

Elli Arpiainen

# VALUE COMMUNICATION IN TRANSLATIONS OF SUSTAINABILITY INFORMATION

Case UPM and Versowood

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# ABSTRACT

Elli Arpiainen: Value Communication in Translations of Sustainability Information: Case UPM and Versowood  
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Sustainability and responsibility in society as a whole, but especially in business practices are ever more significant, and they can now be considered one of the main principles in business due to increasing legislation and binding policies such as the UN's Sustainable Development Goals. This development has made sustainability a highly prioritized value by companies' stakeholders, including consumers and shareholders, who have raised their expectations for overall responsibility in business, which includes economic, social, and ecological sustainability goals. Thus, there is increasingly more sustainability information available. As a prevalent topic, in this thesis I examined companies' UPM and Versowood sustainability texts and their translations, and made analyses of the quality of the translations, employed translation strategies, and the companies' communicated values.

I preface the study by introducing three relevant themes, which are applied in the analysis: sustainability, values and value creation, and business translation strategies. Sustainability is considered from the perspective of business, and thus the theme of business values will be strongly connected to the context of sustainable and responsible practices. Translation strategies are examined from the aspect of a multinational company's translation strategies.

The research material was collected from companies' UPM and Versowood Finnish and English websites on February 8, 2023, and the collected texts were examined as they were at that time. I analyzed the texts by employing a qualitative method, and by concentrating specifically on values, translation mechanisms, and some issues in the translations. In the analysis, significant emphasis was given to both comparing the source text with the translation, as well as comparing the companies with one another. The analyses made from the texts are tied to the discussion on business values, and suggestions for UPM and Versowood's values are also given. The most prominent points of comparison were, e.g., domestic and global values, as well as innovation. Based on the analysis of quality, I also made some conclusions on what these texts communicate about sustainability.

The wide scope of sustainability as a topic lead to the fact that a thorough examination of the considered themes was not possible. As a suggestion for further research I suggest, that by using this study as a starting point, a broader study could be conducted on these companies' values, or alternatively, a similar study in a different industry that would facilitate conclusions on the role of translation in different contexts.

Keywords: sustainability, values, translation strategies, value creation

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# TIIVISTELMÄ

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Vastuullisuuden ja kestäväen toiminnan merkitys koko yhteiskunnassa sekä erityisesti yritystoiminnassa on jatkuvasti suurempi ja vuosi vuodelta lisääntyvä lainsäädäntö sekä eri toimijoita velvoittavat toiminnan linjaukset, kuten YK:n kestäväen kehityksen tavoitteet, tekevät vastuullisuudesta yhden yritystoiminnan merkittävimmistä osa-alueista. Vastuullisuuden noustessa pinnalle yhä enemmän, myös yritysten sidosryhmät, kuten kuluttajat ja osakkeenomistajat, nostavat odotuksiaan yrityksen kokonaisvaltaisesta vastuullisuudesta, esimerkiksi yrityksen toiminnan taloudellisen, sosiaalisen ja ekologisen kestävyuden tavoitteista. Vastuullisuuteen liittyvän tiedon määrä täten myös kasvaa, joten ajankohtaisena aiheena tässä tutkielmassa tarkastelin yritysten UPM ja Versowood vastuullisuusaiheisia tekstejä ja niiden käännöksiä, sekä tein havaintoja käännösten laadusta, käännösstrategioista ja arvoista, joita nämä tekstit viestivät lukijalle.

Taustoitin tutkielmaa esittelemällä kolme olennaista aihepiiriä, joita sovellan analyysissä: vastuullisuus, arvot ja arvonluonti sekä yritystekstien käännösstrategiat. Vastuullisuutta käsittelen erityisesti yritystoiminnan näkökulmasta ja samoin yhdistän yritysarvojen teeman vastuullisen toiminnan kontekstiin. Käännösstrategioiden tarkastelu rajoittuu myös monikansallisten yritysten käännöstoimiin.

