

# Sustainability along the value chain

The operations of any major company affect the environment and society in many ways. The challenge for Stora Enso is to maximise benefits, while minimising any negative impacts. This overview of Stora Enso’s operations summarises the various aspects of sustainability along Stora Enso’s value chain, and also identifies the main tools and methods used to address these aspects of sustainability.

## Markets



Key sustainability aspects	Tools
Product related sustainability aspects, such as renewability of raw materials, recyclability of products and product safety.	<ul style="list-style-type: none"> <li>Environmental and Social Responsibility Policy</li> <li>Research and development</li> <li>Product safety management systems in packaging</li> <li>Joint life cycle management projects</li> <li>Sustainability reporting at Group and unit level</li> </ul>
Addressing customer requirements on sustainability.	<ul style="list-style-type: none"> <li>Stora Enso’s Customer Relationship Management (CRM)</li> <li>Stora Enso Account Management (SEAM) and customer support concept</li> <li>Customer satisfaction survey</li> </ul>
Business practice	<ul style="list-style-type: none"> <li>CSR Principles</li> <li>Sales and Marketing Business Conduct Guidelines</li> <li>Competition Law Compliance Programme</li> </ul>

For more information see pages 10–11, 25–30, 43, 47, 50–51 and Company 2004.



## Society

Key sustainability aspects	Tools
Managing the environmental and social impacts of operations on surrounding communities, including impacts on: <ul style="list-style-type: none"> <li>welfare generation and regional economic development</li> <li>surroundings and lifestyles</li> <li>the health, safety and human rights of local people</li> <li>voluntary donations to the community</li> <li>compliance with laws, regulations and permits.</li> </ul>	<ul style="list-style-type: none"> <li>CSR Principles</li> <li>Measuring economic impacts</li> <li>Environmental management systems</li> <li>Environmental investments</li> <li>Environmental and social impact assessments</li> <li>CSR unit implementation process</li> <li>Monetary and product donations</li> <li>Partnerships and co-operation projects</li> <li>Line management’s responsibility to ensure legal compliance</li> </ul>

For more information see pages 14–15, 19, 34–35, 40–42 and 44–45.

## Investors



Key sustainability aspects	Tools
Economic returns	<ul style="list-style-type: none"> <li>Continuous improvements in business operations</li> <li>Financial reporting and auditing</li> <li>Financial Code of Ethics</li> <li>Group Communications Policy and Principles</li> <li>Sustainability reporting and press releases</li> </ul>
Open, pro-active and equal financial communications, which provide accurate, consistent, timely and relevant information to all investors.	
Compatibility with sustainability indexes	<ul style="list-style-type: none"> <li>Monitoring and learning from investors’ sustainability criteria</li> </ul>

For more information see pages 10–11, 44–45 and Company 2004.



## Raw materials and services

Key sustainability aspects	Tools
<p>Ensuring that suppliers' environmental and social performance is in line with Stora Enso's sustainability principles. In wood procurement, for instance, key aspects include:</p> <ul style="list-style-type: none"> <li>• biodiversity</li> <li>• sustainable use of renewable raw materials</li> <li>• legality of wood</li> <li>• workers' rights</li> <li>• impacts on local livelihoods.</li> </ul>	<ul style="list-style-type: none"> <li>• Group policies, principles and guidelines</li> <li>• Environmental management systems</li> <li>• Traceability systems</li> <li>• Forest certification and related chain-of-custody systems</li> <li>• Occupational health and safety management systems</li> <li>• Quality management systems</li> <li>• CSR unit implementation process</li> <li>• Environmental and social criteria for purchases</li> <li>• Contract requirements</li> <li>• COMPASS database</li> </ul>
Creation of business opportunities for suppliers.	<ul style="list-style-type: none"> <li>• CSR Principles</li> <li>• Business Practice Guidelines</li> </ul>
Promoting fair business practices.	<ul style="list-style-type: none"> <li>• Supplier satisfaction surveys</li> <li>• Joint development projects</li> </ul>

For more information see pages 10–11, 18, 20–22, 25–35, 38–40, 44–46 and 50–51.

## Production units



Key environmental aspects	Tools
<p>Minimising emissions to air (including greenhouse gases), discharges into water, waste to landfill, noise and odour.</p>	<ul style="list-style-type: none"> <li>• Group Environmental and Social Responsibility Policy</li> <li>• Group environmental principles</li> <li>• Group environmental performance targets</li> <li>• Environmental management systems</li> <li>• Environmental investments</li> <li>• Best available technologies</li> <li>• Measures to combat climate change</li> </ul>
Efficient use of natural resources including raw materials, water and energy.	

For more information see pages 12–24, 30–31 and 52–55.



## Employees

Key social aspects	Tools
<p>Safeguarding employee well-being and rights. Related issues include:</p> <ul style="list-style-type: none"> <li>• working conditions</li> <li>• diversity in the workplace</li> <li>• responsible reductions in the workforce</li> <li>• freedom of association</li> <li>• free choice of employment</li> <li>• prohibiting child labour</li> <li>• rates of remuneration</li> <li>• working hours.</li> </ul>	<ul style="list-style-type: none"> <li>• CSR Principles</li> <li>• CSR unit implementation process</li> <li>• Occupational health and safety policy and management systems</li> <li>• Practical OHS activities in units, such as risk evaluations and audits</li> <li>• Employee satisfaction surveys and related measures</li> <li>• WISE (Women in Stora Enso) action plan</li> <li>• Line management's responsibility to ensure legal compliance</li> <li>• Group guidelines for compensation and benefits</li> <li>• Country risk assessments</li> </ul>
Creation of employment opportunities.	<ul style="list-style-type: none"> <li>• Various competence development programmes, ranging from induction courses and training at work to executive-level courses</li> <li>• Internal job market</li> <li>• Foreign Assignment Policy</li> <li>• Job Mobility Programme</li> </ul>
Capacity building	

For more information see pages 10–11, 32–40, 44–45 and Company 2004.



More detailed information on how Stora Enso strives to manage the various aspects of sustainability, and on the Group's current performance, can be found in other sections of this report and at [www.storaenso.com/2004/sustainability](http://www.storaenso.com/2004/sustainability).