

## What are you doing in terms of human rights and social involvement?

Within SCA/Tork we have integrated our Code of Conduct, launched in 2004, into our supplier assessment systems. Since 2005 we have undertaken human right assessments at 28 SCA facilities in 12 countries with a special focus on emerging markets. Assess human rights compliance within our operations and those of our suppliers. Continuous improvement of health and safety, SCA's own requirements generally exceed mandated requirements, implementation of "0 Accident Culture" in Tissue Europe. Number of days lost due to accidents reduced by 32% in China, two SCA sites in Asia won external safety awards during 2007.

SCA is a member of the Global Compact, a joint initiative launched by the United Nations and business to advance responsible corporate citizenship in the areas of human rights, labour, environment and anti-corruption. The SCA Code of Conduct is based upon the UN Global Compact principles and integrates our sustainability initiatives in our strategy and approach to doing business.

## How will it help my business?

Eco-labels are becoming a mandatory part of many tender processes in the EU. Tork products with the EU Flower are widely recognised as the very best products in their category, allowing you to make the most of business opportunities.

## Why is the EU Flower mark important?

External accreditation of environmental claims is essential for those companies wishing to take a green standpoint to differentiate themselves from their competition. Choosing products with the EU Flower label also helps companies meet the increasing requirements to comply with Government environmental legislation.

## What about my local country labels?

Our label of choice is the EU Flower. However we recognise that there are logos that are used at a national level such as the Blue Angel and the Nordic Swan. These logos will continue to be used where necessary to enhance the credentials of our products and meet the requirements of customers.

## Do you have any products that do not have the EU Flower label?

Yes. Some of our products do not yet qualify for the label. For example: the plastic dispenser systems; and a small proportion of tissue products that are manufactured using specialist processes that are more energy intensive.

This is necessary to create the functional performance specific to their end use, for example in hospital operating theatres. We are developing our production methods to enable certification of these products in the future. Many other tissue products already qualify for certification as the mill that produces them meets the EU Flower criteria, and these products are in the process of application to use the logo on pack.

## Is it recognised in all markets?

The EU Flower is recognised across Europe. Where national logos are more widely known, they can be used alongside the EU logo whilst awareness of the Flower mark continues to grow. Governments are actively promoting Flower marked products.

## Why has Tork chosen to use the EU Flower label?

The Flower mark is a public symbol of everything that Tork and SCA believe makes a responsible product, and we are delighted to support this symbol on our products.

The EU flower label is only awarded to tissue products that use recycled fibre, or virgin fibre from 100% sustainably managed forests. The Forest Stewardship Council (FSC) certification also includes schemes such as the PEFC (FSC & PEFC Logo). Tork products meet all of these criteria as SCA has taken environmental considerations into account for many years.

## What is the Ecolabel Flower?

The Ecolabel is the European Union's prestige labelling scheme for consumer products and services, which uses a flower logo to signify that a product meets its demanding environmental standards. It gives consumers instant reassurance and confidence that the product is a sound environmental choice. For more information see [www.EUwebsite](http://www.EUwebsite).



## **Our key benefit is hygiene. How does this fit in with our environmental efforts?**

New techniques provide access to a wider range of raw materials to optimise performance while reducing environmental impact. TORK tissue products are more flexible and more absorbent to work more efficiently – whether drying hands or cleaning surfaces – while using less fibre. TORK dispensers deliver the right amount tissue for the task, reducing waste and over-consumption. Our durable dispensers are built to last while avoiding unnecessary material thickness. All plastic parts are clearly marked with recycling symbols. And while helping the environment they are also hygienic: Easy-to-clean design protects the tissue while preventing cross contamination. We also note that the amount of bacteria decreases with paper towels and increases with hand dryers making our product the more hygienic choice.

## What are the cost benefits of buying Tork?

With efficiency at the heart of our sustainability efforts, a reduction in waste, efficiency in product and production as well as reduced use of product by 25 % based on new dispensers all cost saving with increased benefit as well as sustainable impact. By increasing fill rate of trucks and by optimising pallet fit, we are able to save our distributors money on transportation and storage costs such as fuel and driver time.

## In what areas so we measure our impact on the environment?

SCA has over 20 years of expertise in LCA – the only tool to provide a complete picture of a product's environmental impact throughout its lifespan – from material creation to disposal. This helps us make the best environmental choices with regards to selection of materials, providing guidance for sustainable product development, and improving the entire value chain.

## Where do we have the most impact on the environment?

Production and raw materials is where we have the biggest impact on the environment and where we are putting the most effort into innovation and reduction.

## How do we reduce our impact on the environment?

We have three main environmental concerns, water use, CO<sub>2</sub> emissions, and fibre sourcing. Our forests provide both sustainably sourced fibres and counter CO<sub>2</sub> emissions. We have created innovative ways to purify and recycle water during production as well as reducing organic content in waste water and converting into energy. We have also improved our transportation efficiency by increasing fill rate of trucks and by optimising pallet fit potential savings of 1700 t CO<sub>2</sub> annually.

