



Sanoma Group

Subsidiaries: Sanoma Learning
Locations: Finland (HQ)
Industries: Educational Resources

RISK LEVEL:



Medium Risk

DESCRIPTION:

Sanoma Group vets vendors for LGBTQ policies but has not publicly terminated business relationships based on views or beliefs. The company discriminates against religious organizations in its charitable giving and uses its reputation and corporate funds to support LGBTQ Pride. Sanoma Group prioritizes diversity in its leadership composition and is a signatory of the UN Global Compact. However, it protects its employees against viewpoint discrimination. For these reasons, Sanoma Group receives a Medium Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Sanoma has a written policy pledging to vet vendors for LGBTQ policies. Its Supplier Code of Conduct/Code of Business Ethics requires vendors to include sexual orientation in their nondiscrimination policy⁽¹⁾. The company prioritizes diversity in its leadership composition, seeking 50/50 gender equality in all managerial positions ⁽²⁾. However, the company has not publicly terminated business relationships due to political views or religious beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Sanoma Group does not donate to "religious movements or representatives" ⁽¹⁾.

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. Lower Risk

Sanoma Group provides its employees with viewpoint protections. It has a "zero tolerance" nondiscrimination policy based on its Diversity and Inclusion policy, which includes "political and religious beliefs" ⁽¹⁾⁽²⁾.

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

Sanoma Group supports ESG within its business practices. Sanoma Group is a signatory of the UN Global Compact, committed to carbon Neutrality by 2050. Sanoma Learning monitors “sensitive topics” and reports them to the Local Management Team for approval (1). Sanoma Learning celebrates “International Pride Month” and its employees marched in the largest Pride parade in Finland. Sanoma Group implements and Sanoma Learning requires unconscious bias training (2). Sanoma condemns Russia and supports Ukraine in the war (3).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk

Sanoma Group has donated to organizations that support the Ukrainian efforts in the war with Russia (1). Valkeakoski Sanomat, a Sanoma affiliate, was the “official patron of the Valkeakoski Pride parade” (2).

Uses corporate political contributions for ideological, non-business purposes.

N/A

Sanoma Group does not operate a PAC or engage in lobbying at this time (1)(2).

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