

# **Customer demands as a catalyst for the implementation of anti-corruption-standards along the wood and paper chain**

## **13th International Anti-Corruption Conference**

**Athens / October 30 – November 2, 2008**

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- Axel Springer founded the publishing group in 1946
- 170 newspapers and magazines in 33 countries
- 10.000 employees
- Consolidated turnover of 2,578 million Euros
- EBITA of 422 million Euros
- Sustainability Report “GRI-checked-Level A+”

# Guidelines for business practice

- **German code of Corporate Governance**
- Guidelines for journalistic independence
- International Social Policy
- Environmental guidelines

# Mission Statements of Axel Springer

- “To uphold the principles of a free social market economy.”
- **“Integrity towards the company, readers, customers, employees, business associates and shareholders”**



# Motivation for integrity-projects in wood chain

- **Editorial credibility**
- Credibility of global free social market economy
- Employer branding
- Expectations of customers and shareholders

Translation:

**“Who contaminates  
the environment  
today, will tomorrow  
come out in BILD”**

**BILD: Make up your mind !**



## Watchful media

# Staatsanwälte ermitteln **Korruption** **in 9 Ministerien?**

7. November 2004 51. Jahr Nr. 45 1,40 €

Alle --

**Bild**  
am Sonntag

**Der Bestechungssumpf ist noch viel tiefer!**  
**Nach der BamS-Enthüllung über das**  
**Stolpe-Ministerium kommt jetzt heraus:**  
**Die Ermittler haben acht weitere**  
**Ministerien im Visier**

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for a living planet™

## Illegal wood for the European market

*An analysis of the EU import and export of illegal wood and related products*

July 2008



## Pressure from international NGOs

July 2008:

WWF-Study on  
“Illegal wood for the  
European market”

# Is this wood “legal” and “corruption-free”?



## **What we expect from our paper suppliers**

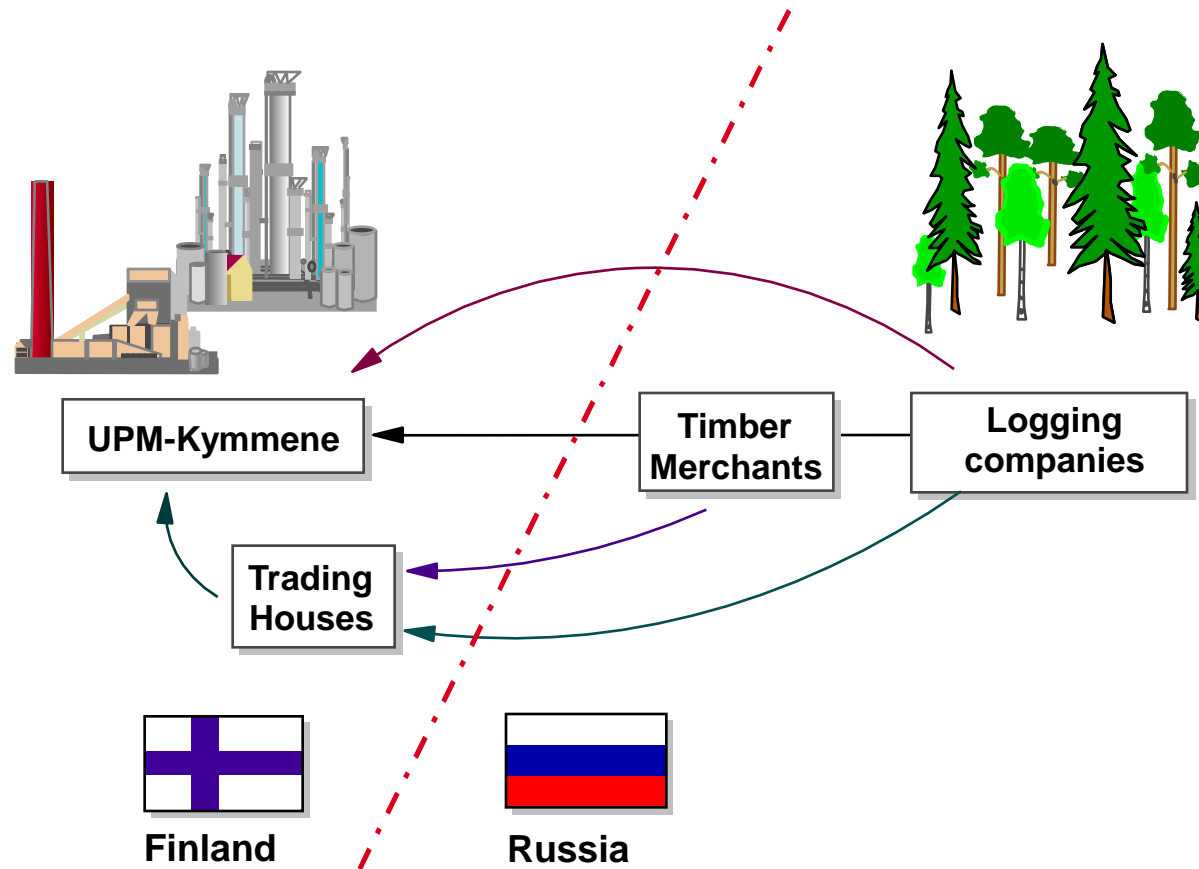
- 1. Long-ranging availability, quality and affordability**
- 2. Assured compliance with integrity standards:  
LEGALITY, WORKERS SAFETY, REPLANTING.**
- 3. Perceived societal acceptance of forest use intensity**

