

Corporate Responsibility – what is it good for?

What is the role of business in society? Is the sole purpose of business to produce profits for its owners, and nothing else? These questions are debated all over the world as you and I make decisions and choices in both our private and business roles, every day.

Business is mainly about making profits, that much is true. But it is also a collective of people working as a part of society. There is a long tradition of businesses that have made valuable voluntary contributions to societal wellbeing and development, in addition to contributions resulting from their business activity.

Vaisala believes in a world where environmental observations improve daily life. We are privileged to work in a business that positively affects the lives of hundreds of millions of people all over the world. As the global leader in environmental measurement and an active member of society, Vaisala has a responsibility to act as a good corporate citizen. What does this mean in practice?

For Vaisala, this means constantly improving our products' environmental performance as well as our own environmental performance. It means conducting

business ethically and contributing to the communities we live in.

We have done a lot in all these spheres throughout our history. Recently we have assembled information about these activities from across our business areas in a more organized manner. The results can be seen in our first Corporate Responsibility Report, which we plan to publish next year. We believe that responsible business conduct benefits all: the way we manage our relationship with our stakeholders and translate our values and principles into action also affects the long-term success of our own business.

Corporate Responsibility activities will not revolutionize the world. However, responsible business conduct can make a significant contribution to addressing the social and environmental challenges we are facing today. Be it as individuals or as representatives of business, our current actions affect future generations and leave a legacy of social, environmental and financial contributions.

Together with our customers, we at Vaisala contribute positively to the everyday lives of people all over the world. That's a legacy to be proud of. ■



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