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Responsible Resources & Roots Engagement Switzerland promotes Swiss CSR expertise around a wide market compass

Spring blossoms, and our [3R Engagement eNewsletter](#) wishes sharing the experiences of Resources & Roots in the last weeks and the activities that are still to come.

Business networking is a socio-economic activity that enables like-minded business players to recognise, create or act upon business opportunities. Being connected to peers who can make a difference in business heightens a professional's visibility within his or her group of action. 3R Engagement is striving to foster industry functions, networking groups, conventions and other gatherings, and give business partners the tools they need to build new professional relationships and generate business opportunities. We do consider that networking has already taken on a brand new meaning.

Finland networking develops new business opportunities. The Arctic Zone opens new environmental questions related to Extraction Industries. Finland proposes solutions.

Canada's track is enriching with new skills in the CSR Mining and Recycling Technology. Gender in Mining Industry becomes an issue to look for attentively.

Our engagement in Africa is growing and turns to an exciting collaboration in sustainable CSR Training and Assistance for sustainable reporting issues and ethical investments.

Let us take a look at the latest news, while we explore sustainable investment opportunities. Bonne lecture!

Sincerely yours,
Eleni Regli

FINNWAVES proactive Finland



Neste Oil Oy for A Diversified Stakeholder CSR Dialogue

Neste Oil Corporation is a refining and marketing company concentrating on low-emission, high-quality traffic fuels. The company produces a comprehensive range of major petroleum products and is the world's leading supplier of renewable diesel. Neste Oil had net sales of EUR 17.9 billion in 2012 and employs around 5,000 people. The company is listed on NASDAQ OMX Helsinki.

Neste Oil is included in the [Dow Jones Sustainability World Index](#) and the Ethibel Pioneer Investment



Register, and has been featured in [The Global 100](#) list of the world's most sustainable corporations for many years. [Forest Footprint Disclosure \(FFD\)](#) has ranked Neste Oil as one of the best performers in the oil & gas sector.

The company will strengthen its commitment to procuring sustainable renewable raw materials by beginning a program of close cooperation with [The Forest Trust \(TFT\)](#), a non-profit organisation focused on preventing deforestation. As part of the cooperation, Neste Oil has committed itself to [working proactively](#) to identify concrete ways of preventing deforestation, together with palm oil producers and other stakeholders. "As one of the world's largest buyers of vegetable oil, we recognise the responsibility we bear for the direct and indirect impact of our operations," says **Simo**

Honkanen, Neste Oil's Senior Vice President, Sustainability and HSEQ.

Neste Oil's commitment to [No Deforestation Guidelines](#), extends the reach of the company's existing procurement principles covering renewable raw materials. Under these principles, Neste Oil does not buy palm oil from plantations that have felled forest in contravention of legislation, or ones that have been created in high carbon stock areas.

"Neste Oil's No Deforestation Guidelines are clear in their commitment to ensuring that its palm oil procurement doesn't drive deforestation, avoids critical peat lands and respects the rights of local communities," says **Scott Poynton**, TFT's Executive Director.

As part of the new initiative with TFT, Neste Oil will give TFT access to all the non-commercial data covering its supply chain, and TFT will carry out risk-based audits of the various stages of Neste Oil's supply chain. Based on the results of these audits, Neste Oil will be able to solve possible problems more effectively, and develop sustainable operating practices together with its raw material suppliers.

"If a company is going to use palm oil for food, for cosmetics, or for bio fuels, it is absolutely critical that it cuts off any link to deforestation. Neste Oil's Guidelines do that and go beyond," Poynton continues.

TFT is a Swiss-based, global non-profit organisation that helps companies and communities deliver responsible products. Together with international environmental organisations, TFT has helped numerous international companies [develop sustainable supply chains](#).

Source: Simo Honkanen, Senior VP, Sustainability and HSEQ, www.2012.nesteoil.com/sustainability; www.nesteoil.com



HELSINKI CHEMICAL FORUM 2013



During the **fifth Helsinki Chemicals Forum**, to be held at the **Helsinki Exhibition and Convention Centre on 18 – 19 June 2013**, five panels will deal with the following topics: the 2020 goals and

the sound international management of chemicals, chemicals in products, regulation of nano-materials, listing of chemicals of concern, and combination effects. For the fifth time, this annual event will bring representatives of industry, the authorities, NGOs and academic institutions to Helsinki from around the world.

