

Stora Enso - SEe Sustainability

Driving sustainability transformation through leadership

Event expectations and goals

Stora Enso is a global leading provider of renewable materials. They wanted to embed sustainability principles throughout their organization.

But how to successfully **drive sustainability transformation** with more than 20 thousand employees across the globe?

Stora Enso hand-picked **200 of their top leaders** and invited them to **Holmenkollen, Oslo** – a city leading by example aiming to cut greenhouse gas emissions by 95% in 2030.

The goal was to bring Stora Enso leaders together to **reinvent themselves and their company** while keeping sustainability in focus during event planning and production.

Implementation of the event

SEe Sustainability was created – a learning platform to inform, engage and inspire leaders to embed sustainability in their own teams.

To see their role in the future of the planet, to see the challenges and opportunities, to see the boundaries and new perspectives. Stora Enso leaders were invited to come together as **One Planet, One Purpose, One Company**.

We used roundtables and 360° stage solution to create a feeling of an intimate team setting. This allowed speakers to be closer to the audience and create a dialogue.

Prominent keynote speakers like **Johan Rockström, Per Espen Stoknes and Nader Mousavizadeh** shared their insights on global trends, climate change, geopolitics and driving sustainability forward.

During breaks we sent participants on a journey to **"Find the Forest Within Us"** using unique light and sound installations displaying a forest of hopes and dreams for the future.

Attendees collaborated in **workshops**, participated in **panel discussions**, and left the event with a concrete plan to make a positive impact within their teams and Stora Enso.

The event ended with an "Après-ski" themed dinner where participants could bond, network, and celebrate the successful conference.



Results

We successfully demonstrated sustainability principles as we reduced and compensated CO2 emissions and made the event completely carbon neutral.

Feedback for the event exceeded all expectations with the **average rating of 9,5** and **net promoter score being 86%**, making it the most successful Stora Enso leadership event to date.

SEe Sustainability succeeded in driving the sustainability transformation, uniting Stora Enso leaders and teams to play their part for our future.



Installation "Finding the Forest Within Us"