





EDITA

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EVERYDAY COMMUNICATION

CONTENTS

CORPORATE RESPONSIBILITY REPORT 2010

About this report	04
About Edita Group	04
Key figures 2010	05
CEO statement	06
Edita Group's corporate responsibility	08
Governance	12
Environmental responsibility	15
Social responsibility – people	22
Financial responsibility	26
Social responsibility – good corporate citizenship	28
GRI content index	29
Memberships, certificates, awards	31
Edita Group companies' locations	34
Contact information	35

Ecological footprint of this publication is described on page 33.

CLIMATE
COMPENSATED
PAPER



ABOUT THIS REPORT

THIS REPORT summarizes Edita Group's corporate responsibility (CR) performance in 2010. Unless otherwise stated, all information and data in it refers to activities undertaken in the period from January 1, 2010, to December 31, 2010.

The report covers the activities of Edita Group – that is, Edita Plc and its wholly owned subsidiaries. The figures found in this report also cover our activities in India and Ukraine, but since the companies operating in these countries are not wholly-owned subsidiaries, they will not be included in the actual reporting and will not be covered in the text. The focus is on CR issues that are important to Edita Group.

This is Edita Group's first CR report. We have decided to start reporting our CR performance annually. In defining our CR program, we have taken the social and environmental impact of our business and the concerns of stakeholders into account. The program is based on the identification of Edita's

most material CR aspects. These are discussed in more detail on pages 6–7. This report is an important tool for us in our dialog with stakeholders; especially customers, employees and subcontractors.

We have worked systematically to become more environmentally responsible, and have reported on our environmental performance since the beginning of the 1990s. Now we are extending our reporting to include our performance in the financial and social aspects of CR.

In reporting, we have followed the G3 guidelines issued by the Global Reporting Initiative (GRI), a sustainability reporting organization. These guidelines constitute the world's most widely used sustainability reporting framework. Our self-declared level of application of the GRI guidelines is C, meaning that we report on a minimum of 10 GRI Performance Indicators, including at least one from each of: social, economic, and environment.

PricewaterhouseCoopers Oy has checked

our reporting and confirmed it to be Application Level C. A complete GRI content index appears at the end of this report on pages 29–30.

Edita Group's Annual Report 2010 provides information on the group's organization, ownership, legal form and subsidiaries, as well as on changes regarding size, organization, ownership and financial performance during 2010.

The Annual Report 2010 and other financial information are available at www.edita.fi and www.edita.se.

To help us improve reporting and ensure transparency, we welcome your feedback and questions on our report and performance.

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ABOUT EDITA GROUP

EDITA is the leading communications group in the Nordic countries, operating mainly in Finland and Sweden. In 2010, Edita Group comprised the Parent Company Edita Plc and four Finnish and four Swedish affiliated companies. Edita held shares in two Swedish companies: BrandSystems AB and Edita Bobergs AB. In 2010, the Group operated in Finland, Sweden, Ukraine and India.

Edita Plc is wholly owned by the Finnish state, with headquarters in Helsinki, Finland. In 2010, Edita Group had four business areas comprising:

Marketing Services: Citat AB, Mods Graphic Studio AB and an associate company, BrandSystems AB, in Sweden; Citat Finland Oy and Morning Digital Design Oy in Finland; and Citat Ukraine LLC in Ukraine.

Editorial Communication:

JG Communication AB in Sweden and Edita Press Oy in Finland. Edita Press merged with Edita Publishing on January 1, 2011.

Publishing: Edita Publishing Oy in Finland.

Print & Distribution: Edita Prima Oy in Finland; Edita Västra Aros AB and associate company Edita Bobergs AB in Sweden.

Edita has two production plants; Edita Prima's printing house in Helsinki, Finland and Edita Västra Aroses printing house in Västerås, Sweden. An associate company, Edita Bobergs, has a printing house in Falun, Sweden. You can read more about the Edita Group companies in the Annual Report 2010. The companies' locations and contact

information can be found on pages 34–35 in this report.

The Group's biggest customers are large, international and Nordic companies operating in Finland, Sweden or at the Nordic regional level.

Digitization drives the development
Recently, Edita Group has undergone a transformation; its operations have been changed to accommodate the digitization of the communications industry. In 2010, the pace of this transition increased, requiring additional focus and structural changes in the Group companies. Although the total growth in demand was moderate for all communication services, Edita Group's financial result remained favorable in 2010.

MISSION

We help our customers to make their communications more relevant, efficient and responsible.

VISION

We aim at strengthening our position as the leading communications group in the Nordic region.

VALUES

Renewal, respect and responsibility.

KEY FIGURES 2010

EDITA GROUP'S NET REVENUE

was EUR 110.3 million (2009: EUR 110.9 million). The Finnish companies' share of the Group net revenue was 52 percent (2009: 57 percent), while the Swedish companies' share was 48 percent (2009: 43 percent).

Consolidated operating profit was EUR 2.7 million (2009: EUR 3.7 million). The operating profit was weakened by exceptionally large structural changes; the cost for adjustments was EUR 2.4 million in 2010.

Personnel

In 2010, the Group employed an average of 820 (2009: 890) full-time employees (FTEs). The number of staff declined in all business areas, except for Marketing Services, which added an average of 12 FTEs.

	2010	2009	Change
Net revenue by business area (eur 1000)			
Marketing Services	20 446	17 129	19.4%
Editorial Communication	15 581	15 194	2.5%
Print & Distribution	64 137	68 413	-6.2%
Publishing	14 825	15 380	-3.6%
Internal transactions and other operations	-4 641	-5 221	11.1%
Group, total	110 349	110 895	-0.5%
Operating profit/loss by business area (eur 1000)			
Marketing Services	516	-516	199.9%
Editorial Communication	-111	1 128	-109.8%
Print & Distribution	291	2 846	-89.8%
Publishing	3 571	3 307	8.0%
Other operations	-1 540	-3 046	49.5%
Group, total	2 727	3 719	-26.7%
Average number of employees			
Marketing Services	166	154	7.8%
Editorial Communication	121	131	-7.6%
Print & Distribution	423	481	-12.1%
Publishing	68	74	-8.1%
Other operations	42	50	-16.0%
Group, total	820	890	-7.9%
Average number of employees by country			
Finland	447	514	-13.0%
Sweden	357	365	-2.2%
Ukraine	16	11	45.5%
Group, total	820	890	-7.9%

CEO STATEMENT

Edita combines CR and business profitably

About six years ago, Edita realized that the market was undergoing a sea change, and began extensive corporate restructuring. Edita established the goal of becoming the leading multi-channel Nordic communications company.

»**TODAY, WE ARE** proud to have achieved this goal,« says **Timo Lepistö**, CEO of Edita Group.

Edita recently celebrated its 150th anniversary, but never before has the company experienced such turbulence as it has in recent years. First the financial crisis struck, and we simultaneously had to redefine our core business. Despite the resulting additional costs, and although the Group has made about 25 acquisitions and disposals in recent years, it has remained profitable. In 2010, Edita's turnover was about EUR 110 million, of which almost 40 percent came from these recently acquired companies.

At Edita, CR is driven at the Group level. There is no separate CR department but the responsibilities are divided between the Group HR, Finance and Communications.

»CR work is in line with our corporate strategies,« Lepistö says. »CR benefits both our customers and our development as a company. We believe that if we can solve our customers' communication problems while reducing our own environmental impact and that of our customers, both parties will clearly benefit.«

CR in practice

Edita maintains a CR Index (CRI) group that has representatives from Finance, HR and businesses and is led by Communications Director. The CRI group monitors and coordinates development projects and reports to the Group management team. The CEO is ultimately responsible for CR at Edita and reports regularly to the Board. The entire chain, from the smallest unit to the Board, is committed to CR and assumes responsibility for it on a daily basis.

Today, all of Edita's production facilities are licensed to use the Nordic Ecolabel, and certified in accordance with the ISO 14001 standard and paper-origin. They also use »green electricity« – electricity from renewable energy sources – and are climate-neutral. Two other Edita companies are also climate-neutral: Citat and JG Communication.

More than 80 percent of the Group's turnover is generated by climate-neutral companies. The remaining carbon-dioxide emissions are compensated for by funding two UN clean-development mechanism projects.

Lepistö says: »The 2010 staff survey indicates that more than 80 percent of our

staff considers our efforts to slow down climate change important or very important.«

Edita is also strongly committed to being a good corporate citizen and giving back to the community.

For instance, the Group supports girls' education in India via Plan Finland and helps to improve environmental conditions in the Baltic Sea by supporting the John Nurminen Foundation.

One of Edita's major challenges is to create an equal-opportunity, inspiring work environment. The Nordic multicultural spirit will be summarized in Edita's Code of Conduct for professional behavior, to be finalized in Q4 2011.

»To show our strong commitment to CR, we have decided to publish a separate CR report, in which we demonstrate our performance using several parameters,« Lepistö says. »Every year we need to improve our



Timo Lepistö

»If we can solve our customers' communication problems while reducing our own environmental impact and that of our customers, both parties will clearly benefit.«

Timo Lepistö, CEO

performance, for example by using a higher proportion of renewable electricity. In the long term, our goal is to be a CR leader in the industry.«

Edita's CR reporting complies with international standards such as the Global Reporting Initiative (GRI). Although Edita is not listed on the stock exchange, it reports like a listed company.

»When a company is truly transparent this creates trust, which is profitable. If you can sincerely show a long, consistent history of high-quality work, it pays off,« Lepistö says.

Economic recession spurs new business models and innovations

»As a communications company, the general economic situation affects us immensely,« Lepistö says. »But economic pressure also drives customers to reach for new business models. During the recession, we launched personalized direct-marketing campaigns, and they produced growth.«

»The innovation, which people don't always see, is that we are transforming our business from industrial production to services. Of course, we have relied on technology to find creative solutions; our best-performing products are now digital web services.«

In the Nordic region, Edita has two equally large home markets: Finland and Sweden. In these technologically advanced and communication-intensive, mature markets, Edita maintains an outstanding position as globali-

zation intensifies the competition.

