



geopyöra  
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# Geopyora Equality Plan

Gender Balance Commitment and Goals for 2030



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# Introduction

At Geopyörä Oy, we are deeply committed to fostering a diverse and inclusive workplace, as we believe it is essential for driving innovation, creativity, and long-term success. As an early-stage startup incorporated in 2021, with only five full-time employees in 2023 and leadership positions still only held by founders, we recognize that achieving gender balance at this stage of our growth is challenging. However, this does not diminish our commitment to addressing gender disparities as we expand. We understand that preparing to act on gender equality from the beginning is essential for creating a more equitable workplace in the future.

This Gender Equality Plan (GEP) establishes our long-term commitment to promoting gender equality at Geopyörä Oy. Aligned with the European Union's Gender Equality Strategy 2020-2025, this plan seeks to address gender imbalances and ensure fair representation in decision-making, leadership, and all levels of our operations. Although our small size presents initial challenges in achieving immediate balance, we are laying the groundwork now with equality goals for 2030 as our company grows and evolves.

Through this GEP, we outline concrete actions and goals across key areas such as recruitment, leadership, career progression, and work-life balance. While technical excellence remains a priority for us as a startup, we also recognize that diversity and inclusion are equally critical to our success and sustainability. By committing to this plan, we ensure that as Geopyörä Oy grows, we create a workplace where all genders can thrive, contribute, and lead with equal opportunities.

## Objectives

The primary objective of Geopyörä Oy's Gender Equality Plan (GEP) is to serve as a comprehensive framework for promoting and embedding gender equality throughout the organization. This plan seeks to integrate gender considerations into all operational practices, ensuring a diverse and inclusive workplace. By fostering a culture of equality, we aim to create opportunities for individuals of all gender identities, including those from underrepresented groups such as women and non-male cis genders.

One of the key goals of this GEP is to facilitate gender balance, particularly within the leadership and decision-making processes. To this end, Geopyörä has appointed its CEO, Marcos de Paiva Bueno as the interim Equality Officer. This role will rotate every two years, with a preference for appointing women or non-male cis gender team members. A dedicated Equality Officer will be permanently hired when the company grows beyond 50 employees to ensure continuity and focus in overseeing gender equality efforts.

This plan applies across all departments and activities within Geopyörä Oy, and its successful implementation will require commitment from all staff. The Equality Officer is responsible for monitoring progress, offering training and support, and ensuring that gender mainstreaming becomes a standard practice across the company. The Officer will also provide annual progress reports to the executive team and all employees, helping to build the necessary capacity and knowledge to sustain long-term change.

Our GEP aims not only to drive internal change but also to position Geopyörä as a leader in promoting gender equality within the broader mining and engineering sectors. By proactively integrating gender equality into our business model, we aim to lead by example and encourage other companies in the industry to follow suit.

# Accountability and Responsibility of Equality Officer

Our Gender Equality Plan (GEP) is a vital part of our corporate responsibility at Geopyöra Oy. It is ratified at the executive level, with the Board of Directors and the President approving its implementation, ensuring that the GEP is embedded in our company's culture and governance.

## 01 — Ratification >>>

The equality officer, appointed every two (2) years by Executive Board deliberation, has the primary responsibility of ensuring that the GEP is communicated effectively to all staff members. This individual will be responsible for aligning the entire workforce with our gender equality goals.

The equality officer is also responsible for ensuring that every employee is aware of the GEP and understands its purpose. Moreover, this role requires initiating corrective actions whenever discrimination or gender-based inequality is observed or reported within the company. Ensuring transparency and fostering a workplace where employees feel safe to report any issues is key to the plan's success.

## <<< 02 — Communication

## 03 — Monitoring >>>

As Geopyöra Oy grows, the equality officer will regularly monitor the situation, ensuring that the GEP remains relevant and adapts to new developments or requirements. The plan will be updated to reflect ongoing changes within the company or industry to maintain its effectiveness in promoting gender equality.

Part of the equality officer's responsibilities includes collecting and analyzing data disaggregated by sex and other relevant variables to evaluate the impact of the GEP. This will involve reviewing gender aspects across different areas of work and ensuring that gender considerations are integrated into all company activities.

## <<< 04 — Data Collection

# Key Focus Areas

To meet the strategic objectives of our Gender Equality Plan (GEP), Geopyöra Oy will concentrate on several critical areas. These focus areas serve as building blocks for our gender equality strategy, shaping how we create an inclusive and equitable workplace.

1

## Organisational Culture and Work-life Balance

We are committed to cultivating an organizational culture that supports a healthy work-life balance for all employees. Flexible working arrangements and a supportive environment will allow staff to manage their professional and personal responsibilities with ease. We aim to increase employee satisfaction related to work-life balance through annual surveys and continuous feedback mechanisms.

2

## More Balanced Gender Representation in Management, Recruitment, Career Progression, and Events

We recognize the importance of diverse representation in leadership roles, recruitment processes, and career progression. Although the current team structure is predominantly male due to the technical focus of our industry, our goal is to achieve better gender balance by 2030. This includes promoting women and other underrepresented genders to management positions and ensuring equal opportunities in hiring and career advancement.



