

Emphasis on People

Stora Enso is committed to developing its business towards ecological, social and economic sustainability. This commitment is demonstrated through its values and its environmental and social responsibility policy. Employee well-being is a top priority in Stora Enso. "Emphasis on People" is one of our five corporate values. We know that motivated people create success. We appreciate the work done within the Enterprise for Health network. Sharing best practices and learning from good examples is beneficial for promoting employee well-being in an international company like Stora Enso and – seen from a larger perspective – in the whole industrial and business community.

The development of corporate culture and employee well-being in Stora Enso is followed up by regular surveys, utilising a web-based survey system. Corporate culture, management practices and working atmosphere – the three top target areas – are assessed by annual value and attitude surveys. The results of these indicate that the corporate culture has developed positively and the organisational culture perceived by the respondents is now meeting their expectations more fully.

Employee well-being is monitored by a standardised 52-item questionnaire, available in 16 languages. In addition to the standard questions, it is possible to add unit-specific and open-ended questions to the survey. The results are benchmarked internally and also externally against different national or employee group norms.

Employee well-being is also followed up using conventional measures like accident and absenteeism rates and we also report accident figures pertaining to contractors' employees working at our premises. We have established concrete targets for our units both for accident rates and absenteeism.

Our experience shows that it is not only essential but also quite possible to follow up the development of corporate culture and employee well-being in a structured way in order to identify areas in need of improvement. This approach also complies well with the corporate social responsibility principles which are gaining growing importance in modern business life.





Stora Enso is an integrated paper, packaging and forest products company producing publication and fine papers, packaging boards and wood products, areas in which the Group is a global market leader. The production capacity is 16.4 million tonnes of paper and board and 7.7 million m³ of sawn and processed wood products. Sales in 2004 were €12.4 billion. Stora Enso shares are listed on the Helsinki, Stockholm and New York stock exchanges. Stora Enso, led by CEO Jukka Härmälä, has approximately 46,000 employees in 40 countries, with production facilities in Europe, North America and Asia.



Commitment

When Stora Enso was formed in a merger between two large forest industry companies, Stora and Enso, in 1999, we had a strong focus on corporate culture and human performance from the very beginning. This was not only natural because both of the merging companies had long traditions in these areas, but it was also necessary for sustainable and profitable operations in an ever-challenging business environment. A safe and healthy workplace is one of the most important commitments we have to our employees. Stora Enso is striving for world-class performance in health and safety, even though we are fully aware that there is still a lot to do in this area.

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