

# PI 2025-2030 STRATEGY

Summary of the strategy

Main focus areas and preliminary activities



PUUNJALOSTUS-  
INSINÖÖRIT  
Träförädlingsingenjörerna  
Forest Products Engineers



## Vision

Together, we will create a wood-based future.

## Values

Cooperation  
Reliability  
Pioneering

## Purpose of our operation

We are a responsible and innovative network of forest industry professionals and companies. We develop of our members' expertise. We contribute to making the field more attractive, and we are a valued partner in Finland and abroad.

## PI 2025-2030 STRATEGY

Active and  
diverse  
members

Skilled and  
committed  
personnel

Strong and  
stable economy

Responsible  
operations

Business  
intelligence

Development of professional skills

Promoting a sense of community and networking

Advancing the renewal and improving the attractiveness of the field

Supporting young and new professionals

# PI'S VALUES 2025-2030

## Cooperation

We engage in good and mutually beneficial cooperation with our members, various actors in the forest industry and other stakeholders. We believe in the power of working together, both within PI and with external partners. We share information openly and with trust, and through partnerships, we aim to have a better impact on the journey towards our strategic goals.

## Reliability

We offer reliable information for the development of professional competence in our events, publications and other activities. We are a reliable and sought-after partner for various projects both in Finland and internationally. We serve our members accurately and responsibly creating confidence. We trust each other and our partners to achieve common goals.

## Pioneering

We want to be a pioneer in everything we do. We are constantly looking for new, modern and responsible forms of operation to serve our members and our industry. We also aim to promote the renewal of the forest industry and to highlight new knowledge and innovations in the field. We develop our own and our members' professional skills by keeping up with the times.

# CORNERSTONES OF PI'S SUCCESS AND PRINCIPLES GUIDING THE OPERATIONS 2025-2030

## Active and diverse membership

For its members and elected officials, PI offers a unique network capable of renewal. We actively interact with our individual and corporate members, and we develop our operations in cooperation by listening to them. We also want to be a reliable and sought-after partner for our stakeholders and other communities.

PI always treats its members equally and wants to be an open and inviting community for all forest industry professionals, regardless of age, gender, nationality, mother tongue or other background factors.

## Skilled and committed personnel

PI's goal is to provide its employees with a safe and rewarding workplace that enables the development of professional capabilities and network. The association cares about all its employees, their well-being and safety, as well as respectful and fair treatment. Leadership is a significant key factor in the development of PI's success and operating culture.

Every PI employee has the right to, among other things, a clear job description, giving and receiving feedback, equal treatment, developing their own work and work community, receiving help from colleagues, a comfortable and safe working environment, adequate support from their supervisor, guidance, and activities that promote well-being at work.

The well-being at work of PI's employees is monitored regularly, and high-quality statutory occupational health care has been arranged for the employees.

# CORNERSTONES OF PI'S SUCCESS AND PRINCIPLES GUIDING THE OPERATIONS 2025-2030

## Strong and stable economy

PI's finances are managed in a professional and sustainable manner, ensuring the association's strong and stable financial resources in both the short and long term. All financial and investment decisions are made in accordance with the rules and internal guidelines in the interest of the association.

In its investment activities, PI operates in a long-term and responsible manner and does not engage in speculative trading. At the core of asset management are long-term investments in Finnish listed companies that offer good dividend yields. The governance model and other general principles for investment activities are defined in the general guidelines for investment activities, which are updated annually.

As a non-profit association, PI does not seek financial profit. Investment returns are a significant part of the association's annual funding, and the aim of investment activities is to achieve a steady, sustainable, growing and as predictable annual cash flow as possible. The aim is that during the strategy period, the share of investment returns in annual funding will increase and the share of other fundraising (e.g. membership fees) will decrease.

## Business intelligence

All decision-making of the association is based on the best possible available impartial information. PI regularly collects and monitors key information for decision-making, e.g. related to finances, event operations, membership and member services, communications and marketing, and responsibility to ensure that operations are guided by up-to-date and reliable information.

The collected data is processed responsibly and in accordance with regulations and analysed and visualised using modern methods to utilise it in the association's decision-making. The ultimate goal of business intelligence is to make high-quality, objective and fair data-based decisions for the development of the association's operations.



# CORNERSTONES OF PI'S SUCCESS AND PRINCIPLES GUIDING THE OPERATIONS 2025-2030

## Responsible operations

All of PI's operations are carried out responsibly, sustainably and in accordance with high ethical principles. Compliance with laws, rules and good manners is everyone's responsibility. With these in mind, PI and its employees are committed to always acting correctly and for the benefit of PI in all their activities. The association's operations and its responsibility are developed in the long term and based on the best available information from the perspectives of environmental, social and economic responsibility.