3

## Integrating Gender in Research and Education Content

As a company deeply involved in research and innovation, we aim to incorporate gender perspectives into our research content. This involves ensuring that the technologies we develop and the educational content we provide are designed to serve diverse groups equitably, fostering inclusivity in our innovations and solutions.

4

## Combating Sexual and Gender-based Harassment

We maintain a zero-tolerance policy toward sexual and gender-based harassment. Preventative measures, clear reporting mechanisms, and swift corrective actions are key to maintaining a safe and respectful work environment. Employees are provided with regular training on recognizing and addressing harassment, ensuring everyone feels safe and supported.

# 1. Organisational Culture and Easier Combination of Work-Life Balance

Geopyöra Oy is committed to building an organizational culture that supports all employees in balancing their professional and personal lives. By 2030, we aim to establish a workplace that is recognized for its inclusivity, gender equality, and flexible working environment, ensuring that all genders feel supported and valued.

		GOAL
Inclusive and Supportive Environment	Achieve a minimum 85% employee satisfaction in work-life balance and inclusivity, measured through annual surveys.	Conduct annual employee surveys with a target of achieving at least <b>85% satisfaction</b> in the areas of work-life balance, inclusivity, and overall workplace culture by 2030.
Flexible Work Arrangements	Implement and maintain a flexible work policy that includes options such as remote work, flexible hours, and family-friendly policies.	By 2030, ensure <b>100% of employees</b> have access to flexible work arrangements, with at least <b>75% of eligible employees</b> utilizing these options.
Support for Parental Leave and Return to Work	Develop a structured return-to-work program for employees returning from parental leave, ensuring a smooth transition back to work.	By 2030, ensure that <b>100% of employees</b> returning from parental leave are offered personalized support, with <b>90% expressing satisfaction</b> with the support provided.
Monitoring and Policy Updates	Regularly review and update work-life balance policies to reflect employee needs and industry best practices.	Conduct biannual policy reviews, with <b>100% completion</b> of policy updates aligned with employee feedback and evolving work-life trends.
Workplace Diversity and Inclusion	Promote Geopyöra's reputation as an inclusive organization that supports diversity and gender equality.	Increase external recognition of Geopyöra's diversity efforts by achieving at <b>least 3 industry recognitions</b> or certifications related to gender equality and inclusivity by 2030.
Satisfaction with Gender Equality Initiatives	Ensure all staff are informed about gender equality policies and participate in discussions to improve workplace inclusivity.	By 2030, conduct annual feedback sessions with a goal of <b>100% staff awareness</b> of gender equality initiatives and a minimum <b>80% satisfaction rate</b> with the effectiveness of these initiatives.

## 2. More Balanced Gender Representation in Management, Recruitment, Career Progression, and Events

Geopyöra Oy is committed to achieving a more balanced gender representation across all levels of management, recruitment, career progression, and participation in events. By 2030, we aim to ensure equal access and balanced participation for all genders in decision-making structures and career development opportunities.

		GOAL
Equal Access to Leadership Positions	Ensure balanced gender representation in senior management and leadership roles, with particular attention to promoting women and non-male cis genders.	Achieve <b>40% representation of women and gender-diverse individuals</b> in leadership and decision-making positions by 2030.
Gender-Inclusive Recruitment and Career Progression	Maintain a bias-free recruitment and career progression process that actively encourages diverse applicants and provides equal opportunities for all genders.	Ensure <b>50% gender-diverse candidate pool</b> in recruitment processes, with <b>100% of job descriptions</b> including gender inclusivity language by 2025. By 2030, target <b>30% of senior positions</b> being filled by women and other underrepresented genders.
Balanced Representation at Company Events and Conferences	Promote balanced gender representation at events, panels, and conferences organized or attended by Geopyöra Oy.	Ensure <b>50% gender diversity</b> among speakers, presenters, and panelists at company-hosted or company-attended events by 2030.
Gender Representation in Projects and Research Activities	Encourage the participation of gender-diverse individuals in research activities and project leadership roles.	By 2030, ensure <b>30% representation of women and other underrepresented genders</b> in leading research and project roles.
Career Development and Mentorship for Gender-Diverse Staff	Establish mentorship and training programs that support gender-diverse individuals, particularly those returning from parental leave, in advancing their careers.	Implement a structured mentorship program by 2025, with <b>at least 25% participation</b> of returning employees in mentorship or training initiatives, and <b>90% satisfaction</b> with the support provided.
Positive External Representation	Use external communication channels, including social media, to showcase Geopyöra's gender equality achievements and promote an inclusive company image.	Achieve <b>3 external recognitions</b> or industry certifications for gender equality efforts by 2030, and consistently feature successful gender-diverse leaders in external communication.

### 3. Integrating Gender in Research and Education Content

At Geopyöra Oy, we believe that integrating a gender dimension into research and education is crucial for fostering innovation and inclusivity. By 2030, we aim to ensure that all research and training initiatives reflect gender considerations, promoting diversity and fairness across all projects and educational content.

