

## LESSONS LEARNED

SUPPORT FROM THE  
GOVERNMENT IS OBLIGATORY

CRUCIAL TO FIND PARTNERS  
WHO CAN INTERPRET GLOBAL  
ENVIRONMENTAL GOALS TO  
BUSINESSES

THE WORK CAN BE INITIATED  
WITH RELATIVELY SMALL  
RESOURCES

BUSINESSES WILL ONLY TAKE  
LARGE SCALE ACTION IF THEY  
BENEFIT

## ACHIEVEMENTS

FIBS HAS TRAINED 40  
COMPANIES AND TARGETED  
OVER 1300 BUSINESS  
REPRESENTATIVES IN FINLAND

THE CONSTRUCTION SECTOR  
HAS BEEN SUCCESSFULLY  
ACTIVATED TO CREATE THEIR  
OWN CODE OF CONDUCT  
AROUND NATURAL CAPITAL

## FUTURE CHALLENGES

HOW OTHER STAKEHOLDERS  
CAN BE REACHED AND  
ACTIVATED?

ARE INCENTIVES &  
LEGISLATION NEEDED TO  
REACH ACTION BEYOND  
FORERUNNERS?