

LYYTI
SUSTAINABILITY
REPORT
2022



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ABOUT THIS REPORT

Lyyti offers web-based event management software for organising different types of events. Lyyti is the largest pure-play event management software company in the Nordics.

Since 2007, sustainability has been part of our everyday life and decision-making, but we've yet to do the work systematically.

We aim to do sustainable business and help our customers do that as well. As our company grows, future sustainability work must be better documented and guided so that we can make better decisions in the future.

This report aims to recognise areas where we have created the most significant positive impact and demonstrate how we take sustainability into account during 2022.

It also discloses how we'll develop our corporate sustainability work in the future.

At Lyyti, we approach sustainability from different perspectives:

- Lyytians
- Event impact
- Data security
- Environment





**WE HELP
PEOPLE CREATE
MEANINGFUL
ENCOUNTERS**

Lyyti's mission

KNOW THY EVENTS

Our mission is to help people create meaningful encounters, and we want to do it big time, as our goal states that we will help our customers with 1 million events in 2025.

Lyyti's footprint must be sustainable, but more importantly, **we must understand the handprint we leave through the events we help organise.**

Events can be very sustainable and create value, but they are also a significant source of waste, CO2 emissions, and, more importantly, wasted time.

For an event to create meaningful encounters, it needs to create value for the participant's time investment.

To unlock the potential of events, our tools, and expertise can help tremendously.

We offer the possibility to learn which events and event formats (live, online, hybrid) truly create value for the participants.

From the environment's perspective, the most sustainable event is the one left unorganised. We believe that the result of events is positive, but we also help our customers to decide how, when, and where to organise the events truly worth the participants' time.

Participants require sustainability

Currently, over 25 million participants join events organised on our platform during one year. If we can make sure that most of those participants gain value from the events, our positive impact is maximised.

Participants already require sustainability, and making it otherwise will affect the participant experience negatively.

As said, Lyyti's footprint is essential, and even more so is the handprint we can create. We understand that **we need to lead by example to help our customers and society with sustainability.** In this report, we will go into more detail about our actions.

Governance of Lyyti

The governance and management of Lyyti are based on the Finnish Limited Liability Companies Act. Vaaka Partners' fund owns a controlling stake in Lyyti. The rest of Lyyti is owned by founders, employees, and board members.

In 2022, the board consisted of five individuals, two from the owner and three independent members. Board members of Lyyti Oy are *Markus Huttunen, Olli Sirkiä, Jarkko Kyttänen, Panu Vuorela, and Pipsa Loimijoki.*

The board acts as the highest governance body. The management team reports to the board, and the functions report to the management team. Sustainability is part of the board's year clock.

