

Management

Improve and communicate

Stora Enso's environmental management systems guarantee continuous improvements and promote uniform practices throughout the Group. By the end of 2001, 87% (80% in 2000) of the company's pulp, paper and board production capacity was covered by ISO 14001 and/or EMAS. Moreover, all Stora Enso's sawmills in the Nordic Countries are EMAS-registered.

In the US, Stora Enso North America is on schedule to have its entire pulp and paper production, including forest resources operations, certified by the end of 2002.

Group Management defined the principles for the implementation of environmental management systems and related procedures in 2000, and during 2001 the integration of these principles into everyday operations continued. One important step was the incorporation of these principles into Excellence 2005, the Group's business development model. Another step has been the preparation of pilot projects for units where environmental management systems have not previously been used, such as service units.

Management systems reflected in products

Voluntary environmental management systems are the primary means for Stora Enso to translate the Group's environmental principles to practice. They ensure that units focus on the most critical issues in each location where the company operates, and they are also a good way to provide information about the environmental aspects of the Group's products.

The European Union's latest Environmental Action Programme strongly emphasises the need to use market-oriented and consumer-oriented tools to promote sustainable development. The renewal of EMAS regulations in 2001 has facilitated signifi-

cant improvements in Europe by, for instance, encouraging the use of the EMAS logo in marketing to signify continuous improvements in environmental performance.

EMAS and ISO 14001 can incorporate environmental issues from the forest to the mill, on to printers, and ultimately consumers. The setting of mutual targets has also become possible, thanks to the adoption of the same approach by an increasing number of Stora Enso's suppliers and customers.

As a global company, Stora Enso requires tools that are supported worldwide to communicate the Group's environmental performance. This global scope is one reason why Stora Enso believes EMAS and ISO 14001 are the best tools to ensure continuous improvements in performance.

Stora Enso has now largely withdrawn from the Swan Label, an eco-labelling programme launched by the Nordic Council of Ministers in 1990, although the label is still used for office papers in Europe.

A new way to provide product-specific information

Customers are increasingly interested in obtaining detailed product-specific information. To meet this demand, Stora Enso and other leading pulp and paper manufacturers, paper distributors and industry associations, have developed a uniform declaration procedure for environmental product information, known as Paper Profile (PP).

The testing of this concept began in Europe in 2001. In combination with EMAS statements from mills, Paper Profiles will provide a comprehensive information package, since they give essential information on key environmental parameters, the composition of products, environmental management and wood procurement.

Organisation and responsibilities

Operational management is responsible for environmental performance at each organisational level. An Environment Committee, chaired by the Deputy CEO, serves as the overall co-ordinating body for Group-wide environmental issues. The CEO and the DCEO make decisions on strategic and policy issues. Stora Enso Environment is headed by the Senior Vice President, Environment, and closely co-operates with and supports the Group's business operations through regional operational teams for Finland, Sweden, Continental Europe and North America. A team of specialists provides the Group with the necessary expertise.

Environmental management systems

