

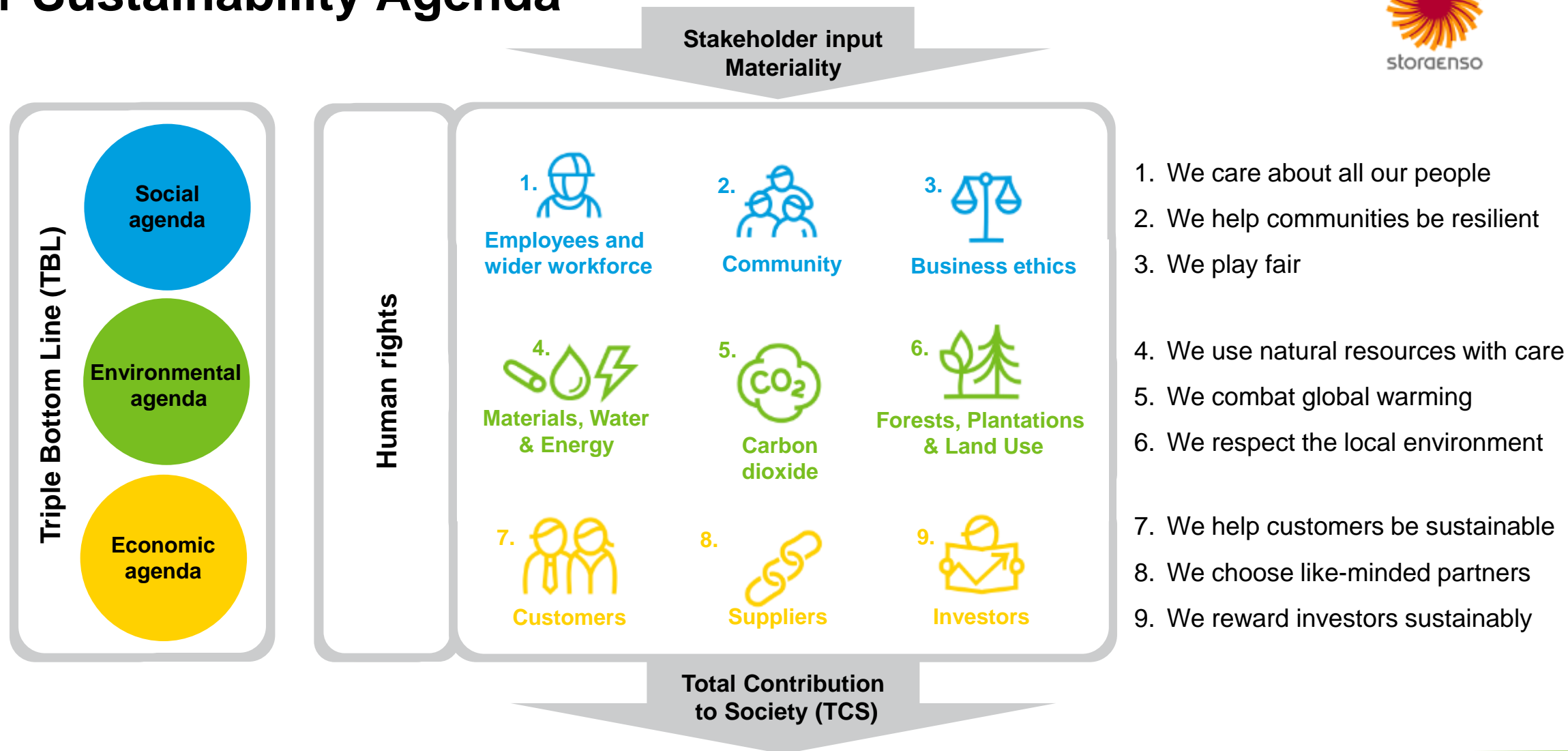
Ecolabels in Stora Enso Paper Division

2020-08-12

Magnus Deinzer, Tuovi Valtonen, Klaus Barduna

Ecolabels and Stora Enso's Sustainability Agenda

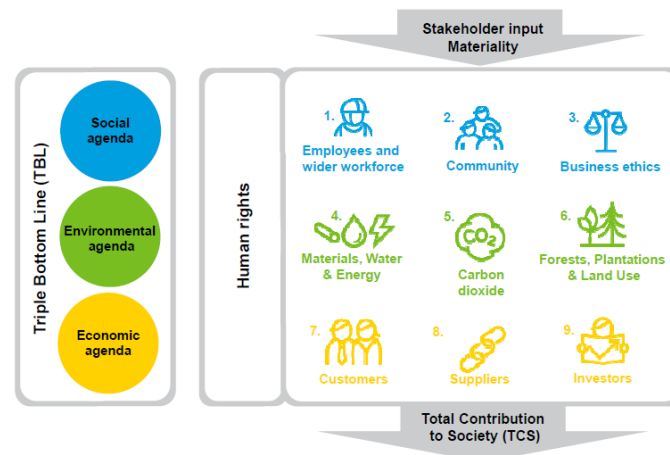
Our Sustainability Agenda



Ecolabels and our Sustainability Agenda



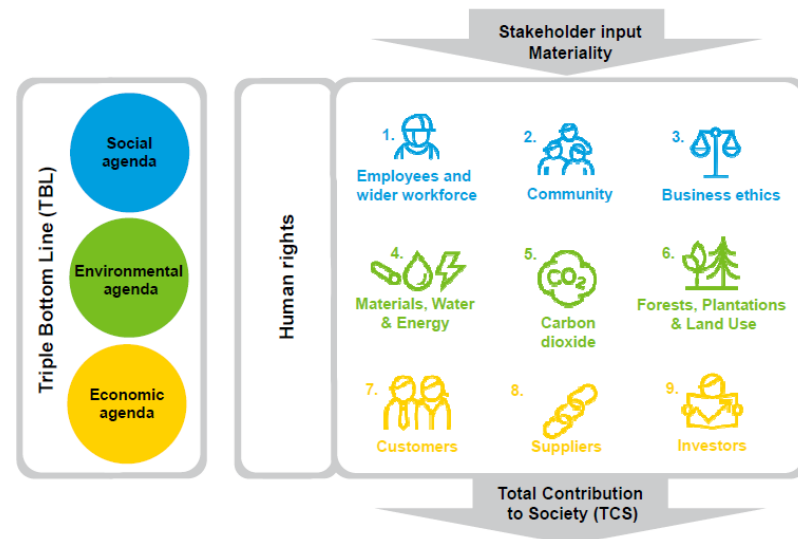
- Ecolabels are voluntary certificates indicating that products have a reduced environmental impact compared to similar products.
- Ecolabel criteria include the whole life cycle of a product, from the extraction of raw materials throughout production, use and recycling or disposal:
 - Restricted use of harmful or hazardous substances
 - Products “fit for use”
 - Sustainable fibre sources (FSC, PEFC, recycled fibres)
 - Reduced discharges to water / emissions to air
 - Lower energy consumption
 - Proper waste management
- → Social agenda
- → Environmental agenda



Ecolabels and our Sustainability Agenda (cont.)



- The criteria are defined in a way that only a certain percentage of products can meet them. That's why a product with an ecolabel can be considered environmentally superior compared to other products in the same category.
- Therefore, using paper with an ecolabel
 - not only provides third-party **evidence of superior environmental performance**,
 - but also fulfils a **prerequisite for the final paper product to be also awarded an ecolabel**.
- → **Economic agenda**



Ecolabels in Stora Enso Paper Division

Common Ecolabels



- Common Ecolabels are
 - **EU Ecolabel** (EU Flower)
 - <http://ec.europa.eu/environment/ecolabel/>
 - **Nordic Ecolabel** (Nordic Swan)
 - <http://www.nordic-ecolabel.org/>
 - **Blauer Engel** (Blue Angel)
 - <https://www.blauer-engel.de/en>



EU Ecolabel (EU Flower)

- The EU Flower is the EU's own ecolabel
