



Communication Policy

Riga, 24 May 2017

This policy aims at effective communication with stakeholders of *Latvijas Finieris*, strengthening the credibility and enhancing the reputation of the company.

Communication is defined as exchange of ideas, opinions and other information with the help of language, writing or signs. Communication is the process which a person can engage in knowingly or be involved unconsciously. Communication is not only the obvious interaction between people, but also that taking place between groups and organisations, as well as the media field itself where the message is transmitted by the media, advertising or public relations makers.

Stakeholders comprise the widest possible range of partners – internal (incl. owners, managers, employees), direct (incl. clients, suppliers, forest owners, creditors, trade unions, specialised education and science institutions), as well as indirect (incl. industry associations, professional organisations, state and municipality agencies, general schools, non-government organisations, mass media, society at large).

Latvijas Finieris applies integrated methods of communication, such as company and product promotion targeted to selected stakeholder groups, public relations instruments, interactive communication on company intranet and other electronic media, customer visits, company excursions, active and regular involvement in society events, participation in topical conferences, direct information exchange in own meetings (well-documented afterwards), seminars and other events (*Forest Days, Green Class, Birch Program* etc.).

Internal and external communication of *Latvijas Finieris Group* is well-structured, active, honest and prompt. Communication is done in accordance with uniform corporate style principles of the Group. On the Group level, the main working language is English.

Communication Matrix is one of the internal tools describing in more detail the main topics and target audiences as well as indicating the information type, timing and responsible persons for each of them. The issues included in the Matrix mostly relate to best-practice information exchange in excess of statutory or contractual obligations. Communication Matrix is updated by necessity.

When planning and executing the communication process, *Latvijas Finieris* observes the main guidelines defined in the corporate *Sustainability Policy, Code of Ethics* and *Basic Principles of Communicative Competence*.

Jānis Ciems

CEO



“Latvijas Finieris” Basic Principles of Communicative Competence

Riga, 24 May 2017

✓ **We Stand for Open Communication**

We are discussing openly with our name, without hiding, being proud to represent *Latvijas Finieris*, our country, the core values of our company and those of our country.

✓ **We Stand for Genuine Communication**

Our communication intentions are sincere, without hidden purpose that is contrary to other communicative competence principles. We do not lie, we use tested and proven facts.

✓ **We Stand for Reasoned Communication**

We try our best to prevent intentional or unintentional distortion of facts in our communication, and critically evaluate such arguments presented by others.

✓ **We Stand for Communication without Offence**

We use polite and friendly language and communication style, not offending other people's honor and dignity. We do not support communication involving methods of information distortion, intimidation, coercion or violence as well as expression of intolerance and hate degrading any person or group of people / nation, even if our view on the particular issue is different from the opinion of that person or group of people. We try to understand and respect other communicators, first evaluating and then replying to their messages. We try to disregard personal feelings in professional communication.

✓ **We Stand for Resolution of Conflicts by Constructive Cooperation / Discussion**

We defend freedom of speech and expression, we presume that there may be perspectives that are different from our point of view. We react immediately to open provocations and unsubstantiated accusations. Responses to attacks are thoughtful, polite and substantiated, based on all the other principles of communicative competence.

✓ **We Stand for Promotion of Critical Thinking**

We do not support unreasoned opinions and critically evaluate information sources that we rely on in our daily communication. We try our best not to share information that is not objective and tested, including personal communication in social networks. Instead, we try to build our communication as a platform for objective information, including supporting those involved in the fight against spreading hate and false news in the media.

✓ **We are Aware of Consequences of Our Own Communication in Short and Long Term**

Jānis Ciems

CEO