

Lakeland Wild Oy Gender equality plan

Publication: formal document published on the institution's website and signed by the top management;

This document has been published in Lakeland Wild (later LLW) public website.

Dedicated resources: commitment of resources and gender expertise to implement it; LLW follows European Institute for Gender Equality (EIGE) strategy 2020-2025. Staff is encouraged to familiarize themselves with this strategy along with any other rules or changes applied by the everchanging social atmosphere.

Data collection and monitoring: sex/gender disaggregated data on personnel and students and annual reporting based on indicators;

Data is collected by company's directors and processed by board members. All of the data is being processed in the most secure way possible, it is anonymised and will not be publicly announced in a way that could lead to any kind of recognition of the people in question. No data uninvolvement to the working will be monitored, and any kind of information received in regards of gender, sexuality, religion or any other preference or characteristic will not affect the position of the worker in any way. However, if the worker is in sensitive position and in need of support, the best will be made to adapt the workplace to fit the specific needs in question. Lakeland Wild fully follows applicable GDPR laws along with other national and international rules, regulations and laws regarding to safe collecting and monitoring of any personal data. Annual reporting is being conducted anonymously and no information, that could even remotely lead to concluding someone's identity is being held off from publishing in any way. A data security officer (DPO) is in charge of all data at all times.

Training: Awareness raising/trainings on gender equality and unconscious gender biases for staff and decision-makers;

LLW sees that it is very important to raise awareness in equality between not only genders, but every other group as well. Different genders are encouraged to be taken into account, but never separated skill-wise; the gender should never lead to different reaction to similar situations between workers. The most important equality adding and upkeeping measures for Lakeland Wild are zero tolerance and early reacting. This means, that Lakeland Wild has zero tolerance for any kind of inequality. If any kind of unequal treatment is reported or noticed by any of the staff members, a personal discussion with the HR representative is being held withing 24 hours of the situation. Depending on the severity, a personal training on the matter is always held. The gender equality situation is continuously watched by the board and updated every time there arises a reason to. Trainings are being held regularly by both our HR managers and outside experts in order to stay on top of things equality wise.

Recommended areas to be covered and addressed via concrete measures and targets:

Concrete measures to always be taken are both personal and group conversation regularly regarding the equality both in a society's context and in the Lakeland Wild as an entity. The goal of Lakeland Wild is something that – although already reached – is always actively upheld; to make everyone feel equal and be treated equal with no butts of any kind. Gender does not affect in any way in Lakeland Wild, unless a specific need of a worker demanded to make them feel at home.

Highest pay in LLW is in the chef section of organisation. In LLW pay is measured by talent and required education not by gender. Employee benefits are offered through whole staff and suggestions can be made by every individual. Free time activities are organized several times yearly. Company's own cruise ship is one traditional attraction after summer season. There is also yearly gathering to celebrate Christmas.

work-life balance and organisational culture;

Employee level of organisation has both female and male employees, although there is ninety percent female of the whole staff. Balance is towards women because there have been more qualified female attendees every time a vacancy has been open. Family leaves are being used in LLW and everyone is encouraged to plan the best way to keep them for their family's situation. Flexibility of all kind is being adapted to both female and male members of the staff, making sure everyone has the best possible situation for their family despite of their position in the company. Male are encouraged to have as much family leave as female, luckily supported by the Finish laws as well.

gender balance in leadership and decision-making;

Lakeland Wild has a board of directors of three females and one male. The head of the board is female. Company's CEO and founder is male. Other management positions are divided with female. Decision making is always democratic, and though the founder is male he has no more influence.

gender equality in recruitment and career progression;

Vacant jobs are open for everyone with the right skills and every individual is encouraged to apply. Recruitment channels are used widely from social media platforms to traditional employment offices. There is large variety of job titles in LLW: chef, waitress, cafeteria worker, office assistant and so on.

integration of the gender dimension into research and teaching content;

Training program is ongoing process. LLW trains internally and some trainings are made with outside help. Basic training is made by key personnel.

measures against gender-based violence including sexual harassment.

LLW has zero tolerance to a sexual harassment and gender-based violence. In such cases there are immediate actions taken by decision makers.



Emma Perkiö

Head of board



Ville Syngelmä

CEO