


## Observations of CSR Attitudes in Stakeholder Surveys

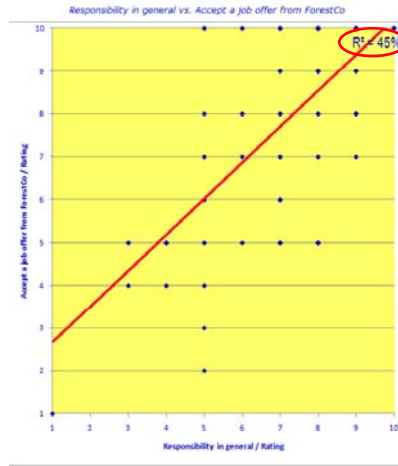
- Examples from a Major Swedish Forest Company -
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- 
- ▲ Loved by Employees
  - ▲ Ignored by Customers
  - ▲ Little concern for indirect stakeholders

VALUOMETRIX

The attitude towards the Company's Corporate Responsibility is strongly linked to the Employee's willingness to recommend friends to accept job offers from the Company ...

Employees



Observations of CSR Attitudes

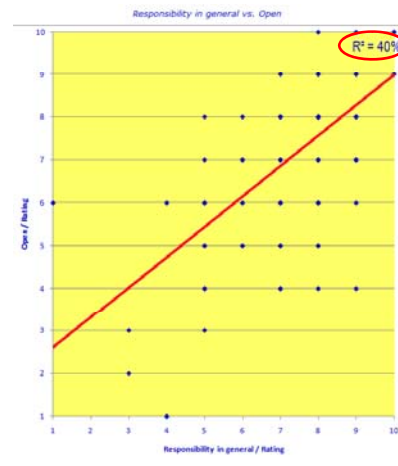
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VALUOMETRIX

... and to be regarded as Responsible, the Company should be open ...