# **We work with our suppliers of paper to establish assured traceability**

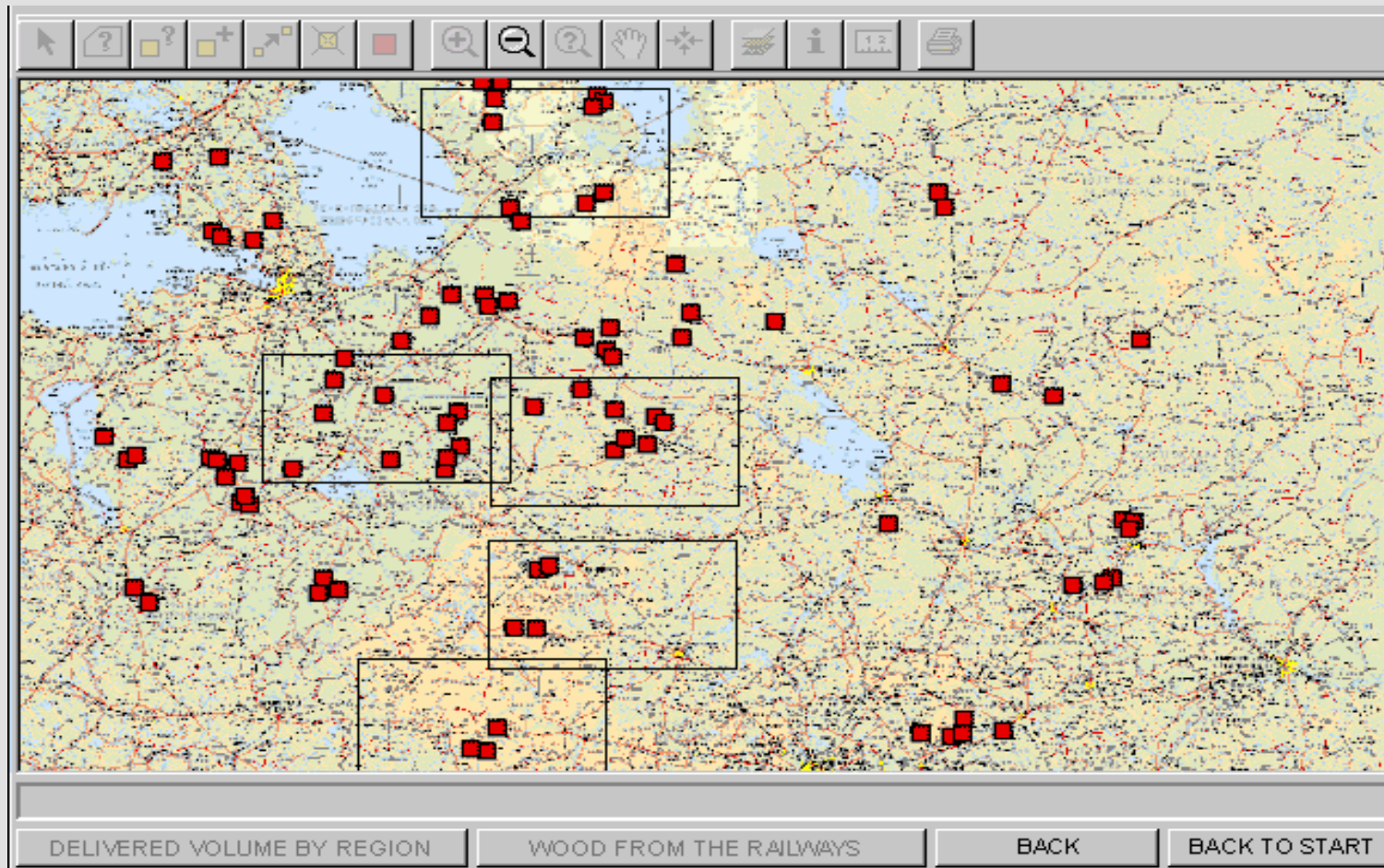
2002: “Tracing Russian Wood Imports” with UPM + Greenpeace

2005: “Corruption-free-Paper” with Stora Enso, Tikhvin + TI

# Wood Supply from Russia to Finland



# Tracing Wood imports in the internet



# We inspect integrity-standards in the forests



**Russia**



**Bavaria**



**Finland**

ТИХВИН  
TIKHVIN

103



ВОЛОГДА  
VOLOGDA

531





**Interviewing forest operators in Tikhvin:  
“Is this wood legal and corruption-free?”**

## Goals of the Tikhvin-Chalna pilot project

- a) The traceability of imported wood
- b) Transparency of worker safety and forest ecology
- c) IMPLEMENTATION OF ASSURED INTEGRITY STANDARDS
- d) Acceptance of Russian wood by demanding markets**

## Lessons learned during Tikhvin-Chalna project

- a) Great critical guidance by Transparency International
- b) Pilot projects improve competence along supply chain
- c) Clarity of mutual benefits essential for motivation
- d) Involvement of “givers” is important first step
- e) Involvement of “receivers” essential for success

## Next steps

- a) Involvement of “receivers”
- b) Strengthening of motivational tools along supply chain
- c) Development of practical clean-process-tools
- d) Use of acquired competence on new supply regions
- e) New focus on short-fibre-pulp from Brazil + Uruguay

# Our motivation

- **Editorial credibility**
- Credibility of global free social market economy
- Employer branding
- Expectations of customers and shareholders

Vielen Dank !