



# Sustainable and Legal Wood Sourcing

Maris Zudrags – Sept 8-9, 2009 – Shanghai, China

# Stora Enso in brief

## 斯道拉恩索简介

- Stora Enso is a forest products company producing newsprint and book paper, magazine paper, fine paper, consumer board, industrial packaging and wood products  
斯道拉恩索是一家林产品公司，生产新闻和出版用纸、杂志纸、高档纸、消费纸板、工业包装纸和木材制品。
- 12.7 million tonnes of paper and board  
1270万吨纸和纸板
- 6.9 million m<sup>3</sup> of sawn and processed wood products  
690万立方米锯木和深加工木产品
- Sales 2008 EUR 11.0 billion  
2008年销售额：110亿欧元
- Approximately 29 000 employees in more than 35 countries  
约有雇员2.9万，遍布全球35个国家
- Shares listed on Helsinki and Stockholm stock exchanges  
股票在赫尔辛基和斯德哥尔摩上市



# Wood – our most important raw material

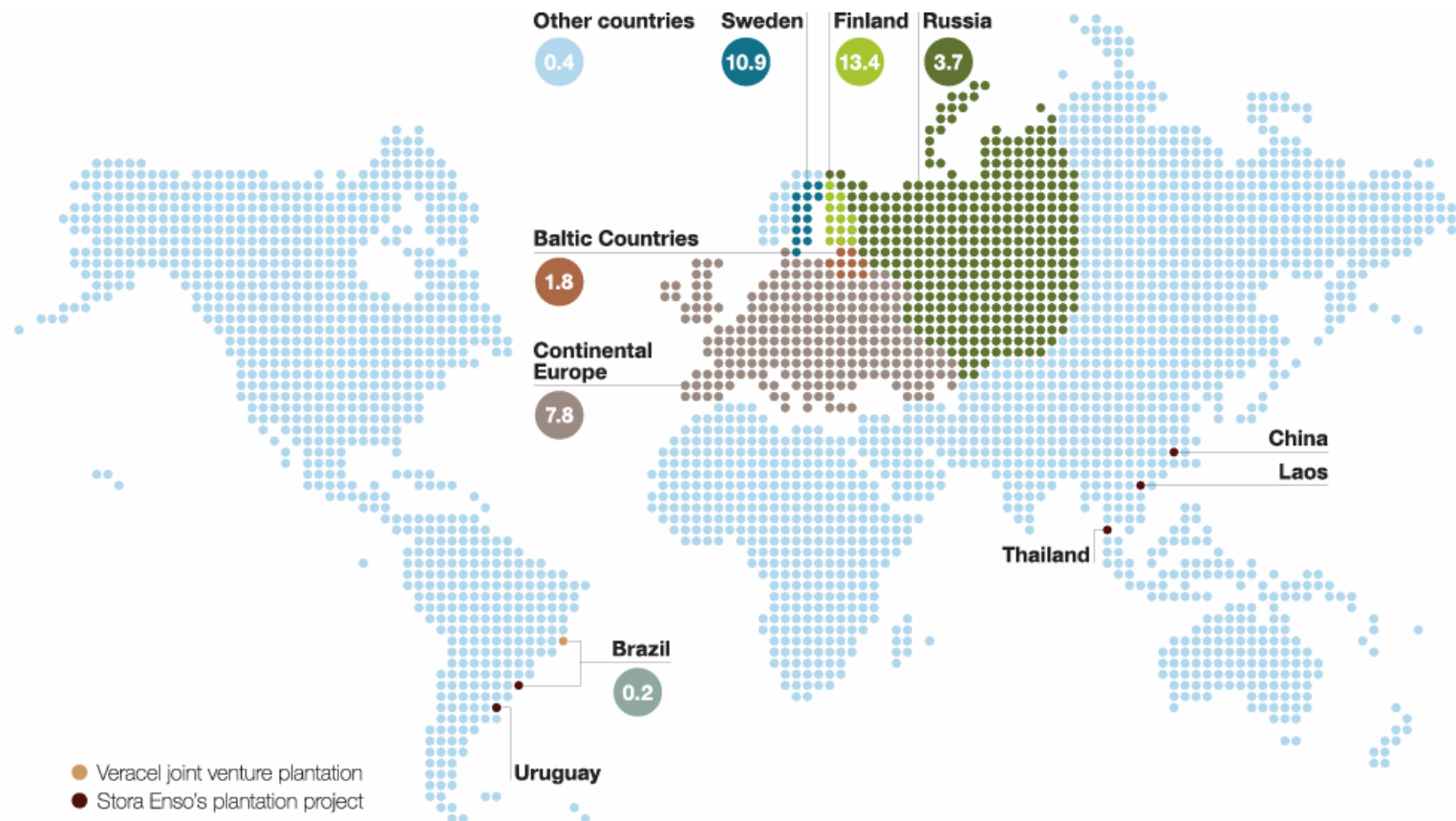
## 木材–我们最重要的原材料

- Wood is a renewable and recyclable raw material.
- 木材是可再生的、可循环使用的原材料。
- Sustainable forest management is the foundation of our operations:
  - We use traceability systems
  - We support forest certification
  - We respect biodiversity
- 可持续的森林经营是我们经营作业的根本基础
  - 我们使用追溯体系
  - 我们支持森林认证
  - 我们关注和尊重生物多样性