The Congress, which provides an international forum for discussion, aimed at promoting effective chemicals

policymaking, and is well on its way to becoming the chemical industry's prime international meeting place. It is also the key gathering for chemical safety professionals.

This year will be the first occasion on which the program has been devised by the HCF Program Committee, which consists of the following representatives of international chemical industry organisations and authorities; the CEFIC, the CIEL, the European Commission, the OECD, the ECHA, Environment Canada and the American Chemistry Council.

The committee has selected five main subjects for the program, whose common theme is chemical safety. The Program Committee is led by Mr. **Hannu Vornamo**, Secretary General of the Helsinki Chemicals Forum. The speakers at the opening ceremony of the Helsinki Chemicals Forum include **Geert Dancet**, Executive Director, ECHA; **Jussi Pajunen**, Mayor of Helsinki, and **Bjørn Hansen**, Head of Unit, European Commission, DG Environment.

This year, the Helsinki Chemicals Forum will focus on chemical safety, based on the following [five panel discussions](#):

1) The 2020 Goals and the Sound International Management of Chemicals, moderated by **Jake Sanderson**, Manager, Horizontal Policy and Planning, Environment Canada; Will we achieve these goals? What is our starting point? How will regional programs and international efforts contribute to this?

2) Chemicals in Products moderated by **Nina Cromnier**, Director General of the Swedish Chemicals Agency; Do our chemical safety regimes pay sufficient attention to the safety of (imported) products, given the regulatory

focus on individual substances and chemical mixtures? How might we best address substances, in articles considering them from a regulatory and industry perspective?

3) Regulation of Nano-Materials, moderated by **Rob Visser**, Former Deputy Director of the OECD Environment Directorate. Chemicals are increasingly being produced and used in nano-form. Are our current regulatory regimes sufficient for ensuring the safety of human health and the environment, or should nano-materials be regulated under specific chemical regulations?

4) Listing Chemicals of Concern, moderated by **Andreas Herdina**, Director of Cooperation of the ECHA. As regulators throughout the world draw up their various lists, are they targeting identical or similar substances? What divergences and gaps are appearing between their lists, and what is the reason for such dissimilarities? What is the regulatory impact of these lists and how are the markets reacting?

5) Combination Effects, moderated by Senior Scientific Advisor **Derek Knight** of the ECHA. Is rapidly evolving scientific and computational methods enabling the improved assessment of the impact of cumulative exposure? How can scientific knowledge be transferred into regulatory action?

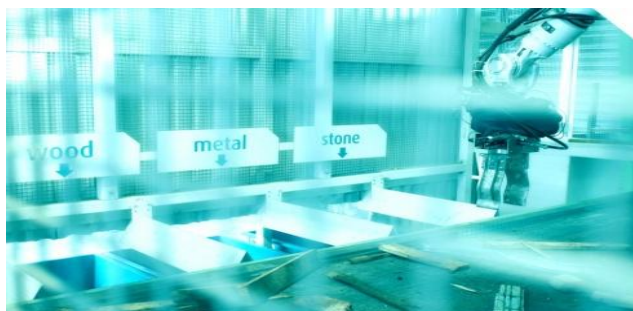
The Helsinki Chemicals Forum is organised by the Chemicals Forum Association, in co-operation with the European Chemicals Agency (ECHA), the European Commission, the European Chemical Industry Council CEFIC and the Finnish Government. Forum partners include the City of Helsinki, the Chemical Industry Federation of Finland and the University of Helsinki.

Source: hannu.vornamo@helsinki.fi



RECYCLING FOR THE FUTURE

ZenRobotics Ltd., the world leader in robotic recycling systems, with a successful sale of a ZenRobotics Recycler™ (ZRR) system to the Finnish recycling powerhouse



Lassila & Tikanoja plc. The ZRR system picks raw materials from construction and demolition waste safely and with unprecedented efficiency. The ZRR technology allows the customer to both recover more raw materials to sell for profit, and to save in disposal fees. This

installation is a strong reference for ZenRobotics. L&T is a recycling heavyweight in the Scandinavia and the Baltic region. For **Juho Malmberg**, CEO of ZenRobotics this a great start for our continued co-operation. L&T obviously respects Finnish innovation, and is joining the success story of ZenRobotics.

Lassila & Tikanoja is to install the ZRR system in 2013 in the company's flagship recycling facility in Kerava, Finland. The uptake of the system will further increase the recycling rate of the facility.

