

# Fresh, Friendly and Green

## The Green Debate

The Labour Government has put Britain on a path to a 60% reduction in its carbon dioxide emissions by 2050 and as the global debate on climate change heats up, inaction is an option we cannot afford.

## Metsä Tissue's Environmental Policy

Our strong commitment to the environment forms an integral part of the Metsä Tissue business strategy, as it does for our parent company, Metsäliitto. We lead the tissue industry in terms of best environmental practice and continually strive to reduce the impact of our operations on the environment. We do so in a number of ways:

- environmental implications are considered at every stage of production
- we support forest certification based on independent third-party verification
- we have certified chain-of-custody systems so we know the origin of the wood and the share of certified wood in our products
- we use wood which originates from commercial forests not from conservation or other prohibited areas
- our business is conducted in accordance with the ten principles of the UN Global Compact



*Metsäliitto is founded on over 131 000 private forest owners in Finland, who for generations have cherished their forests.*

## Sustainable Forestry

**Forest certification** is a voluntary system aimed at promoting sustainable forest management in commercial forests. Certificated forests have proved that environmental, economic and social aspects are being considered in the management of that forest.

**Certified chain-of-custody procedure** enables companies to ensure the wood they use originates from a certified forest. Manufacturers applying for a certification label must prove their wood is procured from a certified forest.

**Forest Certification System** is a set of standards guidelines and rules covering good management practices and use of forests, verification of the wood origin, certification procedures as well as requirements for certification bodies. Reliable forest certification is based on independent, third-party verification of forest management practices. The two leading certifications schemes are the **PEFC** and **FSC**.



**PEFC - The Programme for the Endorsement of Forest Certification**

- the world's largest umbrella organisation for the assessment and mutual recognition of European and non-European national forest certification schemes developed in a multistakeholder process
- promotes environmentally, economically and socially sustainable forest management and defines requirements for developing national forest certification standards
- national standards are built upon inter-governmental processes for sustainable forest management



**FSC - The Forest Stewardship Council**

- an international umbrella organisation concerned with the certification of forests
- based on ten guiding principles, the FSC was set up to promote environmentally appropriate, socially beneficial and economically viable management of forests
- does not require development of national forest certification standard so FSC certifications can be awarded only on the basis of the certification bodies' requirements and the FSC's ten principles on sustainable forest management

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In 2006 the UK Government conducted their own assessment of forest certification systems concluding that the PEFC and FSC certificates were the preference for assurance that timber procured originate from legal and sustainable sources.

We at Metsä Tissue aim to source our raw materials from certified forests and we ask all our pulp suppliers to demonstrate that their operations comply with good standards of environmental practice.



## Energy

Energy in the form of heat and electricity is vital to tissue paper production. We aim to reduce our energy consumption and use environmentally-friendly alternatives:

- we are committed to maximising the use of non-fossil fuels which produce less carbon dioxide (CO<sub>2</sub>)
- by burning 70,000 tonnes of sludge each year we heat up to 5,000 homes in central Sweden, saving 5,500 m<sup>3</sup> of oil, lowering carbon dioxide (CO<sub>2</sub>) emissions and reducing levels of waste in landfill sites
- we choose not to use *Through-Air-Drying* (TAD) technology in our production process. TAD products cannot display the Nordic Swan eco-label because current manufacturing technology consumes too much energy to meet the Swan label criteria



## Water

Water is an important commodity in the production of tissue paper. Cautious not to deplete this resource we:

- use a closed circuit water system to limit consumption
- ensure that water used in production undergoes a rigorous cleaning process to remove harmful pollutants

We also work hard to minimise the negative impact of our operations on the waterways:

- less water in our production process means we reduce effluent discharges to local waterways
- we constantly seek to improve effluent treatments
- Metsä Tissue is a leader in sustainable use of water resources



## Fibre

Fibre is the main natural resource for tissue paper production and is used in two forms:

- **Recycled Fibres** – we aim to use recycled fibres whenever they provide adequate quality for the final product. Over 50% of the fibre used comes from recycled paper which we source from areas close to our mills
- **Virgin Fibres** – our main supplier of virgin fibre pulp and sister company Metsä Botnia is the second largest virgin fibre producer in Europe. When it comes to environmental good practice Metsä Botnia leads the field and its Nordic mills are among some of the best in the world. We source from mills as close to our own as possible



## Air Emissions

- we actively reduce harmful emissions into the atmosphere by reducing energy consumption in our production processes
- we strive to find less polluting fuels and power technologies and choose not to use energy intensive production processes, such as TAD. Instead, we have invested in modern power plant technology which uses wood based fuels instead of heavy oil and allows us to utilise our sludge waste to produce energy. The thermal energy produced by this method is used in our production process and for district heating of the community. In addition it also produces electric power

# Labels

Eco-labels help to identify environmentally-friendly products and services. The two main eco-labels for the tissue paper products are the **Nordic Swan** and the **EU flower**.



## The Nordic Swan

Established in 1989 and administered by the Nordic Council of Ministers, the Swan label promotes products with low environmental impact. The Swan guarantees:

- ecologically sustainable forest management
- resource savings
- low environmental burden in production
- low waste generation
- product quality in line with product safety regulations

The Swan label requirements recommend:

- the use of timber from certified forests
- chemicals used in the production process to consider the environment
- reduced discharge of phosphorus and acidifying substances
- lower sulphur and nitrogen oxide emissions
- low energy consumption
- pre-separation of waste

Metsä Tissue's Katrin and Saga products carry the Nordic Swan providing customers with the reassurance that their purchase has been an environmentally responsible one.



