

ESG ADVISORY FOR BUILT ENVIRONMENT

AGENDA



ESG Advisory for Built Environment

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01 THOUGHT LEADERSHIP



Jarkko Hämäläinen
Routa Digital's Co-Founder

**“The data could drive not just efficiency,
but **responsibility**.”**

When Jarkko Hämäläinen began his career, sustainability was little more than a footnote in corporate reports. Two decades later, the world — and business — have changed beyond recognition. ESG has become one of the defining challenges of our time, reshaping how companies are valued, managed, and trusted. And few people have witnessed this transformation more closely than Jarkko.

His work took him across 68 countries on six continents, leading digital transformation projects long before ESG entered the corporate lexicon. Yet, even then, one idea guided his work: the belief that data could drive not just efficiency, but responsibility.

02 CHALLENGES HOLDING BACK ESG MATURITY

UNDERSTANDING

Many businesses view ESG as external pressure, not an internal compass.

MEASURING

With over 600 global standards and no common language, comparison becomes nearly impossible.

MANAGING

ESG data comes from everywhere — HR, operations, supply chains — yet nowhere is it unified.

SCALING

Manual reporting cannot support growth; digital maturity is now the key to sustainable maturity.

**INVESTORS ARE WILLING
TO PAY MORE FOR COMPANIES
WITH HIGHER ESG MATURITY**

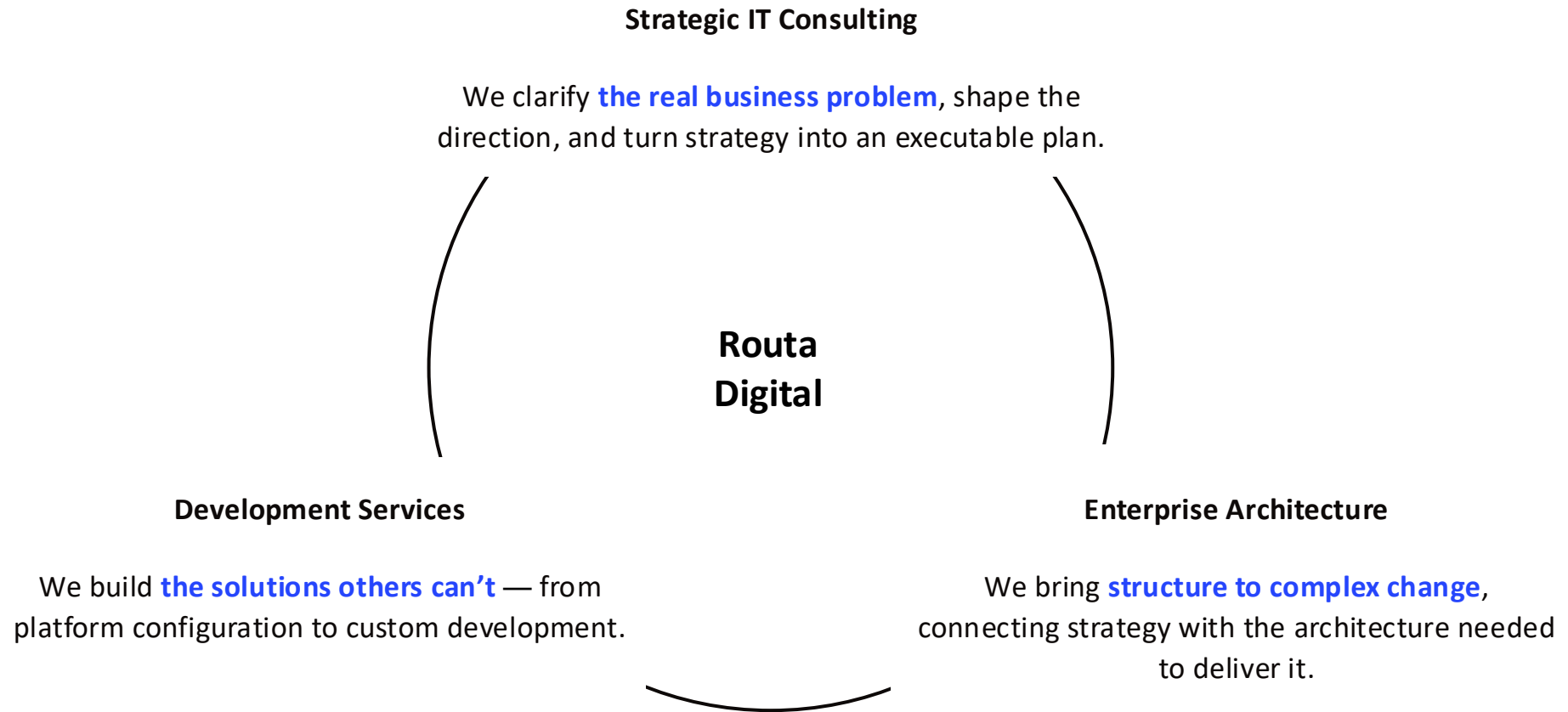
03 HOW EA ACCELERATES ESG GOALS

Enterprise Architecture turns sustainability from aspiration into execution, linking every ESG goal to the digital backbone of the organization.



Connecting **Strategy**, **Data**, and **Sustainability** through Architecture

04 THE ROUTA METHOD



05 TURNING COMPLEXITY INTO REALITY

Routa Digital combines strategy with technology to make sustainability measurable, manageable, and meaningful.

- Build custom ESG reporting systems that align with global standards
- Automate data collection across operations and supply chains
- Access green funding such as the European Green Deal
- Translate ESG success into higher company valuation and investor trust

06 WHEN PURPOSE BECOMES PRACTICE

“At Retta, our mission is to make the real-estate sector more sustainable, more profitable, and more responsible. We are happy that we found a partner who values these sentiments as well.

Our journey with Routa Digital feels rather like a problem-solving and value-creation exercise, rather than an “IT project”, and is colored by a business-first attitude and results-based approach. The team was flexible, efficient, and easy to work with.”

— Lauri Leino, SVP, New Services & ICT, Retta



07 ABOUT ROUTA DIGITAL

With our headquarters in Finland and offices in Sweden and India, we support clients across Europe and global programs.

We work with organizations where scale, complexity, or critical timelines demand senior expertise — not generic delivery.

Jarkko Hämäläinen

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**WE TACKLE
THE WORLD'S MOST
COMPLEX IT CHALLENGES**