Petri Hollmén, CEO of Lyyti

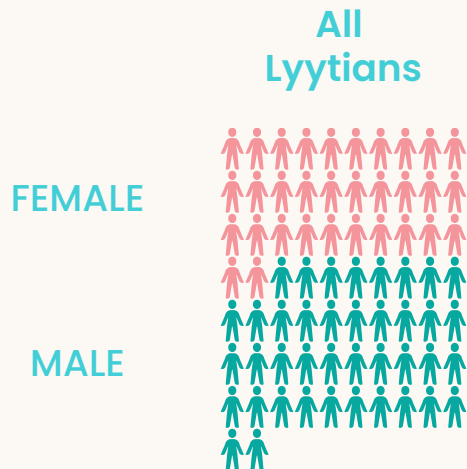
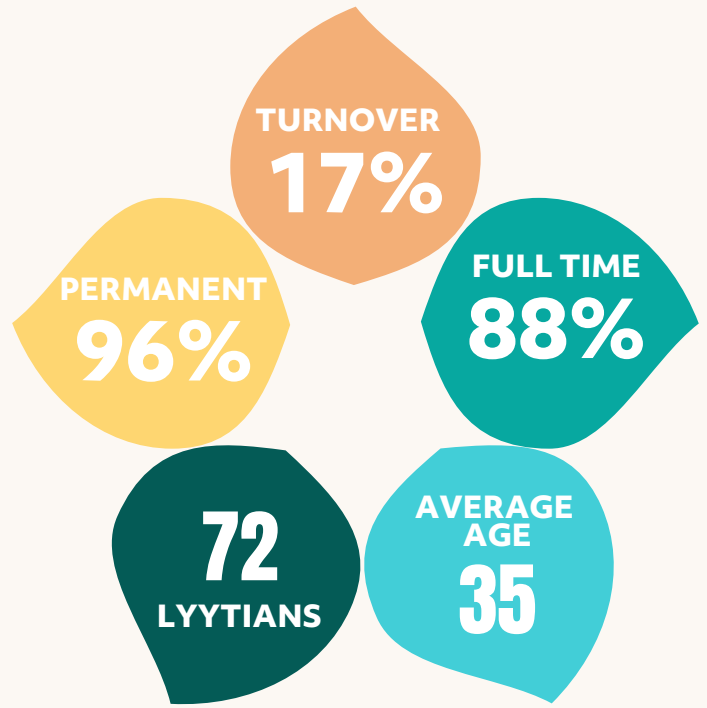


LYYTIANS

During 2022, the number of Lyytians has stayed stable.

On top of the ones on our payroll, we also worked with external consultants, e.g., with our four-member nearshoring team in Poland.

Even though we might work for different employers, we see everyone working with Lyyti as a Lyytian - a part of the tribe.



Green culture

According to our values, we keep a curious mind and work with a founder's heart while continuously guided by our tribal spirit.

To ensure that the values are a genuine part of our daily work, we have put together Lyyti's Green Book, which outlines our cultural code.

We believe that every person can proudly be who they are. For example, when looking for a new colleague, we don't ask about age, gender, or nationality during recruitment.

Our company language is English, enabling us to have a diverse workplace.

To help us develop our work, we conduct annual Siqni surveys. They help us identify every employee's most influential factors at work and focus development actions on them.

Next steps

We are getting to know Diversity, Equity and Inclusion matters more thoroughly. We are also discussing the possibility conducting a DEI audit.

We are conducting one main Siqni survey and two follow-up surveys during 2023. Individual and team development actions will be agreed upon after each survey.



OUR PROMISE

A JOURNEY WORTH YOUR TIME

1 ORGANISATION

We keep the organisation flat so it supports autonomy, freedom and flexibility.

2 PERSONAL DEVELOPMENT

We make sure that everyone gets to nurture their personal skills in everyday work, cross-team projects, through variety of learning opportunities and by developing their own role and responsibilities.

3 WORK ENVIRONMENT

We foster sustainable ways of working:

- provide extensive occupational healthcare services
- support sports activities among colleagues
- provide our employees a low-threshold mental health service with [Auntie service](#).

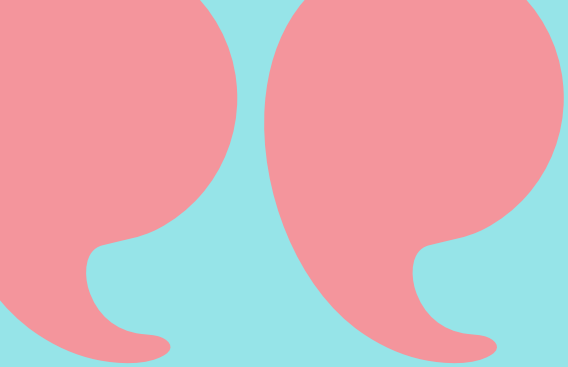
Next steps

We are in the process of creating a new, non-hierarchical **Performance Support Model**.

We provide all Lyytians and team leads training regarding accountability, psychological safety, and giving feedback.

We have joined the **Approved by Auntie** community. Via the community, we can offer specialised support for Lyytians in the early stages of their careers.