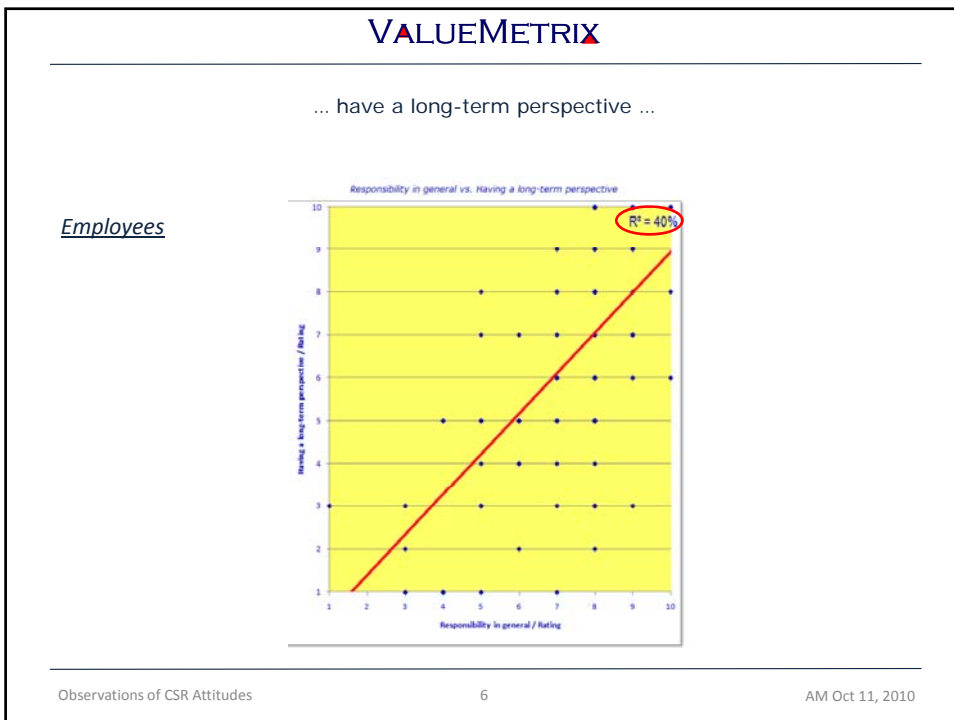
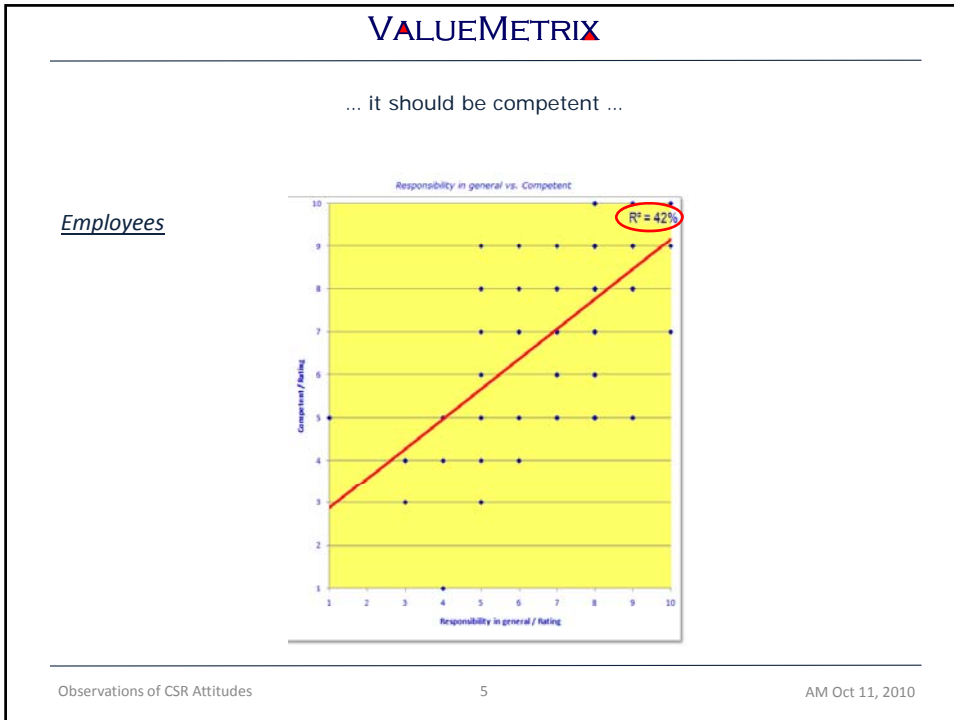
Employees



Observations of CSR Attitudes

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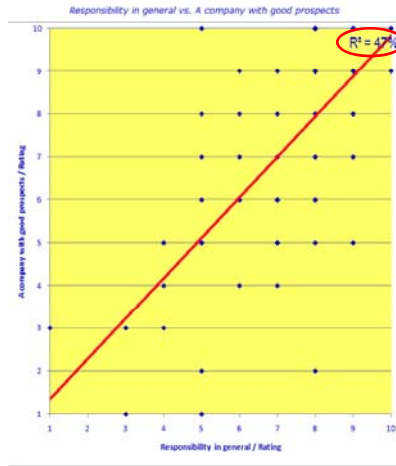
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VALUOMETRIX

... have good prospects in general ...

Employees



Observations of CSR Attitudes

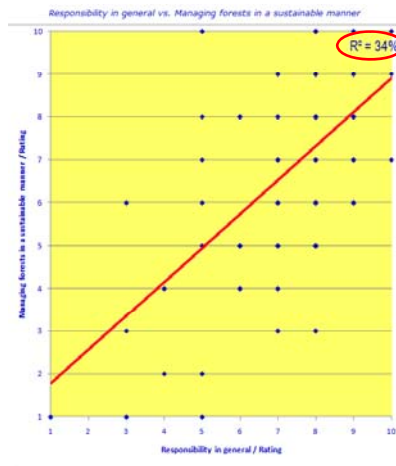
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VALUOMETRIX

... and it should manage its forests in a sustainable manner ...