Tutkielman aineisto kerättiin yritysten UPM ja Versowood suomen- ja englanninkielisiltä verkkosivuilta 8. helmikuuta 2023 ja sivuilta kerätyjä tekstejä tarkasteltiin tuon hetken mukaisina. Analysoin tekstejä kvalitatiivisin menetelmin, vertailevaa lähestymistapaa hyödyntämällä keskityn arvoihin, käännösmekanismeihin ja eräisiin merkittäviin puutoksiin käännöksissä. Analyysissa merkittävässä roolissa on sekä tekstiparien vertaileminen että yritysten keskenään vertaileminen. Teksteistä tehdyt havainnot yhdistetään keskusteluun yritysarvoista ja tein myös ehdotuksia UPM:n ja Versowoodin arvomaailmoista. Merkittävimpiä vertailukohtia olivat muun muassa kotimaisuus ja globaalius sekä innovatiivisuus. Käännösten laadun tarkastelun perusteella tehdään joitain johtopäätöksiä siitä, miten tekstit viestivät vastuullisuudesta.

Vastuullisuuden laajuus aiheena johti siihen, ettei tämän tutkielman puitteissa ollut mahdollista tehdä laaja-alaista kuvausta tarkastelluista aihepiireistä. Jatkotutkimusehdotuksena esitän, että hyödyntäen tätä tutkielmaa aloituspisteenä voitaisiin tuottaa laajempi tutkimus näiden yritysten yritysarvoista tai vastaava tutkimus eri toimialan yrityksistä, minkä avulla taas voitaisiin tehdä johtopäätöksiä kääntämisen roolista eri toimialoilla.

Avainsanat: vastuullisuus, arvot, käännösstrategiat, arvonluonti

Tämän julkaisun alkuperäisyys on tarkastettu Turnitin Originality Check -ohjelmalla.

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# 1 Introduction

There is an increasing fascination with how sustainability is incorporated into business, how companies perceive it, and how that creates value to their stakeholders. Sustainability and responsibility are themes that most companies consider and incorporate into their practices. From a societal standpoint, the entire world, including individuals, communities, organizations, and entire nations, are striving for more sustainable ways of living, and doing business. Sustainability goes beyond business, but in a world of increasing consumption and production, companies adopting sustainable practices is crucial. A pressure resulting from new policies, standards, and a growing awareness of company responsibility (Wilkinson et al. 2001, 1494) requires companies to prioritize the communication of sustainability. The translation of sustainability goals is a crucial step in implementing sustainable practices in a multitude of societal contexts (Pope et al. 2020, 175). An increasingly prevalent view is that sustainability information should not be translated only as policies for governments and business elites, but in a manner that makes those goals accessible and inclusive to everyone (Ibid, 179).

There has been research on incorporating sustainability into central business practices such as management, strategy, and communication, and on how that affects the company's contribution to sustainability (Lozano 2012). However, the translation of sustainability, or the strategies companies employ to formulate sustainability information in a manner that creates value for stakeholders such as customers or shareholders has been studied less. There are also studies on the translation of individual company documents (Leivo 2019) and business translation overall (Logemann and Piekkari 2015), as well as a great deal of research on translating marketing and advertising content (Torresi 2021; Martin 2019; Lin et al. 2008).

In this thesis, I will be studying and analyzing the translation of sustainability information at Finnish companies by comparing their assumably original Finnish version with their English translations. I will analyze two Finnish forestry companies' sustainability texts that have been acquired from their Finnish and English websites. The companies chosen for this thesis are UPM and Versowood. Thus, the data consists of four texts: two Finnish texts and two English texts. The research question is: what kind of translation strategies have been used in the texts and are there differences between the source texts and their translations that concern value communication? This thesis will also make brief analyses of the language used in the texts. I

will compare the text pairs in a single company but also draw comparisons between the two companies to see if they have significant differences.

As for the structure of this thesis, there are four main sections after this introduction. First, there is a literature review, which defines the relevant concepts and presents the phenomena that are significant in the context of this thesis—sustainability, values, and business translation strategies. The section on research data presents the material as well as its collection and describes the method of analysis. The fourth section applies the concepts introduced in the literature review to the research material and makes detailed findings from the texts. Lastly, the discussion makes concluding comments about the research question, the findings of this thesis, and suggestions for further research.

## **2 Sustainability and business values**

This section will introduce and define the core concepts related to the topic of the thesis and describe the role of sustainability information for value creation in business. Firstly, there will be a sub-section that defines sustainability as a societal and environmental phenomenon. In the second sub-section, I will provide a brief overview of the concept of values. Thirdly, I will describe the nature of business-to-stakeholder texts and business translation strategies.

