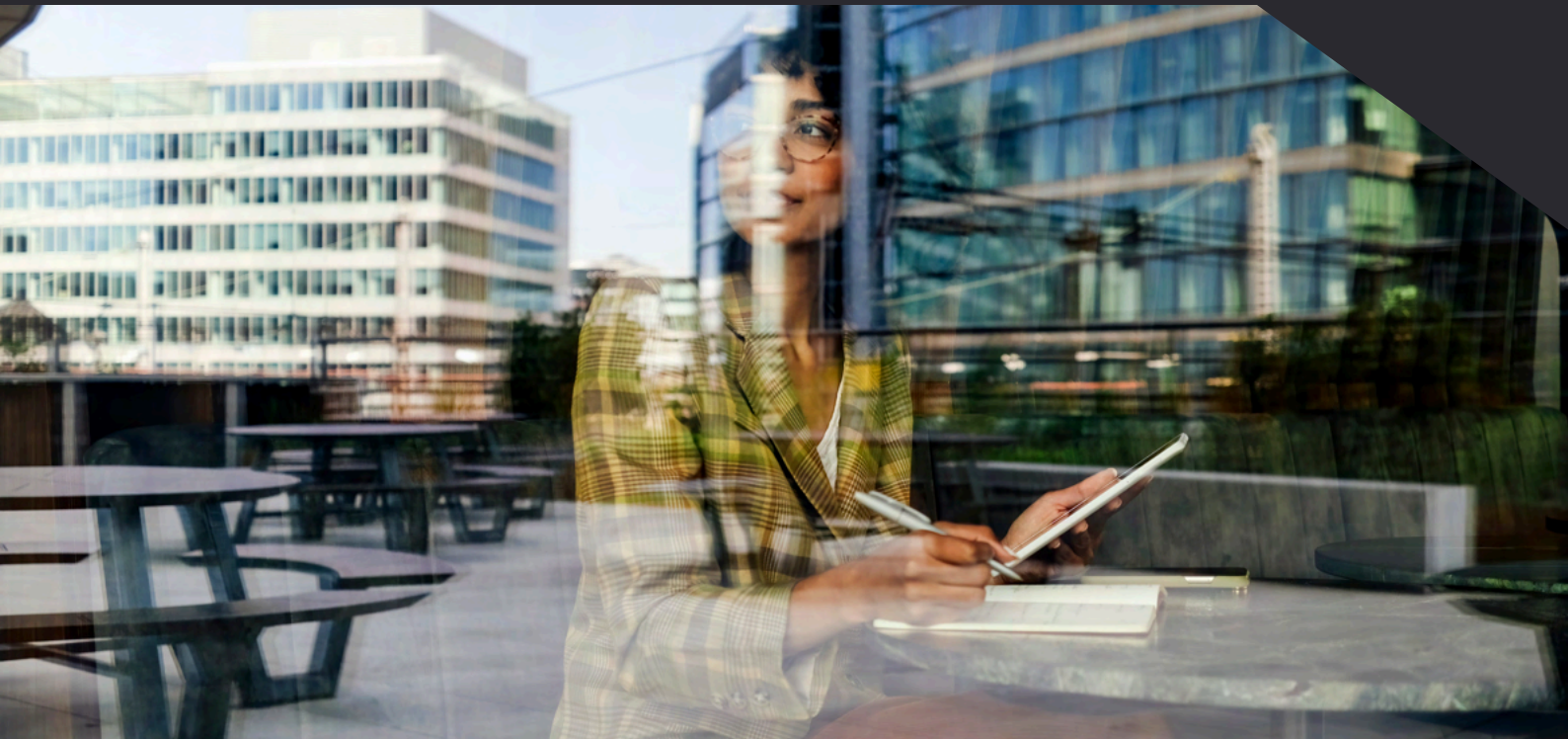
**Success metric:**

**We strengthen our board work and are a member of the Luotettava kumppani (Reliable Partner) service**

## Strengthening board work

In 2023 we strengthened Hurja's governance by reforming board work. Tom Weckström and Ozzi Järvinen moved from their previous advisory roles to become full board members, and Weckström was elected as board chairman. The new board members bring with them strong strategic expertise and experience that support Hurja's sustainable growth and competitiveness.

The development of board work is part of Hurja's overall strategy, the aim of which is profitable and long-term growth. In recent years, we have reformed our corporate structure and operating models by creating a group structure aligned with the strategy, focusing on service business and discontinuing the development of our own products. At the same time, we have directed development work towards areas that support our long-term goals and ethical business.