- Once criteria are met, the EU ecolabel guarantees: low air and water pollution; restricted use of hazardous substances; and use of certified fibres from sustainably managed forest



Nordic Ecolabel (Nordic Swan)

- The Nordic Ecolabel is the official ecolabel of the Nordic countries
- Paper products with a Nordic Ecolabel have minimal environmental impact which is achieved by using certified raw materials, by limiting the use of environmentally harmful chemicals, by producing low emissions to air and water, and by reducing energy consumption



Blauer Engel (Blue Angel)

- Developed in Germany as the first world-wide ecolabel in 1978
- Due to the high share of recycled paper and limited number of chemical additives used in Blauer Engel -labelled products, this ecolabel ensures the protection of resources, environment, and health

EU Ecolabel



- EU Ecolabel is the label of the European Union, EU Ecolabel Scheme is laid down in Regulation (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009.
- National EU Ecolabel competent body (e.g. “Ecolabelling Sweden”) evaluates the data and awards the EU Ecolabel certificate (with the Annex of certified products).
- EU Ecolabel Product Catalogue can be found on <http://ec.europa.eu/ecat/products/en>
- In Division Paper we use **2 paper product categories**:
 1. **Copying and Graphic Paper** (Anjala, Kvarnsveden, Langerbrugge, Maxau, Nymölla, Oulu, Sachsen, Veitsiluoto)
 2. **Newsprint Paper** (Langerbrugge, Sachsen)

EU Ecolabel Certificate

Ecolabelling Finland
has awarded the EU Ecolabel licence to

Printing papers
manufactured by
**Stora Enso Paper Aktiebolag,
Kvarnsveden Mill, Sweden**

The products covered by the licence, **appendix 1.6**, fulfil the ecological
“Graphic Paper Product”, (EU) 2019/70, L15/27 (17.1.2019)

valid until 31 Dec 2024.