»Communication is becoming increasingly international. We have no specific strategy to become a global player, but by following our customers we are becoming international. In the future, we aim to enter developing markets – we already have a position in Ukraine,« Lepistö says.

Winds of change

Edita plans to continue its transformation towards more multi-channel, digitized communication. The company's main goal is to shift its focus towards rapidly developing new media, such as tablets and mobile applications.

Although printing as a whole is declining, it will not disappear, according to Lepistö. Small-scale, personalized printing produced with digital technology will expand, especially direct marketing.

Tools for environmental impact assessment

Edita has succeeded in combining CR with business development. As an example, Lepistö mentions environmental impact assessments available for customers' publications. Also, the group's own publications include these assessments. The edita.fi and edita.se websites provide a service that helps to make environmentally responsible decisions during the various phases of planning and producing publications.

Edita demands a sustainable approach from all its suppliers; their environmental balance sheets must be acceptable. »I firmly believe that we are well qualified to advise our customers on how to communicate in a way that takes CR into account,« Lepistö says.

2010 was a successful year for Edita. Edita Västra Aros received two environmental awards, while Morning Digital Design received an award for an online CR service for Stora Enso. (Read more about Edita's awards, certificates and memberships on page 31 of this report).

In about three to five years, Edita aims to integrate CR even more into its everyday operations, services and products. Regarding the staff, the focus will be on strengthening their competence, commitment and well-being.

»We aim to increase the environmental awareness of our staff, customers and other key stakeholders, continue minimizing our own impact on the environment and develop sustainable services and products for our customers,« Lepistö says.

»One of our main targets within CR for 2011 is to communicate Edita's CR program to the key stakeholders, and discuss it with them to get their feedback for improving the program.«

Timo Lepistö was interviewed by Jukka Nissinen, a Finnish journalist specializing in CR issues.

CR PROGRAM

Edita Group's corporate responsibility

EDITA GROUP'S CR program is based on the triple bottom line: people, profit and planet. These elements correspond with the areas of social, financial and environmental responsibility, which are the basis of our CR approach. Supported by the Group values of renewal, respect and responsibility, the CR

program is firmly integrated into the Group strategy.

The concepts of environmental, financial and social responsibility were defined in the process of developing Edita Group's CR program in early 2010. An important input to the process was our stakeholder dialog, in-

cluding our staff survey, interviews with senior management, a benchmark analysis and workshops with key individuals from Group HR, Finance, Communications and senior business management. The Group values were defined and agreed in parallel with this process.

Edita Group's CR program in a nutshell



Stakeholder dialog and materiality analysis

It is essential for us to maintain a dialog with our stakeholders, because they provide vital input to our CR work. Continuous dialog with stakeholders will help us to improve the way we take their requirements and expectations into consideration, identify gaps and set objectives to close those gaps.

The dialog includes our employee survey, in which we ask questions about whether Edita is successful in terms of taking social responsibility and actively carrying out environmental work. Edita Prima also asks about the environmental work in its annual survey to customers. The aim is to include the re-

sponsibility aspects into all group companies' customer surveys.

Our key stakeholders were identified in the CR program definition process. They are: employees, customers, owners, partners, competitors, suppliers, unions, end users, society and the general public, and non-governmental organizations.

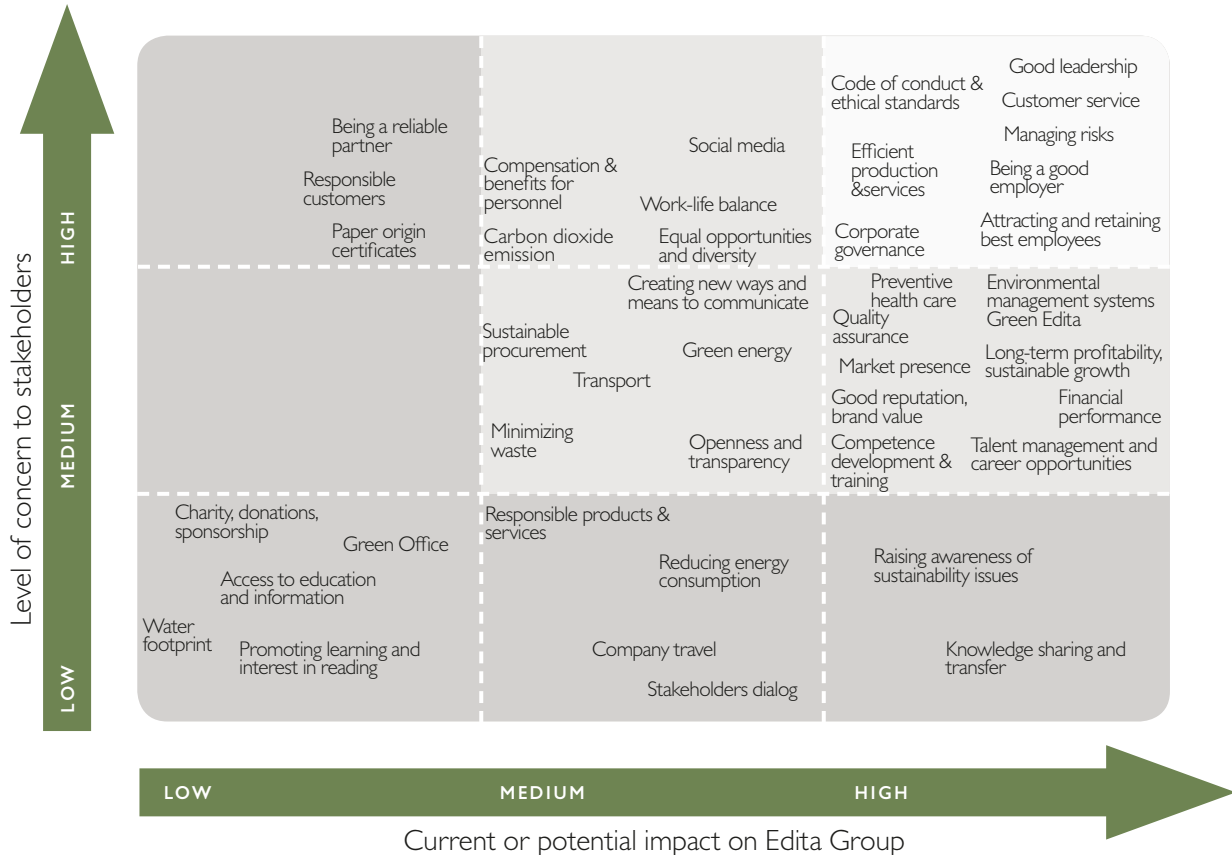
The impact of our stakeholders' expectations and CR aspects on Edita's operations are displayed in the materiality matrix below. The development of this table enabled us to gain a better understanding of Edita Group's CR universe.

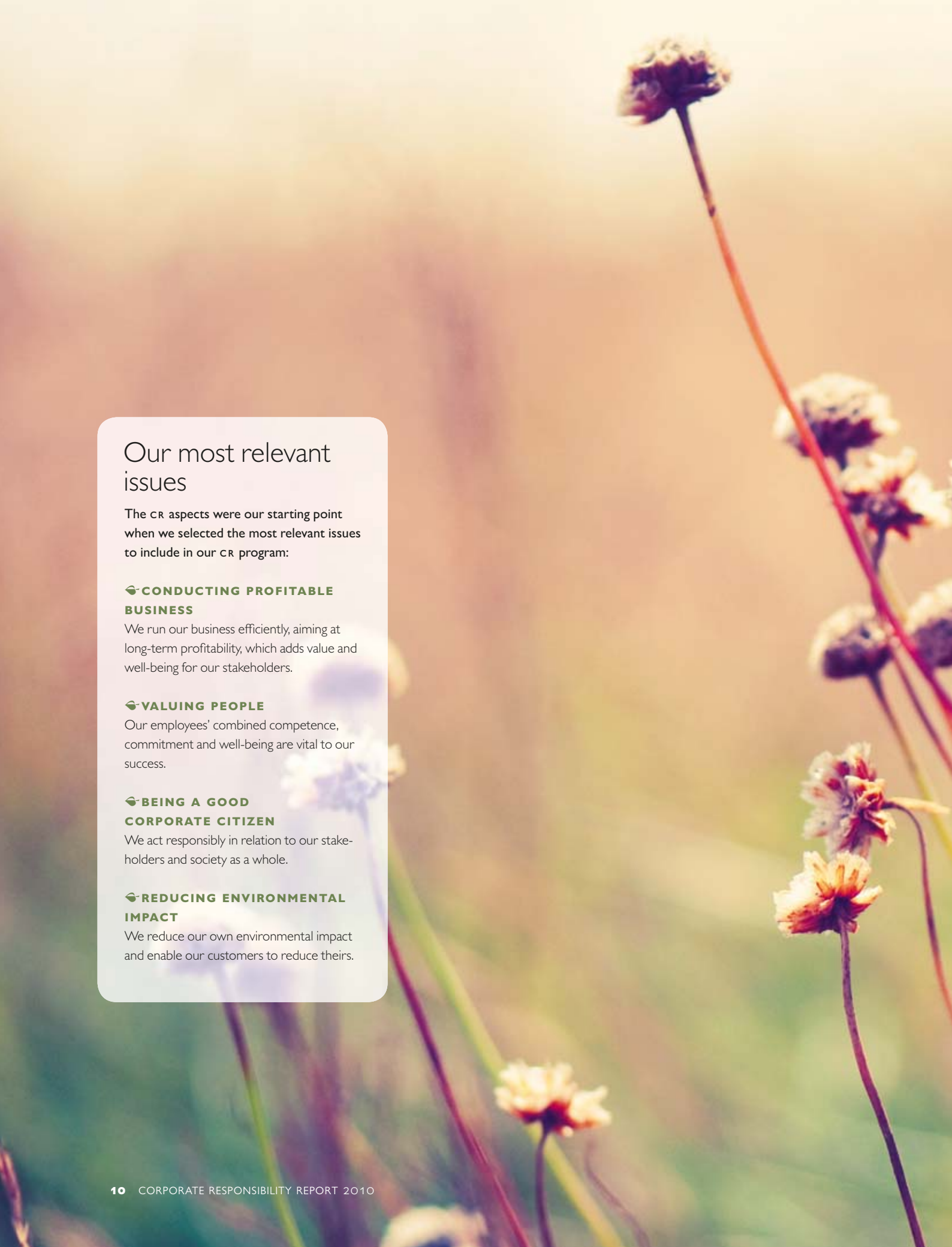
As part of this process, we selected the most relevant CR aspects that provide the

framework for developing and defining Edita Group's CR program.

