



HELSINKI  
HELSINGFORS



# Global responsibility strategy





September 3, 2012

---

## GLOBAL RESPONSIBILITY STRATEGY

### Contents

1. Introduction
2. Guidelines for global responsibility in the operations of the City of Helsinki
  - Definition of global responsibility
  - Climate change
  - Environmental protection
  - Procurements
  - Immigration and diversity
  - International cooperation
  - Responsibility in the management of finances and prevention of grey economy
  - Personnel
3. Implementation and follow-up of the strategy



---

September 3, 2012

---

## 1. INTRODUCTION

The drafting of a global responsibility strategy for the City Council is included in the Strategy Programme 2013–2016, which was approved by the City Council on April 29, 2009. The City Board took note of the preliminary report on the drafting of a global responsibility strategy at its cabinet evening session on November 11, 2009. The proposition for a global responsibility strategy and a background memorandum, prepared by a working group appointed by the Mayor on September 22, 2010, was completed on March 2, 2012. The global responsibility strategy was finalised on the basis of the committee, board and department statements on the proposition and the background memorandum.

According to paragraph 1 in the Finnish Local Government Act, local authorities shall strive to promote the welfare of their residents and sustainable development in their areas. Global interdependencies have a significant and increasing influence on the operations of the municipalities in all administrative branches as well as on the everyday life of the citizens. On the other hand, the operations of the municipalities have an impact all around the world. To be able to fulfil the goals specified in the Local Government Act, the municipalities must be increasingly aware and cognisant of the global operating environment of their own operations and, for their own part, actively strive to influence the global development. The situation is still new and challenging for local governments worldwide. Helsinki wants to be an internationally enterprising, developing and competent operator, in terms of its global responsibility at a local level.



September 3, 2012

---

## 2. GLOBAL RESPONSIBILITY GUIDELINES IN THE OPERATIONS OF THE CITY

### Definition of global responsibility

The areas of global responsibility for the municipality, as derived from the strategy programme and national themes of global responsibility, can be defined as follows:

- local efforts to solve climate change and cross-border environmental protection issues
- environmental and social effects containing the global dimension of procurements
- local efforts in connection to immigration and diversity
- guidelines for international operations
- cross-border measures in connection to management of finances and the finance market
- measures in connection to work and personnel

Respect for human rights, equality and diversity are connected to all areas of consideration.

Dimensions of global responsibility that clearly belong to the government's jurisdiction are:

- financial management and regulation of globalisation
- contracts and legislation relating to international economy and taxation
- worldwide development issues and development cooperation
- international security
- human rights
- international mobility

Principled guidelines, goals and specific measures concerning global responsibility have already been included in the strategies and action programmes of the city. Global questions pose a challenge for all branches of the city. Carrying global responsibility is integrated in the quality and development of the operations of the city.

Existing guidelines or guidelines under preparation have been collected to the background memorandum. The guidelines for global responsibility have been extracted out of these. All the guidelines have not been replicated in detail or on the action level in the global responsibility strategy. Especially the procurement strategy and the environmental policy include measures for furthering global responsibility. Concerning the measures, only new propositions have been included in the global responsibility strategy.



September 3, 2012

---

## Climate change and environmental protection

Helsinki is a forerunner in fighting climate change. The city will reduce its greenhouse gas emissions by at least 20 per cent by 2020, based on the 1990 level. The long term goal is to reduce greenhouse gas emissions even more in accordance with the guidelines of Finland and the EU.

The share of renewable energy sources in the energy production will be increased to 20 per cent by 2020.

In the development of food culture, the city aims to act for a better food quality and improved taste and, at the same time, decrease the ecological footprint of the public food service and the food chain of Helsinki and fight the climate change.

Helsinki is a forerunner in environmental protection and safeguarding the biodiversity. The environment policy goals of the city are kept up-to-date with the latest developments in the field. The City Council discusses the environmental report annually.

Helsinki intensifies the protection of the Baltic Sea e.g. by international cooperation. The goal is to influence the quality of the water locally and in the entire Baltic Sea area.

## Procurements

### Environment

Sustainable development is taken into account systematically in the procurements of the city. The possibility to utilise comparison and selection criteria based on sustainable development is assessed when putting out contracts to tender.

The contracts entered as a result of having been put out to tender always include either options of sustainable development or purchases of materials and services that have been produced in accordance with the principles of sustainable development, if possible with regard to the market and the nature of the procurement.