Helsinki, 11.12.2019 Ympäri

ANNEX 1.6
SE Kvarnsveden mill
FI/011/007
28 January 2020

**PRODUCT SPECIFICATION ANNEX TO EUROPEAN ECOLABEL STANDARD CONTRACT
NUMBER FI/011/007**

The Competent Body Ecolabelling Finland, Urho Kekkosen katu 4-6 E, 00100 Helsinki, Finland

The Contract Holder Stora Enso Paper Oy, P.O. Box 309, 00101 Helsinki, Finland

The Standard Contract (FI/011/007) signed by both parties covers the terms of use of the EU Ecolabel on the graphic papers manufactured by Stora Enso Paper Oy in the following manufacturing site. The products listed under manufacturing plant conform to the criteria for graphic paper published in the Commission decision (EU) 2019/70.

Stora Enso Paper Aktiebolag, 78183 Borlänge, Sweden

Printing papers
Exo, 45 – 65 g/m²
ExoPlus, 45 – 52 g/m²
MagniPress, 42 – 60 g/m²
PrimaPlus, 48-65 g/m²
PrimaPress, 48 – 65 g/m²
Prima Super G, 48 – 65 g/m²
PubliPress, 45 – 60 g/m²
PubliPress Plus, 42 – 52 g/m²
PubliPress Satin, 45 – 52 g/m²

Approval This annex is approved to be a part of the Standard Contract (FI/011/007) covering the terms of use of the EU Ecolabel on the graphic paper products manufactured by Stora Enso Paper Oy, dated 11 December 2019.

Helsinki, 28 January 2020

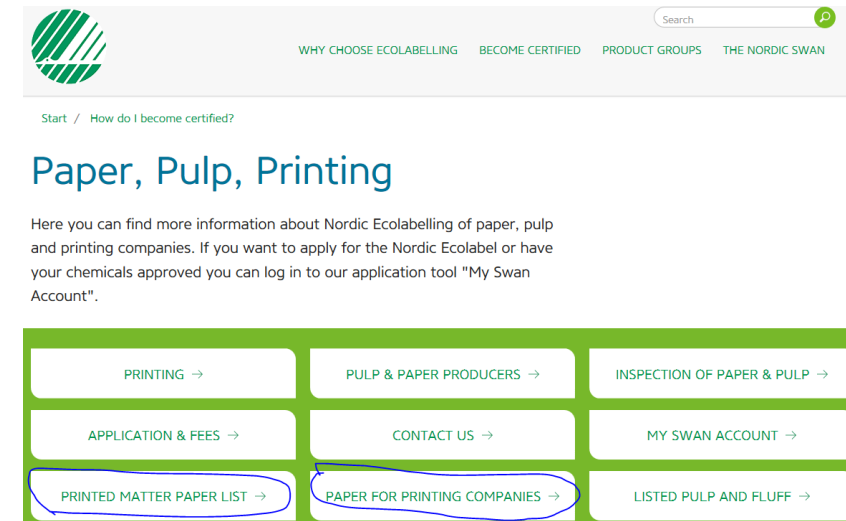
Ecolabelling Finland
(Finnish Competent Body)

Riikka Holopainen
Riikka Holopainen
Managing director

Nordic Ecolabel – two levels of recognition



- Nordic **Ecolabelled paper**
 - Most beneficial with papers for public consumption e.g. copy papers
 - **A certificate is awarded, logo can be used** according to the guidelines.
 - (Nymölla, Veitsiluoto)
- Nordic Ecolabel **inspected/approved paper**
 - With intermediate paper for business-to-business use e.g. printing houses
 - Not as demanding procedure as Ecolabelling, also less expensive
 - **No certificate awarded, logo use is not allowed.**
 - In product lists, catalogues and offers it is possible to declare "This paper is inspected/approved for Nordic Ecolabelled printing and printed matter.", but not in advertisements, materials for exhibitions or packaging of the paper.
 - (Anjala, Hylte, Kvarnsveden, Oulu, Veitsiluoto)
- List of Nordic Ecolabelled papers, Nordic Ecolabel inspected/approved papers, as well as our EU Ecolabelled papers can be found on <http://www.nordic-ecolabel.org/certification/paper-pulp-printing/>



