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Abstract

The main objective of the study is to examine the dialogue on environmental and social aspects of international investment projects. The dialogue is examined with the help of publications and arguments found in the Internet, from the perspective of four main actors: a company, financial institution, export credit agency, and non-governmental organization. A case is employed in order to examine specific arguments related to the main objective. This case is Veracel Celulose S.A., a eucalyptus pulp mill being built in Brazil and a joint venture of Stora Enso and Aracruz Celulose.

The theoretical basis plays a major role in the thesis. The dialogue setting is built on a comprehensive literature review, which enables an examination on a societal level. This is followed by a review of the general historical background, tools and motivational factors of each actor. Subsequently, arguments specifically related to Veracel are examined based on these backgrounds.

The financial arguments are largely in line with Stora Enso's arguments. The investment entails significant economic benefits. Veracel is also seen as a "model of sustainability", the goal is to set a benchmark for competitive and sustainable production of pulp. The arguments of NGOs consist of critique towards the increasing amount of eucalyptus plantations, which environmental and social impacts are seen as negative. Eucalyptus plantations are set up in order to satisfy the growing consumption of Western countries, and they are seen as in direct conflict with indigenous peoples' land use issues. NGOs also argue that no meaningful dialogue took place in connection with Veracel, and the adequacy of Veracel's EIA is also questioned.

The roles of science, information and expertise are recognized as significant. The variation in defining concepts in certain beneficial ways affects the setting in which the dialogue is conducted. The weak and strong interpretation of concepts such as corporate social responsibility and sustainable development can be recognized in the dialogue. Several questions that emerged during the research process remain unanswered. These questions, which are related to directly conflicting arguments, are the objective of further research.

Key words	Stakeholders, NGO, non-governmental organizations, social responsibility, environmental management, sustainable development, pulp industry
Further information	