## Governance

# Business well-being, success and productivity

We support business well-being, success and productivity through technology, development methods and innovation.

### Measure:

**We are a partner for our clients in development projects, helping, guiding and delivering projects from start to finish with quality — doing what was promised.**

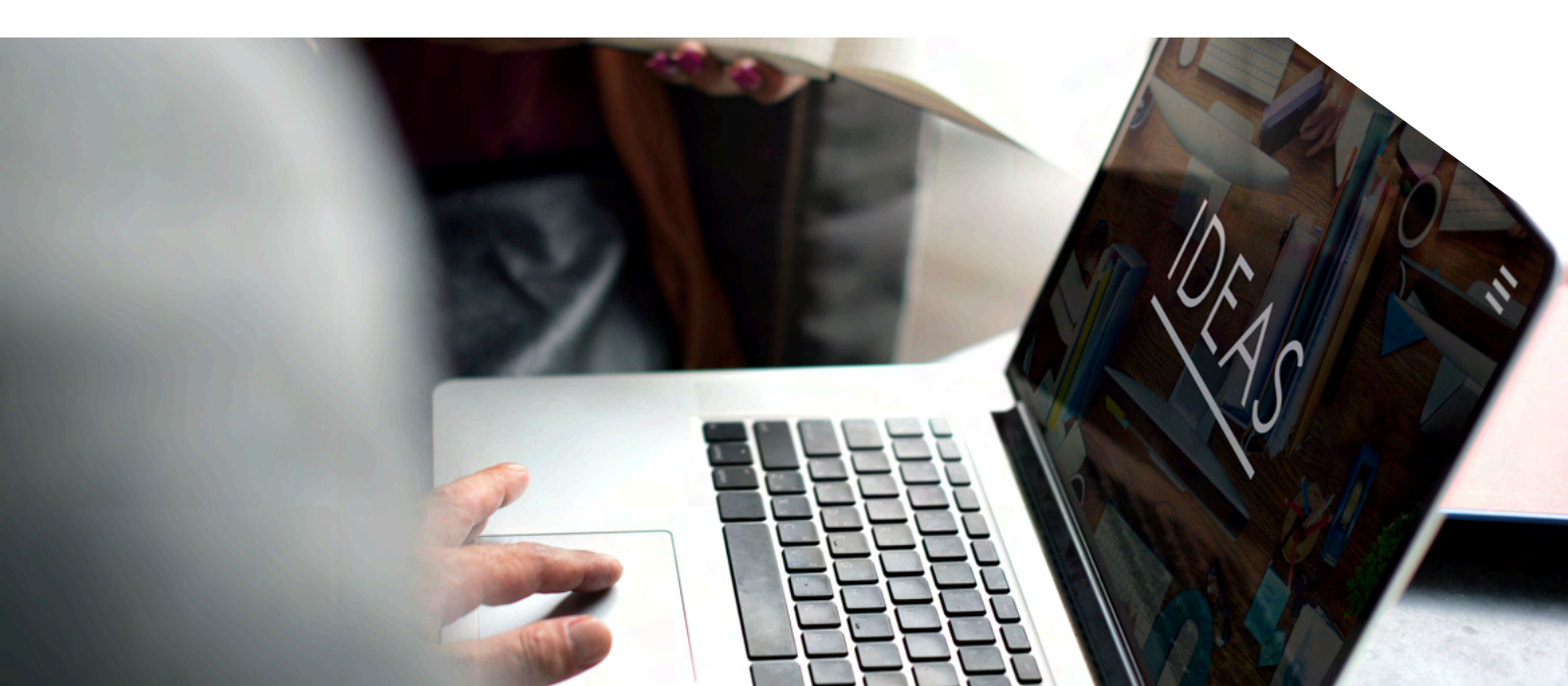
### Success metrics:

**Annual customer satisfaction survey NPS of at least 50.**

## Supporting our clients' success and satisfaction

At Hurja, we are committed to supporting our clients' well-being, success and productivity through technology, development methods and innovation. In 2024 we invested particularly in designing our clients' account management models and collaboration practices, in which customer satisfaction surveys serve as one valuable tool in developing the overall client experience.

We act as our clients' partner in development projects, offering support, guidance and high-quality delivery at all stages of the project. This approach is reflected in our client relationships as strong trust and long-term partnerships. The NPS score used as a metric (at least 50) is our central goal in monitoring client satisfaction, and we will report on the results of the client satisfaction survey in our next sustainability report.





HURJA

On the way towards  
a more responsible  
software sector.

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