Employees



Observations of CSR Attitudes

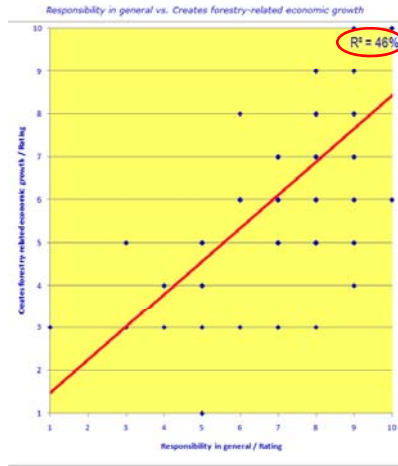
8

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VALUOMETRIX

... and help create forestry-related economic growth ...

Employees



Observations of CSR Attitudes

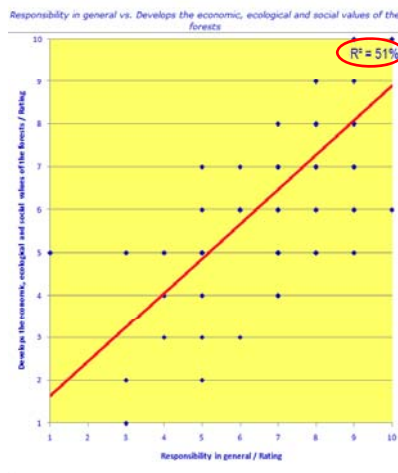
9

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VALUOMETRIX

... develop the economic, ecological and social values of the forests ...

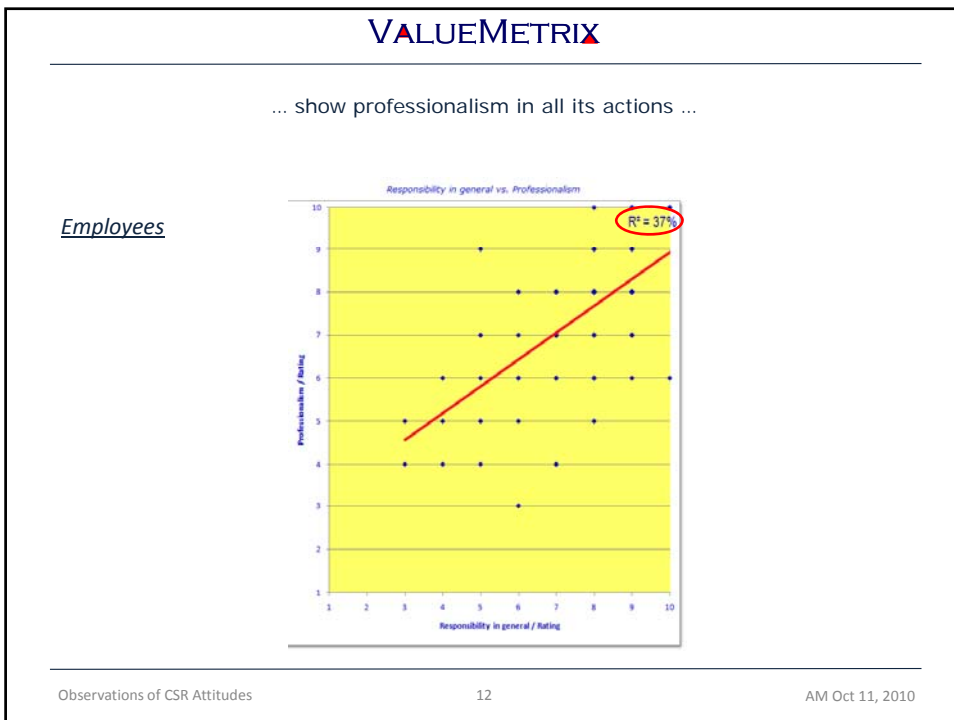
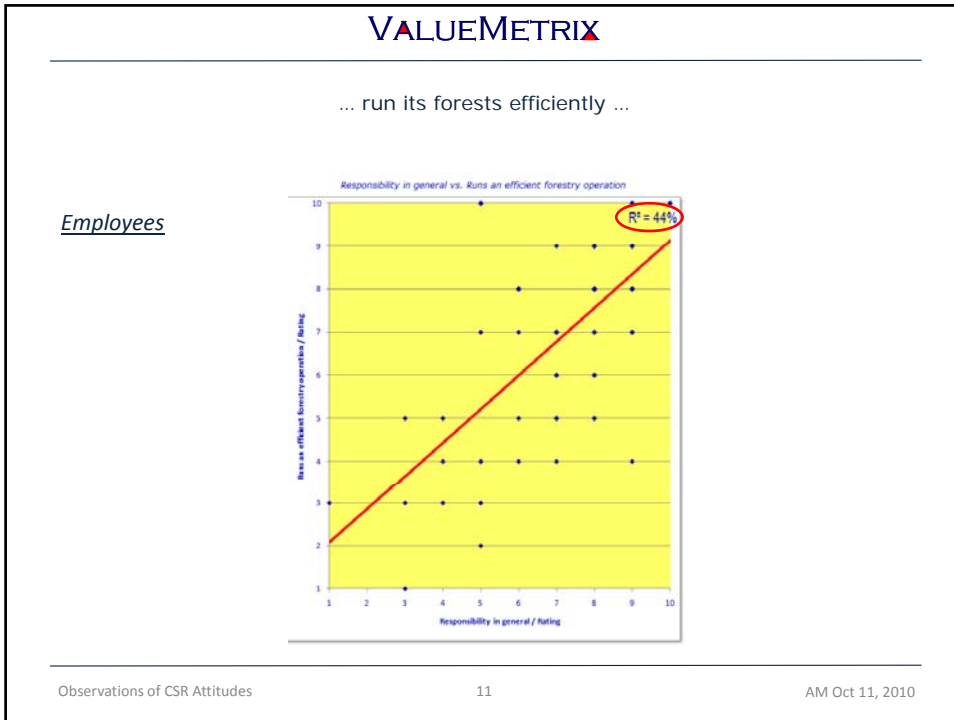
Employees



