



EVA

AHLSTRÖM

SÄÄTIÖ STIFTELSE FOUNDATION

ANNUAL REPORT 2021

Greetings from the Chair

An investment in children yields the highest possible return- a stable society!

My great-great-grandparents Antti and Eva Ahlström – the founders of the Ahlström companies- very much believed that for their company to prosper and thrive they needed to invest in the community it resided in.

In Finland in the late 1800's this translated into investing in equal education for girls and boys and to championing for women's equal rights which in many ways laid the foundation for the Nordic welfare state, where men and women today have equal rights and opportunities in almost all aspects of society.

The challenges in the Finnish society today are different in nature and are both local and global. Everyday life looks very different compared to a century ago, and many people feel powerless and struggle with how to contribute and generate added value as individuals.

In this light, the United Nations recently called on the international community; governments, private sector, and civil society to step up and collaborate to help address the challenges faced by humanity. According to the UN there is an annual lack of 2.5-3 trillion US dollars to reach the Sustainable Development Goals (SDG) by 2030. No single government or business has access to such vast sums, and in addition money alone is not the solution. We need to extensively reform structures and attitudes as well as change how we act towards and treat each other. In the light of the pandemic and the war in Ukraine this is more urgent now than ever before.

The Sustainable Development Goals (SDG) might sound intangible and uncomprehend able – but in order for us to reach the goal of a sustainable world by 2030, we need to figure out ways to make these global goals local and find opportunities for everyone to contribute towards solving them

The Eva Ahlström Foundation has always had as its goal to inspire, engage and involve the Ahlström Family and larger network to become more informed and engaged in societal issues and subsequently hopefully affect change. The ambition of the Eva Ahlström Foundation has always been -and still is- to spark change by innovating around equality and sustainability.

In 2020 the Eva Ahlström Foundation initiated Ahlström Collective Impact (ACI) - a unique and innovative collaboration platform that brings together the entire Ahlström Network; public and private companies, foundations, shareholders, and employees to support the realization of the SDGs by investing in UNICEF, United Nations Children's Organization, as all 17 SDG's, directly or indirectly, affect children.

The uniqueness of Ahlström Collective Impact lies in the power that comes from bringing all entities together under one umbrella and from letting purpose and values be the guiding principals that unite the Ahlström Network while investing in SDGs 4 (education) and SDG 5 (gender equality) by partnering with UNICEF.

Reflecting on both my time as Chair of the Foundation and on my ancestors, Eva and Antti Ahlström, and their visionary actions 170 years ago I am reminded that only by innovating around equality and sustainability can we secure the future of our businesses and create positive, lasting change for our societies.

Courage to Spark Change is the slogan for the Eva Ahlström Foundation, Ahlström Collective Impact as well as my personal motto. This refers to courage to believe and act in accordance with the Ahlström family's vision **A Better World for Future Generations.**



Maria Ahlström-Bondestam, Co-founder and chairperson, Eva Ahlström Foundation

Annual Report 2021

Eva Ahlström Foundation (business ID 2361056-5)

ABOUT THE FOUNDATION

The idea for the Foundation emerged in August 2008 from several women in the Ahlström family. In May 2010, the Finnish Patent and Registration Office gave the 25 founders permission to register a foundation with the purpose to support organizations, societies or individuals in Finland and abroad with a good and documented reputation for working globally and locally to support women, children, and other people in vulnerability due to poverty, oppression, war, political instability, natural disasters or other difficult circumstances. The Foundation fulfills its purpose through long-term work: one of the Foundation's goals is to work with selected partners and beneficiaries in the long term, not just through one-off donations. The Foundation was registered in the Finnish Register of Foundations on 27 October 2010. The Foundation's website is www.evaahlstromsstiftelse.fi.

Membership: The Foundation is a member of the Association of Finnish Foundations.

Board and auditors

The board has the following members: Maria Ahlström-Bondestam (chairperson), Johanna Ahlström, Malin Ahlström, Joanna Danielsson, Edvin Franck, Laura Meyer, Helena Nahi, Anna Tornivuori.