All persons and organisations involved in our operations and administration are obliged to ensure that the operations are completely correct and that they always act in full compliance with competition law and other applicable laws and regulations. The association does not participate in the competitive decisions of the employers of its member organisations or individual members, and thus does not restrict competition between companies in any way. PI maintains and communicates competition law to its members on a regular basis and updates the guidelines if the European Union or national legislation or the instructions of the authorities so require.

Harassment or any other inappropriate behaviour is not allowed at the association's events and activities.

We respect people and human rights, take environmental impacts and diversity into account in our decisions, procurements and other choices, and have zero tolerance for bribery. We avoid conflicts of interest arising from personal interests or relationships in business solutions and recruitment, we comply with competition laws in our operations, and we handle confidential information with caution and in accordance with the rules, as well as by ensuring adequate data security.

PI only invests in companies and objects that meet ethical and sustainable development criteria. When making investments, the sustainability criteria of various indices are checked and, if necessary, a special report on the ESG practices of the investment product is requested from the transaction operator.

The association wants to be a pioneer in responsibility and the introduction of more sustainable forms of operation, and to promote the development of responsibility in the entire industry through its activities. Communicating about the sustainable solutions offered by the forest industry is an important part of the association's activities.



# STRATEGIC THEMES 2025-2030

## Development of professional competence

Throughout its existence, PI has taken care of the forest industry's expertise and its development. The publication of learning materials and, in particular, the maintenance and development of the digital learning environment ForestBioFacts in cooperation with various operators in the field have a broad impact on the entire industry. In addition to digital services, the professional competence of our members will continue to be developed by offering seminars, webinars and training activities, scholarships, internships and mentoring, also taking into account the requirements of the changing working life for the needs of our members.

## Supporting young and new professionals

PI strives to recruit young experts in the field to its network in order to be able to offer them support during their studies and in the early stages of their careers. The student organisations of the universities in the field are partners of PI, who are supported financially and in other ways. Supporting young researchers with scholarships and organising pitching training, for example, is concrete work towards the goals. With the help of a network of student coordinators, PI organises events close to students and also offers member companies the opportunity to get to know young people.

## Promoting a sense of community and networking

Diverse events aimed at everyone or different member groups with high-quality programs and other networking opportunities remain at the heart of the association's activities. The aim is to take better account of the diversification of the membership in terms of educational background, mother tongue and work tasks. In addition to physical meetings, PI uses new digital means of networking by organizing hybrid events and webinars on its own and with various partners.

## Promoting the renewal of the sector and improving its attractiveness

Research in the field and the innovations that arise from it are important for the success and renewal of the forest industry. We convey information about concrete examples of the renewal of the industry and new responsible solutions at the association's events, various media channels and ForestBioFacts. In its attraction communications, in cooperation with other operators in the industry, PI communicates the forest industry as an excellent career option. PI also acts as a partner for research institutes, programmes and conferences in the field.

# PI STRATEGY 2025-2030

## - MAIN FOCUS AREAS

### Pioneering sustainability

- PI always acts responsibly, promotes the responsibility of the entire industry and sets an example for operators in the industry and other associations.

- *New responsibility metrics*
- *Diversity and responsibility in all operations*

### Smart business intelligence

- PI's operations are transparent, responsible and the measures are based on the best available information. The impact of operations is made visible with measured data and the use of artificial intelligence.

- *New all-encompassing dashboard, the "Master Dashboard"*

### Up-to-date student membership

- Changes in degree programmes and working life, as well as a more inclusive student membership that takes better account of young people's own wishes

- *Free student membership, removal of the 2-year study requirement*
- *Increased campus visibility and invited membership for higher education institutions*

### Showcasing the power of the corporate member network

- To engage corporate members more closely in the activities of PI and to activate the employees of the member companies also as individual members.

- *More visibility and impact for member companies*
- *Roadshow in member companies*

### Development of services for international experts and county members

- With responsible choices and the use of artificial intelligence, taking into account the needs of international experts in all of PI's activities. The aim is to develop the services of members outside the Helsinki metropolitan area by improving digital services and by providing members with high-quality Puunvuoro media in the future as well.

- *Major events to be bilingual*
- *Smart digital services add value to PI's services*

### Development of fundraising

- Development of PI's fundraising, e.g. by developing investment activities and enabling donations, with the aim of gradually reducing individual membership fees during the strategy period

- *Enabling donations and developing fundraising*