Blauer Engel (Blue Angel)

- Blue Angel is the world's first and oldest environmental label (founded in 1978) and Germany's best known ecolabel (recognized in Europe and Asia).
- Criteria are set by the German Federal Environment Agency and **certified by RAL gGmbH** (German Institute for Quality Assurance and Certification).
- Blue Angel manufacturers can be found on <https://www.blauer-engel.de/en/products/company>
- In Division Paper we use **2 paper product categories** „Umweltzeichen“ UZ:
 1. **UZ 14** for **Recycled Paper** with **100% recycled fibre** share (Langerbrugge, Maxau, Sachsen)
 2. **UZ 72** for **Printing and Publication Papers** with **predominantly recycled fibre** share (Maxau, Sachsen)



www.blauer-engel.de/uz14

- energie- und wassersparend hergestellt
- aus 100% Altpapier
- besonders schadstoffarm



CERTIFICATE

ON THE BASIS OF THE
CONTRACT ON THE USE OF THE ENVIRONMENTAL LABEL NO. 25918 BASED ON RAL-UZ 1

STORA ENSO SACHSEN GMBH
04838 EILENBURG GERMANY

IS GRANTED THE RIGHT TO USE THE BLUE ANGEL ECOLABEL SHOWN BELOW
FOR THE PRODUCT

NewsPress - newsprint paper

UNTIL 31.12.2018 AS A SIGN OF SPECIAL ENVIRONMENTAL FRIENDLINESS.

SANKT AUGUSTIN, THIS 12 SEPTEMBER 2014



Kan
CHAIRMAN OF THE BOARD

RAL gGMBH



Ecolabelled paper by Stora Enso: Paper you can trust



- Stora Enso's ambition is to continuously develop innovative paper products.
- **More than 90% of Stora Enso Paper Division's own brands are covered by one or more ecolabels.**
- We will maintain our ecolabels and apply for further products according to customer requests.
- We promote our ecolabelled papers towards our customers as
 - they can be considered environmentally superior compared to other products in the same category,
 - they fulfil a prerequisite for the final paper product of our customers to be also awarded an ecolabel.



Communication of Ecolabels

Communication of Ecolabels



1. All schemes have their own communication guidelines for B-to-B and B-to-C communication.
2. **Communication of Ecolabels is voluntary** in all Ecolabel schemes and can be done in several ways (either/or or in combination (also in combination with FSC/PEFC)):
 1. **Logo usage** (on-product labelling)
 2. **Statements (claims) on sales documents** (order confirmations, invoices, delivery documents)
 3. **Online** via internet
3. Ecolabels **MUST NOT** be used as part of trade names. New trade names are not automatically ecolabelled, but must be registered to ecolabel competent body before they can be delivered as ecolabelled.
4. Several labels can be printed on the same product (e.g. FSC or PEFC and EU Ecolabel and Nordic Ecolabel) and several statements (claims) can be combined on sales documents (e.g. FSC or PEFC and EU Ecolabel and Blue Angel statements).