Auditor: Henrik Holmbom, KPMG, deputy auditor Kim Järvi.

Board meetings in 2021

Regular meetings: 21/1, 3/3, 7/4, final accounts meeting 7/4, 25/5, 9/9, 27/10 and 15/12

Board of the Eva Ahlström Foundation



The board (from left): Joanna Danielsson, Malin Ahlström, Helena Nahi, Edvin Franck, Maria Ahlström-Bondestam (chair), Johanna Ahlström, Laura Meyer, Anna Tornivuori.



Significant events in 2021

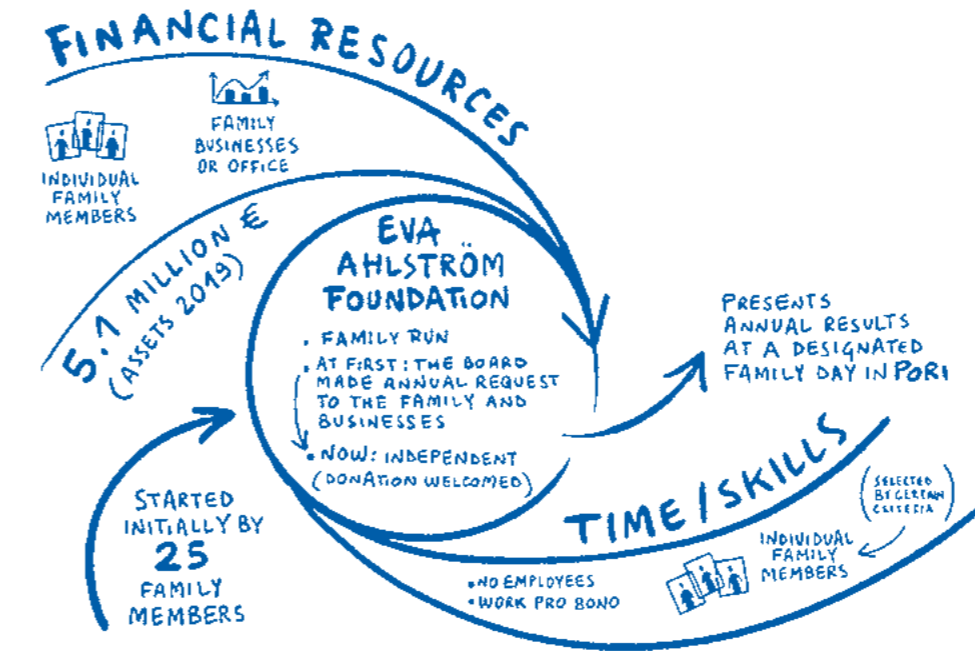
The Foundation's long-term work is guided by the board's strategic guidelines for a three-year strategic period. The year 2021 was the last year of the 2019–2021 strategic period, which is why a short review of operations is relevant here. The board of the Foundation has systematically worked to implement its vision, which divides operations into two main areas: **strategic donations** and **influential engagement**.

The main goal in terms of strategic donations has been to focus the Foundation's strategic investments (donations) on a small number of selected collaboration partners and deepen engagement with them to achieve the maximum effect. In 2021 UNICEF Finland and the Eva Ahlström Foundation celebrated the 10-year milestone of collaboration. More detailed information about the strategic partners and initiatives may be found in their own sections in this annual report.

Influential engagement refers to the Foundation actively advocating proactive owner responsibility, both in and outside the family. The Foundation has continued to systematically educate itself in philanthropic questions to develop and shoulder its responsibility as an influencer and advocate for owner responsibility. A tangible result of this during the strategic period was Ahlström Collective Impact, a unique initiative receiving some attention internationally in which the Foundation has played a significant role.

Along with the extensive work on identity carried out by the whole Ahlström network, the Eva Ahlström Foundation adopted a new visual identity in 2021. It also made a large investment in updating its website and other communication channels.