## The EU Flower

Established in 1992 by the European Commission, the EU Flower has been modelled on the Nordic Swan label. The criteria aims to promote:

- a reduction in the release of toxic and other harmful substances into waters
- a reduction in environmental damage caused by energy use and conversion such as global warming, acidification, depletion of non renewable resources by reducing energy consumption and related air emissions
- a commitment to the need to apply good management principles in order to safeguard forests, reduce risks to human health, environmental damage or risks related to the use of hazardous chemicals
- the minimisation and efficient use of waste

## Differences between the Nordic Swan and the EU Flower

Although the criteria documents for both labels have similar requirements a closer look reveals some important differences that demonstrate the higher levels of environmental performance achieved with the Nordic Swan:

- wood certification is mandatory for the Nordic Swan label and requires a third party audit. In contrast, the EU Flower label requires only a declaration of wood certification and no third party audit is needed
- the EU Flower label has no requirements on heat energy usage and the Nordic Swan label does. The lack of heat energy usage requirements means the EU Flower criteria are less demanding and therefore easier to pass than the Nordic Swan
- the Nordic Swan criteria for tissue paper have broader applicability and more rigorous standards so a tissue paper that fulfils the Swan criteria is virtually assured to meet the EU Flower criteria requirements



## ISO Certificates

The International Organisation of Standardisation is an international non-governmental body set up to develop international standards for products and services. Metsä Tissue holds the following certificates relevant to our business operations:

### ISO 9001

#### Quality Management

- this provides proof that an organisation has achieved standards of a quality recognised and respected throughout the world

### ISO 14001

#### Environmental Management

- this is aimed at helping organisations protect the environment, prevent pollution and improve their environmental performance

## Packaging Material

For hygiene reasons it is necessary for us to package our tissue paper products:

- our dedicated product development team work hard to minimise packaging used
- we opt for environmentally-friendly, recyclable packaging purchased from companies that meet certified environmental and quality standards

## Logistics

Transport is an unavoidable part of our business, but we have implemented an environmentally-friendly policy in this area:

- materials are sourced from as close to the mills as possible so travelling distances are reduced
- we only work with ISO certified companies or those nearing certification
- we favour railways and waterways for transport wherever possible
- we use specialist equipment and computer systems to minimise traffic in our warehouse and intermediate storage facilities

## Products in Use

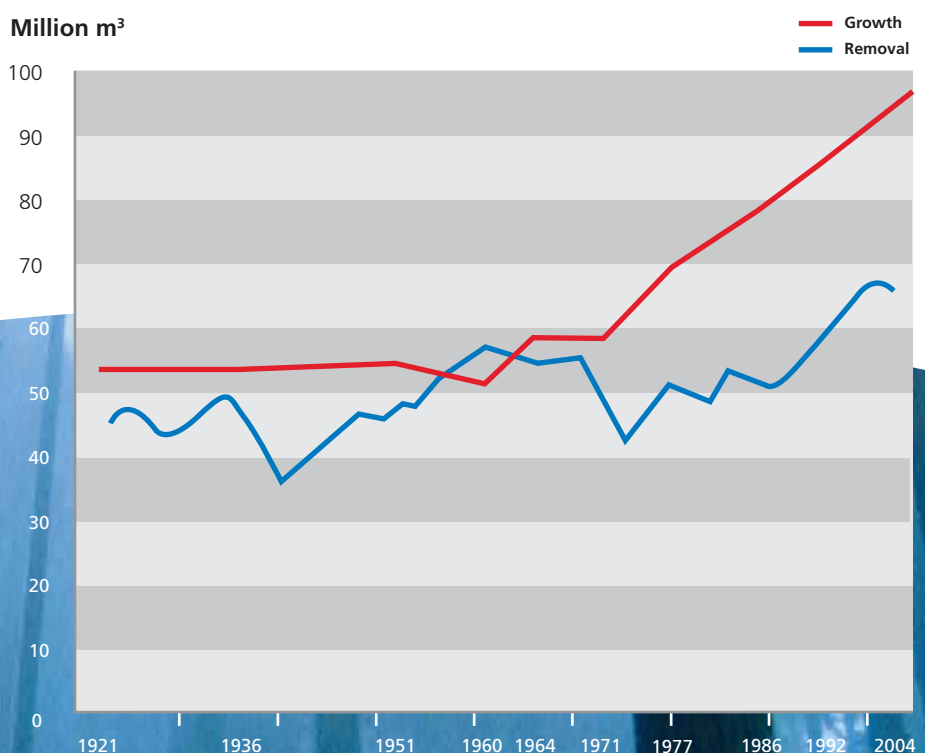
### Less is More

- *Less is More* is the Katrin brand's concept for minimising paper consumption and promoting high standards of hygiene
- Minimised paper consumption means less transport, less waste and therefore a lower impact on the environment
- This is the simple yet ingenious idea behind our products!

## Forest growth and removal during 1920-2005

*Despite the fact that wood is the main raw material in the production of tissue paper the levels of living growing forest in Sweden and Finland continue to rise year on year. This graph shows the absolute increase in Finland's forests.*

Sources: Statistical Yearbook of Forestry 2006, Finnish Forest Research Institute.







We believe that our planet should be cherished for future generations to enjoy the benefits that we do today. Environmental considerations feature at every stage of our production process and environmental good practice is an on-going mission.



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