



Welcome to Helsinki Forest Service Point

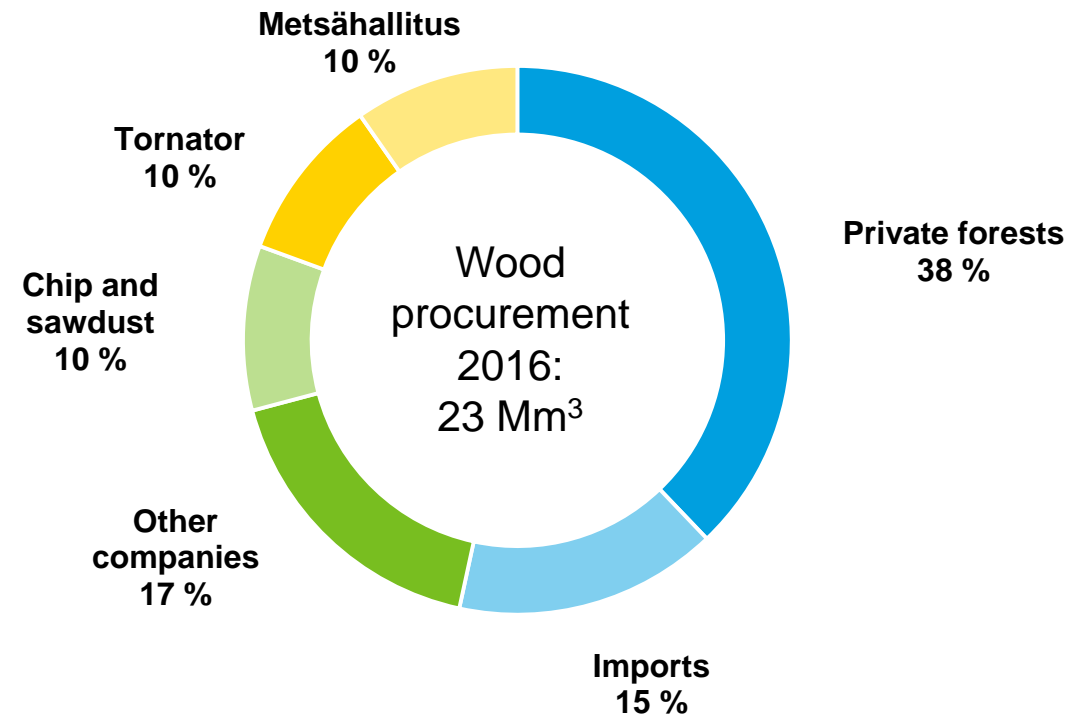
Niina Helakorpi and Lasse Maunula

Presentation for the guests of Luonnonvarakeskus

Stora Enso Wood Supply Finland (WSF)



- Stora Enso WSF delivers wood to Stora Enso's Finnish pulp and paper mills as well as to the company's saw mills. In addition we provide bioenergy to heating and power plants.
- We procure most of our wood from Finnish forest owners. We deliver wood from forest to internal and external mills about 23 m³ annually.
- We offer services and tools for easier and more effective forest ownership.



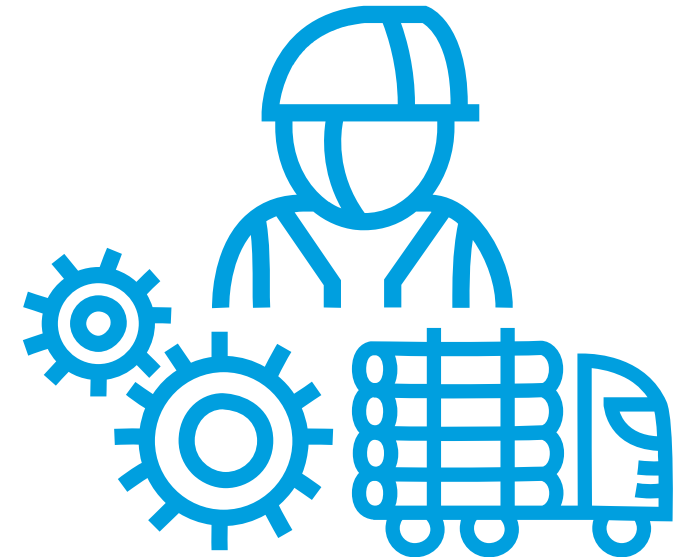
Stora Enso owns 41 % of Tornator's shares.
Metsähallitus is a state-owned forestry company.