Veitsiluoto ream label with PEFC, EU and Nordic Ecolabel



www.storaenso.com/zoom

A4 **80 g/m²**
WHITE

(210x297 mm)
5 x 500 sheets



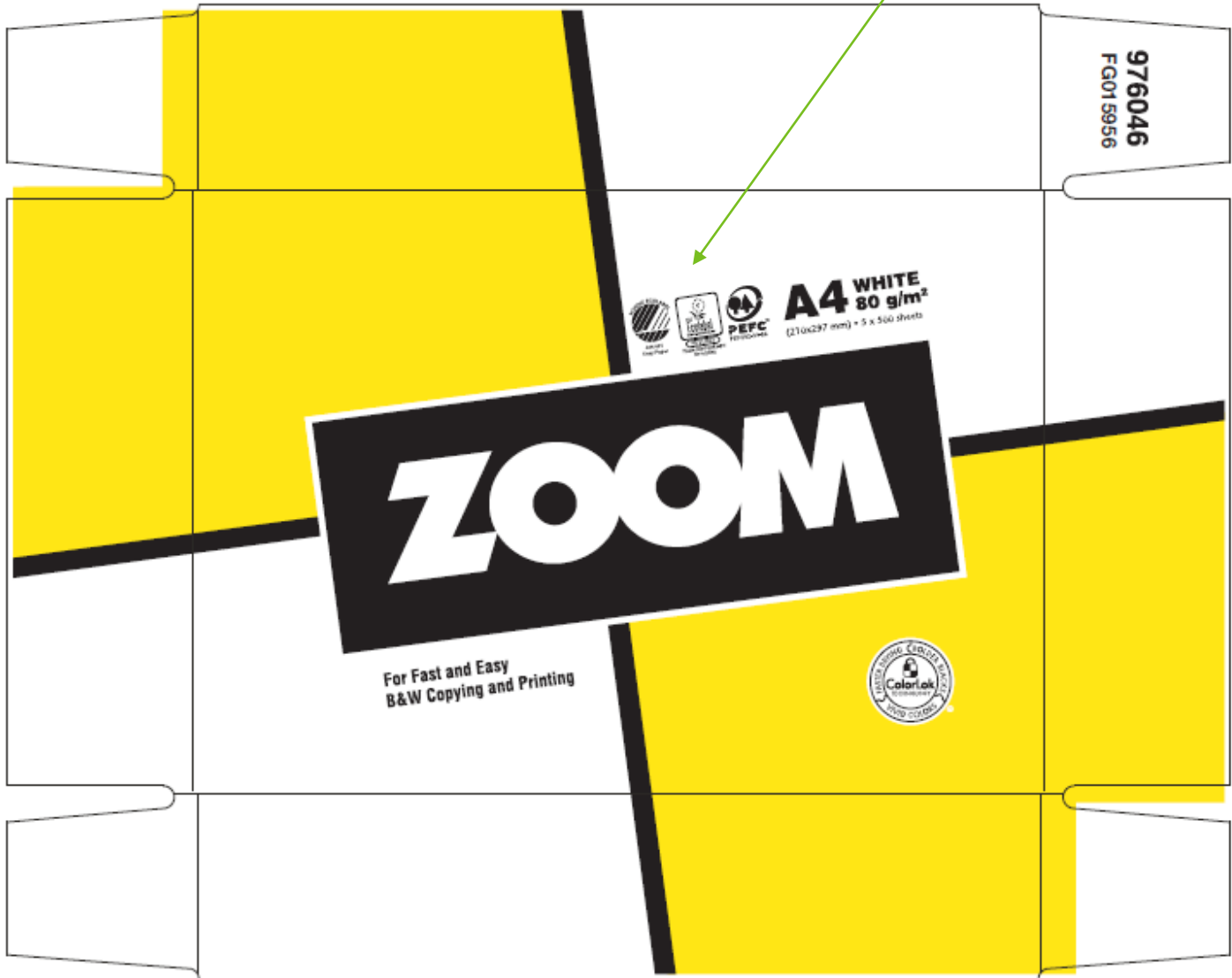
6 416764 501006

Please collect used paper for recycling

ISO 9001, ISO 14001

Made in the EU/Finland

Veitsiluoto lid label with PEFC, EU and Nordic Ecolabel



LAYOUT-INFO		CUSTOMER	CUSTOMER'S PRODUCT NAME	PROOF - INFORMATION
INNER DIMENSIONS (W x L x H mm)	305 x 218 x 66 mm	STORA ENSO FINE PAPERS	976046 A4 ZOOM (mm)	DATE: 8.12.2013
CORRUGATED BOARD GRADE	14 E CR	PRODUCT NO	FG015956	SHEET: 1
MANUFACTURER	STORA ENSO PACKAGING OY	DIE/CUTTER NO	046006	VERSION: 000000 / SWEDEN
		DESIGNER OF STRUCTURE	415x335	COLORS / SWATCHES: PMS 100 C
		DESIGNER OF ART WORK		BLACK
				LAMIN