We aim to be forerunners in developing communications, raising awareness of sustainability, in environmental responsibility as well as in attracting and retaining the best employees, developing good leadership and promoting diversity in the group. Also, we aim to meet our stakeholders' expectations proactively by being a reliable partner, developing openness and transparency, focusing on knowledge sharing and talent management as well as providing career opportunities and competence development to our staff, and promoting their work-life balance. 

Edita Group's CR aspects





Our most relevant issues

The CR aspects were our starting point when we selected the most relevant issues to include in our CR program:

🔍 CONDUCTING PROFITABLE BUSINESS

We run our business efficiently, aiming at long-term profitability, which adds value and well-being for our stakeholders.

🔍 VALUING PEOPLE


Our employees' combined competence, commitment and well-being are vital to our success.

🔍 BEING A GOOD CORPORATE CITIZEN

We act responsibly in relation to our stakeholders and society as a whole.

🔍 REDUCING ENVIRONMENTAL IMPACT

We reduce our own environmental impact and enable our customers to reduce theirs.



»We aim to be forerunners in developing communications, raising awareness of sustainability, in environmental responsibility as well as in attracting and retaining employees, developing good leadership and promoting diversity in the group.«

GOVERNANCE

Strong governance ensures responsible business

At Edita Group, CR management is integrated into day-to-day operations. It starts at the top of the organization, with the Board of Directors and the CEO, and extends to every business unit, company and employee.

THE CEO HAS overall responsibility for CR issues and regularly updates the Board of Directors on key audit findings that incorporate CR matters. As part of its work with risk management, the Audit Committee takes into consideration the Group's overall risk scenario, encompassing both financial and non-financial risks, including CR issues.

The Group Communications Director is responsible for driving the CR strategy and the development of the CR program as well as related communication, together with a core team of representatives from Finance, Group HR and the Nordic Green Edita team. The latter coordinates the Group's environmental work. The Communications Director reports on the progress of the core team's work to the CEO and the Group Management team.

Our CR agenda is guided by a set of acknowledged policies and guidelines. We support the principles of internationally recognized ethical standards, such as the UN Global Compact and the ISO 14001 environmental

management standard. We plan to establish a formal code of conduct in 2011.

Governance and Group values

Edita Group's values of renewal, respect and responsibility are clearly reflected in our governance framework.

When driving our business forward, we closely monitor market development and constantly renew ourselves to respond to emerging market demands. We want to create an open atmosphere characterized by respect in the Group. We are all professionals in our specific fields, and we respect and rely on each other at all levels in the organization.

The ultimate goal of Edita's Board of Directors, the Board Committees and the Group Management Team is to operate our business in a responsible way. This means that we comply with legal requirements and that we are open and transparent when we communicate all matters, whether they relate to finances, staff, the environment or other aspects of our business.

Integrity, transparency and accountability

Integrity, transparency and accountability are key objectives for building a strong governance framework from a sustainability perspective. Edita Group addresses these objectives by maintaining a clear and transparent reporting structure and procedures, and by being open about the principles of compensation for the CEO and corporate executives.

External audits and controls contribute to creating openness. Edita's production companies publish environmental reports once a year and prepare environmental reporting for the relevant authorities annually. We voluntarily participate in several environmental programs involving reporting to third parties. This includes ISO 14001 certification, the Nordic Ecolabel, establishing climate-neutrality, and the World Wide Fund for Nature's Green Office program (more information about this can be found on pages 15–21). These third parties also review our environmental calculations.

Our goal is also to ensure that integrity,

» We operate our business in a responsible way. We comply with legal requirements and are open and transparent. «

transparency and accountability are reflected in our partnerships; we expect our partners to follow sound governance principles in their businesses.

Managing risks – people

Edita Group's most important non-financial risks include those related to personnel. These risks include:

- Key people, managers, specialists or employees who work closely with key customers deciding to leave the company.
- Challenges in recruiting competent employees, particularly specialists in various fields of communication and managers who can expand the business.
- Failure to ensure that key people have a sense of commitment to the Group.
- Accidents involving printing machines, chemical leaks or fires in production plants that could cause injuries to employees.

We manage personnel-related risks by implementing good HR policies, and by focusing on employee and management training. We work to improve employees' sense of commitment and to develop better recruiting processes. We also work to enhance internal communication, transparency and employees' involvement in developing our businesses.

Managing risks – environment

Edita also faces environmental risks. A fire or chemical leak in a printing facility could damage the nearby environment. We consider our other environmental risks to be minor.

Environmental risks are mainly managed through certifications such as compliance with the ISO 14001 standard. Certification in accordance with this standard means that Edita's production companies follow established procedures to identify potential emergency situations and accidents that could harm the environment. These procedures are audited by accredited third parties annually.

Edita's companies regularly review and revise their emergency preparedness and response procedures and periodically test these procedures.

Climate change

Our assessment is that climate change is not a substantial risk for Edita Group's business in the near future. In the Nordic countries, which are our main markets, the effects of climate change have been less extensive than in other regions of the world. Since 2008, however, we have been working with climate-neutrality to assess the ways in which our business contributes to climate change (our carbon footprint). In 2009, we began compensating our carbon-dioxide emissions.

Assessing risks

The Group management team is ultimately responsible for managing risks and responding to risk situations. Risks are monitored regularly, and the Edita Board of Directors has approved the methods used for this process. The Group management team decides the magnitude and likelihood of each risk. Depending on the value of these two parameters, the risk is monitored at either the management or the Board level. In 2010, the major risk was considered to be the rapid decline in the demand for printed services as the market continued to shift towards digitization.

Reporting mechanisms

It is vital for companies to have mechanisms in place that ensure employees can ask questions and report integrity concerns or legal and ethical violations without fear of retaliation. At Edita Group, this is achieved in various ways depending on whether the company has a collective bargaining agreement. For Edita companies that have such agreements employees can report these concerns to the union representatives in the management team or discuss them in the cooperation forums. (At the moment four companies in Finland and two companies in Sweden have collective agreements). In companies without collective bargaining, employees can raise these concerns in regular meetings with the employer. 



ENVIRONMENTAL RESPONSIBILITY

A pioneer in environmental work

Edita Group is a pioneer in terms of environmental efforts in the communications industry in the Nordic region. We take a broad perspective on the environmental impact of our business and began our work in this area in the early 1990s. Our environmental responsibility is coordinated within the Green Edita program.

OUR MAIN environmental goal is to reduce our own environmental impact and enable our customers to do the same. Our approach includes sustainable products and services, sustainable operations, and environmental awareness.

2010 was a successful year for Edita, and we took several steps to further reduce our environmental impact. A number of awards and certificates testify to this. In 2010, Edita Västra Aros won the Swedish Environmental Management council's Excellent Green Supplier award, and the Guldstänk Environmental Prize in the city of Västerås. Three of our companies – Citat, Edita Prima and JG Communication – became Climate-Neutral Enterprises.

In addition, Edita Publishing was granted a Green Office certificate from the World Wide Fund for Nature (WWF), and the Global Responsibility online service, created by Morning Digital Design for Stora Enso, won the European Excellence Award for best website.

Our long-term environmental goals are challenging. By 2013:

- ☛ All our companies will be Climate-Neutral Enterprises verified by Respect Europe

- ☛ All our printing companies will be ISO 14001-certified and Nordic Ecolabeled
- ☛ All our office units will comply with WWF Green Office criteria
- ☛ We will use green electricity in all production and office sites
- ☛ Edita's carbon footprint will be 30 percent smaller than in 2008
- ☛ More than 90 percent of our staff will consider it important for Edita to be a leading company in environmental work (to be measured in the staff survey).

Sustainable products and services

Edita is an excellent partner for customers who want to emphasize environmental values in their operations and marketing. We enable our customers to reduce their environmental impact and make sustainable choices by offering, producing and developing sustainable products and services. Our goal is also to reshape the entire communication sector by developing products and services that take environmental responsibility into account.

To reduce their environmental impact, companies must choose the right materials and methods. Environmental labels and chain of custody (CoC) certificates can be used to

communicate messages about companies' environmental responsibility. We recommend they use internationally recognized labels to indicate that their products have a lower environmental impact than comparable ones.

The Nordic Ecolabel

The Nordic Ecolabel indicates that environmental impact has been considered throughout the production chain. The label sets standards for forest management, pulp and paper manufacturing, printing and waste management. Both the materials and the production process must comply with the agreed criteria.

All of Edita's main production sites are entitled to use the Nordic Ecolabel. The Group's net revenues from Nordic Ecolabeled products were about EUR 2.5 million in 2010.

Origin of paper

Forests are renewable resources that cannot be taken for granted. Forest certification ensures that forests are managed according to agreed criteria, and the wood fiber used is monitored from forest to finished product.

All of Edita's production units have ➡

certified their systems for monitoring the origin of the wood fiber used in their paper according to international standards. They are thus also entitled to use labels showing that the paper originated from a responsibly chosen source.

Sustainable operations

Edita recognizes that its operations, products and services have an environmental impact. We minimize that impact by adopting a systematic approach and aiming for continuous improvement. Our actions have shown positive results in reducing environmental impact.

Environmentally responsible offices

Edita's environmental work previously focused on production. In 2010, the Group started expanding its environmental efforts to include other Group companies, where office work is the main activity. Most of the environmental impact at these offices comprises energy consumption, paper usage and carbon-dioxide emissions caused by travel.