### **2.1 Sustainability**

Sustainability is defined by the World Commission on Environment and Development as the process of driving economic development in a manner that does not compromise future generations' ability to utilize resources to meet their needs (Portney 2015, 2). Sustainability can be defined by three elements – the environment, the economy, and equity – which should all be fulfilled equally (Ibid). Ultimately, sustainability concerns the Earth being able to support its growing population and society's economic development, whereas unsustainable practices may eventually indefinitely compromise Earth's ability to support life and development (Portney 2015, 4–5). In 2015, the UN announced for its member states Sustainable Development Goals (SDGs) to be achieved by 2030, which aim to provide a unified, goal-based view of a sustainable future (Pope et al. 2020, 171–173).

Although sustainability goals are often similar, they may still differ from company to company. Each company has their own policy and values, which will be reflected in the language used in their materials. Aquilani et al. (2018) use the term corporate sustainability to capture the complex implementation practices a company should take to be a truly sustainable company. They include processes such as having openly accessible sustainability data and a sustainably oriented strategy, as well as facilitating innovation in cooperation with stakeholders (Amini and Bienstock 2014, 16). Each translation can be considered a reinterpretation of the common sustainability goals by the UN and the means to achieving them – as companies and large corporations communicate their sustainability goals and strategies to their stakeholders, they provide their interpretation of those SDGs.

## **2.2 Business and sustainability in shared value creation**

Previously in business studies, value has been considered a “give and get” exchange, that focuses heavily on physical goods (Eggert et al. 2018, 82). Thus, value creation results from a consumer experiencing high value by certain features of goods, such as durability in goods or easy access in services. However, later research began to consider e.g., competitors’ offerings, desired consequences, and cooperation between both parties in the value creation process (Ibid 82–84). Thus, in the context of this thesis, value creation is most helpfully defined as the dialogue and cooperation process that occurs between a business and, e.g., a consumer – meeting needs successfully, communicating in an open manner, and maintaining a good brand are examples of factors that may increase the value that a consumer experiences.

Values and ethics are “part and parcel” of every business; it is unproductive from the perspective of responsibility and sustainability to separate a company from its practices (Allinson 1995, 20). Thus, the translation of values and ethics should not be considered separate from company practices. Allinson (1995, 22) defines business as a product or service that by filling a known social need, by creating a new social need, or by creating social value generates revenue for the owners of the business. Therefore, a primary goal for a business may be to create certain types of value to their stakeholders, but also in a larger societal context. There are infinite combinations of values that each stakeholder individually seeks for in businesses or products, and each company must choose to whom it will create maximum value – such as a consumer that prioritizes domestic products experiencing value from the business emphasizing the origin of the goods. However, although companies create value to their stakeholders by

practicing business in a certain way, they also function in a context that is larger than business-to-stakeholder relations – businesses must look farther than their profit margins, and their responsibility extends to greater general welfare (Allinson 1995, 25). This perspective, in addition to the fact that sustainability is not industry-specific, suggests that sustainability functions as a basic value in business that also creates greater value to stakeholders, as well as society.

Although the scope of sustainable development as a phenomenon and the UN's SDGs reaches farther than what this thesis can mention, here sustainability as a value can be considered crucial in stakeholder relations and in creating a responsibly branded business. It seems apparent for forestry companies that should they adopt unsustainable practices, it would be against the interest and values of their customers as well as shareholders, in addition to the company's image itself. Despite this, such companies may not be able to use sustainable values to differentiate themselves from each other since their industry is specific to natural resources. In other industries, sustainability might be used as a competitive trait. Therefore, it is intriguing how UPM and Versowood place value on the communication of sustainability. Sub-section 2.1 mentions innovation as a crucial part of corporate sustainability – innovation and change are also suitable examples of values that are relevant in sustainability-oriented companies.

### **2.3 Business translation and strategies**

When it comes to the nature of business texts, often business-to-consumer texts are low-information, high-persuasion texts, and business-to-business texts are high-information, low-persuasion texts (Torresi 2021, 26). Sustainability texts are often aimed at both groups since company stakeholders can be consumers and customers as well as other businesses. So, they maintain a high information nature; however, they are also aimed at the general public as consumers.