The Foundation's long and goal-oriented work on innovative thinking in strategic philanthropy has been noticed in many places. The Foundation's chairperson, Maria Ahlström-Bondestam, was elected chair of the UNICEF International Council in June 2021, providing her with a great opportunity to make an impact in an important international philanthropic forum. The Foundation's work has also been highlighted by Dr Peter Vogel from the IMD Business School, and the board of the Foundation is proud to represent and realize the Ahlström family's vision.



“The Ahlström family, through its committed work with the Eva Ahlström Foundation and Ahlström Collective Impact, is a model for philanthropists worldwide. The approach of thinking more holistically and maximizing impact across a range of activities is very bold and inspiring. It is the philanthropy of the future. We are proud to collaborate with the family and the Foundation.”

Professor Dr Peter Vogel, Debiopharm
Chair of Family Philanthropy, IMD Business
School

Finances of the Foundation

Statement of financial relationships with the Foundation's related parties

No member of the Foundation's related parties has a relationship to the Foundation pursuant to Chapter 5, Section 2 of the Foundations Act or enjoys any form of partial or fully gratuitous advantages.

Statement of fee for the board

The board has not drawn any form of fee.

Regular operations

The Foundation's regular operations are conducted by a board working on a pro bono basis as well as a part-time administrative manager. The Foundation's administrative expenses consist mainly of accounting, communications, various events and travel.

The expenses of the Foundation's regular operations in 2021 amounted to €80,832.32 (2020: €81,510.55).

During the year, the Foundation distributed donations of €477,939.97 and received support of €282,036 from the Ahlström family members and their close circle.

Investment activities

The Foundation's assets mainly consist of shares in Ahlström Invest BV, various mutual fund shares and cash.

The yield of investment and financial activities amounted to €366,408.74 (€387,284.38).

The Foundation's assets are managed according to an investment strategy

specified by the board.

The goal of the Foundation's investment activities is to create long-term conditions for a good return on investments and enable stable opportunities for dividends. This is done without a defined end date.

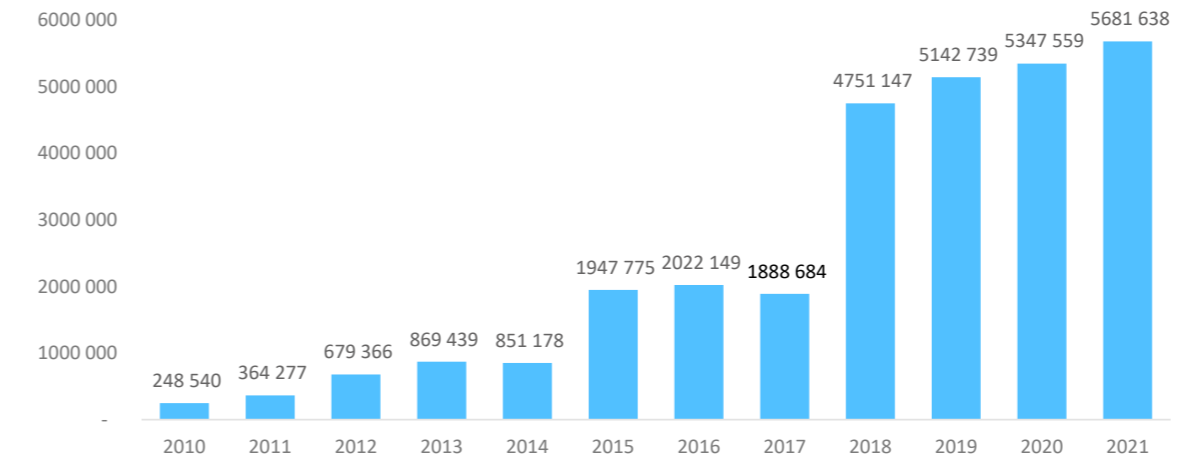
The Foundation has an investment committee which independently manages assets in accordance with the board's specified investment strategy. The committee reports regularly to the board on asset management.

In the previous year, the investment committee consisted of two board members, Joanna Danielsson and Edvin Franck, as well as two external members, Andreas Ahlström and Carl Ahlström (chair).

