

Press release September 06, 2017

Stora Enso a key employer in rural areas

As an employer, Stora Enso adds significantly to value creation in rural areas

Ybbs an der Donau, September 06, 2017: **The continuous movement of the population to urban areas is making it increasingly important to enhance the appeal of Austria's rural regions for employees. As a reliable employer, Stora Enso makes a significant contribution to this.**



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Supporting rural areas

According to figures from the Association of Towns and Cities and Statistik Austria, around 65 per cent of the population and 71 per cent of jobs are found in Austria's metropolitan centres. In order to stem the growing flow of people moving out of rural areas, local companies are being urged to create secure and attractive jobs in the countryside. Job shortages is one of the most common reasons for population drift. Leading wood processing firm Stora Enso is represented in Austria with sites in Brand (Lower Austria), Ybbs an der Donau (Lower Austria) and Bad St. Leonhard (Carinthia). Of these three, Ybbs an der Donau is one of the biggest sawmills in Central Europe. In total, Stora Enso employs over 900 people throughout the country. In log wood and technology, the company relies predominantly on approximately 3,000 local suppliers; around 60 per cent are located within a 100 km radius. In pursuing this course, Stora Enso has established itself as a major guarantor of forestry jobs in rural areas over the last few years.



Training motivated people to become skilled workers

In line with the motto “people grow, we grow”, Stora Enso equips its employees excellently for the future. Relevant training and further education opportunities promote development and therefore knowledge, boosting employee motivation at the company. “The root of Stora Enso's success lies in the fact that we foster a collegial working environment with an emphasis on appreciation, and we strive to improve the professional and personal development of all our employees,” explains Herbert Jöbstl, SVP of Stora Enso Wood Products in Central Europe. Out of 900 employees at Stora Enso, 14 are currently apprentices. Holiday work placements, school group visits and support for those working on dissertations and degree theses are also offered by Stora Enso in their efforts to boost the appeal of working in rural areas.

About Stora Enso Wood Products

Wood Products division provides versatile wood-based solutions for building and housing. Our product range covers all areas of urban construction including massive wood elements, wood components and pellets. We also offer a variety of sawn timber goods. Our customers are mainly construction and joinery companies, merchandisers and retailers. Wood Products operates globally and has more than 20 production units in Europe.

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Questions and Images

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