Torresi argues, (2021, 29) that simply put, high information texts should be translated in a manner that manipulates the facts as little as possible – in other words, mechanically. On the contrary, high persuasion texts may be transcreated, i.e., modified, more freely to boost promotion (Ibid). Sustainability texts seem to fall between these two translation strategies as they are a mix of both types of texts – they contain technical information about production and practices, as well as expressive language typical to company visions.



Janssens et al. (2004, 415) have determined three multilingual strategies in international companies: a mechanical, cultural, and political language strategy. In this section, the mechanical and the cultural strategies will be briefly explained since they will be applied in section 4.1 later in this thesis.

The mechanical strategy focuses on translation through dictionaries – the accuracy of a translation is determined according to similarity with the source text, i.e., “replicating the situation” in a different language (Ibid 418). The mechanical strategy, therefore, implies that a text can be switched between languages while maintaining the same, static meaning. This would assume that translation includes no creative process, and that every word has a direct equivalent with the same meaning in each language. Janssens et al. maintain (2004, 419) that within a mechanical translation strategy, miscommunications, errors, and other problems in the text can be “framed as technical misunderstandings”. Whether texts are translated mechanically or modified language-specifically, may indicate whether a company places value on optimized communication globally and the agency of a translator, or not. If translation is purely mechanical and focuses solely on reproducing language instead of producing meaning, the texts are likely to be most similar, but communication in the target language may suffer.

However, the cultural strategy places focus on the target language and culture – meaning is not static, and it should be formed in cooperation with both language systems (Janssens et al. 2014, 420). Meaning can be communicated in other ways than direct corresponding terms, and the translation should code these meanings in a way that best communicates the desired meaning (Rike 2008, 28). So, the cultural strategy may be defined as translating between cultures, rather than languages. Thus, the mechanical and the cultural strategy are quite different – one strives for linguistic similarity and stability, whereas the other strives for adaptation and communication. Another way to distinguish them is to classify these two strategies as source-oriented and target-oriented (Janssens et al. 2014, 421).

### **3 Research data and method**

The research material in this thesis includes the English and Finnish language versions of sustainability information from forestry companies UPM and Versowood. On both companies’ websites the Finnish version is under the heading “Vastuullisuus”, and the English versions are under the heading “Sustainability”. Versowood and UPM operate on a domestic level but

especially UPM can be considered a global business. According to UPM's own website (upm.com), its production is located in 11 countries. UPM is also classified as a public limited company. Versowood is a private corporation that does not offer shares for sale to the public. According to Versowood's website (versowood.fi), its production is located exclusively in Finland, except for one unit. Differences in the scope and globality of operations might suggest differences in how different values are expressed.

On Versowood's website, the section on sustainability includes a description of the company's purpose, its values, its environmental policies, as well as three smaller sub-sections accessible through links. Those sub-sections are "Finnish work", "Certifications", and "Quality, environment, and safety". The Finnish counterparts are "Suomalaista työtä", "Sertifikaatit", and "Laatu, ympäristö ja turvallisuus". Those smaller sections provide brief, concrete overviews of how Versowood ensures the quality of their wood, how they prioritize domestic work, and how they consider the environment in that context.

UPM's sustainability section, similarly, provides a description of the company's societal and industry-specific purpose and how sustainability is implemented in certain practices. There is also information on UPM's sustainability achievements and targets as well as a link to "2030 goals". On the page, there are three sections embedded into images: "Forests", "Social responsibility", and "Sustainable Product Design". The Finnish counterparts are "Metsät", "Sosiaalinen vastuu", and "Kestävä tuotesuunnittelu".

The translation of the term *sustainability* into *vastuullisuus* is not necessarily a direct equivalent since the Finnish-language version of sustainability is *kestävyys*. However, *vastuullisuus* is used in the context of business since basic good corporate citizenship concerns more than ecological sustainability – such as inclusive practices in employment and tax compliance. The Finnish counterpart *vastuullisuus* places more emphasis on the responsibility aspect rather than sustainable development, but the term is widely used as a counterpart for sustainability. So, both, the Finnish and the English term are established in this context.