Stora Enso Wood Supply Finland (WSF)

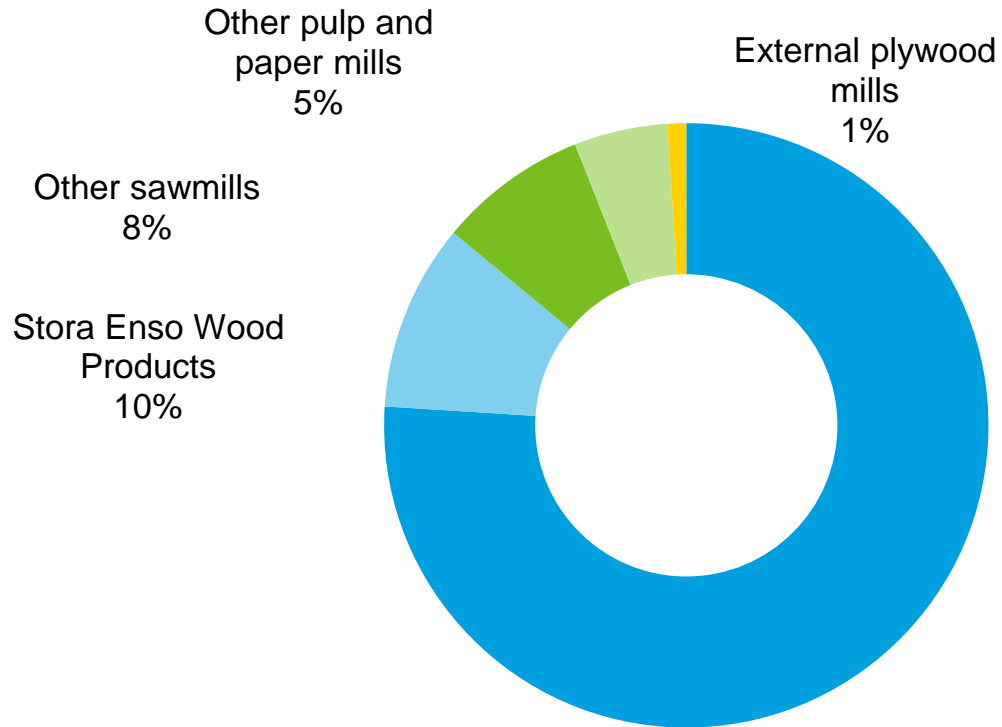
Key Facts 2016



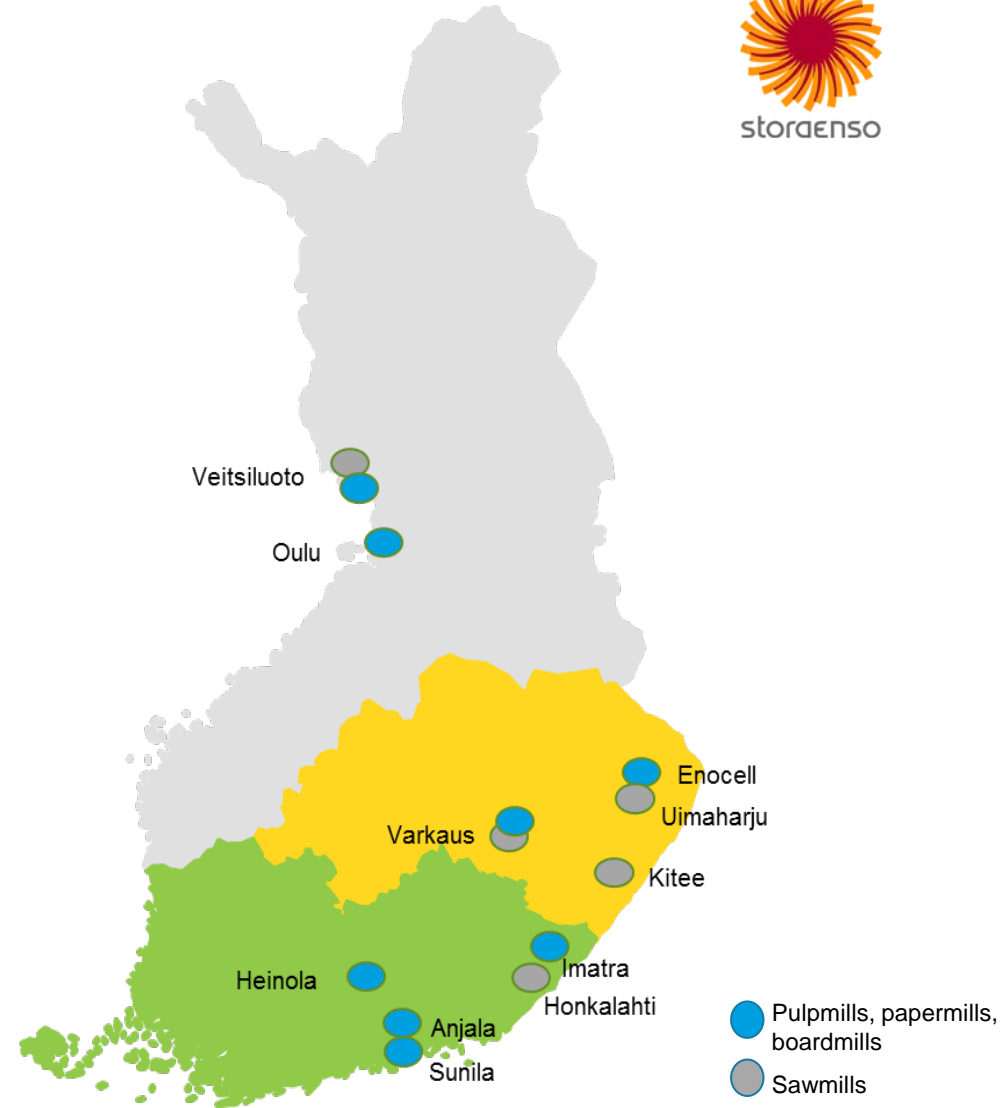
Own personnel	560
Entrepreneurs as contractors	110
Supply chains	345
Timber trucks	230
Total wood procurement	23.000.000 m ³ over bark
Net sales	1.074 million euros