Observations of CSR Attitudes

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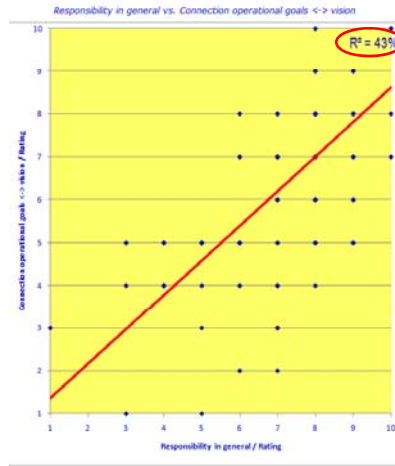
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VALUOMETRIX

... have a good connection between its operational goals and its vision ...

Employees



Observations of CSR Attitudes

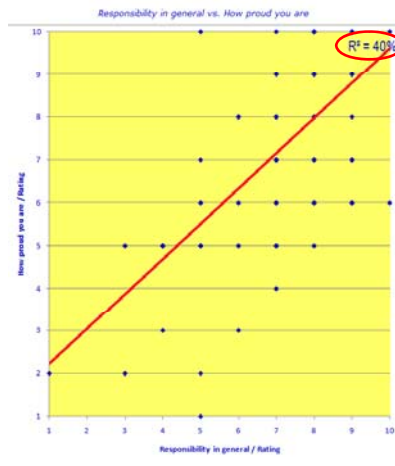
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VALUOMETRIX

... and Responsibility makes the employees proud ...