The data consists of sections of written text that is readily and publicly available on the Internet. Therefore, data collection as a process did not require much time. The Finnish and English versions of the texts were collected from UPM's and Versowood's websites on February 8, 2023. I copied the texts into four separate Word files and took screenshots of the sections that had, e.g., text embedded into an image. This was done to best preserve the research material

and to avoid possible updates on the websites affecting the study. However, since this thesis focuses solely on language and not on other elements of the website such as images or font, transferring the text to Word does not affect the data.

The approach to conducting this thesis is a qualitative method since the main strategy of analyzing the data is close reading and comparing excerpts of the material with one another. During the analysis, I read through the texts numerous times and made color-coded markings where relevant and necessary. For example, I used a certain color to mark differences like omissions, and another color to mark significant errors or miscommunications. I also utilized the *comment* function in Word to make comments on certain parts of the texts that were noteworthy.

## **4 Value Communication in UPM and Versowood's Texts**

This section focuses on the findings and analyses drawn from the research material. First, there will be a discussion of what kind of translation strategy could be identified in the texts. I will also make brief comments on the quality of the translations, although an extensive discussion is not possible. Additionally, this section will present my findings concerning what are some of the most prevalent values that surface from the Finnish and the English texts.

### **4.1 Translation strategies**

In sub-section 2.3, the concepts of a mechanical and a cultural translation strategy were introduced. As was noted in that section, the translation strategies that can be identified in a text might suggest how greatly the optimized communicativeness of the texts is valued by the company. In both Versowood and UPM's texts, there are instances of the translation following a highly mechanical strategy. In many cases, that can be identified from the clause structures remaining exactly the same in both languages and, e.g., a component of a sentence being in an unconventional place. Below are examples, where the translation seems very source text-oriented, judging by clause structure, i.e., components of the clause, remaining static even after translation.

- (1) Olemme sitoutuneet alan energiategokkuus-sopimuksen mukaisesti energiategokkuuden jatkuvaan parantamiseen.

- (2) We are involved in a national contract that binds us increasingly to reduce the energy consumption numbers.
- (3) Aktiivinen dialogi sidosryhmiemme kanssa ja myötävaikuttaminen meitä ympäröivien yhteiskuntien elinvoimaisuuteen on meille tärkeää.
- (4) Being in active dialogue with our stakeholders and contributing positively to the vitality of the surrounding communities are important for us.

In examples (1)–(2) from Versowood, it is remarkable that the mechanical translation has resulted in the meaning of the sentence changing. The current placement of *increasingly* implies that the contract binds them increasingly, i.e., more, as time passes. If the word was placed according to the Finnish version, *increasingly* would appear before or after the verb *reduce*. Overall, a different term might have worked better in terms of meaning – such as *continually*. Thus, the meaning has changed due to a small difference in structure and placement of words. In examples (3)–(4) from UPM, as well, the structure of the sentences is nearly exactly the same in both Finnish and English, implying a mechanical translation strategy. Additionally, there is a case of a translational error that appears on Versowood’s website as *Resurssiviisas* is translated as *Resource-wise*. Although the words *wise* and *viisas* are equivalents, the compound *resource-wise* is a translation that succeeds on a surface level with individual words but does not translate meaning.

However, the translation strategy used in neither UPM nor Versowood’s texts is not purely mechanical since there are instances of culture-specific translations as well. An instance of localization is Versowood omitting the section “Metsäympäristöohjelma” from their English translation. In contrast to this, UPM has a similar section in their Finnish version, which they have kept in the translation as well, under the heading *Forest Action Programme*. On Versowood’s website, there significant simplifications and localizations made to the English translation regarding environmental terminology, whereas in the Finnish version, there is specific terminology. In the English translation, the content of the clause is condensed into *environmental effects*, but in the Finnish version, all different effects have been listed. The Finnish version also expresses the content in one sentence, whereas the translation divides the same content into three sentences to perhaps simplify the text. Such simplification alters the information content of a text by decreasing it, which could be motivated by, e.g., a different readership.