The WWF Green Office system was chosen for environmental impact assessments at Edita's offices. The first project was completed when Edita Publishing became entitled to use the Green Office label in November 2010. In 2011, the Green Office system will begin to be adopted by Edita's other offices. The goal is that all Edita offices will comply with the Green Office criteria by 2013.

Environmentally responsible production

All of Edita's main production sites – Helsinki and Vilppula (home to a facility that will be owned by Edita until 31 December, 2011) in Finland and Västerås in Sweden – are certified in accordance with the ISO 14001 standard for environmental management. Credible environmental work relies heavily on environmental-management systems, which ensure that the work is systematic and based on continuous improvement.

Our main environmental impacts are the consumption of materials and energy, waste, and emissions.

We began regular measurement of was-

te production in the 1990s, when our focus was on minimizing waste and increasing recycling. During the past decade, the number of waste fractions to be sorted separately has increased and it has become possible to recycle a larger range of materials. At Edita's production sites, about 92 percent of the total waste produced is recyclable.

The cash flow from waste disposal at Edita is positive, meaning that waste sold brings in more funds than the amount paid for waste disposal.

Energy efficiency

At Edita's production sites, energy is used to operate machines and equipment, and for heating, cooling, lighting and ventilation. Edita's goal is to use electricity from renewable sources in all our production plants and offices by 2013.

The energy sources in Edita Västra Aros are water and wind, and in Edita Prima they are water and woody biomass. Both Edita Västra Aros and Edita Prima use district heating. The only water source is municipal water supply.

Climate-neutrality

Globally, climate change is the greatest challenge we face in implementing sustainable development. For this reason, combating climate change plays an important role in our environmental program.

In 2008, Edita started measuring its carbon-dioxide emissions. An important step in reducing our carbon footprint has been the transition to using electricity from renewable sources (»green electricity«) at all production sites. At the main sites, this approach was implemented in early 2009. This transition reduced Edita Prima's carbon footprint by more than 62 percent in one year, of which electricity represented 60 percent (59.7) and other actions 2 percent. Edita's target is that, by 2013, our carbon-dioxide emissions should be 30 percent lower than they were in 2008.

Edita's goal is to be climate-neutral, which involves three phases: monitoring carbon-dioxide emissions, reducing them and, finally, compensating for the remaining emissions by

funding projects that increase the use of renewable energy.

The following Edita companies are climate-neutral: Citat AB, Edita Prima, Edita Västra Aros and JG Communication. These companies have reduced their carbon emissions from operations, and compensated for the remaining emissions by funding UN-supervised clean development mechanism projects in India.

Efforts to become climate-neutral will continue in other Edita companies in 2011. Currently, 80 percent of Edita's net revenue is derived from climate-neutral companies.

Environmental awareness

Every day, Edita's employees make decisions that have an environmental impact, both at work and at home. Edita wants the results of these decisions to be sustainable.. At Edita we recognize our responsibility for increasing environmental awareness. We feel that, being in the communication sector, we have a special responsibility for promoting environmental awareness. We want to increase environmental awareness among all our stakeholders.

In 2009, Edita began providing extensive environmental-awareness training for its staff. By the end of 2010, about 500 employees (49.5% of the staff) had completed the »environmental driving license« training.

In the 2010 personnel survey, employees were asked for their opinions on the group's environmental program. In all, 84 percent considered it important that Edita serve as a model in environmental work. Our target is to reach 90 percent by 2013.

We help our clients to find solutions that take environmental concerns into account. In 2010, Edita published websites (www.ekojuulkaisu.fi and www.miljoanpassadtrycksak.se) featuring practical information on how environmental issues should be considered in the various phases of producing printed materials. ¶

For further information on Edita Group's environmental strategy, see the 2010 Annual Report and our websites www.edita.fi and www.edita.se.

Energy and water consumption at Edita's production sites



MWh	2008	2009	2010
Electricity (MWh)	14622	14299	13230
Heating (MWh)	3958	5146	5918
Water (m ³)	13211	12239	13978

Trend in waste from Edita's production sites



TONNES	2008	2009	2010
Recycled	3946	3704	3265
Paper	3761	3522	3108
Printing plates	81	104	76
Cardboard	88	65	70
Plastics	15	13	11
Recoverd	169	156	145
Energy fraction	131	113	120
Wood	39	43	25
Hazardous waste	153	167	148
Total	4268	4027	3558

Consumption of materials at Edita's production sites



	2008	2009	2010
Paper (tonnes)	14291	14214	12615
Printing inks (tonnes)	95	109	87
Printing plates (m ²)	133000	120000	114000
Solvents (tonnes)	67	64	52

Water consumption at Edita's production sites



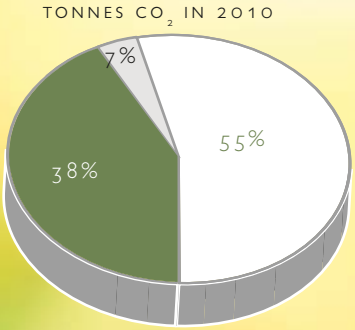
m ³	2008	2009	2010
Helsinki	7301	6629	8344
Vilppula	1300	1265	1340
Västerås	4610	4345	4294
Total	13211	12239	13978

Edita Prima Oy, Hakuninmaa	ISO 14001	Swan	PEFC and FSC	Climate-neutral
Edita Prima Oy, Vilppula	ISO 14001	Swan	PEFC	Climate-neutral
Edita Västra Aros AB, Västerås	ISO 14001	Swan	PEFC	Climate-neutral

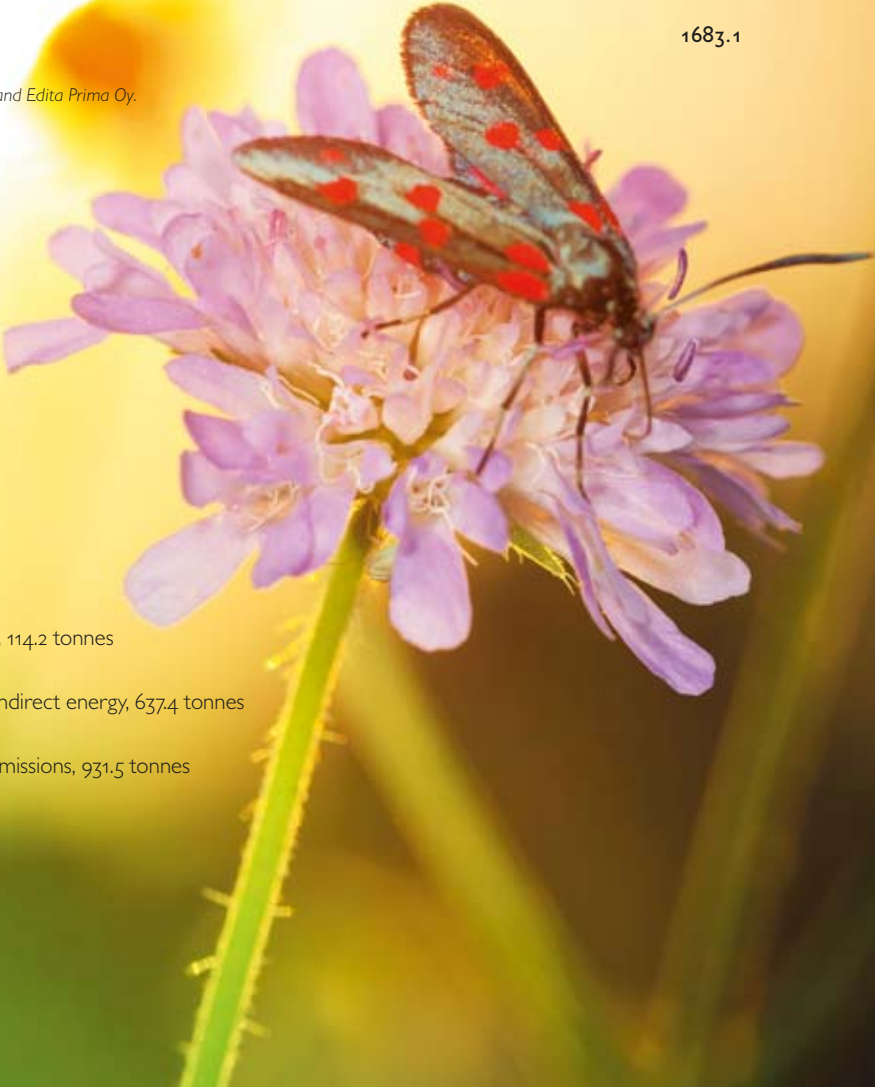
Corporate Carbon Inventory (GRI and Greenhouse Gas Protocol) 2010

EMISSION CLASS	SOURCE	TONNES CO ₂
Scope 1 Direct Greenhouse Gas emissions		
EN 16 Direct and indirect Greenhouse Gas	Greenhouse Gas transport fuels, petrol	70.1
EN 16 Direct and indirect Greenhouse Gas	Greenhouse Gas transport fuels, diesel	20.2
EN 16 Direct and indirect Greenhouse Gas	Greenhouse Gas heating oil	8.1
EN 16 Direct and indirect Greenhouse Gas	Greenhouse Gas other climate impacts	15.8
Greenhouse Gas Protocol Scope 1, total	Direct Greenhouse total	114.2
Scope 2 Greenhouse Gas emissions from indirect energy		
EN 16 Direct and indirect Greenhouse Gas	Greenhouse Gas purchased electricity	31.0
EN 16 Direct and indirect Greenhouse Gas	Greenhouse Gas purchased eco-labelled electricity	6.6
EN 16 Direct and indirect Greenhouse Gas	Greenhouse Gas purchased district heating	554.4
EN 16 Direct and indirect Greenhouse Gas	Greenhouse Gas other climate impacts	45.5
Greenhouse Gas Protocol Scope 2, total		637.4
EN 16 Direct and indirect Green House Gas, total		751.6
Scope 3 Other indirect Greenhouse Gas emissions		
EN 17 Other indirect Greenhouse Gas	Business travel: taxi, private car or rental car	34.4
EN 17 Other indirect Greenhouse Gas	Business travel: flights	53.2
EN 17 Other indirect Greenhouse Gas	Business travel: others	1.4
EN 17 Other indirect Greenhouse Gas	Employee commuting	465.5
EN 17 Other indirect Greenhouse Gas	Transportation of finished products	377.0
Greenhouse Gas Protocol Scope 3, total		931.5
EN 17 Indirect Greenhouse Gas emissions, total		931.5
Greenhouse Gas Protocol Scope 1, 2, 3, total		1683.1

Calculation includes printing companies Edita Västra Aros AB and Edita Prima Oy.