**WE MEASURE
LYYTIANS' SATISFACTION
AT WORK WITH
SIQNI'S FLAME INDEX.**

79

Flame Index in September 2022
(0-100)

EVENT IMPACT

Developing the best event management software

For the past 15 years, we have developed our software to be the market leader in Finland.

Since the world is changing fast, and we want to further expand our presence in other countries, also our software needs to change. That is why we are on the path to create something new – Lyyti Next Gen.

Lyyti Next Gen is our response to the change we see happening not only in the event business but in modern software development.

Next steps

During 2023 we are putting most of our efforts in getting Lyyti Next Gen to work in full force.

The goal is to make a modernised data-driven platform that helps produce engaging and beautiful events effortlessly.

50
Lyyti NPS
(web)



62
Lyyti NPS
(mobile)

World-class customer support

We want to give our customers the best possible support when using our product.

We offer our customer support via channels that they prefer to make asking for help even **more efficient and accessible**.

Customers contact Lyyti's support via phone, chats, email, Facebook Messenger, and Whatsapp.

We support customers learning through various support articles and videos that can be found in our knowledge base. Additionally, we recommend learning the basics of Lyyti for our new customers in Vuolearning, which is a learning platform.



Next steps

Lyyti will focus on providing top level customer support for our customers **by listening to customer needs and providing best possible solutions for their needs**.

By sharing the knowledge we have about events, we can make a big impact on how events are created in our customers' organisations.

The goal is that our customers need our support less and less as they advance in their Lyyti-journey.



Better events = sustainable choices

It's important to do many events to understand how they can be made better. For improving events, Lyyti has developed a family of tools to measure their success.

The Experience Value Score tools - Event EVS, Pulse EVS and Participant EVS - can tell a lot to an event organiser about the quality of their events and the return on their investment.

We are aiming to grow the number of events on our platform, but we are also taking active measures to making sure event organisers know when an event is the right medium to use.

Collecting feedback from the audience is the best way to learn that.

EVENTS IN LYYTI

87 626

EVS ANSWERS

326 567



Doing good for the society

Lyyti wants to have a positive impact on society. We believe that by giving our services to those who really need it, an even greater impact can be made.

Lyyti has, over the years, created meaningful relationships with several organisations that use Lyyti for doing something good. Partnerships and pro bono cases strive to support meaningful causes such as associations that provide leisure activities for young people and organisations fighting climate change.

What are we doing next

We strive to help our partners to create more meaningful events so that they can make even greater impact in the society using our tool to do it. We are always taking on new partnerships to support organisations in need.



**NUMBER OF
PARTNERS &
PRO BONO CASES**

253



Examples of partners & pro bono customers

Mothers in Business is a network that supports educated and career-oriented mothers in balancing work and family in Finland.

They aim to provide opportunities and tools for skills development, networking and career advancement and also to promote the role of mothers in the labour market and society at large

Mothers in Business uses Lyyti for organising events, webinars, and different kinds of courses. Lyyti is also used for communication purposes and for example managing mentoring programs.

MIB

Keep the Archipelago Tidy Association is a Finnish environmental organisation for boaters and all those travelling in and around Finnish waterways.

The task and aim of the Association are to keep Finland's coastlines and archipelago clean and to support opportunities for recreational boating and the enjoyment of all the waterways in and around Finland.

Keep the Archipelago Tidy Association uses Lyyti for organising and managing events. They also use Lyyti for surveys and selling their products. One innovative way of using Lyyti is the Rocco-service: with the help of Lyyti the association notifies boaters by sms when it's time to wash the bottom of the boat so barnacles don't get attached to boats.



IN 2022,
LYYTI MANAGED
THE DATA OF

26 million

898 thousand

225 participants

THE LYYTI VAULT

In 2022, Lyyti managed the personal data of 26 898 225 participants as a data processor. This is data of people who attend the events our customers organise through Lyyti.