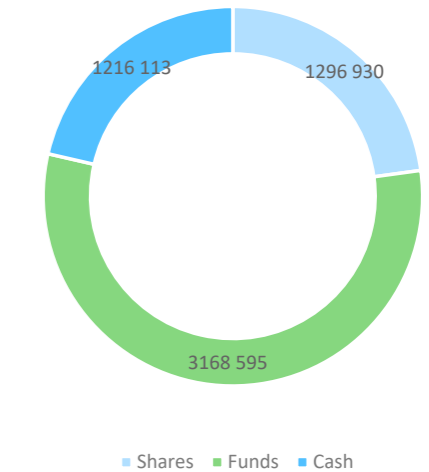
In the past two years, the investment committee has sought to gradually restructure the Foundation's investment portfolio with the aims of simplification and reducing direct costs. In 2021 a principled decision was taken to divest all direct listed shares held and reinvest the realized funds in mutual fund shares.

As of 31 December 2021, the Foundation's assets had a market value of €5.7 million (2020: €5.3 million).

Total capital of the Foundation 2010-2021



Portfolio breakdown as of 31 December 2021



Strategic partners

In 2021 the Eva Ahlström Foundation continued to realize its strategy of maximum impact through its long-term partners with UNICEF Finland, HelsinkiMissio and CMI. The goal is to achieve maximum impact with every investment (donation), which the board of the Foundation strongly believes can best be achieved through established, professional and recognized actors, both nationally and internationally. Nordic collaboration under the leadership of the UBS Optimus Foundation continued. Over a three-year period, the Foundation is collaborating with a Swedish and a Norwegian family to support the Child's i Foundation, which addresses the problems related to the institutionalization of children in Uganda. The Foundation also supported Noormarkku parish in western Finland with a donation.