WSF: Deliveries in 2016



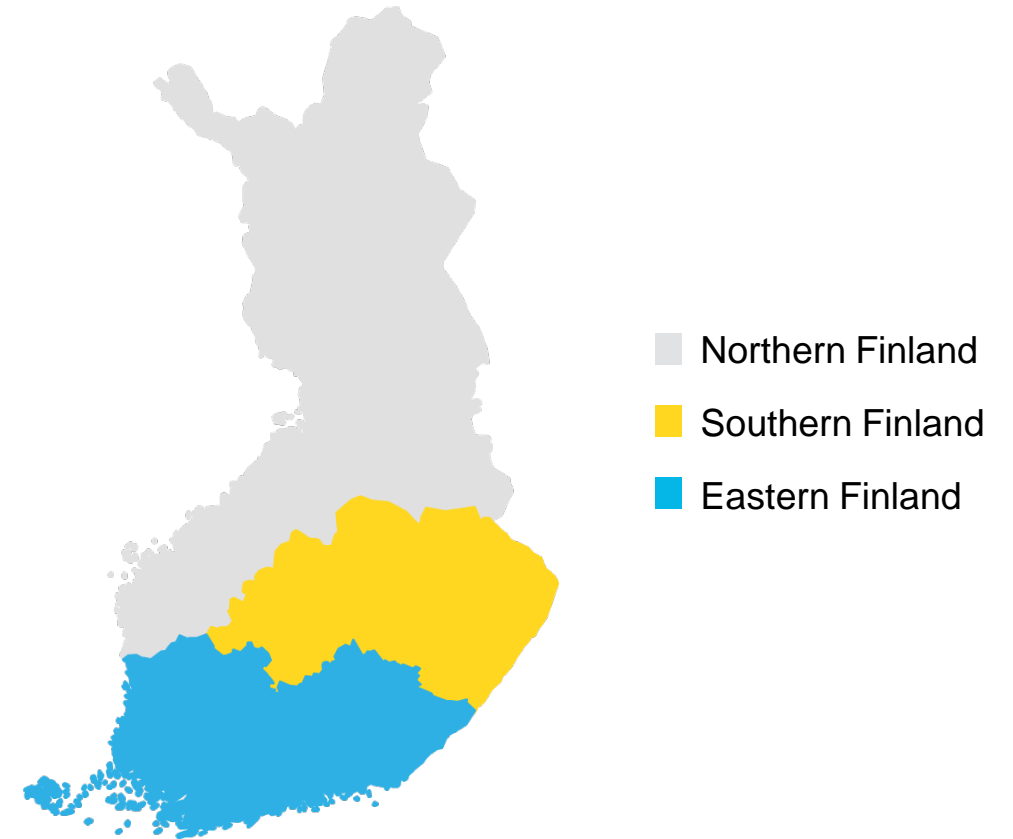
Stora Enso's pulp and paper mills
76%



WSF Procurement regions



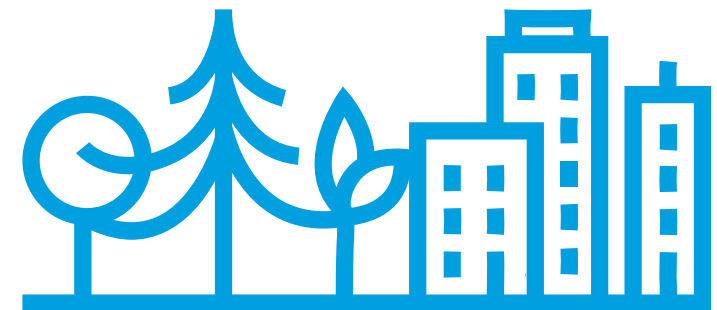
Region	Annual procurement	Employees
Eastern Finland	≈ 5,9 Mm ³	≈ 100
Southern Finland	≈ 4,7 Mm ³	≈ 100
Northern Finland	≈ 3,1 Mm ³	≈ 65