Processing personal information is at the core of Lyyti's business, and we work to keep that data secured like a bank keeps customers' money secured.

Next steps

We are renewing our risk management procedure to include all teams in the risk processes.

Security & privacy trainings are organised at the end of the year. The goal is to increase the percentage of Lyytians completing the trainings in time.

We have a great goal to go towards ISO 27001 certification in the future, and we plan our actions with that goal in mind.

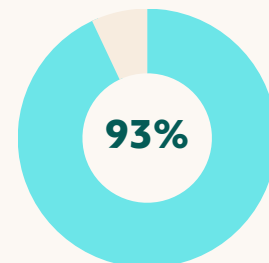


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Notification to the Data Protection Ombudsman*

*In 2022 we had one minor breach that was reported but did not lead to any further actions.

Lyytians who completed security & privacy trainings in time



SECURING LYYTI'S VAULT

- 1** **Customer is the owner of the data** and personal information in Lyyti and decides what information is collected.
- 2** **Data protection and security** have been organised in Lyyti through responsible personnel. The Head of Security Operations and the Data Protection Officer work together to ensure high level of security operations.
- 3** **Systems and user endpoints are monitored 24/7** by an external SOC.
- 4** **Lyyti has risk management process in place** to go through risks and mitigation on a yearly basis.
- 5** **Employees only have access rights** to systems and information that are required to complete their tasks.
- 6** **All subcontractors are reviewed** regularly to make sure that they hold the same level of security as we do.
- 7** **Networks are logically separated** from each other with adequate hardening and monitoring in place.
- 8** **Penetration testing is done** at least once a year by a third party vendor.
- 9** **Employees receive data security and privacy training** every year. Every new Lyytian joining will participate in trainings on their first day.

THE ENVIRONMENT

Lyyti's carbon footprint was calculated now for the second time. The 2022 calculation will serve as the reference year for the future.

Nordic Offset Oy, a Finnish expert company on climate change solutions, was consulted for the carbon footprint calculations.

All Lyyti offices in Turku, Helsinki, Stockholm, and Paris were included in the calculations.

Scopes 1, 2, and 3 were included, but Lyyti doesn't own any vehicles, so there were no emissions on scope 1.

- Scope 1 includes direct greenhouse gas emissions in its own operations.
- Scope 2 includes indirect greenhouse gas emissions in own operations from the generation of purchased energy.
- Scope 3 includes other indirect greenhouse gas emissions from operations.

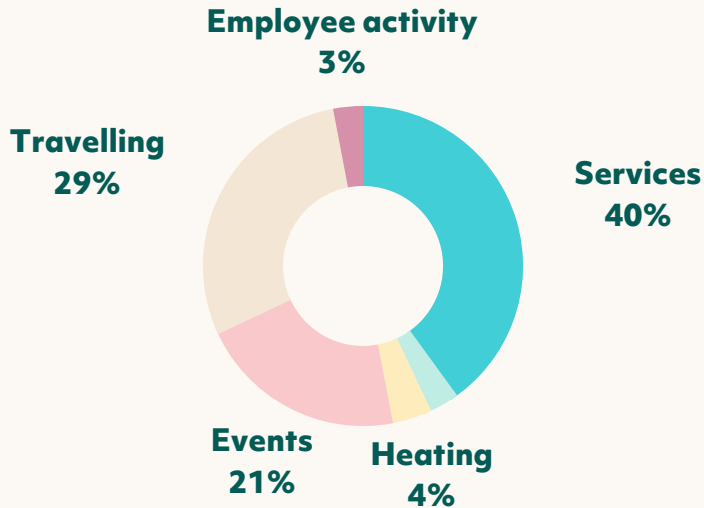


Carbon Neutral Code from Finland

In 2023, Lyyti was awarded the Carbon Neutrality label. Lyyti is one of six companies who have been awarded the label.

Requirements for the label includes calculation of carbon footprint, minimising its own carbon footprint and offsetting annually using one or more reliable carbon offsetting providers.