- Scope 1 Direct Greenhouse Gas emissions, 114.2 tonnes
- Scope 2 Greenhouse Gas emissions from indirect energy, 637.4 tonnes
- Scope 3 Other indirect Greenhouse Gas emissions, 931.5 tonnes



Edita Group's environmental strategy

GOAL

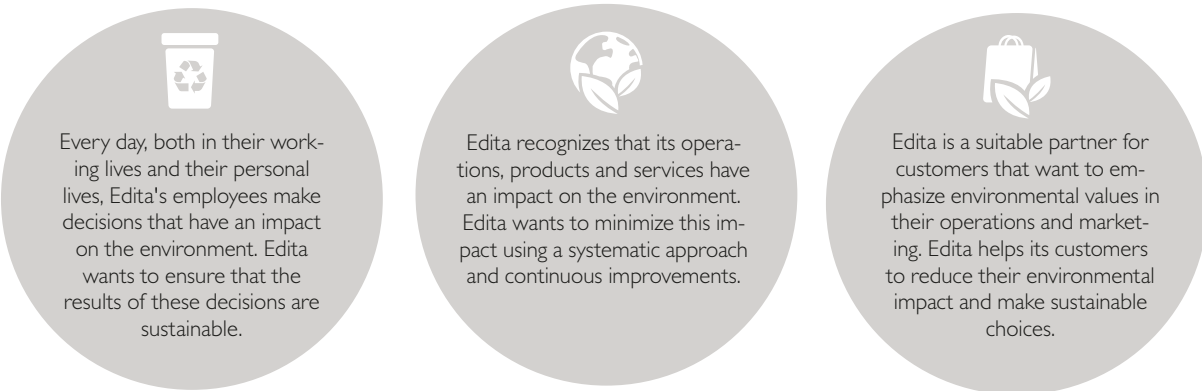


We reduce our own environmental impact and enable our customers to reduce theirs as well.

WHAT?



WHY?



VALUES



»Edita is achieving climate-neutrality by improving and developing its own processes and by working closely with suppliers and partners.«

Mika Ruuskanen



Anna Lindblom

SUSTAINABLE OPERATIONS PUT INTO PRACTICE

Edita Group's environmental strategy has three focus areas: sustainable products and services, sustainable operations, and environmental awareness. The Group's printing house Edita Västra Aros (EVA) is a good example of sustainable operations at Edita.

FEW PRINTING HOUSES have received as many environmental permits, certifications and awards as EVA. It has the Nordic Ecolabel, it is certified in accordance with the

ISO 9001 standard for quality management and the ISO 14001 standard for environmental management, certified for responsible forest management by the Forest Stewardship Council, and is a climate-neutral company.

But to **Anna Lindblom**, Quality and Environmental Manager at EVA, it's not the quantity that's important – it's the overall environmental strategy that has resulted in an industry-leading position in terms of environmental matters.

She says: »When we talk about environmental work here at EVA, we mean the entire life cycle of what we produce. That includes the raw materials used, production efficiency, waste management, our employees' attitudes, customer involvement in environmental work, and supporting global environmental efforts,« she says.

For Lindblom, it's important to highlight the positive impact of environmental work. For example, over a five-year period, EVA has halved its energy consumption while increasing production by 30 percent.

»It's about creating a trend that benefits everyone – the environment, the company, employees, customers and society – and where everyone shares the responsibility. We want to ensure that environmental


insight trickles down to others. That's how we can achieve sustainable development.«

Facts about EVA's performance:

EVA's electricity, heating, travel and outgoing transports are carbon-offset through funding of a clean-development project in India, in which agricultural waste from rice cultivation is converted into bioenergy.

EVA was a finalist in the business magazine Veckans Affärer's 2009 E-prize energy-efficiency competition and won the Best Environmental Contribution award at the Swedish Graphic Awards 2009. All of EVA's employees have received »environmental driving license« training, the company has signed the UN Global Compact's 10 principles related to anti-corruption, the environment, human rights and labor law. EVA is also certified in accordance with the ISO 12647 standard for graphic production.

In March 2010, EVA won the Swedish Environmental Management Council's Excellent Green Supplier award and the Guldstänk Environmental Prize from the City of Västerås.

EVA works with Lean production to ensure its position as a leading player in the graphic industry, which is undergoing major structural change. 



COMBATING CLIMATE CHANGE

Climate change is one of the biggest challenges we face in achieving sustainable development. Edita Group aims to become completely climate-neutral as a way of combating climate change.

THE GROUP HAS set several challenging goals to be achieved by 2013 – for example, all Group companies are to be climate-neutral by that year. Edita has already come a long way towards fulfilling this ambition.

In 2009, Edita Bobergs and Edita Västra Aros in Sweden achieved climate-neutrality. During 2010, three additional Edita companies were accredited: Citat and JG Communication in Sweden, and Edita Prima in Finland.

These companies have reduced their carbon-dioxide emissions and offset the remaining emissions by funding the UN's clean development projects in India that increase the use of renewable energy.

According to **Mika Ruuskanen**, who manages environmental responsibility at the company is achieving climate-neutrality by improving and developing its own processes and by working closely with suppliers and partners.

»We believe that, by becoming completely climate-neutral, we can lessen the negative impact of our business on the environment,« explains Ruuskanen. »Through our own operations and by developing environmentally friendly products and services, we can also help our customers take greater environmental responsibility«

The recently accredited Edita companies identified travel, transportation of goods and energy efficiency as the main areas for improvement, and targets were set to reduce emissions in these areas. During 2010, the companies calculated their carbon footprints, implemented measures to reduce emissions, offset their remaining emissions and provided information for their key stakeholders.

Edita has a long history of working actively with environmental issues, and started investigating ways of assessing and monitoring its carbon-dioxide emissions in 2008. ¶

EDITA'S OFFICES GO GREENER

In 2010, Edita Group started expanding its environmental efforts to include its companies in which office work is the main activity. An important milestone was reached when Edita Publishing achieved Green Office certification in November 2010.

EDITA HAS CHOSEN to use the Green Office system established by the World Wide Fund for Nature (WWF) to assess the environmental impact of its offices. Green Office helps offices reduce their greenhouse gas emissions and environmental footprint. Most of the environmental impact of Edita's offices is related to energy consumption, paper usage and carbon-dioxide emissions caused by travel.

Each year, Edita Publishing sets up a practical environmental program which is then monitored by the WWF. **Anu Karanko**, Manager of the Green Office project at Edita

Publishing, hopes it will encourage employees to make environmentally sustainable decisions in their everyday lives.

»It started with a review of the company's general situation, and then targets were set. In 2010, waste-sorting was a particular area of emphasis for the program – our employees had asked us to focus on it,« explains Karanko. »We replaced most of the bags we were using to collect unsorted waste with bags for combustible waste that can be burned to generate energy. In the future, special efforts will be made to decrease our electricity consumption. In addition, our paper consumption remains high, and we plan to reduce it.«

»The environmental program has been well received. In general, people feel that this is an important issue, and they seem to want clear direction on how to make the right choices to protect the environment,« Karanko says. »Many environmental improvements have been carried out at the com-

pany level, and now the actions of individuals have an even greater impact.«

In 2011, the implementation of the Green Office system will begin at Edita's other offices. The goal is that all Edita offices will comply with the Green Office criteria by 2013. ¶



SOCIAL RESPONSIBILITY

People – our main asset

Edita Group's main asset is our employees. People are the key to our success and our ability to deliver high-quality services. We strive to create a great workplace focusing on competence, commitment and well-being.

HUMAN RESOURCES (HR) aims to support and develop the Group's business. Our vision is for Edita to be »a great place to work.« In early 2010, we developed our HR strategy and vision and identified three focus areas as crucial for achieving it: competence, commitment and well-being.

In part, these areas were identified in the 2010 staff survey, which for the first time included all Group companies. According to the survey, employees believe that the main areas in need of improvement are management and leadership skills, internal communication, diversity and internal career opportunities.

Edita's values – renewal, respect and responsibility – guide our employees and the Group as a whole.

In 2010, the pace of structural change related to our shift towards digitization increased and the reshaping of Edita Group continued. This, combined with our focus on developing more value-added services, required restructuring of the business. At the end of 2010, the Group had 909 employees (921), corresponding with 820 full-time employees (890).

During the year, 164 employees joined

Edita's wholly owned companies and 176 left – 68 due to restructuring and 108 of their own choice. Turnover rate for 2010, including those who left of their own choice, was 12 percent.

As an employer, we strive to create a healthy work environment characterized by diversity and commitment, and to help our employees achieve a healthy work-life balance. We handle necessary redundancies responsibly, treat those affected with respect and facilitate their transfer to new jobs. We are committed to complying with labor regulations and cooperating with unions.

In 2011, we will continue the implementation of our vision and the work within the focus areas. One of the most important goals for the year is to increase our employees' well-being, which will be measured in the staff survey. We aim to increase the overall result – measured in the Employee Motivation Index – from 67 to 70, and the response rate by 6 percent to 80 percent.

Competence

We strive to provide our employees with relevant competence development. Our ability

to provide career opportunities and talent management is crucial to our success.

It is vital for us to have access to the right competence to satisfy our customers and reach our business goals. Because the competence of our employees is one of our most important selling points, we must also be able to attract the most talented people available.

The budget for competence development is decided in accordance with the group companies' strategies and business plans. Each company identifies its specific competence development needs and is responsible for offering the relevant activities. In 2010, employees at Citat and JG Communication spent an average of 24 hours and 49 hours respectively on competence development, including training.

In response to the need for additional internal career paths, we launched a management assessment and development program in 2010.