- 5) Tuotantolaitosten vaikutuksia kuten hulevesien laatua, melu-vaikutuksia ja savukaasupäästöjä seurataan viranomaisten hyväksymien tarkkailuohjelmien mukaisesti ja mahdollisiin häiriöihin ja vahinkoihin reagoidaan ennalta varautumissuunnitelman mukaisesti.
- 6) Environmental effects of our production sites are monitored carefully following the requirements of our monitoring program approved by environmental authorities. We are prepared to act in case of

environmental accidents and spills. We use the best available technology to reduce pollution to water, air and soil.

Additionally, the meaning of some sentences has suffered from cultural adaptation attempts in translation, resulting in the meaning of a sentence being, e.g., too strong. On Versowood's Finnish text, the significance of human resources is expressed as *Ilman ihmisiä emme kuitenkaan metsätöissä pärjäisi* (However, without people, forest work would be tough to manage [my translation]). The corresponding English translation seems to be uncoordinated with the meaning of the Finnish version: *Without people power, however, forest work would be doomed to failure*. The English translation communicates a much more dramatic meaning compared to the Finnish version which simply implies that people are valuable in the forestry industry, although technology has advanced.

## 4.2 A brief overview of quality

Although this thesis will not study the quality of the translations in detail due to space limitations, some findings regarding quality are significant in the context of this thesis. These findings can also verify that these texts have been, in fact, originally written in Finnish and translated into English. Versowood's English translation has copious linguistic errors on a clause level, as well as in some of the vocabulary. The majority of those errors are missing articles, incorrect prepositions, misspellings like *sence of solidarity*, or errors in subject-verb agreement. For example, the section on Versowood's company values shows unconventional verb inflections such as *values helps* and an incorrect preposition as well as a vocabulary error in *on every day life*, as it should be written as *in everyday life*:

- 7) Values work like a compass and helps us to act and make decisions based on them. They are present on every day life when we meet our customers and we meet each other, values helps us make decisions and choices.

In UPM's translation, there are significantly fewer errors in the overall language, and the few that I analyzed are missing articles or commas. The errors that can be identified from UPM are not so much linguistic errors, but rather seem to be caused by, e.g., subsequent editing of a sentence or the addition of a component, since the errors do not seem to be grammatical. The following is an example from UPM's translation, where the sentence ends prematurely, most likely missing the word *Goals*.

- 8) They motivate us to achieve our challenging 2030 responsibility targets which at the same time contribute to many of the UN's Sustainable Development.

Versowood’s website has such errors, too, where they are most likely accidental. In *centuries-old tools used for forest sales log sales* and *promoting employment Finland*, the first example has unnecessary repetition, and the second example is missing the preposition *in*.

It is also notable that on Versowood’s website, the aforementioned errors appear only in the first half of the text. Beginning from the section on “Certifications”, there are close to no linguistic errors at all, and the translation seems to abandon the mechanical strategy since the clause structure similarity between English and Finnish texts decreases, as well. This could suggest that the first and second half of Versowood’s texts were translated by a different person. The disparity in the number of significant errors between UPM and Versowood may partially be attributed to differences in the scope of their global operations – Versowood might place higher value on a domestic viewpoint, whereas UPM may require prioritizing a global perspective, as it is more international of the two. However, it is still relevant to note that the errors analyzed from either company did not cause any significant miscommunications or difficulty in understanding, but rather demonstrate a lack of fine-tuning.

### 4.3 Analysis of values

In this section, I will present the most prevalent values that could be identified from both, UPM and Versowood’s texts. Both companies’ texts focus heavily on innovation as a means of achieving sustainability, and both Versowood and UPM emphasize being very target-oriented companies. In sub-section 2.1, facilitating innovation was presented as a significant factor in corporate sustainability, and it seems that this applies to both companies being examined. Innovation is very prevalent in Versowood’s company values both in Finnish and English – one of their three main company values is *We dare*, which is adapted directly from its Finnish version *Rohkenemme*. It can be seen from the description of their values on Versowood’s website that innovation is highly valued and that they wish to communicate accordingly. From the vocabulary used in the following example from Versowood, such as *grow*, *renew*, *evolve*, it is evident that they value an inventive, modern image.

- 9) Rohkenemme - Muutomme muuttuvan maailman mukana. Uskallamme uudistaa ja uusiutua. Otamme vastuuta, kokeilemme ja kehitymme.
- 10) We dare – We are growing along with an ever-changing world. We dare to rethink and renew. We take responsibility, we experiment, and we evolve.