"The ZenRobotics Recycler installation will increase the recycling rate of the mixed construction and demolition waste, and the amount of material that needs to be landfilled is reduced," said **Petri Salermo**, Lassila & Tikanoja's Vice President, and Environmental Sales.

Further, moving from manual waste sorting to a robotic process improves the occupational safety and the overall working conditions at the Lassila & Tikanoja's facility.

Source text and Photo: www.zenrobotics.com



ROVANIEMI FINLAND - BEST ENVIRONMENTAL PRACTICES, MINING SECTOR IN THE BARENTS REGION

The natural resources of the Barents Region are of strategic importance for Europe. One intensively developing sector is mining, which will offer challenging



opportunities to the region, but will also have a major impact on environmental issues.

The Conference on Best Environmental Practices in the Mining Sector in the Barents Region on April 23-25 in Rovaniemi Finland seeks to promote best acknowledgements and skills for mining industry.

The conference aims to:

- get an overall understanding of present and future development of the metal mining sector,
- increase awareness of challenges of the mining sector for the environment in the Barents Region,
- present and disseminate the best environmental practices in this sector in Barents countries, and
- promote the exchange of information on assessing and managing environmental concerns in the mining sector. The organisers are: Working Group on Environment of the Barents Euro-Arctic Council Finland: Ministry of the Environment, Ministry of Employment

and the Economy, Ministry for Foreign Affairs, Regional Council of Lapland, Finnish Environment Institute, Centre for Economic Development, Transport and the Environment for Lapland, Centre for Economic Development, Transport and the Environment for Kainuu, Regional State Administrative Agency of Northern Finland and Finnish Safety and Chemicals Agency (Tukes, Rovaniemi).



A visit at Kevitsa Mine will be organised as well. Kevitsa is located 160 kilometres north of Rovaniemi in Sodankylä municipality. It is one of the world's

largest sulphide nickel deposits with important copper and platinum by-product credits. Process facilities are designed for 5 million tonnes per annum with built in expansion capabilities. At initial the capacity of average annual production was 10,000 tonnes of nickel and 20,000 tonnes of copper.

Source: www.barentsminingconference.fi

CANWAVES proactive



CIM in Toronto, May 3-6, 2013

"Global Leadership – the Courage to Change" is the motto at the CIM Convention 2013 in Toronto. It is a welcomed platform of the presentations, dialogues and face-to-face exchanges over the course of the conference. The mining industry continues to face the challenges of



managing tremendous growth against the backdrop of a shifting global political landscape and an unpredictable super-cycle. This event of the Canadian Institute of Mining, Metallurgy and

Petroleum (CIM) wants to be the mining event of the year. The technical program will feature six streams: Operations & Maintenance Best Practices; Leadership in Investment & Management; **Social & Environmental Responsibility**; Global Geological Puzzle; New Frontiers/Open Innovations; and Planetary and Terrestrial Mining Sciences Symposium.

CIM's societies are hard at work preparing to deliver the latest research their sectors have to offer.

Women in Mining Forum is now part of the technical program, being a showcase plenary-style event for Women in Mining Canada and its affiliated local branches. There is a strong social case for involving women in mining, and an even stronger business case for building a gender-balanced workforce. Latest research provides the insight that the number of experienced and skilled talented women is dwindling before advancing to management, leadership and board positions. Through case studies and an open panel discussion, the dedicated session for women contribution in the mining industry will largely share best practices to grow the ranks of women in senior positions. 3R Engagement will attend this forum.

The CIM Exhibition with over 400 exhibiting companies, is the business meeting place where connections necessary to drive design, purchasing and operational decisions are made.

Source: web.cim.org/toronto2013/

AFRIWAVES environmental



ECO BOIS in AFRICA, TUNISIA 2013



EcoBois Company from Béja, Tunisia is a 6 million DTN (ca. 3 million EUR) project of the first industrial producer and exporter in Tunisia, as well as in Africa. It specializes in the recovery of wooden waste for the production of *Pallets Standardized Molded Wood* with highly competitive economic and functional qualities. EcoBois is using the *wood molding recovery technology*. This is the first project of its kind in Tunisia, the Arab World and Africa, which implements a sustainable process from wood waste.

The process recovers, designs, manufactures and exports finished products that are conform to International Standards (ISO), with functional, highly competitive, economic, social, and environmental qualities.