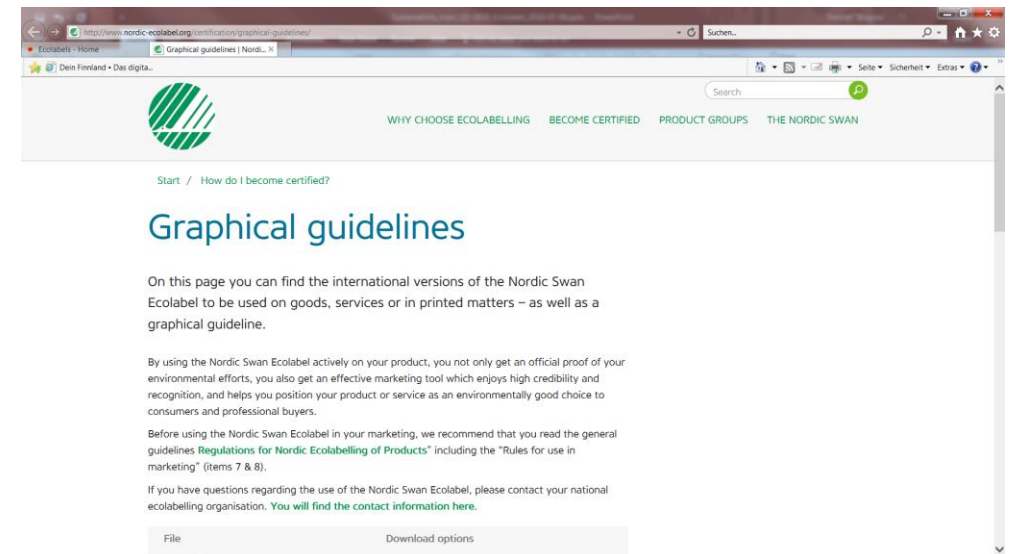
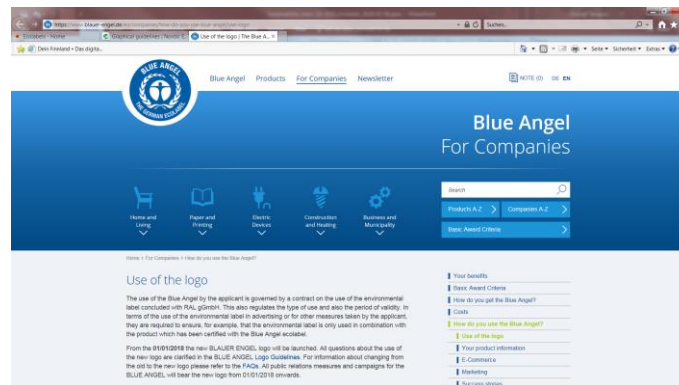
On-product labelling – logo guidelines



EU ECOLABEL LOGO GUIDELINES



Last updated by the EU Ecolabel Helpdesk:
December 2017



- **EU Ecolabel:**
http://ec.europa.eu/environment/ecolabel/documents/logo_guidelines.pdf
- **Nordic Ecolabel:**
<http://www.nordic-ecolabel.org/certification/graphical-guidelines/>
- **Blue Angel:**
<https://www.blauer-engel.de/en/companies/how-do-you-use-blue-angel/use-logo>

Ecolabel statements on sales and delivery documents



Delivery document „Gewichtsspezifikation“
with 3 Ecolabel claims:

1. FSC certificate nr and claim
2. Blauer Engel UZ 14
(Zeichennutzungsvertrag Nr. 25921)
3. EU Ecolabel (Licence No FI/11/007)



Gewichtsspezifikation

No: 111446-891

Datum: 06.03.2018

Gewichtsliste
2018018494-01399

LKW
TDO-BM750

Verladedatum
05.03.2018

Auftragspos.
SEDE-800073 001

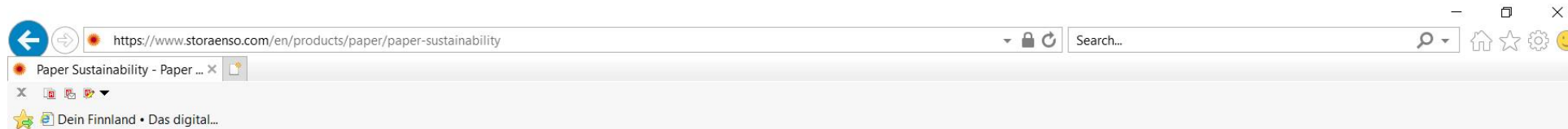
Produktcode
SEALFH

Produktname
Alfa Telefonbuchpapier

Warenbezeichnung
Ungestrichene
Druckpapiere

DNV-COC-000020 FSC Recycled Credit
Blauer Engel UZ 14
Zeichennutzungsvertrag Nr. 25921
The product has been awarded EU Ecolabel Licence No FI/11/007