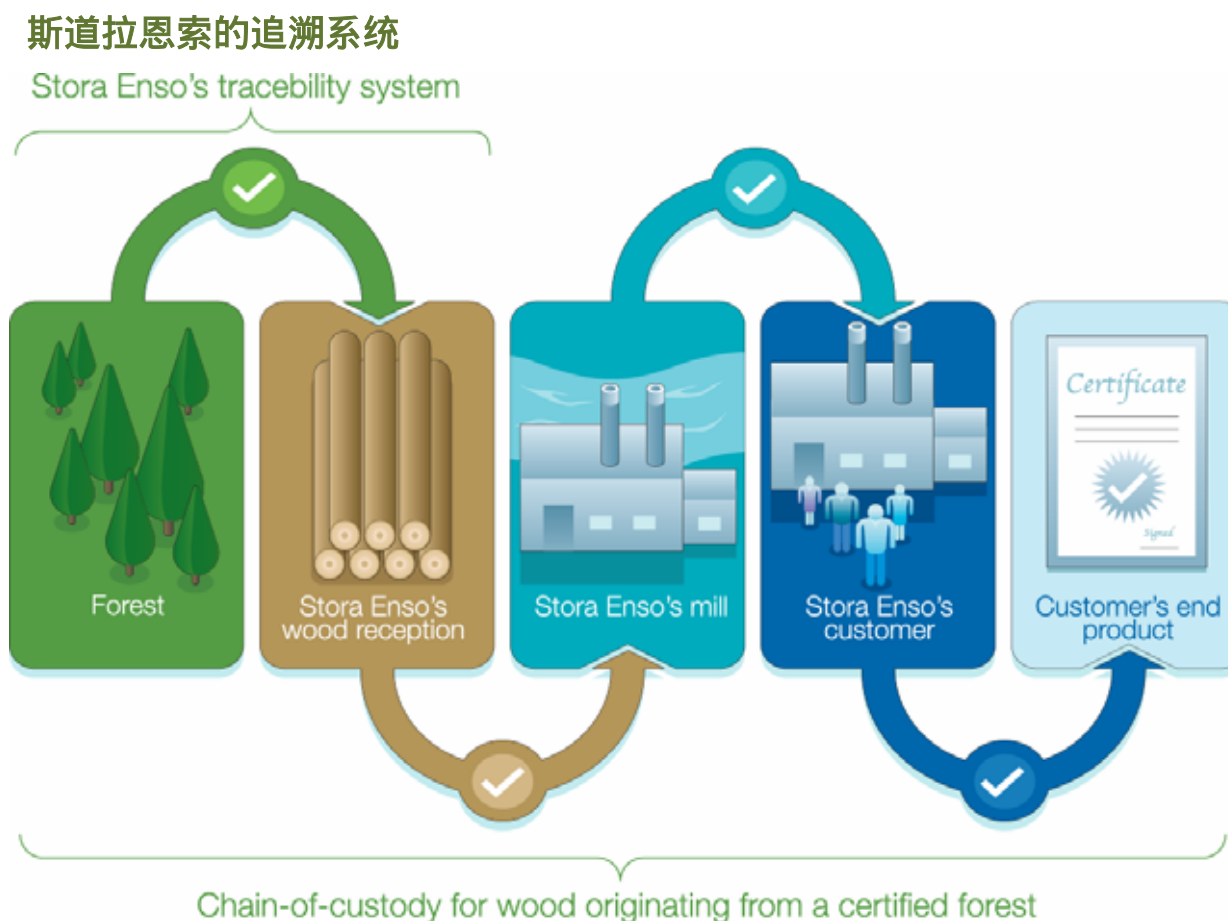


# Stora Enso's global wood flows in 2008

## 2008年斯道拉恩索在全球的木材来源



# We can trace 100% of our wood back to its origin 我们可以100%的追溯我们木材的来源



产销监管链用于追溯来自可信任森林的木材

# Stakeholder requirements

## 利益相关者的要求

- **Customers**
  - Legality of wood; traceability; forest certification
  - Climate change
  - Social responsibility in new growth markets
- **客户**
  - 木材的合法性; 可追溯性; 森林认证
  - 气候变化
  - 在新兴市场的社会责任
- **Investors/Finance community**
  - Forest certification
  - Ethical business practice
  - Climate change
  - Operations in new growth markets
- **投资者/金融集团**
  - 森林认证
  - 符合道德的商业行为
  - 气候变化
  - 在新兴市场的经营和运作



# Stakeholder requirements

## 利益相关者的要求

- **NGOs**
  - Forest conservation/biodiversity
  - Climate change
  - Sustainable transport systems
  - Indigenous peoples' rights, land ownership, landless peoples' social rights
- **非政府组织**
  - 森林保护/生物多样性
  - 气候变化
  - 可持续的运输物流体系
  - 原著民的权利，土地权属，少地/失地群众的社会权利



