

Sweden, a technologically advanced nation with a strong export-driven industrial base, is one of the world's staunchest guardians of the Earth's environment. This small country (population 9 million) has demonstrated strong leadership in environmental protection for decades, beginning in 1969 with the introduction of Sweden's first Environmental Law.

Environmental good business

Following the introduction of the Environmental Code (an update to the Environmental Law) on January 1, 1999, and Sweden's adoption of firm environmental quality objectives, industrial polluters are now feeling the full force of Swedish law. Swedes take environmental concerns seriously, paying strict attention to environmental reporting, ISO14000 certification, and eco-labelling schemes. Indeed, the market drivers for Sweden's environmental sector have gradually shifted in recent years from environmental regulations and economic instruments to industrial commitment and consumer awareness.

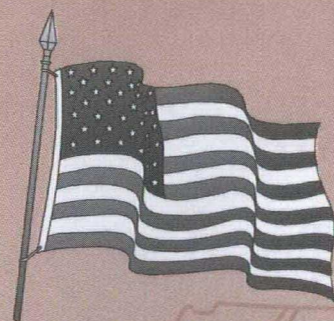
Fighting pollution, the Swedish way
Although Sweden's traditional environmental industry strengths are in the fields of wastewater treatment and air pollution control, the country is now turning its attention to landfill regulations. The January 1, 2002 landfill tax has already produced an increase in materials recycling and incineration and waste composting. As of January 1, 2002, combustion waste is no longer permitted in landfills and, after 2005, landfills will no longer be permitted to accept organic waste. "Producer responsibility schemes" are now in effect for such commodities as packaging materials, paper, tires, cars and, as of July 1, electronic products.

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Consumer Products

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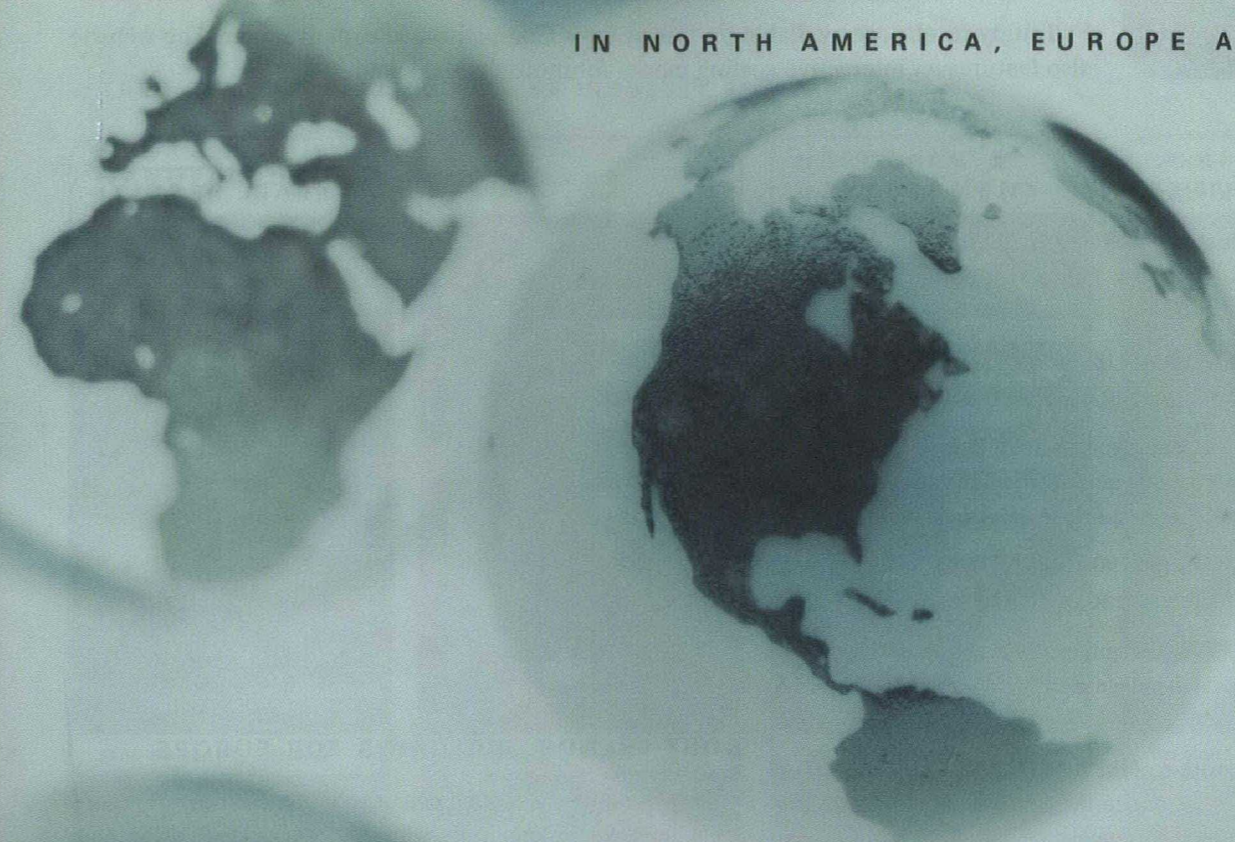
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