		GOAL
Integration of Sex and Gender in Research	Ensure the inclusion of sex and gender perspectives in all ongoing and new research projects, with a focus on reflecting diverse gender experiences in research outcomes.	By 2030, ensure that <b>100% of research proposals</b> consider the sex and gender dimension where relevant, and <b>at least 75% of research reports</b> are disaggregated by sex and gender.
Promote Diversity in Research Leadership	Foster diversity in research management roles by encouraging the participation of underrepresented genders in leadership positions for research projects.	Achieve <b>40% representation of women and other gender-diverse individuals</b> in research management roles by 2030.
Gender-Inclusive Training and Educational Content	Ensure that gender considerations are included in the design and delivery of training programs, educational content, and teaching curricula.	By 2030, <b>100% of educational programs and training materials</b> will be reviewed for gender inclusivity, with <b>75% of trainers receiving specific training</b> on integrating gender perspectives into their teaching.
Disaggregation of Research Data	Regularly disaggregate data in research outputs (e.g., articles, reports) by sex and/or gender where relevant, ensuring that gender differences are adequately addressed in all research findings.	Ensure <b>100% of applicable research</b> reports disaggregate data by gender, and <b>50% of articles and reports</b> explicitly include gender-related findings by 2030.
Gender-Sensitive Language and Imagery in Research	Ensure all research and educational materials use inclusive language and imagery that reflects all genders.	Achieve <b>100% gender-sensitive language</b> and imagery in research publications, promotional materials, and educational content by 2025.
Training on Gender Equality in Research and Education	Provide staff with resources, guides, and training workshops to support the integration of gender perspectives in research, education, and project design.	By 2030, ensure <b>100% of staff involved in research</b> and teaching receive training on gender equality, and <b>at least 75% of them participate</b> in gender-focused workshops annually.



## 4. Combating Sexual and Gender-Based Harassment

Geopyöra Oy is dedicated to maintaining a workplace where all employees feel safe, respected, and supported. By 2030, our goal is to eliminate sexual and gender-based harassment and create an environment where the physical and emotional well-being of all staff is prioritized.

		GOAL
Education on Sexual and Gender-Based Harassment	Provide ongoing education to all staff on recognizing, preventing, and addressing sexual and gender-based harassment, as well as unconscious bias.	Ensure <b>100% of staff</b> complete at least 4 hours of training per year on sexual harassment prevention, gender equality, and unconscious bias, with a target of <b>90% satisfaction</b> in post-training surveys.
Collective Action to Combat Bias and Stereotypes	Foster a workplace culture where employees collectively work to combat gender bias and stereotypes.	Conduct annual workshops with <b>100% staff participation</b> on identifying and addressing biases and stereotypes in the workplace, aiming for <b>80% of staff reporting improvements</b> in workplace inclusivity.
Training for Decision-Makers and Leadership	Equip all leaders and decision-makers with the tools and knowledge needed to actively combat gender-based harassment and biases.	By 2030, <b>100% of managers</b> will have undergone specialized training on sexual harassment prevention and bias, with follow-up evaluations showing a <b>95% confidence</b> level in addressing these issues.
Reporting Mechanisms and Response Systems	Establish clear, confidential, and accessible reporting mechanisms for sexual and gender-based harassment concerns, with guaranteed follow-up and resolution.	Implement a reporting system by 2025, with <b>100% of reported cases being addressed</b> and resolved within a defined timeframe, and <b>90% of employees feeling confident</b> in using the reporting system.
Measure of Organizational Performance	Develop performance metrics that assess how well staff and the organization address sexual and gender-based harassment and create a supportive environment.	Conduct annual assessments, with the goal of <b>achieving 80% positive feedback</b> on the handling of harassment cases and general workplace safety by 2030.

# Conclusion

Geopyörä Oy's Gender Equality Plan (GEP) is a cornerstone of our commitment to creating a workplace that is diverse, inclusive, and equitable. As we grow from a small startup, we recognize the gender imbalances in our industry and are dedicated to addressing these disparities through concrete, measurable actions. Our goals for 2030 set clear expectations for promoting an inclusive culture, improving gender representation in leadership and recruitment, integrating gender dimensions into research, and combating sexual and gender-based harassment.

We will continuously monitor and update this plan to ensure its effectiveness as our company evolves. A key part of this is the appointment of the next Equality Officer. The next board meeting to appoint a new Equality Officer will take place on October 2nd, 2025, or when Geopyörä reaches 50 registered employees, whichever comes first. This rotating leadership role will help ensure that gender equality remains a priority as we expand, with the aim of appointing individuals who represent gender diversity in leadership.

Geopyörä Oy is committed to becoming an industry leader in gender equality, ensuring that every employee has the opportunity to thrive in a fair, supportive, and inclusive environment. Through continuous effort, we will uphold our values and set an example for the wider mining and engineering sectors.

Sincerely,



Marcos de Paiva Bueno,  
CEO.



Ronan Cruz,  
CFO, COO.