

# Award-winning performance

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*Stora Enso was ranked the most sustainable forest and paper company by Dow Jones in 2002, while the EU also commended the Group for systematically implementing EMAS.*

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Stora Enso had the highest total score among paper and forest companies in the Dow Jones sustainability indexes, DJSI World and DJSI STOXX. Stora Enso has been included in these indexes ever since their launch.

The Group's unreserved commitment to environmental management systems has always been mirrored in Stora Enso's DJSI profile. The greatest improvement in the Group's profile compared to the previous year's results concerns the social dimension of sustainability.

## **EU praise for commitment to EMAS**

The European Union has commended Stora Enso for showing early commitment to EMAS (the EU's Eco-Management and Audit Scheme), as well as for the Group's systematic implementation of the scheme. The EU also thanked Stora Enso Timber for pioneering web-based EMAS reports, after Stora Enso Timber's Nordic sawmills published web-based reports in June 2002.

Stora Enso's commitment to environmental management systems ensures that each unit focuses on continuous improvements related to the most significant environmental issues.



Liisa Käär and Tuija Suur-Hamari in Brussels in June receiving official recognition from the EU for Stora Enso's implementation of EMAS.

Many units have already been certified for as long as 5–6 years. During this period, environmental loads have consistently decreased, in spite of increases in production (see page 25). There is a clear linkage between the systematic application of environmental management and concrete results.

## **Further increasing coverage for EMAS and ISO 14001**

By the end of 2002, 95% of the Group's pulp, paper and board production capacity was managed under third-party-verified ISO 14001 and/or EMAS environmental management

systems. The increase from 87% in 2001 was achieved through the adoption of ISO 14001 environmental management systems at six of the nine former Consolidated Paper mills in the US. The remaining three mills also implemented ISO 14001 environmental management systems in December 2002, with formal certification scheduled for January 2003. This will accomplish Stora Enso's goal of ensuring that the Group's entire pulp, paper and board production is covered by third-party-verified environmental management systems.

All Stora Enso Timber's Nordic

sawmills also comply with the ISO 14001 and EMAS standards. The next goal is to implement environmental management systems in all the Group's Central European sawmills during 2003, with a view to eventual EMAS registration.

Formal management systems now also cover most of the Group's major wood procurement organisations (see page 12). Stora Enso North America was granted ISO 14001 certification for its wood procurement operations in the US in 2002.

Implementation of non-verified environmental management systems has continued in sales and service units. One example is Stora Enso Nederland, the Group's sales office in Amsterdam, where a new environmental programme has been based on a detailed assessment of the environmental aspects of the unit's work. The programme aims to further improve the status of the unit by updating existing environmental procedures.

### **EMAS and marketing**

The EMAS Regulation encourages companies to develop EMAS into an effective marketing tool. Stora Enso is actively involved in this process and has suggested several practical ways of reaching this goal.

Although the present regulation does not allow manufacturers to place the EMAS logo directly on products or their packaging, national authorities are required to publicise EMAS registration to allow consumers to prioritise EMAS-registered manufacturers. Stora Enso has expressed interest in participating in the European Commission's EMAS logo pilot study.

Stora Enso has also been involved in testing Paper Profile (PP), a uniform product declaration scheme for environmental information. Product specific declarations have been sent to customers on demand, together with the relevant mills' EMAS-statements.

### **Everybody's business**

Operational management is responsible for environmental performance at each organisational level. The Environment Committee, chaired by the Deputy CEO, serves as the overall coordinating body for Group-wide environmental issues. The CEO and the DCEO make decisions on strategic and policy issues.

Stora Enso Environment, headed by the Senior Vice President, Environment, closely co-operates with and supports Group-wide business operations through regional operational teams for Finland, Sweden, Continental Europe and North America. A team of environmental specialists provides the Group with vital expertise. ■

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