Forest Service Points in general



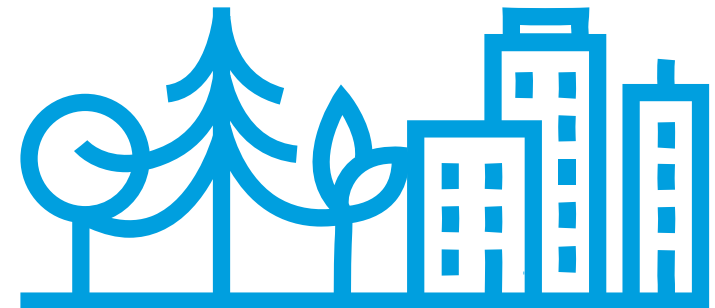
- Focus on remote (private) forest owners living afar from their forest estates.
- Services offered include the following:
 - Timber sales
 - Forest management services
 - Giving advice on silviculture, forestry and taxation and forest estate ownership management
- Field work is delegated to the local forestry expert who visits the stand/estate and proposes cuttings and other related services based on the visit and other information available.
- Also part of the job description is assisting in various marketing events in the vicinity.



Helsinki Forest Service Point



- Established in 2006, currently employs two persons.
- It has been estimated that there are about 30.000-40.000 private forest owners living in Helsinki area. More and more Finns are moving to the Capital so the customerbase is growing all the time.
- Responsibilities include aiding in wood procurement, marketing and communicating with our clients. Some of the work is shared with other Forest Service Points.
- The amount of wood procured varies from year to year depending on the focus points and goals set for the work.



Wood Procurement Process



Wood Procurement Process



- There are differences in the processes depending on preferences of the customer. Typical Finnish private forest owner is an elderly person on pension. The average size of the estate is around 30 hectares. The elderly usually values personal and face-to-face service. Due to the relatively small size of the estates, timber sales are a rare occurrence.
- Though today there are more “professional” forest owners who consider the estates as an asset in their portfolio. Also banks and other financial institutions are increasingly interested in forestry. There are a selection of forestry funds available for the general public.
- The level of knowledge about forestry varies greatly from person to person. This makes every customer a unique customer.
- A big portion of the current generation of forest owners inherited their estates. The estate may have been their childhood home, so there’s some sentiment involved in most cases.



Stora Enso eMetsä Mobiili (eForest Mobile)



- Released a year ago, eForest Mobile is a mobile version of the desktop browser-based eForest.
- The app can be used to view forest plans and upcoming cuttings and other projects.
- One of the main features is GPS navigation combined with forest planning data.



Stora Enso eMetsä (eForest Mobile)



Terve!
Olen Mikael, sinun metsäsi asiantuntija. Alta löydät yhteenvetdon sekä toimenpide-ehdotukset omasta metsästäsi.

TOIMENPITEILLÄ VOIT SAADA 26 110 €

Metsätilojesi yhteenveto:

26.2 ha **32 578 €**
Metsäsi koko Puustosi arvo

1020.0 m³
Puuta yhteensä

Kiireelliset hakkuut:	820 m ³
Kiireelliset hoitotyöt:	8.1 ha
Hakkuita yhteensä:	910 m ³
Hoitotöitä yhteensä:	15.9 ha

140-402-7-7 TESTITILA

Landing page with an overview of one's forest estates.

Hakkuut **NÄYTÄ TEEMAKARTTA**

7.7 ha **33 360 €**
Pinta-ala Tuloarvio yhteensä

910 m³
Puumäärä

#	Vuosi	Hakkuu	Tuloarvio
1	2017	1.1 ha Uudistushakkuu	180 m ³ 8210 €

← Takaisin

Fellings proposed and planned for each estate.

Hakkuu
Kiireellinen

MAASTOKARTTA ILMAKUVA

← Takaisin

Theme map with planned fellings. GPS navigation is available.

Third Party Digital Services: Kuutio.fi



- Launched in May 2017
- For forest owners and Forestry Management Associations to post offer requests.
- Involved from the buyers' side are Stora Enso, UPM and Metsä Group among almost all of the smaller saw mills.
- Actual sales are made outside the service, Kuutio only acts as a go-between
 - In most cases it is still required to do some legwork and validate the information provided by visiting the stand marked for harvesting





storaenso

Thank you!