

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

Within SCA/Tork we have integrate 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.

Other than the EU Ecolabel do we have any other certification?

We also have the Nordic Swan and the Blue Angel which hold national significance. We are ahead of government environmental legislation and are recognised by numerous organisations such as WWF, NASDAQ OMX, FTSE4Good, Orange SeNSE Fund, Amnesty Business Group, UN Global Compact, and more as one of the leaders of our industry.

How will it help my business?

Tork products with the EU Ecolabel are widely recognised as the very best products within their category, allowing customers to make the most of business opportunities, as well as helping them meet growing requirements to comply with Government's environmental legislation.

What about my local country labels?

National governments are actively promoting the EU Ecolabel. Our label of choice is the EU Ecolabel. However, we do 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 our customers for as long as is needed – particularly as awareness for the Flower mark continues to grow. The use of both logos will enhance the credentials of our products and help us to meet the requirements of our customers.

Do you have any products that do not have the EU Ecolabel?

Yes. Some of our products are yet to qualify for the label. For example, the plastic dispenser systems do not because there is no qualification scheme in place for dispensers to date, however, our all our dispensers can be recycled.

A small proportion of our tissue products 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 working on improving these processes where possible, but sometimes, the benefit of producing more efficient products outweighs the energy usage savings over the course of an entire product lifecycle.

Energy usage is viewed independently in the EU Ecolabel awarding scheme. We are developing our production methods to enable certification of these products in the future. In the meanwhile they could carry eg. the PEFC label, or the FSC label which reassures customers that this is still an environmentally responsible choice.

Is it recognised in all markets?

The EU Ecolabel is available across Europe and recognition is growing due to national government support.

The organisation behind the EU Ecolabel has ambitious plans to increase consumer awareness about the scheme and it is our ambition at SCA to support that by promoting it among our customers.

Why has Tork chosen to use the EU Ecolabel 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. It is also recognised by all EU and EEA markets.

The EU Ecolabel is only awarded to tissue products that use recycled fibre, or virgin fibre from 100% sustainably managed forests. Tork products meet all of the criterias as SCA has taken environmental considerations into account for many years.

What is the Ecolabel?

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 please go to this hyperlink:

<http://www.eco-label.com/default.htm>

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.

When a customer complains it's too expensive what do we say?

Our products have been designed to be more efficient therefore saving you money and time. For example, our new dispensers are designed to reduce consumption by 25% saving you money as well as staff time changing dispensers.

What are the cost benefits of buying Tork?

Efficiency is at the heart of our sustainability efforts. This has resulted in a reduction in waste, efficiency in product use, optimised production, and reduced product consumption all of which also result in cost savings. By increasing fill rate of trucks and by optimising pallet fit, we are able to save our distributors money on transportation and storage costs.

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, CO² emissions, and fibre sourcing. Our forests provide both sustainably sourced fibres and counter CO² 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 CO² annually.

SCA/Tork 500 “E-SAVE” projects have eliminated 72,000 tons of CO² 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 CO² per year, almost as much CO² 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, for every tree we cut down we plant three more. Therefore for every 80-90 (depending of type) toilet roles you use we plant one tree. (17 trees gives app. one tonne)

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 been rated highly on several other rankings for sustainability.

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

By creating products which contain virgin fibres along with recycled material we have been able to develop a superior product. From improved absorbency to softer feel, we are using our sustainability expertise along side our innovative hygiene knowledge to produce a better quality product.

Why are Tork products only made of partially recycled materials?

Hygiene remains our first priority. Our products are designed to deliver the most effective hygiene solution, whilst minimising the impact on the environment. The optimum mix of fibres is selected to create each product, with the highest proportion of recycled fibre without compromising performance. Some products cannot contain any recycled fibres to avoid any risk of contamination, E.g. in hospitals. It's important to point out that the virgin fibre we do use is from 100% sustainable sources, therefore minimising our impact on the environment.

Why is sustainability important in our industry? - How does this differentiate us from the competition?

As an industry that uses natural resources, as well as one whose end product produces waste, we need to take responsibility for minimising our environmental impact.

We ensure our products deliver the hygiene benefits required, whilst minimising our impact on the environment. This has been consistently delivered over time as shown by our commitment to 100% sustainably sourced wood fibre. We have achieved many of the goals that our competitors aspire to.

Why is it important that we communicate our sustainability?

Customers and end users are becoming more aware of sustainability. Our commitment to sustainability remains the same. However in the past we have been fairly humble about our achievements. With growing global awareness of sustainability many competitors have been very vocal about their environmental credentials, often with poor evidence. As a result we recognise that we now need to be much more proactive in communicating our own excellent performance, and our plans to improve in the future. We need to make the most of the opportunity to reinforce our position as a leader in the industry, and ensure that we are not seen as followers.

Is SCA/Tork new to this? How long have we been taking sustainability into account?

We introduced our Nature conservation policy in 1987. For over 20 yrs we have also been working with LCA's Life Cycle Analysis 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.

How customers can benefit from SCA/Tork investment in sustainability ?

Many customers are looking for sustainably sourced products to enhance their corporate reputation and meet their own internal goals as well as their customer's demands. By stocking our brand you provide your customers with a choice that is environmentally responsible, without compromising on the important aspect of hygiene.

Sustainability is about People as well as Planet and this is our commitment to both!

Our commitment to sustainability goes beyond the environment. In the communities in which we are based, we play an important role in providing employment and investment. We pride ourselves on providing a safe, fair and inspiring working environment. To help ensure that we run our business according to our core values 'Respect, Excellence and Responsibility' we have developed a Code of Conduct with guidelines on health and safety, human rights, business ethics, employee relations and community involvement.

We work very hard to make every day life better, simpler and safer for our customers, suppliers and employees.

What are SCA and Tork sustainability credentials?

At Tork we take sustainability seriously. For us, this means taking responsibility for the impact our business has on communities and the environment in a way that improves quality of life today and contributes to a better tomorrow. Sustainability isn't a new idea to us, or our parent company SCA.

We have a long tradition of incorporating environmental and social issues in to the way we run our business, and reporting this progress through publicly available Sustainability Reports for over 10 years.

We are proud that our efforts have been recognised worldwide. SCA has been included in the Dow Jones Sustainability Indexes 2009: A global index tracking the performance of leading sustainability driven companies in social, environmental and economic areas.