In the description of their production practices, UPM’s sustainability texts also place emphasis on innovation specifically, finding ways to produce sustainable products. The values do not

differ between the Finnish and the English versions, and the content remains very much the same:

- 11) Tavoitteenamme on kasvattaa ilmastopositiivisten ja ekomekkittien tuotteiden määrää jatkuvasti ja kehittää tuotteita, jotka edistävät YK:n kestävän kehityksen tavoitteita.
- 12) Our goal is to constantly grow our climate-positive, eco-labelled product portfolio and develop products and services that contribute to the UN's Sustainable Development Goals.

I would like to note, as could be seen in examples 3 and 4, that UPM focuses heavily on the UN's SDGs and refers to them regularly within the text in both Finnish and English. The translations of the SDGs in UPM's text are in accordance with the official translations (United Nations, n.d.). Versowood, however, does not mention these SDGs, but rather emphasizes domestic certifications for the wood they purchase, in both versions. Such differences may once again suggest that UPM wishes to communicate internationality in their texts, whereas Versowood may wish to communicate domestic values, even in their English translation.

Both companies also emphasize their goal-based, future-oriented strategy and communicate value through that. Specifically, these sustainability texts from UPM and Versowood seem to focus heavily on communicating their targets and goals to the reader. UPM mentions various kinds of targets: *emission reduction targets*, *social responsibility targets*, *target on diversity*, *2030 targets* – all these communicate to the reader that UPM wishes to develop and innovate as a company to achieve their goals. As was mentioned earlier, sustainability is significant to forestry companies in particular, and sustainability is target-based, too, as can be seen from the SDGs. UPM provides on their website an image with the heading “Our commitments by 2030/Sitoumuksemme vuoteen 2030 mennessä” that highlights the goals they wish to reach through their innovative practices. Similarly, on Versowood's Finnish website, there is a section with the heading “Metsäympäristöohjelma”, which highlights Versowood's commitments as a forestry company to innovation within the industry. This section has been omitted from Versowood's English website. Due to the omission of this section and lack of a similar section in English, such commitments are not communicated in Versowood's English translation.

## 5 Discussion

To conclude, it seems that both UPM and Versowood's Finnish texts and their English translations communicate similar values and similar messages, although there were some notable differences including the omission of a section and Finnish terms being simplified in

English. Thus, both companies' texts show features of a mechanical as well as a cultural translation strategy. In the context of values, UPM and Versowood seem to have both similar and different values, which cannot be studied extensively in this thesis. UPM seemed to place higher value on internationality, whereas Versowood seemed to emphasize domestic values. Both companies communicate values typical to corporate sustainability – especially innovation and the emphasis on a goal-driven approach to sustainability and responsibility. Also, some conclusions can be made from the findings regarding errors in the texts.

While the identified errors are small in the context of the entire text, they may still affect the company's overall image. It's possible that such surface level errors diminish the communicativeness of the original message by affecting the reading experience. It's highly likely that those small errors also communicate something to the reader. As Rike argues (2008, 33), every linguistic choice, including the quality in translations of company information, can reflect on the company and give rise to reputational issues. Significant errors or having relatively many errors, can show that, or make it seem as if, a company does not place great value on having high-quality texts that communicate values and goals that concern sustainability to its stakeholders. So, surface level errors in the sustainability texts can, indeed, affect how sustainable values are communicated to the stakeholders of a company. As was mentioned in the introduction, the translation and communication of sustainability information concerns a large process of implementing sustainability into society, which includes business practices (Pope et al 2020, 175). So, the value companies place on high-quality sustainability information can correlate with how well sustainability goals are achieved, because translations can either communicate sustainability goals and values well, or not.

As this thesis has certain limitations, further analysis of company values as well as the quality of translations would provide an even deeper understanding of how sustainability information, as well as other information, is produced and communicated in different languages. So, this thesis may function as a starting point for a larger study into this topic. This thesis shows that companies in the same industry may have fundamentally similar values, but different points of emphasis. Similar research could be conducted in a different industry, too, to facilitate making both industry-specific and broader conclusions about sustainable values, as well as the role of translation in an industry.



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