SCA/Tork 500 “E-SAVE” projects have eliminated 72,000 tons of CO<sub>2</sub> and saved 340 GWh of electric consumption annually since 2002. We also have 6 wind farms, including a total of 450 wind turbines which generate power equivalent to the entire electricity demand of the city of Liverpool, England.

## What is the benefit of having our own forests?

Well managed, growing forests are an important tool in combating climate change and reducing global warming. For every tree that we harvest, three more are sown. Maintaining and conserving the biodiversity of the forest environment is a key objective for SCA and TORK. Our forests absorb almost 2.6 million tonnes of CO<sub>2</sub> per year, almost as much CO<sub>2</sub> absorbed as the total emissions from our production plants around the world.

## How do we preserve our forests?

Biodiversity and conservation is at the heart of our forestry. From taking measures to preserve a chemical/pesticide free forest we do everything possible to emulate a natural forest environment. We are constantly building our forest as well. For every tree we cut down we plant three more. Therefore for every 87 toilet roles you use we plant one tree. (That's my math – based on 17 tree producing 1 tonne of toilet paper).

## Where do our non recycled materials come from?

All virgin fibres are sourced from 100% sustainable sources and many from our own FSC certified forest. We own 2.6 million hectares – that is roughly the size of the Netherlands.



## Where do we stand in comparison to other companies in terms of sustainability?

SCA TORK was rated the second greenest company in the world by EIRIS in 2007 and one of the world's most ethical companies by the Ethisphere council. We have also topped the list of several other rankings for sustainability.

## How do our other certifications benefit us as a company?

By qualifying for these certifications and being recognised by numerous third party organisations we are able to make the most of our business opportunities.

\*\*\* (not actually sure how to answer this question). \*\*\*

Other than the EU flower label, do we have any other certification?

We also have the Nordic Swan and the Blue Angel which hold national significance. We are also far ahead of government environmental legislation and are recognised by numerous organisations such as the WWF, NASDAQ OMX, FTS-E4Good, Orange SeNSE Fund, Amnesty Business Group, UN Global Compact, and more as one of the leaders of our industry.

**Why would someone choose Tork over another toilet paper or napkin brand that is 100% recycled?**

**By having the sustainable sourcing to produce products which contain virgin fibres along with recycled material we have been able to develop a superior product. From absorbency to feel, we are using our sustainability expertise along side our innovative hygiene knowledge to produce a better quality product that doesn't compromise either.**

## Why are Tork products only made of partially recycled materials?

As a hygiene company our first priority is just that. We have found that our products must be mixed for hygiene reasons and some cannot contain any recycled fibres to avoid any risk of contamination. Such as wipes for hospitals. While our products are only partially recycled, it's important to point out that the raw materials we do use are from 100% sustainable sources, therefore minimising our impact on the environment.

## Why is sustainability important in our industry?

As an industry that uses natural resources as well as one whose end product produces waste, our environmental impact needs to be addressed. By reducing our impact we are actually saving the industry from itself.

## How does this differentiate us from the competition?

We provide a premium product and need to explain to customers why we are premium. Not only do we produce some of the most innovative hygiene solutions and premium quality products but we do it sustainably.

## Why is it important that we communicate our sustainability?

Customers and end users are becoming more and more aware of sustainability and therefore the ability for our sales team to know about our sustainability become essential in order to provide them with the best service. As a company, transparency in our achievements and goals within this field is vital.



## Why haven't we been communicating our sustainability more clearly, what's changed?

Our commitment to the environment and sustainability remains the same however in the past we have been fairly humble about our achievements and now as the leader in our industry, feel that it's important to show the competition where the bar really stands. We are not about bragging rights but being a leader in communicating the direction our industry needs to be headed in. \*\*\* (not sure how to answer this one).\*\*\*

## How long have we been taking sustainability into account?

We have been growing sustainably for over 80 yrs. We introduced our Social Fund in the 1950's (\*\*\*)not sure what that is exactly\*\*\*) and initiated our Nature conservation policy in 1987. For over 20 yrs we have also been working with LCA's and qualified for the ISO 14001 and EMAS over 15 years ago. The list goes on and we remain far ahead of the certification and legislation.

## Who benefits from our sustainable actions?

Our sustainable actions are deeply rooted in everything we do so our environmental consideration is passed along to your distributors and end customers/consumers. By purchasing Tork over other brands, our customers improve their own sustainability. Also by taking into consideration our environment and resources we are improving our own company strength.

## Why is sustainability important to Tork?

SCA/Tork company values are respect, excellence and responsibility. We need to communicate that across everything we do from where we source our products to how we manufacture and distribute them. Sustainability is simply the outcome of our core brand values.