The aim is to help managers identify their strengths and developmental needs and provide support. To date, 70 employees have participated in phase one of the program. ◆◆

Edita Group's HR strategy

VISION



A great place to work

MISSION



To create an attractive workplace for present and future employees, characterized by competence, commitment and good working conditions

FOCUS AREAS

Our employees' combined competence, commitment and well-being are vital factors for the success of our company.



COMPETENCE

We strive to provide our employees with relevant training and competence development. Our ability to provide professional development and career opportunities is essential to our success.

COMMITMENT

We strive to create a workplace characterized by commitment and motivation. Commitment requires participation: each employee must be aware of how he or she can contribute to the achievement of our comprehensive goals.

WELL-BEING

We strive to be a responsible employer in terms of providing both a good physical working environment and a great working atmosphere. We are committed to gender equality, promoting equal opportunities and diversity and respecting all employees as individuals.

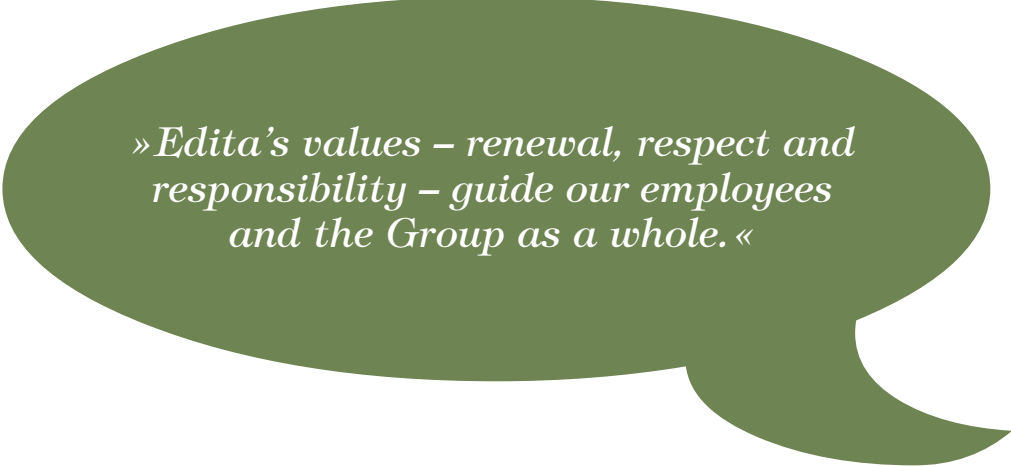


VALUES

RENEWAL

RESPECT

RESPONSIBILITY



»Edita's values – renewal, respect and responsibility – guide our employees and the Group as a whole.«

Commitment

We strive to create a workplace that encourages our employees to increase their level of commitment. To achieve this, all employees need to know how they can contribute to reaching the business goals.

One important way to spur commitment is to conduct regular development discussions. For 2011, our goal is that 95 percent (up from 59 percent) of our employees should have at least one development discussion with their manager and should have a personal development plan.

Communication is an essential tool for creating commitment. To improve and encourage internal communication, we established a new Group-level intranet, Plaza, in 2010.

All of Edita's wholly owned companies have staff representatives of some kind, and the goal is to include them in all management teams, regardless of whether the companies concerned have collective agreements. In Sweden, each company has an employee forum and staff representatives. In Finland, employers and staff meet in cooperation forums two to four times a year.

Well-being

We strive to be a responsible employer and provide a good physical work environment and a great working atmosphere. We support equal opportunity, promote diversity and respect all employees as individuals.

We believe that by stimulating diversity in terms of competence, age, gender, ethnicity and so on, we will increase our ability to meet our customers' needs.


In 2010, 51 percent of our employees were men and 49 percent women. The Group management team had seven members, of whom three were women, and on the Group board of directors, four of the seven members were women. When recruiting, we emphasize diverse backgrounds and experiences.

In 2010, we launched a systematic approach to the work environment in Sweden, with the aim of avoiding work-related injuries and minimizing stress. All managing directors and safety representatives have been trained in this approach. All Edita companies in Sweden now have dedicated safety representatives. An important part of this systematic approach is our Group-wide workplace health and safety policy.

In Finland, regular occupational safety meetings to discuss safety and well-being are held at company level. Both the employer and elected staff representatives participate in these meetings. All companies have employees trained in first aid.

Well-being is continuously measured in our staff survey. We believe the most important factor for employee well-being is good leadership, so we ask employees to evaluate their immediate manager.

We work actively with our company health service to prevent long-term sick leave. When an employee becomes ill, our response is tailored to the individual's specific needs and includes providing assistance with medical treatment and adjustments in the work situation to ensure a quick return to work.

One minor work-related incident was reported in Sweden during 2010, resulting in two days of lost work time. In Finland, 16 work-related and six commuting-related incidents were reported during 2010. Most of the work-related incidents resulted in sick leave out of which only one incident resulted in long-term sick leave. 

FOCUS ON EMPLOYEES' WELL-BEING

Improving the well-being of employees is Merja Mattila's key task in her role as one of Edita Plc's health and safety representatives.

MATTILA, WHO WORKS as an Application Specialist at IT Services, says that Edita Plc's employees do not face any physical dangers in their daily work – unlike, for example, the employees in the Group's printing business.

»Therefore, a vital part of my work as a health and safety representative is to pay attention to the mental strain placed on our employees,« she says. »Communicating work-related issues in health and safety representatives' meetings is also important.«

Edita's health and safety representatives meet four times a year to discuss occupational health and safety issues that need additional attention within the organization. Ac-

ording to Mattila, the representatives' training should also focus on developing the skills and tools that are required to improve employees' general well-being.

»For us as health and safety representatives, tools that are as hands-on as possible would make our job easier,« Mattila says. »By preventing work-related problems, we can help our employees work to the best of their ability.«

At Edita's Hakuninmaa office in Helsinki, health and safety representatives take an active role in measures designed to improve employees' general well-being at work. In practice this means, for example, ensuring that employees can improve their physical fitness and reduce stress by taking part in various sports activities.



Merja Mattila

»Our aim is to encourage all of our employees to exercise, for example, by participating in sports actively and regularly,« Mattila points out. ¶



Suvi Palletvuori

LEADERSHIP TRAINING LED TO NEW WAYS OF THINKING

Suvi Palletvuori, Publishing Manager at Edita Publishing, recently participated in the company's management and leadership training program. She found the training

useful in two ways: not only did she improve her managerial and leadership skills, but the program also gave her an excellent opportunity to get to know her colleagues better.

THE TRAINING SESSIONS covered leadership and self-management, strategy and customer management, and business management. As part of the self-management theme, a »360 degree feedback survey« was conducted about each participant, meaning that each person's cooperative and management skills were evaluated by their team members, colleagues and supervisors to obtain the most comprehensive feedback possible.

»I found this evaluation very useful, as I received feedback on both my strengths and weaknesses,« Palletvuori explains. »Following the training, it has been an interesting challenge to utilize the feedback and de-

velop myself further.«

According to Palletvuori, another clear benefit of the training was that it gave the participants a chance to take a break from their busy day-to-day work and think about their own personal ways of conducting business. Intensive training days helped improve team spirit, and at the same time the participants were able to share important information about their organization.

»It was very valuable that so many of Edita Publishing's employees were able to participate in the training,« Palletvuori says. »We all received new ideas and perspectives on our business that we can now share. We also gained hands-on operating models and tools for strategic planning.«

Palletvuori feels that leadership training benefits the entire organization because, she says, »when I improve my own skills, the entire company benefits.« ¶

A profitable and reliable partner

At Edita Group, we believe that financial responsibility means ensuring profitability so that we can manage our finances in a way that takes our stakeholders' interests into account. High-quality financial performance that focuses on long-term profitability enables us to operate sustainably and meet our responsibilities. This creates value for our customers and other stakeholders.

» Financial responsibility involves adding value for our stakeholders, maintaining a strong financial position and conducting efficient internal control and risk management. «

WE COMPLY with all applicable laws and policies in the countries where we operate and take pride in paying our taxes, invoices and other obligations. A solid financial basis and a healthy financial status enable us to accomplish these tasks. At Edita Group, our main priority is to be a reliable, long-term partner for all our stakeholders.

Financial responsibility involves adding value for our stakeholders, maintaining a strong financial position and conducting efficient internal control and risk management.

Added value for stakeholders

By being profitable, we meet our responsibilities towards our customers, employees, owners, financiers and society as a whole. In 2010, Edita Group generated EUR 60 million in added value (calculated by deducting the cost of purchased inputs – materials and services – from sales) that was distributed to our stakeholders.

Following the recent economic slowdown, competition has intensified, especially in terms of pricing. We may not always offer the lowest price to our customers, but we rather aim to create value in their communication activities by offering solutions that meet their demands and serving our customers as well as possible. This strategy has enabled us to maintain a long-term relationship with many of our customers, even during the economic recession.

Employees are the key resources and stakeholders for Edita Group. In 2010, we paid our employees a total of EUR 50 million in salaries, pensions and other benefits, accounting for 46 percent of our turnover and 84 percent of our added-value statement.

Edita wants to be a good and reliable em-

ployer that pays competitive salaries and other benefits, as well as meeting its responsibilities towards its employees. By showing financial responsibility towards our employees, we contribute to their well-being, increase productivity and add value to our company.

In 2010, we were able to pay dividends, increase our equity ratio from the previous year and make profit. Our goal is to provide our owners with a favorable return on their investments every year. We also want to maintain a respectful and open relationship with our financiers by keeping them updated through high-quality financial reporting and by paying our liabilities on time.

Edita applies laws and regulations in all markets in which we operate. We take care of all our obligations towards society by paying taxes and other public fees according to local regulation.

Strong financial position

Having a strong cash flow and achieving a strong equity ratio are two of Edita's key goals. Between 2005 and 2010, we were able to improve our equity ratio by almost 20 percentage points. At the end of 2010, our equity ratio was 40.4 percent and cash amounted for EUR 7 million. A strong cash flow and favorable equity ratio ensures that we can meet our obligations towards stakeholders and effectively handle potential losses. The Group aims to maintain a strong cash flow and efficient use of assets so that we can rapidly react to market changes in the future.