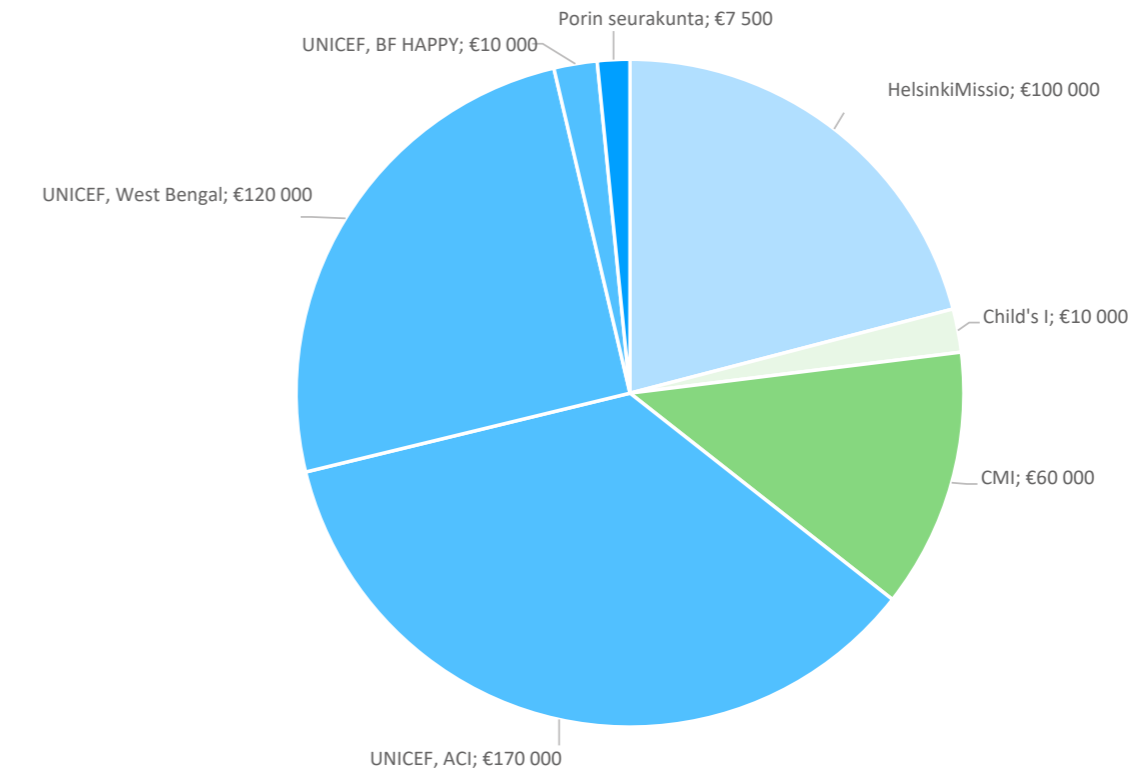


CMI
MARTTI AHTISAARI
PEACE FOUNDATION

child's i foundation

unicef  **for every child**

Support paid in 2021



The Foundation is engaged in several projects with UNICEF

Investments in child welfare in West Bengal and Zambia

The Foundation's three-year investment period in UNICEF's child welfare programme in Zambia ended in 2021. The final report will be given in autumn 2022, and we are pleased to report on successes achieved so far.

UNICEF, through the Child Protection Programme in Zambia, is contributing to the establishment of a child protection programme that provides integrated, enhanced and equitable protection and defends children from violence, abuse, exploitation and neglect. The project is implemented in close collaboration with the Zambian government and other national and international partners. Outcomes from 2020 include:

- The Births of 48,400 children registered during the pandemic. Birth registration enables children's access to basic rights, including welfare and social services.
- 45,000 children reintegrated to families or at risk of family separation benefitted financial support through Emergency Cash Transfer (ECT) programme to help families stay together despite increasing poverty.
- A total of 37,600 children and parents received psychosocial telephone support via Childline and Lifeline. In 2020 the number of telephone calls concerning violence against children increased by 257%.
- In the local communities, 2,800 people participated in discussion sessions on the prevention of child marriage. Preventing forced and early marriages help keep girls in school and prevent early pregnancies.



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©UNICEF/Narain. The photograph is not directly linked to the project.

The child welfare project in West Bengal, which is supported by the satellite organization **Eva Ahlström Foundation International**, focuses on preventing children from being institutionalized by supporting their families to take care of them, and improving standards of care for children in institutions. The project also supports child friendly justice and alternative care such as foster family arrangements for children. This is to ensure that as many children as possible can grow up and develop in a home environment rather than an institution. There are approximately 20 million children living without parents in India today. Of these, fewer than 1% have lost both parents. Most have been abandoned by their parents, fled or been saved from very difficult conditions, such as human trafficking, exploitation and crime. The fate of these children is a consequence of extreme poverty, abuse, maltreatment and health problems. Their chances of growing up and developing to their full potential are very low.

India was hit hard by the pandemic. Many child welfare problems, including violence and child marriage, have worsened further during this difficult period.

Some key results of the project in West Bengal from 2020 include:

- More than 450 child welfare authorities and professionals received training on protection topics such as child abuse, case management, psychosocial support and child-sensitive justice practices.
- The state of West Bengal effectively scaled up the training of staff in childcare institutions on case management and psychosocial care to cover all 23 districts.
- 130 members of the local communities were reached with training. For example, over 100 adolescent boys were empowered on gender equality and positive agency in their communities, and over 20 mothers received training on positive parenting.

Ahlström Collective Impact continues to expand

After a long, productive collaboration with UNICEF, in 2020 the Eva Ahlström Foundation began a new form of collaboration in which the entire Ahlström network is offered the opportunity to participate. The initiative is based on the Foundation's conviction that individual actors alone cannot solve the challenges facing the world. We need collaboration across traditional sectors and boundaries in society. All engaged parties in the initiative commit to supporting UNICEF's work to achieve the UN Sustainable Development Goals. The initiative is unique in that it not only engages the Foundation and UNICEF Finland but also companies, other foundations, individual shareholders and employees in the companies in the Ahlström network.

In 2020 Ahlström Collective Impact invested in UNICEF's COVID-19 emergency aid for children and thus contributed to good results which benefited millions of children and families during the first year of the pandemic.