Sustainable forestry

Trustworthy message and messenger

Market trust

可持续经营的森林

值得信赖的信息和信息传递人

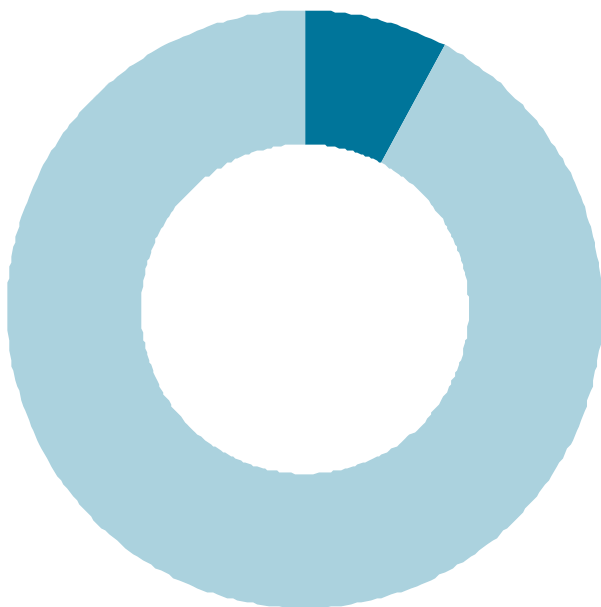
市场的信任

0	x	0	=	0
0	x	1	=	0
1	x	0	=	0
1	x	1	=	1

# Committed to forest certification

## 致力于森林认证

Less than 10% of the world's forests are certified



全世界只有不到10%的森林是经过认证的

- We support forest certification everywhere we operate.  
在我们经营的任何地方我们都支持森林认证.
- Since conditions differ we see a need for more than one forest certification system in various regions.  
由于实际情况和条件的不同，在不同的地区，我们也需要多个森林认证体系。
- In 2008, 63% of the wood Stora Enso used came from certified forests.  
2008年，斯道拉恩索有63%的木材是来自于经过认证的森林。

An aerial photograph of a vast, lush green forest landscape. The terrain is hilly, with dense stands of trees covering the slopes. The sky is filled with soft, white and grey clouds, suggesting a late afternoon or early morning setting. The overall scene is peaceful and natural.

Thank You.

谢谢关注。