Our strong financial position has enabled us to run our business profitably, even during the economic slowdown. Thanks to our strong financial position, we have been

able to meet the increasing demand for digital communication. Through recruitments and corporate acquisitions, we have transformed our business and further developed our digital and direct-media offering, while reducing the resources used for traditional printing. Despite these restructuring costs, we were able to report a profit in 2010.


Internal control and risk management

Edita complies with the International Financial Reporting Standards in its Group reporting and with local legislation in its individual companies. Our internal reporting standards ensure that the reports are reliable and comparable for each business.

Our risk management is based on an organization-wide approach to identifying, assessing, managing and monitoring material risks. The CEO and other executives ensure that risk management is a continuous, integral part of the Group's day-to-day business. This work involves identifying and monitoring risks, developing and coordinating risk-management activities, and updating our risk profile.

This internal control helps us to identify possible risks at an early stage and means that we can react quickly when needed.

The Edita Group's primary risks in 2010 were related to the economic downturn, significant structural changes in the graphic industry, currency fluctuations – especially of the Swedish krona – and maintaining the relevant competence among employees.

Thanks to our regular risk analysis, we were able to make the required adjustments and report a profit at the end of 2010. 

SOCIAL RESPONSIBILITY

Giving back to the community

Edita strives to be a good corporate citizen and to act responsibly in relation to our stakeholders and society overall.

THE OVERALL AIM of our social responsibility projects is to contribute to socio-economic development in the communities where we work. We support local projects within a number of carefully selected areas.

These projects align with our core values – renewal, respect and responsibility – and are linked with our strategy and business goals. Our main focus is our near environment, the Baltic Sea area, but we also support several projects in India.

We help to improve environmental conditions in the Baltic Sea by supporting the John Nurminen Foundation. We also support two of the UN's clean-development projects in India to compensate for our carbon-dioxide emissions.

In addition, we cooperate with Plan Finland in India, by supporting a global campaign – Because I am a Girl. This campaign promotes girls' education. We have provided Plan Finland with free consulting on e-learning and reported about the project on our websites and intranet, and in our magazines.

We chose India because we operate there via our associated company BrandSystems.

We also support the Swedish Cancer Society. Edita Prima, our printing and direct-marketing company in Finland, supports the Finnish Paralympics team by providing free printed material.

Protecting the Baltic Sea

Since 2004, the John Nurminen Foundation has worked to protect the Baltic Sea.

The foundation's work is divided into two initiatives: one focuses on reducing eutrophication of the Baltic Sea and the other on improving tanker safety.

The aim of the first initiative is to ensure that phosphorus is more effectively removed from the wastewater that eventually enters the Baltic Sea. The goal is to reduce annual emissions of phosphorus into the Baltic Sea by 2,500 tonnes by 2015.

The Tanker Safety project initiative was established in 2007 after the Greek tanker *Propontis* ran aground off Finland. Fortunately, no oil leaked into the sea, but the event was a wake-up call. The project seeks to reduce the risk of large-scale oil-tanker disasters occurring in the Gulf of Finland. This will be achieved by contributing to the working methods and data-transfer systems used at sea and through improvement of navigation practices.

We want to be involved in protecting our immediate environment, and the Baltic Sea is a natural choice since it is an integral part of both Finland and Sweden, where we have our main operations. We have provided the Foundation with printed materials at no charge and have promoted its projects through our communication channels.

Supporting UN projects in India

The Edita Group has long worked actively on environmental issues, including efforts to minimize carbon-dioxide emissions. To compensate for the emissions that we cannot eliminate, we support two UN projects in Andhra Pradesh, India.

The UN projects aim to increase the use of renewable energy by producing electricity from biomass fuels for local needs.

The first project supports the Suryateja power plant, which is fueled by waste from rice, peanuts, sunflowers and the trunks of coconut trees. The electricity produced is sold to the state-owned electricity grid, replacing power production from fossil fuels. This reduces annual carbon-dioxide emissions by about 11,000 tonnes.

The local project owner has initiated various activities to benefit the community, including providing clean drinking water, street lighting and grants to schools. The project has created about 900 new jobs.

The second project involves a heat and power plant in Prathipadu. The plant is fueled by rice husks and other surplus biomass fuel to produce electricity used locally in a rice mill and a steel plant. The surplus power is fed into the local grid, replacing power produced from fossil fuels. The plant provides income for farmers by creating commercial value from biomass and employs 450 people. ♻️

GRI CONTENT INDEX

THE EDITA GROUP'S Corporate Responsibility Report 2010 complies fully with the reporting guidelines established by the Global Reporting Initiative (GRI, www.globalreporting.org). The report complies with GRI application level C. The GRI Content Index lists the standard indicators from the current GRI Guidelines (G3) on which we report, and shows where the relevant information can be found in this report, on the Edita website at www.edita.se and www.edita.fi, or in the Edita Annual Report 2010. The extent to which we report on each indicator is also specified.

GRI Indicator	Content	Included	Page	Comments
Strategy and Analysis				
1.1	CEO's statement	Yes	6–7	
1.2	Key impacts, risks and opportunities	Yes	8–10, 19–20	
Organizational Profile				
2.1	Name of the organization	Yes	3	
2.2	Primary brands, products and services	Yes	3	
2.3	Operational structure	Yes	3	
2.4	Location of organization's headquarters	Yes	3	
2.5	Number of countries and location of operations	Yes	3	
2.6	Nature of ownership and legal form	Yes	3	
2.7	Markets served	Yes	3	
2.8	Scale of the reporting organization	Yes	3	
2.9	Significant changes regarding size, structure or ownership	Yes	3, 4–5, 17–18	
2.10	Awards received in the reporting period	Yes	24–25	
Reporting Principles				
3.1	Reporting period	Yes	4	
3.2	Date of most recent report	Yes	4	
3.3	Reporting cycle	Yes	4	
3.4	Contact point for questions regarding the report	Yes	4	
3.5	Process for defining report content (materiality, prioritizing topics and stakeholders using the report)	Yes	4, 8–10	
3.6	Boundary of the report	Yes	4	
3.7	Limitations on the report's scope or boundary	Yes	4	
3.8	Basis for reporting subsidiaries, joint ventures, and other entities affecting comparability	Yes	4	
3.10–3.11	Significant changes from previous reporting periods in the scope, boundary or measurement methods	Yes		<i>This is Edita Group's first CR report.</i>
3.12	GRI content index	Yes	29–30	
Governance, Commitments and Engagement				
4.1	Governance structure of the organization	Yes	12, Annual Report 28–29	
4.2	Position of the Chairman of the Board	Yes	Annual Report 28	
4.3	Independence of the Board members	Yes	Annual Report 28	
4.4	Mechanism for shareholder and employee consultation	Yes	22–25, Annual Report 28	<i>No employee representatives on the Board of Directors.</i>
4.5	Executive compensation	Partly	Annual Report 29–30	<i>Linkage to CR performance not reported.</i>
4.8	Implementation of mission and values statements, code of conduct and other principles	Yes	4–5, 12–13	

The Edita Group's Corporate Responsibility Report 2010 applies the reporting guidelines established by the Global Reporting Initiative. The report complies with GRI Application Level C. The Application Level has been checked by a third party, PricewaterhouseCoopers Oy.

GRI Indicator	Content	Included	Page	Comments
4.9	Procedures of the Board for overseeing management of sustainability performance, including risk management	Yes	5, 12–13	
4.10	Processes for evaluating the Board's performance	Yes	Annual report 28	
4.11	Addressing precautionary approach	Partly	13, 27	Risk management described.
4.12	Voluntary charters and other initiatives	Yes	31	
4.13	Memberships in associations and organizations	Yes	31	
4.14	List of stakeholder groups	Yes	8	
4.15	Identification and selection of stakeholders	Yes	8–9	
4.16	Approaches to stakeholder engagement	Yes	8–9	
4.17	Key topics raised through stakeholder engagement	Partly	8–10	
Economic Performance Indicators				
	Management approach to economic responsibility	Yes	6, 27	
EC1	Direct economic value generated and distributed	Yes	26–27	
EC2	Financial implications, risks and opportunities due to climate change	Yes	15–16, 18, 20	
Environmental Performance Indicators				
	Management approach to environmental responsibility	Yes	6, 15–16, 19, 31	
EN1	Materials used by weight or volume	Yes	15, 17	
EN4	Indirect energy consumption by primary source	Partly	16–17	Not reported by primary source.
EN6	Initiatives to provide energy-efficient or renewable energy based products and services	Partly	15–16, 20	Reductions in energy requirements not reported.
EN8	Total water withdrawal by source	Yes	17	Edita uses municipal water only
EN16	Total direct and indirect greenhouse gas emissions	Yes	18	
EN17	Other relevant indirect greenhouse gas emissions	Yes	18	
EN18	Initiatives to reduce greenhouse gas emissions	Yes	16–17, 31	
EN22	Total amount of waste by type and disposal method	Yes	15–21	
EN26	Mitigating environmental impacts of products and services	Yes	16, 31	
Social Performance Indicators				
	Management approach to social responsibility	Partly	6, 23, 28	
LA1	Total workforce by employment type, employment contract and region	Partly	5	Not reported by employment type or contract.
LA2	Total number and rate of employee turnover by age group, gender and region	Partly	22	Not reported by age group, gender or region.
LA4	Coverage of collective bargaining agreements	Partly	13	Coverage not reported.
LA5	Minimum notice period regarding operational changes	Yes	22	According to local legislation.
LA6	Representation in joint health and safety committees	Yes	24	
LA7	Rates of injury, occupational diseases, lost days, fatalities and absenteeism	Partly	24	Number of work-related incidents reported.
LA10	Average training hours per year per employee	Partly	22	Training hours in JG Communication and Citat in Sweden reported.
LA11	Programs for skills management and lifelong learning	Yes	22–25	
LA12	Employees receiving regular performance and career development reviews	Partly	24	Coverage not reported.
LA13	Composition of governance bodies and breakdown of employees	Partly	24	Gender ratio of employees, Group Management Team and Group Board reported.
Product Responsibility				
PR5	Practices related to customer satisfaction and results of customer satisfaction surveys	Partly	9	Results not reported.