Besides Normalized Palette, the process of producing **EcoBois** creates other product lines in the fields of packaging design and packaging industry, thus meeting the requirements of price (raw material cost recovery and competitiveness factors), high wood quality (noble

product), and especially preserving the environment and the quality of life. All these economic and social footprints frame the vision from which derives the choice of the company's name "**EcoBois**".

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EcoBois est la première unité industrielle exportatrice en Tunisie et en Afrique, spécialisée dans la valorisation de déchets de bois pour la production de Palettes Normalisée en Bois Moulé, offrant des qualités fonctionnelles et économiques très concurrentielles, par l'utilisation de la technologie de moulage de bois de « récupération ». Il s'agit du premier projet en son genre en Tunisie et en Afrique qui, à partir de déchets de bois et de récupération, conçoit, fabrique et exporte des produits finis, conformes aux Normes Internationales (NIMP15).

Outre la Palette Normalisée, le



processus de production d'EcoBois permet de créer d'autres gammes de produits dans les secteurs d'emballage, de conditionnement et de l'industrie, répondant ainsi aux exigences de prix et surtout aux tendances protectionnistes de l'environnement et de la qualité de vie, d'ailleurs, c'est de cette vision que découle le choix d'« EcoBois » comme raison sociale. La palette est un outil indispensable au transport, stockage

et manutention de marchandises diverses et variées. Elle est utilisée dans tous les domaines industriels afin de protéger tout type de marchandises des chocs et intempéries qui peuvent advenir lors du transport ou du stockage.

EcoBois est l'Industrie écologique du bois moulé. Les palettes moulées sont moins chères à l'achat que les palettes en bois classique, et génèrent des gains de coût de stockage et de transport. Elles sont donc économiques, facile à utiliser, présentent plus de sécurité.

Les palettes moulées n'ont ni clous, ni vis un plus de sécurité du travail accrue. Leur forme arrondie évite de détériorer les films de protection. Parfaitement sèches, elles ne provoquent pas de remontées humides sur le chargement, ni de moisissures.

Associée à un contenant en carton ondulé, la Palette moulée constitue un présentoir attractif.

A l'export les palettes moulées sont dispensées de traitements anti-parasites. Par exemple, les Etats Unis, l'Australie, la Chine les ont agréées, et le certificat fourni est suffisant pour satisfaire aux normes d'importation. Le respect de l'environnement joue ainsi un rôle primordial.

Les palettes en bois moulé sont réalisées à partir de bois recyclé. En fin de vie, elles sont également recyclables en nouvelles palettes, selon la méthode « cradle to cradle ».



African Dimensions of Applied Ethics

TUNIS, 3-5 April 2013 Training Conference on “Transparency, Anticorruption Control and CSR Challenging Ways for Tunisian Companies seeking for Sustainable Development”

Successful and very active participation of over 28 representatives of Tunisian companies at the three days Training Conference organised by Kamel AYADI, President of Global Infrastructure Anticorruption Centre, Tunis, Centre de Reflexion, with the engagement of Eleni REGLI, President of Responsible Resources & Roots, Switzerland.

It has been a great and challenging experience to share with a very interested audience the fundamentals of the business ethics and the guidelines for a successful CSR Management. The discussions with the participants have demonstrated a



deep intuitive and obviously educated comprehension for the need of CSR impact on the various corporations' strategies, for a diversified and

intensive dialogue with all exogenous and endogenous stakeholders, and the effective results of this encounter on the society and environment.

The numerous questions to debate during the conference sessions and during breaks have pointed out the serious concern with whom the participants have attended the three days long training.

The conclusion of the training conference stipulated that Ethics and Corporate Social and Environmental Responsibility are powerful drivers for change towards sustainable economic development, based on innovative social progress, decrease of costly social conflicts and a reasonable match up with the environment. Awareness of ethics in business tunes the sound business in success, its absence in failure.

The major role of transparency in reporting and communication has been again strongly underlined. Tunisia is on the path of sustainable acknowledgment of CSR, and has already successfully implemented

several projects. EcoBois is just an example. Groupe Chimique de Tunisie, Siemens Representation Point, tourism agencies, hotel chains etc. are already prepared to step forward to improved or best practices in business.

New opportunities in the eco-tourism



are waiting for interested social impact investors. The north-west part of Tunisia– *Little Switzerland* – has already started a reconversion of the local economy towards soft bio tourism.

Tunisia's young and professionally skilled population has a strong will to overcome the scarcity of assets by step by step implementing the CSR strategies in their companies and institutions./RLU/