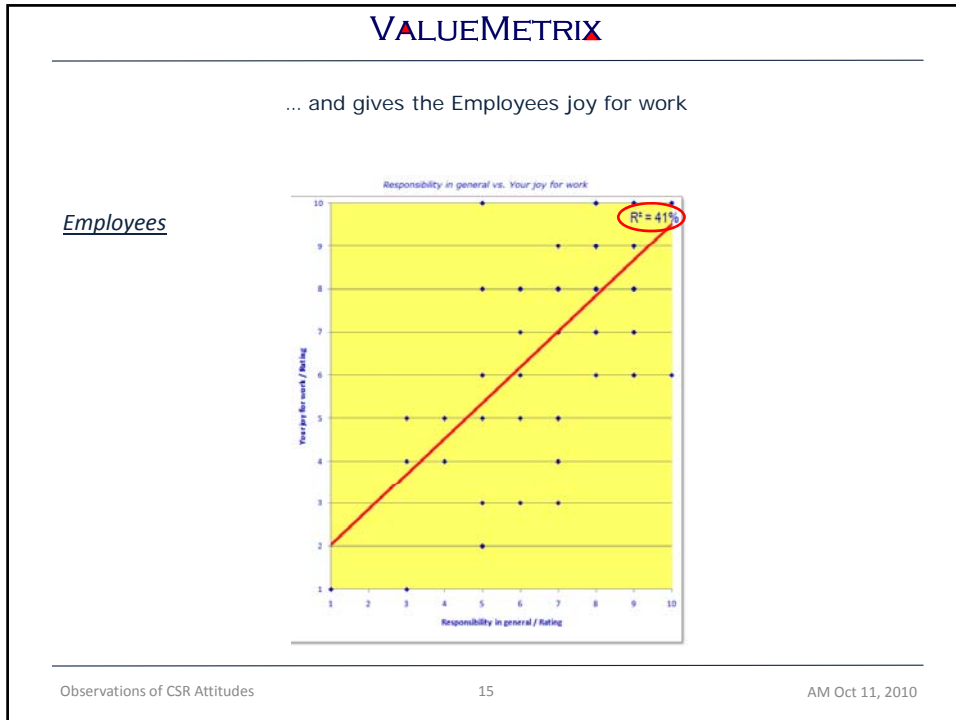
Employees



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**VALUOMETRIX**

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- ▲ Loved by Employees
- ▲ Ignored by Customers
- ▲ Little concern for indirect stakeholders

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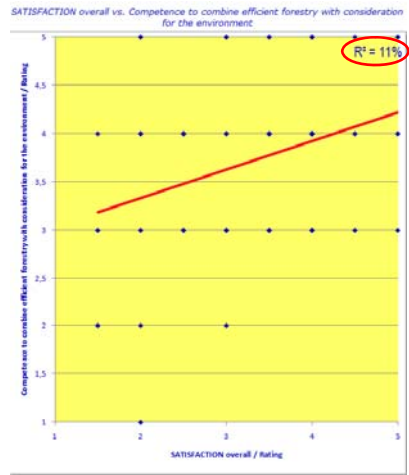
Observations of CSR Attitudes 16 AM Oct 11, 2010



VALUOMETRIX

The competence to combine efficient forestry with consideration for the environment is weakly linked to overall Customer Satisfaction ...

Customers



Observations of CSR Attitudes

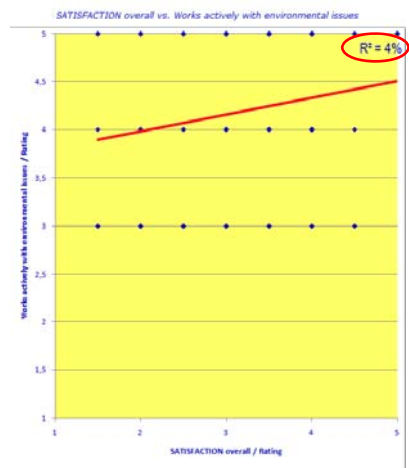
17

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VALUOMETRIX

... and even less so to working actively with environmental issues ...

Customers



Observations of CSR Attitudes

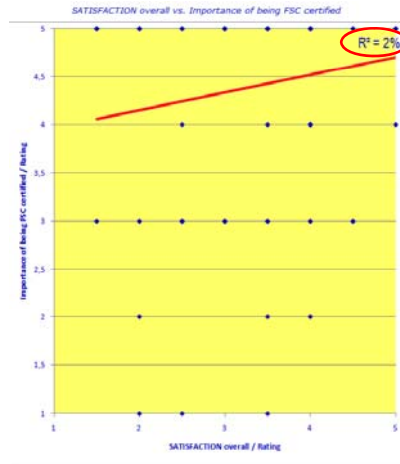
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VALUOMETRIX

... and being FSC\* certified is not important for the customers ...