MEMBERSHIPS, CERTIFICATES AND AWARDS

Recognizing our performance

We operate in a sustainable manner that complies with generally accepted commercial, ethical, legal and public standards for business, some of which are described below. Our performance in these areas has been recognized with a number of certificates and awards.

Initiatives and memberships

Since 2009, Edita Sweden has been a participant in the UN Global Compact, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labor law, the environment and anti-corruption.

Edita Prima is a member of the Environmental Register of Packaging (PYR), a Finnish non-profit organization that operates in conjunction with producer organizations in the packaging sector. PYR helps companies to comply with packaging recovery obligations in a simple and economical way.

In Finland, Edita is a member of Finnish Business & Society, an enterprise network that promotes financially, socially and ecologically sustainable business, as well as of several business and communications industry-related associations in Finland and Sweden. The main ones in Finland are: Federation of the Finnish Media Industry, Finnmedia; Finnish Marketing Association; Finnish Book Publishers Association; Helsinki Region Chamber of Commerce; and Finpro, an association of Finnish companies that aims to guarantee that Finnish companies have access to high quality, comprehensive internationalization services around the world.

In Sweden, Edita is a member of, among others, Finnish-Swedish Chamber of Commerce, Swedish Association of Communica-

tion Agencies, and Swedish Marketing Federation. Also, the Group companies are members of several local industry-related associations.

Certificates

Climate-neutral business

Three of our companies – Citat AB, Edita Prima Oy and JG Communication AB – became climate-neutral in 2010. Edita Västra Aros AB has been climate-neutral since 2009.

These companies have reduced the carbon-dioxide emissions generated by their operations, and the Group has compensated for the remaining emissions by funding UN-supervised clean development mechanism projects in India. The certification was carried out by the sustainable development consultancy Respect Europe.

Green Offices

Edita Publishing was granted a Green Office certificate from the WWF in 2010. This is the first step towards making all our office units compliant with WWF Green Office criteria.

Nordic Ecolabel

All of Edita's main production sites are entitled to use the Nordic Ecolabel. This label indicates that environmental impact has been considered throughout the production chain, and sets standards for forest management, pulp and paper manufacturing, printing and

waste management. Both the materials and the production process must comply with the agreed criteria.

Standard for environmental management

All of Edita's main production sites are certified in accordance with the ISO 14001 standard for environmental management.


Forest certification

All of Edita's production units have certified their systems for monitoring the origin of the wood fiber used in their paper in accordance with international standards from the Forest Stewardship Council (FSC) or the Program for the Endorsement of Forest Certification Schemes (PEFC). They are thus also entitled to use labels indicating that their paper originates from a responsibly chosen source. These include the FSC label and the PEFC logo.

Awards in 2010

Edita Västra Aros won the Swedish Environmental Management Council's Excellent Green Supplier award.

Edita Västra Aros won the Guldstänk Environmental Prize in the City of Västerås.

The Global Responsibility online service, created by Morning Digital Design for Stora Enso, won the European Excellence Award for best website. 



THE ECOLOGICAL FOOTPRINT OF EDITA'S CR REPORT

Environmental concerns were a top priority during the production of Edita's CR report. At every stage of production, the most ecological materials and methods appropriate for the report were selected. Nevertheless, the report left its print on the environment: making it required energy and raw materials and produced waste and emissions.

PAGES: 32 pages plus covers

DIMENSIONS: 210 x 275 mm. Only 20% of the surface area of the printing sheets was wasted as shearings.

COPIES: Finnish: 530 copies, Swedish: 220 copies, English: 240 copies.

PAPER AND CHEMICALS

The chosen paper is Nordic Ecolabeled, PEFC certified and climate compensated Terreus. Paper is produced near the print. The timber used for producing the paper was sourced from sustainably kept forest. No chlorine gas was used to bleach the paper. The paper factory is certified in accordance with ISO 14001, PEFC and FSC.

The emissions caused by production and transportations of the paper were compensated by financing the Plan Vivo project in Mozambique.

Only chemicals approved for the Nordic

Ecolabel were used to produce the paper material and in prepress, printing and binding. Printed with vegetable oil-based inks.

PRINTING HOUSE

Printed at Edita Prima, Helsinki, Finland. The printing house uses green electricity. It is ISO 14001 certified and entitled to use the Nordic Ecolabel as well as the FSC and PEFC indications of origin. The printing house compensates its carbon dioxide emissions by funding the United Nations' renewable energy projects in India.

TO MAKE ONE COPY OF THE REPORT, THE FOLLOWING WAS USED:

WOOD: 0.7 dm³

WATER: 8 liters

ENERGY: 0.8 kwh

TO MAKE ONE COPY OF THE REPORT, THE FOLLOWING WAS GENERATED:

WASTE: 506 g, of which recyclable waste 500 g (458 g paper, 40 g aluminum, 2 g cardboard), combustible waste 3 g and hazardous waste 3 g.

CARBON FOOTPRINT: carbon-dioxide emissions to air 1020 g, of which paper manufacturing 900 g, transporting paper

to press 20 g, printing 100 g. Total amount equals the emissions generated by driving a car about 6 km. We compensated 950 g of the emissions per copy of the report. Thus, the remaining carbon footprint per one copy is about 70 g. That equals the emissions by driving a car about 350 m.

CONTENT

However, it is the content of a publication that potentially has the greatest environmental impact. If a publication inspires its readers to recycle more of their waste, drive less, lower the temperature in their homes, switch to green power or design printed products that are more sustainable, its environmental impact can be considered positive.

Dear reader, when you no longer need this publication, please recycle it. Wood fiber can be reused roughly six times.

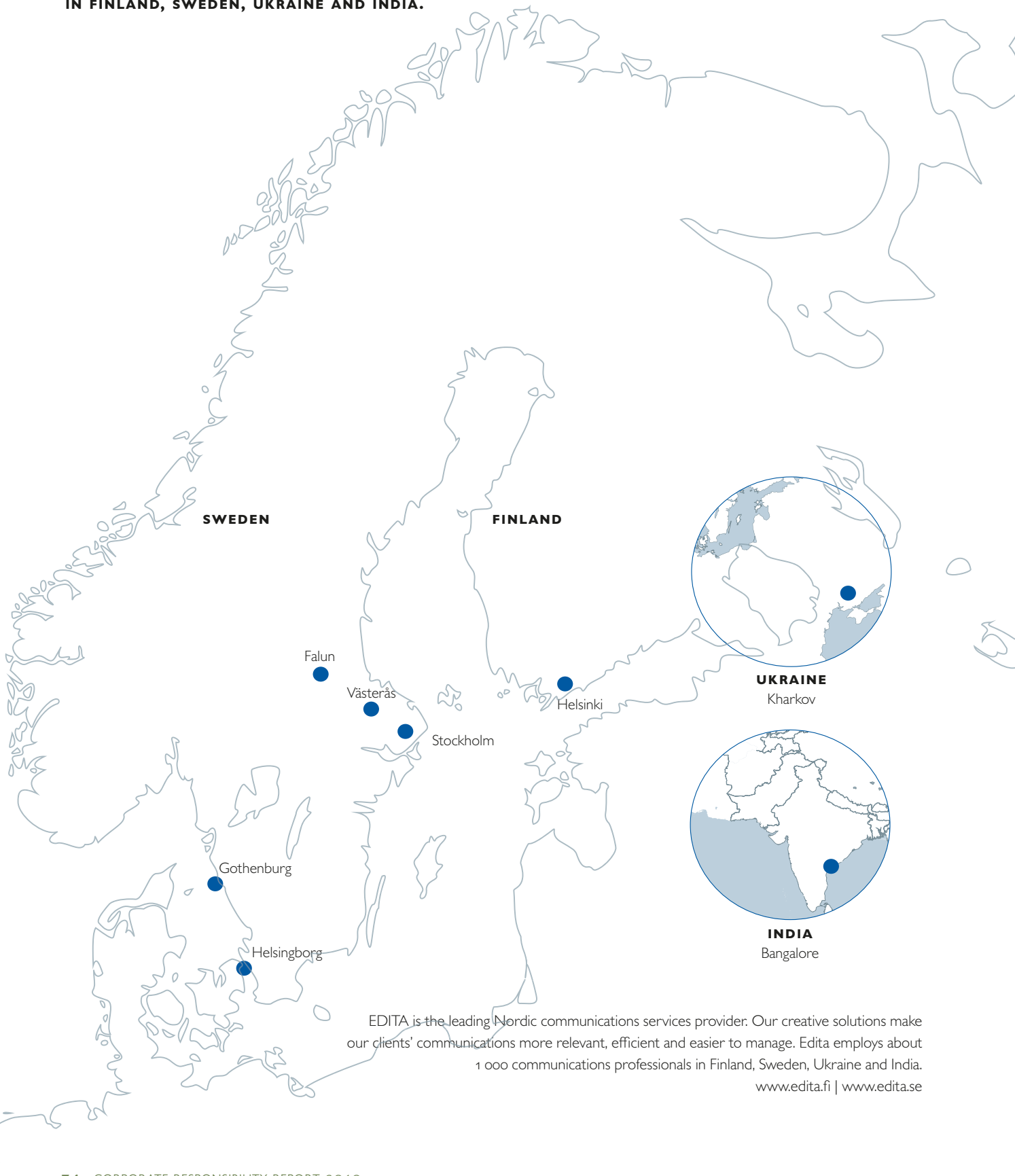
Research for the ecological footprint was carried out by Mika Ruuskanen, manager for the Nordic Green Edita program.

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EDITA GROUP COMPANIES' LOCATIONS

IN FINLAND, SWEDEN, UKRAINE AND INDIA.



EDITA is the leading Nordic communications services provider. Our creative solutions make our clients' communications more relevant, efficient and easier to manage. Edita employs about 1 000 communications professionals in Finland, Sweden, Ukraine and India.

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