From June 2021 on, Ahlström Collective Impact was strengthened further when the Suominen and Enics companies as well as the Walter Ahlström Foundation decided to join. In 2021 Ahlström Collective Impact succeeded in doubling its investments, and support totalling €600,000 was targeted at UNICEF's global education programme.



AHLSTRÖM
COLLECTIVE
IMPACT

COURAGE
TO SPARK
CHANGE

BE FRIENDS AND HAPPY

The successful HAPPY project in Vietnam coordinated by UNICEF continued in 2020 in the form of a three-year BF&HAPPY project in Rwanda. From a consortium of three Finnish families (Hartwall, Ahlström and Paulig — HAPPY), the collaboration grew to include five families (Berner, Fazer, Hartwall, Ahlström, Paulig).

In 2020–2022 the BF&HAPPY supported project seeks to reduce maternal and infant mortality in Rwanda. This is done by training healthcare personnel working in maternity care and delivery. The project is implemented in 10 selected provinces in the country. The project also focuses on access to vital healthcare equipment for the care of infants. Some successes of the project to date are:

- 20 maternal and child health personnel received additional training and mentorship in ten hospitals, during which principles and guidelines were also created to improve mother and childcare.
- 10 hospitals also received additional equipment and related training to improve maternal and child intensive care.



Support in 2021:

Child welfare programme in West Bengal, India (EAFI): €120,000

Ahlström Collective Impact: €100,000

Ahlström Collective Impact (support was channeled from individual family members via the Foundation): €70,000

BF&HAPPY: €10,000

Children's and young people's feelings of exclusion have grown during the Covid pandemic — the BLASH project, in cooperation with HelsinkiMissio, plays an important role



Loneliness is the cause of difficult problems in society. Studies show that the need for support among children and young people experiencing loneliness and exclusion has increased during the Covid pandemic. HelsinkiMissio's youth work attempts to reduce the exclusion among young people by providing low-threshold help which increases young people's wellbeing and supports their empowerment.

The BLASH project began in 2020 on the initiative of the Eva Ahlström Foundation in collaboration with HelsinkiMissio, the Berner family, the August Ludvig Hartwall Foundation, the Päivikki and Sakari Sohlberg Foundation and Veikko Laine Oy. The investment enables HelsinkiMissio to develop preventative services for young people as a part of its youth services in Helsinki.

During the first year of the project, the services for young people in the Helsinki Mission were developed, redesigned and expanded in accordance with the current exceptional circumstances. New ways of contacting young people were developed with further lowering of the threshold, and professional helpers and volunteers were available where the young people were - online and in social media.

In 2021, the digital service was further strengthened, and, for example, booking an appointment for a first call can now be done on the websites at any time of the day. In addition to local help, location-independent help is now offered in the form of remote discussions and support persons in Finnish, Swedish, and English.

Increased need for help

- The number of clients receiving counselling grew by 5% compared to the previous year.
- The number of clients receiving loneliness assistance grew by 89%, in addition to which loneliness was raised 304 times in counselling sessions.
- Support personnel also noted a significant growth in activity: the number of meetings they conducted grew by 52%.

More resources

- A total of 64 new volunteers were trained as contact persons, and 20 different sessions were coordinated, reaching a total of 150 people.
- Events targeted at schools and educational institutions are being arranged to an ever-larger extent. In 2021, the School to Belong programme was born at Helsinki Mission. The programme, which is aimed at schools, aims to increase involvement in schools and reduce loneliness among young people.

Help reaches its target and the well-being of young people increases

- 66% of the young people who received counselling said that their well-being had improved after an average of 5 counselling sessions.
- The support person service reduced feelings of loneliness in 30% of young people who received support. Of these, 75% felt that their future was brighter.
- The willingness to recommend both the counselling and support services to other young people is very high among the young people who have benefited from these services.

Support in 2021:

BLASH collaboration aimed at benefitting young people's wellbeing: €100,000



CMI – Martti Ahtisaari Peace Foundation

The Eva Ahlström Foundation has collaborated with CMI since 2016. The goal of the collaboration is to support CMI's work for lasting peaceful solutions as well as to increase the understanding of peace efforts and the significance of conflict resolution. The Foundation and CMI have in many different ways jointly sought to increase the impact of CMI's work.