Customers



\* FSC is an independent, non-governmental, not for profit organization established to promote the responsible management of the world's forests

Observations of CSR Attitudes

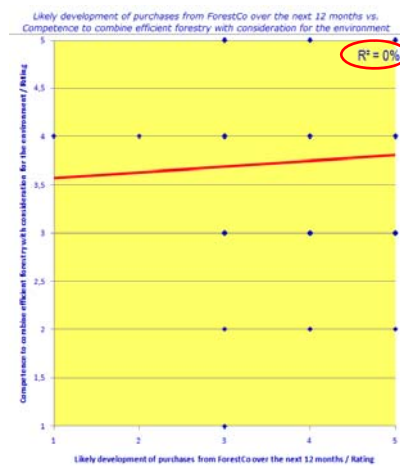
19

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VALUOMETRIX

... and the competence to combine efficient forestry with considerations for the environment is not linked to future purchases from ForestCo ...

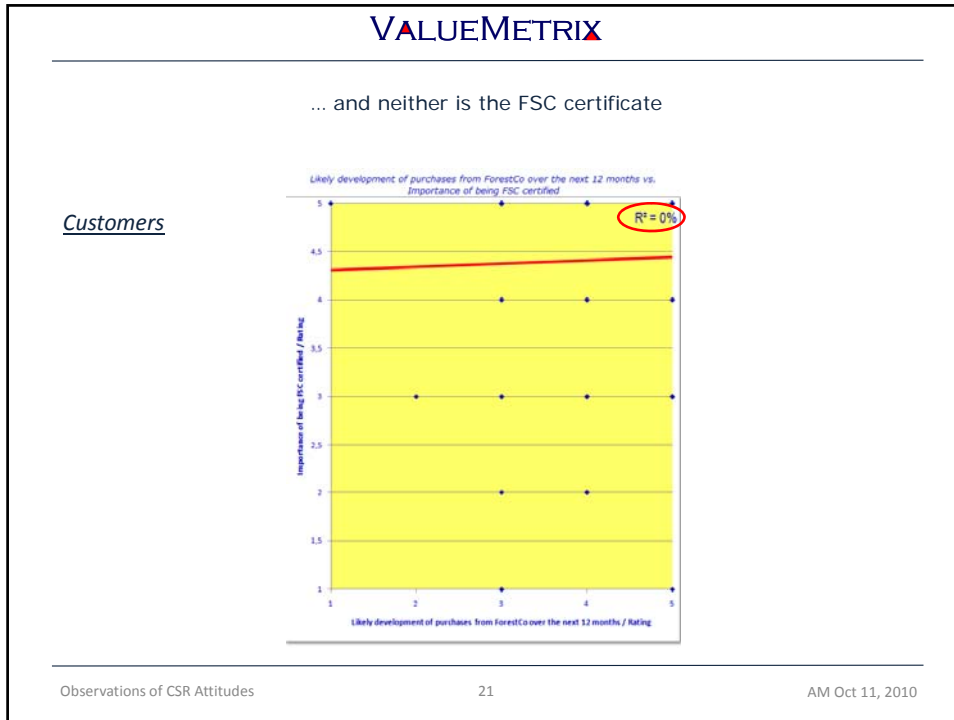
Customers



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**VALUOMETRIX**

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- ▲ Loved by Employees
- ▲ Ignored by Customers
- ▲ Little concern for indirect stakeholders

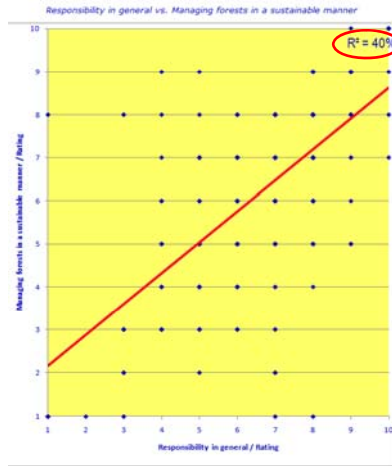
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VALUOMETRIX

For hunters who rent hunting grounds from the Company, managing forests in a sustainable manner is part of the Company's responsibility ...