Total Carbon Footprint 192 t CO₂e



The largest individual emission source was the category “purchased services” (40 % of the total carbon footprint).

Events were also quite a large share of the carbon footprint, 21%. It included our internal and external events organised in 2022.

Emissions from travelling, events, employee commuting and remote work increased from the year 2021 because of the covid pandemic had impact on the business operations in 2021.

Main contributors

The total carbon footprint of Lyyti Oy was 192 tonnes of carbon dioxide equivalents (t CO₂e) in 2022. The carbon footprint per employee was approximately 2,5 t CO₂e.

The largest source of emissions was scope 3, which accounted for approximately 96 % of the total emissions.

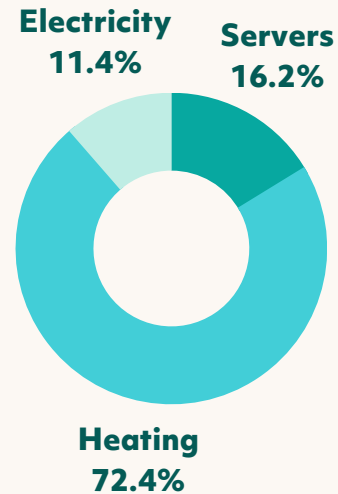
Total energy consumption

Total energy consumption of Lyyti was 114 184 kWh which divided between heating, electricity and servers.

All Lyyti offices in Turku, Helsinki, Stockholm and Paris were included in the calculations.

From the total consumption, server's part was 16,2%. We use server providers who use renewable energy.

Total energy consumption 114 184 kWh



Offsetting

Lyyti offsets emissions of 2022 to Rimba Raya Biodiversity Reserve Project.

The project protects the area of Rimba Raya from deforestation in southeast Borneo, Indonesia.

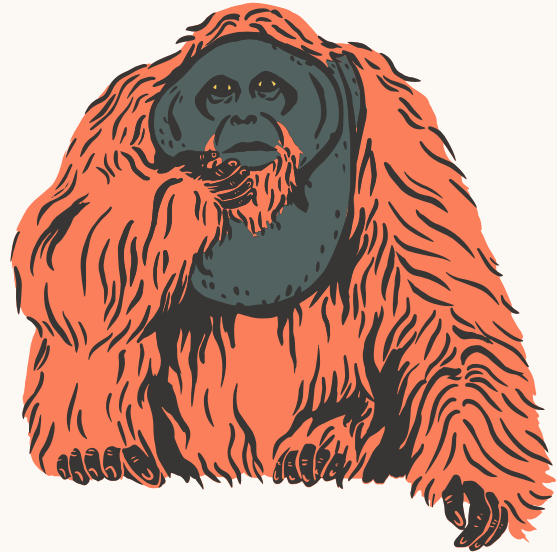
The reserve covers 64,000 hectares and is a home to hundreds of species, especially the endangered Bornean Orangutan, whose population has declined over 95% in the last century.

Borneo has suffered from deforestation for decades, and its remaining rainforests are under threat from timber cutting, mineral mining and the production of palm oil, in addition to illegal logging.

The project facilitates the conservation of the forest land particularly by providing sustainable livelihoods to the local people.

Next steps

Thanks to the comparison data we now have from 2022, our emission calculations will be more telling in 2023.



We will be wiser at making goals and about our decisions how and where to reduce emissions.

We will also investigate our subcontractors' sustainability objectives and goals.

As we've increased the amount of events we host, it's time to start collecting more data from these to support our green goals.

OUR SUSTAINABILITY JOURNEY

2020
Lyyti's first
sustainability report

2022
Lyyti's first public
sustainability report

NEXT
Sustainable events

2007
Lyyti established,
sustainability mindset
already in the business

2021
Lyyti becomes
carbon neutral

2023
Carbon Neutral Code
from Finland label



LYYTI

lyyti.com