In 2017 the Foundation participated in the former Finnish president Martti Ahtisaari's 80th birthday campaign, "Don't Tell Martti" and donated a sum equivalent to the costs of an entire peace negotiation round. The campaign targeted all Finns and ended up raising almost €650,000. Finns are a people of peace.

In 2018 the Foundation supported CMI's "The Worst Joke in the World" campaign, which aimed to highlight the lack of women around the peace negotiation tables. The Foundation also inspired many other private individuals and businesses to join the campaign. Women in Peacemaking is one of CMI's main strategic themes. Thanks to CMI's work, the number of women taking part in the peace mediation process in Libya, for example, has increased significantly.

The Eva Ahlström Foundation has for several years supported CMI's work to ease tensions and promote peace on the Korean Peninsula. The peace process is considered to play a key role in improving living conditions for the local inhabitants.

The Foundation has also helped to strengthen CMI's network at home. CMI, Maria Ahlström-Bondestam and Vladimira Therman founded the Ladies for Peace (L4P) network back in 2016. The network has convened women with an interest in the



world situation and CMI's work and offered them up-to-date information on various international topics.

In May 2021, CMI transitioned to a foundation. The Martti Ahtisaari Peace Foundation works dedicatedly for sustainable peace on a daily basis, thus realizing President Ahtisaari's vision: All conflicts can be resolved.



Support in 2021:

Support for peace work: €60,000

The Nordic foundation collaboration, Co-Nordic, continues to support the work of Child's i Foundation in Uganda



Child's I Foundation wants to draw attention to the problem of children in institutions and under the leadership of UBS Optimus Foundation, the Co-Nordic cooperation supports Child's I Foundation's work in Uganda, "Kamengo Community Transformation", during the years 2020-2022. The project has been successful, and the approach will now be replicated in a new district of the area. The project has three main components:

1. Keep families together
2. Reunite families or create new families
3. Strengthen the local society

The three-year project is now in its final year of operation. Although the COVID-19 pandemic has made implementation challenging, significant achievements have been made over the course of the project. The teams have supported vulnerable families and children during the pandemic and the project has:

- 10 Community Development Networks were established and 182 volunteers trained in the local community.
- A total of 2,667 children and 665 families were identified and supported. Of these, 278 children benefited from the Active Family Support programme offering intensive support.
- Over 75 state and orphanage employees have been trained regarding the significance of family reunification for children's welfare.
- Children living in orphanages traced to 40 families; the work of reuniting these children with their families is ongoing.

Support in 2021

Child welfare: €10,000

Future prospects

Another year of the Foundation's activities has been marked by the pandemic and the pandemic-affected international community is increasingly in need of actors large and small to act, take responsibility and build bridges across traditional boundaries to achieve sustainable solutions to problems, both local and global. This knowledge inspires the board of the Foundation to continue its work — we are on the right track.

The pandemic affects most people who have already been vulnerable, both here at home in Finland and globally. The Foundation's Board is keen to raise awareness of societal problems and, through its activities, to bring about structural changes that provide sustainable solutions. Some indirect effects on the well-being of children and young people are already discernible, and although the nature of these varies depending on where in the world we look, the Foundation's activities in the coming years will be directed directly or indirectly at addressing these effects. Knowledgeable committed, and established partners continue to be a top priority in the Foundation's work.

Just as the same time in the previous two years, it is difficult at this stage to assess how the world economy will be affected in the short or long term by the coronavirus pandemic. The Foundation's investment strategy in the current situation is cautious and restrained. The Foundation's cash position is good, and it has been ensured that the Foundation will be able to meet its current operations and committed donations with its current cash reserves.

The Foundation's Board of Directors are proud representatives of the Ahlström family and its ownership. The Foundation has become a spokesperson whose activities, with an emphasis on collaboration, are recognized and highlighted in global contexts. This brings with it an even greater responsibility and eagerness to continue the work, to continue finding solutions with a real impact on the family's goal; a better world for future generations.





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