Hunters



Observations of CSR Attitudes

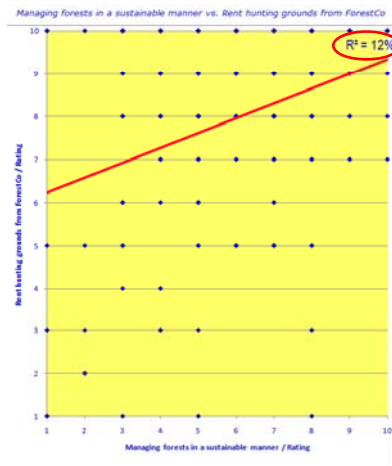
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VALUOMETRIX

... but hunters are only marginally more likely to rent hunting grounds from the Company as a result its efforts to manage forests in a sustainable manner

Hunters



Observations of CSR Attitudes

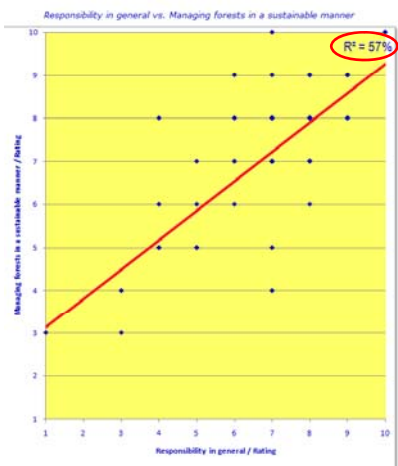
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VALUOMETRIX

Also for Orienteers sponsored by the Company, managing forests in a sustainable manner is part of the Company's responsibility ...

Orienteers



Observations of CSR Attitudes

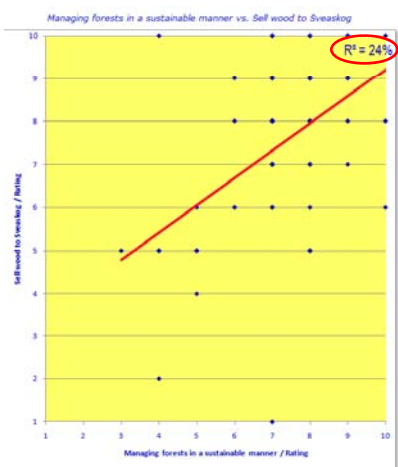
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VALUOMETRIX

... but the linkage to their willingness to recommend friends to sell wood to ForestCo is only moderately linked to managing forests in a sustainable manner ...

Orienteers



Observations of CSR Attitudes

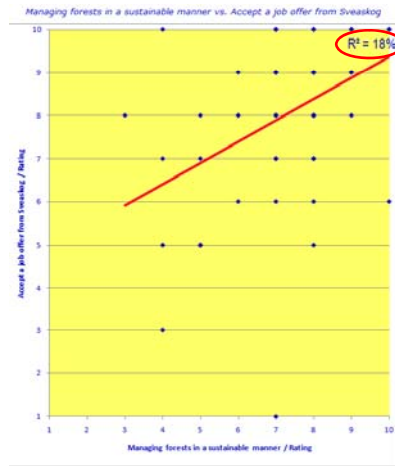
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VALUOMETRIX

... and even less to recommending friends to accept job offers from the Company

Orienteers



Observations of CSR Attitudes

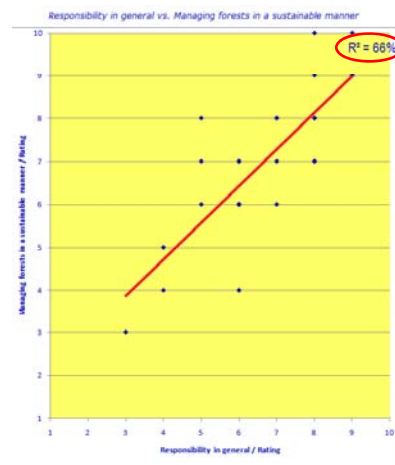
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VALUOMETRIX

For local politicians, managing forests in a sustainable manner is part of the Company's overall responsibility ...