Helsinki aims to observe the entire lifespan of the materials and services in its procurements and in the organisation of its operations.



September 3, 2012

---

## Social

In its procurement activities, Helsinki complies with the basic standards of international working life e.g. to reduce the use of child labour.

The city always complies with the Act on the Contractor's Obligations and Liability when Work is Contracted Out and with the city's own instructions for fighting grey economy. To prevent grey economy, the city ensures that the suppliers used in its procurements have been registered in accordance with the Business Information Act and that they have paid relevant taxes and social contributions in full.

The city furthers the principles of equality and diversity in its procurements and when putting contracts out to tender.

The common awareness of human trafficking and the abuse of foreign labour force will be increased among those in charge of the procurements.

Helsinki will start using coffee and tea produced according to the principles of fair trade and strives to actively increase the use of other fairtrade products. The city applies for the Fairtrade City title.

The city cooperates with business life to further social responsibility.

The city finds it important to prevent the use of tax havens and, thus, avoids cooperation with companies linked to tax havens. A report on the issues of tax havens will be prepared for the City Board by the end of 2013. The report draws on e.g. experiences from other EU countries and previous reports in laying out the possibilities for municipalities and other local government actors to, within the boundaries of current legal norms, avoid cooperation with such companies. The report will also include methods for obtaining information about the companies' links to tax havens, for example, by means of audits and country-specific reports.

## Immigration and diversity

Immigration to Helsinki is a permanent city phenomenon, which is getting stronger. The meaning of immigrants with regard to the vitality of the city and the development of its international competitiveness is recognised.

The goal of the city's immigration and immigrant policy is the wellbeing of all citizens, regardless of background or circumstances.



September 3, 2012

---

Refugees, asylum seekers and other immigrants are granted a possibility to receive continuous language education within three months after their arrival to Helsinki.

The common identity of Helsinki respects the retention of the language and culture of different population groups as well as the cultural rights of all citizens.

The city ensures that the needs of foreign-language speakers are taken into consideration in the planning of services. The goal of the supply of services is to offer equal opportunities to all the people of Helsinki and an equivalent opportunity for a good, decent life in a secure environment.

The immigrants' integration to working life is supported by offering Finnish and Swedish language courses according to need and by offering practical training places and apprenticeship contracts. Special attention is paid to counselling and improving the situation in the working life of workers arriving from outside the EU. It is ensured that deeply traumatised immigrant and asylum seeker children can quickly gain access to evaluation and rehabilitation services.

The immigrants' opportunities to participate are improved by removing obstacles to participation.

#### International cooperation

Helsinki furthers the economic, social and environmentally conscious development of the Baltic Sea area. Helsinki works to strengthen the position of the Baltic Sea area in the European Union.

While furthering the European competitiveness with its operations, Helsinki takes both the ethical principles and the principles of sustainable development into consideration.

Globally, Helsinki furthers the climate goals towards a carbon neutral future and exports know-how obtained from single projects, for example, of issues concerning energy and water.

Helsinki strengthens its international cooperation to reduce discrimination and applies for membership in UNESCO's European Coalition of Cities Against Racism network.

#### Responsibility in the management of finances and prevention of grey economy



September 3, 2012

---

The decision-making process is open and public and transparency is promoted in all economic operations in order to prevent all forms of corruption and bribery.

The city is in active cooperation with the tax authorities, other cities, business life and civic organisations, to be able to prevent grey economy both nationally and internationally. Reports on the implementation of the action programme against grey economy are regularly being compiled for the City Board.

The city acts responsibly when it comes to investment activities and getting loan financing.

The city furthers social sustainability, economic stability and the independent life of its citizens by sorting out how it can support the operations of time banks.

## Personnel

As an employer, the city ensures that the diversity of the population is reflected in the structure of the personnel.

The share of foreign-language speakers in the personnel is increased to match the share of foreign-language speakers in the population of the city. As a societal actor, the city also has a responsibility to improve the socioeconomic situation of foreign-language speakers by furthering e.g. their employment situation and career development.

The capability of the personnel to understand and take account of questions relating to diversity and equality will be improved.

The awareness of human trafficking and the signs of crimes close to it as well as the existing possibilities for possible victims to get help will be increased among the personnel.

## Implementation and follow-up of the strategy

The realisation of the goals of the global responsibility strategy will be reported to the City Board at least once every two years.