<https://www.storaenso.com/paper-sustainability>



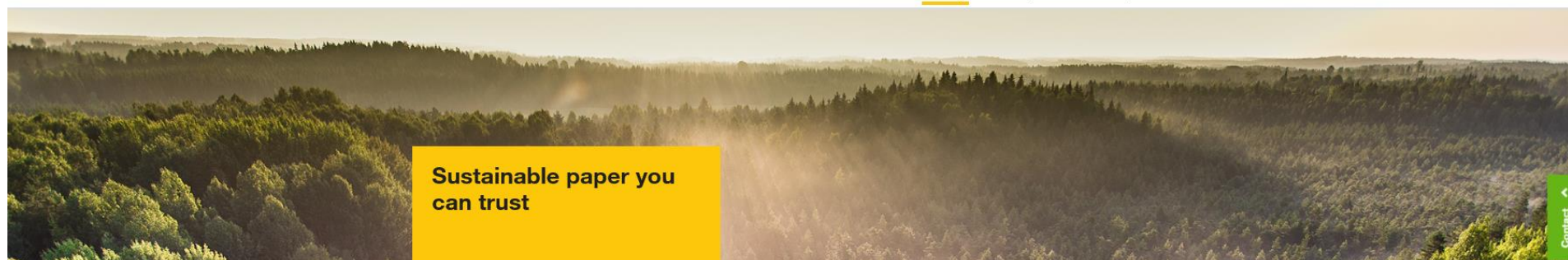
Menu

Search

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- Sustainable processes

s Sustainable products



Sustainable paper you can trust

PRODUCTS + PAPER + SUSTAINABLE PAPER YOU CAN TRUST

Sustainability at Stora Enso covers the social, environmental and economic responsibility of our operations, with human rights integrated into all that we do. For more information, visit [here](#) .

Stora Enso Paper Division comprises the following paper mills: Anjala (Finland), Hylte (Sweden), Kvarnsveden (Sweden), Langerbrugge (Belgium), Maxau (Germany), Nymölla (Sweden), Oulu (Finland), Sachsen (Germany) and Veitsiluoto (Finland).

Sustainability in Stora Enso Paper Division is managed in the following 3 areas:

- Sustainable raw materials
- Sustainable processes
- Sustainable products.

Please find below related downloadables and links to specific sustainability information about our paper products. For further downloadables, please refer to the [Paper Sustainability Hub](#), sign-in required.

Do you want to learn more about Stora Enso's sustainable forest management, forest certification and protection of biodiversity?

Would you like to know more about tree species and countries of harvest or about recycled fibre contents of our paper products?

Please contact **Magnus Deinzer**.

[Paper home page](#)

Download centre



Technical resource centre



Product finder



Products of interest



Explore Multicopy Zero - a carbon neutral product

VALLE MATERIALS COMPANY

Ecolabel certificates on Stora Enso Download centre

<https://www.storaenso.com/en/download-centre?d=1&t=1>



Browser tabs: 3M pulp-and-paper-soi | Downloads – Haut | Clearcutting sites h | Europe | Bioökonomie in Fin | Zehn Fakten zum W | UPM Certificate Fin | Download centi

Address bar: [storaenso.com/en/download-centre?d=1&t=1](https://www.storaenso.com/en/download-centre?d=1&t=1)

Stora Enso THE RENEWABLE MATERIALS COMPANY

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SEARCH

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CERTIFICATE TYPE

- Certificate type
- Environmental management... 27
- Health and safety (OHSAS...) 24
- Energy management (ISO 5... 20
- Product safety (ISO 22000,... 17
- Ecolabel certificates 22**

COUNTRY

Select country

MILL

Select mill

CLEAR FILTERS

Strategy 2018

9.97 MB • Part of Stora Enso's Annual Report 2018

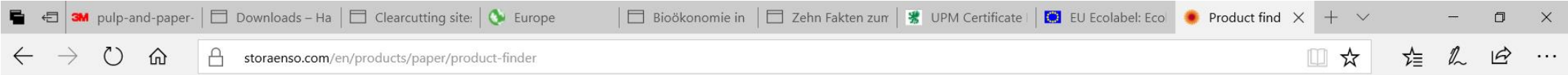
Order printed editions →

Images and logos →

Stora Enso Code of Conduct →

Ecolabel certificates on Stora Enso Paper Product Finder

<https://www.storaenso.com/en/products/paper/product-finder>



Product finder

PRODUCTS → PAPER → PRODUCT FINDER

CATEGORIES
Select...

END USE
Select...

BRAND / PRODUCT
Select...

CERTIFICATES AND LABELS
Select...

PRINTING TECHNIQUE
Select...

REEL / SHEET
Select...


GRAMMAGE
50 120 100 200 330 400 Enter grammage

CLEAR

Blue Angel website

<https://www.blauer-engel.de/en/products/company>





40 years

Good for me.
Good for the environment.

NOTE (0)

DE


EN

Blue Angel


Products

For Companies


Newsletter




Home and Living




Paper and Printing



Electric Devices



Construction and Heating



Business and Municipality

Stora Enso

Products A-Z

Companies A-Z

Basic Award Criteria

Manufacturers:

All Companies

All 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

> Jinit[AG für digitale Kommunikation (10997 Berlin)

2 EU Ecolabel sub-sites

(on <http://ec.europa.eu/ecat/>)

<http://ec.europa.eu/ecat/category/en/3/copying-and-graphic-paper>

<http://ec.europa.eu/ecat/category/en/36/newsprint-paper>



EU Ecolabel Paper Products / Copying and Graphic Paper

Licence Holders

EU Ecolabel Copying and Graphic Paper products meet criteria that guarantee:

- ✓ Low air and water pollution during production
- ✓ Hazardous substances restricted
- ✓ Use of certified fibers from sustainably managed forest

For more information about this product group

- Full criteria document, including product group definition (Article 1): Commission Decision 2011/333/EU
- Summary of the criteria document: Factsheet
- Technical background reports, calculation sheets, application forms, User Manuals and more: Under the product group tab on the Product Group and Criteria page

List of Licence Holders:

Licence No.	Products	Awarding Co.
FI/011/007	Stora Enso Paper Oy	95 Finland

EU Ecolabel Paper Products / Newsprint paper

Licence Holders

EU Ecolabel Newsprint paper products meet criteria that guarantee:

- ✓ Low air and water pollution
- ✓ Use of certified fibers AND/OR use of recovered fibers
- ✓ Hazardous substances restricted

For more information about this product group

- Full criteria document, including product group definition (Article 1): Commission Decision 2012/448/EU
- Summary of the criteria document: Factsheet
- Technical background reports, calculation sheets, application forms, User Manuals and more: Under the product group tab on the Product Group and Criteria page

List of Licence Holders:

Licence No.	Products	Awarding Co.
FI/037/002	Stora Enso Paper Oy	2 Finland

2 Nordic Ecolabel sub-sites (on <http://www.nordic-ecolabel.org/certification/paper-pulp-printing/>)

<http://www.nordic-ecolabel.org/certification/paper-pulp-printing/for-printed-matter/>

<http://www.nordic-ecolabel.org/certification/paper-pulp-printing/for-printing-companies/>



WHY CHOOSE ECOLABELLING

BECOME CERTIFIED

PRODUCT GROUPS

THE NORDIC SWAN

Search

Start / How do I become certified? / Paper, Pulp, Printing

Paper for printed matter

The list below consists of all paper qualities that are Nordic Swan Ecolabelled or are approved by the Nordic Ecolabelling organisation. They fulfil the requirements for paper that can be used for printed matter products and used by Nordic Ecolabelled printing houses.

For a total list of paper qualities that is allowed used in a Nordic Swan Ecolabelled printing house (also for printing in non-ecolabelled printed matter), please see our list [Paper for printing companies](#).

Search

Stora Enso

X

Search

Search

Name	Company, mill	Ecolabel	Licence number
4 CC	Stora Enso Paper AB, Nymölla Mill	Nordic Ecolabelled	3044 0044
AlloOffice	Stora Enso Paper AB, Nymölla Mill	Nordic Ecolabelled	3044 0044
Berga Focus	Stora Enso Veitsiluoto Oy	Nordic Ecolabelled	4044 0001
Berga Prestige	Stora Enso Paper AB, Nymölla Mill	Nordic Ecolabelled	3044 0044
Berga Speed	Stora Enso Veitsiluoto Oy	Nordic Ecolabelled	4044 0001

The various paper grades are given with their trading name and the name of the production site. On the market, the paper with the same name as the Nordic Swan Ecolabel or approved papers, and to avoid confusion, this is why the information on the site is important. In the list trade names are listed after each paper to show if the paper is Nordic Swan Ecolabelled or approved. In each trade name all weights are included if nothing else is specified by name.

WHY CHOOSE ECOLABELLING

BECOME CERTIFIED

PRODUCT GROUPS

THE NORDIC SWAN

Search

Start / How do I become certified? / Paper, Pulp, Printing

Paper for printing companies

The list below consists of all paper qualities that are ecolabelled with the Nordic Swan, EU Flower, or are approved by Nordic Ecolabelling and meet the requirements for paper that can be used by Nordic Swan Ecolabelled printing companies. They give different scores in the ecolabel application. The score depends on the environmental performance of the paper.

For a list of paper qualities that is approved for use in a Nordic Swan Ecolabelled printed matter, please see our list [Paper for printed matter](#).

Search

Stora Enso

X

Search

Search

Name	Company, mill	Ecolabel	Licence number
4 CC	Stora Enso Paper AB, Nymölla Mill	Nordic Ecolabelled	3044 0044
AlloOffice	Stora Enso Paper AB, Nymölla Mill	Nordic Ecolabelled	3044 0044
Berga Focus	Stora Enso Veitsiluoto Oy	Nordic Ecolabelled	4044 0001
Berga Prestige	Stora Enso Paper AB, Nymölla Mill	Nordic Ecolabelled	3044 0044

The EU Flower Ecolabelled papers listed here are those with a licence granted by any of the Nordic countries. To see a complete list of all EU Flower Ecolabelled paper granted throughout the EU, we refer to the Commission's website on EU Flower products (ECAT).