Local politicians



Observations of CSR Attitudes

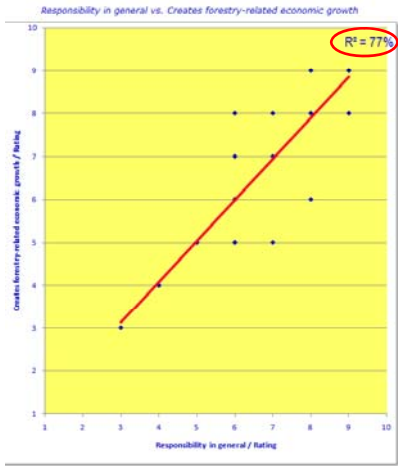
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VALUOMETRIX

... and so is creating forestry-related economic growth ...

Local politicians



Observations of CSR Attitudes

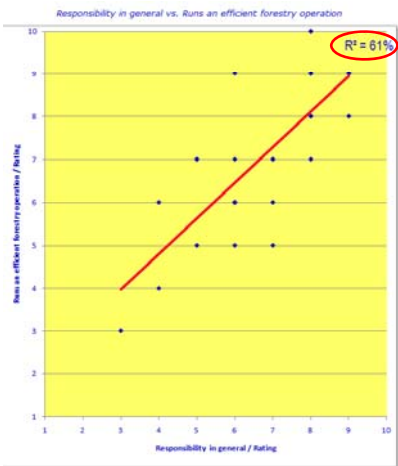
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VALUOMETRIX

... and to run an efficient forestry operation ...

Local politicians



Observations of CSR Attitudes

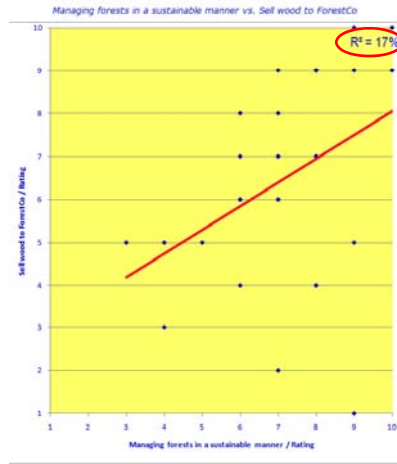
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VALUOMETRIX

... but managing forests in a sustainable manner only has a modest linkage to the willingness to sell wood to the Company ...

Local politicians



Observations of CSR Attitudes

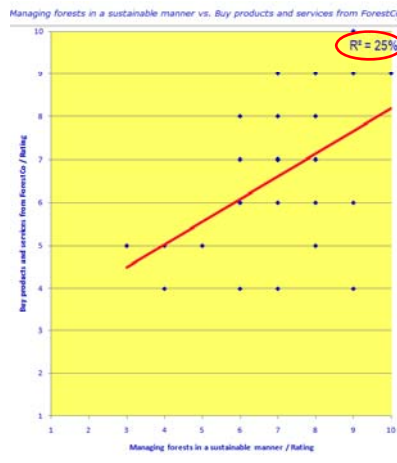
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VALUOMETRIX

... and to buy products and services from the Company ...

Local politicians



Observations of CSR Attitudes

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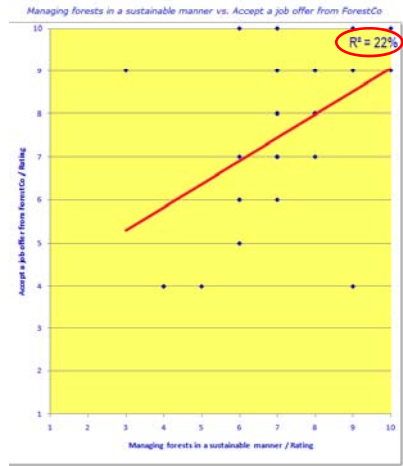
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VALUOMETRIX

... or to recommend friends to accept job offers from the Company

Local politicians



Observations of CSR Attitudes

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