



AVARA

K U S T A N N U S

*Itsenäisille ajatteliijoille*

**Avara Publishing Ltd.**

**Corporate Responsibility Programme 2026**

# Responsibility as Part of Avara's Operations

Avara Publishing believes that responsible publishing is built on long-term cooperation, respect for individuals, and the promotion of Finnish literature.

For us, responsibility is above all about practical actions. We want to provide our authors with opportunities to grow, increase the visibility of their work, and help build a sustainable future for Finnish literature together.

Our values guide everything we do.

- Respect for the Individual
- Inclusiveness
- Positive Contribution to Society
- Trustworthiness
- Corporate Responsibility

These values are reflected both in our daily work and in our long-term development.

# Responsibility in Practice

Avara Publishing demonstrates its commitment to responsibility through concrete actions.

As part of our corporate responsibility programme, Avara has joined the **Finnish Red Cross Blood Service's "Donate Blood During Working Hours" initiative**, encouraging employees to donate blood during working hours and supporting an important public health service.

We believe responsibility should be reflected both in actions that benefit society and in the way we build long-term partnerships with our authors, readers and stakeholders.

# **Our Responsibility Priorities**

## **Social Responsibility**

Our authors are Avara's most important partners.

We are committed to supporting our authors in building their personal visibility, developing their professional skills and strengthening meaningful interaction with their readers.

Our objectives are to

- support our authors
- strengthen our community
- encourage knowledge sharing
- provide equal opportunities for visibility

Our goal is to create an environment where authors do not compete against one another for visibility but instead strengthen the recognition of the entire author community together.

## **Cultural Responsibility**

Finnish literature deserves strong visibility in today's digital environment.

Avara is committed to promoting Finnish literature by supporting our authors in reaching new audiences.

Our objectives are to

- increase the visibility of Finnish literature
- encourage reading
- strengthen author recognition
- improve the accessibility of literature for future generations of readers

Every publication by one of our authors also serves as an invitation to discover other Avara authors and their works.

# Responsible Business

Responsible business is built on long-term partnerships, open cooperation and the effective use of resources.

Our objectives are to

- achieve sustainable growth together
- build long-term partnerships
- improve the effectiveness of marketing investments
- promote open collaboration

We believe the best results are achieved when the expertise of both publisher and author complements one another in pursuit of shared goals.

## Participatory Co-Marketing Support Programme

As part of its Corporate Responsibility Programme, Avara Publishing is introducing a **Participatory Co-Marketing Support Programme**.

The programme is designed to strengthen authors' opportunities to promote their own books while increasing the visibility of the entire Avara author community.

For each published title, Avara may grant a **discretionary co-marketing grant of €200**, to be used by the author for agreed promotional activities.

Avara also provides authors with shared marketing materials, ready-to-use social media templates and other promotional resources.

Each publication strengthens

- the author's own visibility
- the Avara Publishing brand
- the visibility of fellow Avara authors
- the position of Finnish literature

This programme is not about outsourcing marketing to authors. Instead, it enhances the publisher's own marketing investment by leveraging the authentic communication and personal networks of its authors.

In this way, marketing resources are used more effectively while simultaneously supporting the growth of the entire author community.

# Supporting Avara's Core Values

## Respect for the Individual

Every author is given the opportunity to build their own visibility in a way that best reflects their personality and work.

## Inclusiveness

Authors actively contribute to building shared visibility while strengthening the publishing community as a whole.

## Positive Contribution to Society

The programme increases the visibility of Finnish literature, promotes reading and encourages cultural dialogue.

## Trustworthiness

Our cooperation is based on openness, long-term commitment and mutual trust.

## Corporate Responsibility

The programme supports entrepreneurship among authors, improves cultural accessibility and promotes responsible partnerships that benefit authors, the publisher and readers alike.

## Avara Author Network

As part of the long-term development of its responsibility programme, Avara is establishing the **Avara Author Network**. The purpose of the network is to strengthen cooperation between authors, the publisher, business partners, retailers and other stakeholders.

In the future, the network may include

- joint marketing campaigns
- knowledge sharing
- training opportunities
- events
- business partnerships
- a digital resource library
- member profiles and networking opportunities

The objective is to build an open and inclusive community that creates long-term value for everyone involved.

# Our Shared Goal

Avara Publishing aims to build an author community where success is achieved together.

We believe that cooperation between the publisher, authors and readers creates greater value than isolated marketing efforts.

**An author's success is also the publisher's success.**

Together, we can strengthen the position of Finnish literature, inspire more people to read and build a responsible publishing culture for future generations.

# Our Commitment

Avara Publishing continuously develops its responsibility programme together with its authors, readers, partners and other stakeholders.

For us, responsibility is not a one-time initiative but an ongoing way of working, aimed at creating a more open, inclusive and sustainable Finnish literary culture.

This Corporate Responsibility Programme will be reviewed and developed regularly as part of Avara Publishing's continuous improvement.

**For us, responsibility means practical actions that create long-term value for authors, readers and society.**

# Avara Publishing Ltd.

## Corporate Responsibility Programme 2026

Approved by the Managing Director and adopted in 2026.

**Juha Suoniemi**  
Managing Director