

INTERNATIONAL  PAPER



# A Matter of Credentials

The International Paper  
Europe, Middle East & Africa  
Sustainability Story







# A Sustainable approach to

# BUSINESS

While sustainability generates a lot of attention these days, it's reassuring to know that it's been at the heart of how we operate for over a century.

We use renewable resources to make recyclable and carbon-storing products that consumers demand.

At International Paper we truly believe that sustainability is not only the right thing to do, but also makes good business sense.

*Our products are primarily made from wood fibre, therefore our commitment to sustainability begins with the forest. Nature already has the solution in the form of the natural lifecycle of the tree. Our tree farming efforts simply takes that cycle and encourages it.*





*The stewardship of forests and their surrounding habitat runs deep within our DNA, but our sustainability commitment doesn't end here.*

*The whole International Paper journey, from product design to manufacturing, from operational functions to end use recycling and disposal, is integral to our approach. This is carried through to our community programs. Sustainability is core to the International Paper vision and values.*

**But don't just take our word for it.  
Let our credentials speak for themselves:**



# why Sustainability matters

## THE PRESSURE ON RESOURCES

With the world's population and consumer needs expanding day by day, increasing pressure is being put on the earth's natural resources. Consider this; more than 2.6bn of the world's population lack access to clean water and sanitation. The average person uses 2.3ha of land to supply food and absorb waste, however there is only 1.9ha per person available. The math speaks for itself. The future demands us to be ever more conscious about how we manage these scarce resources.

## THE CULTURAL EXPECTATION

Whether you are a prospective employee, or a consumer, your choices are increasingly influenced by a company's position on sustainability. People now scrutinise the 'sustainability small-print' before deciding who to work with or what brand to buy.

So while sustainability has been on the corporate agenda for some time, in recent years it has moved from the realm of rhetoric to being a key factor in organisational decision making.

## THE REGULATORY CRUSH

Responsible industry people don't question the importance and environmental sense of regulatory action to curb climate change, especially because it often makes good business sense to adopt processes to ensure their business is sustainable. Europe is leading the way for improvements in climate change regulation, and irrespective of what decisions the rest of the world take, the accompanying financial cost of regulatory compliance in Europe is something all EU based businesses will have to deal with. For example Europe has legally committed itself to reducing greenhouse gas emissions by 20% and to use more renewables in its energy mix by 2020. Achieving these targets will impact the competitiveness and profitability of existing businesses with added costs for consumers. Like it or not, being sustainable will come at a cost for business and consumers alike.

# Sustainability Goals

*Words speak but actions  
Thunder. International  
Paper has a clear set of  
voluntary sustainability goals  
that fall under four key headings.*



OUR FOOTPRINT



NATURAL RESOURCES



RECYCLING



INNOVATION



## IMPROVING OUR FOOTPRINT

Ensuring we report transparently on the management of our environmental footprint.

- GOAL 1** 20% reduction in greenhouse gas emissions by 2020 using 2010 baseline
- GOAL 2** 15% energy efficiency improvement in purchased energy use by 2020
- GOAL 3** 10% reduction in criteria pollutant emissions by aligning with our energy efficiency initiatives (EEI)
- GOAL 4** Accident-free workplace
- GOAL 5** Measure and report on our charitable support for education, literacy and health and human services in the communities where we operate



## RECYCLING

Supporting the recycling of paper and packaging where it makes economic sense and is consistent with the product being fit for purpose.

- GOAL 6** 15% increase in the recovery of Old Corrugated Containers (OCC) by exploring new sources and diverting useable fibre from the landfill



## MANAGING NATURAL RESOURCES

Ensuring that natural resources (our vital raw materials) are managed in a sustainable and responsible manner.

- GOAL 7** 15% global increase in third-party certified fibre volume
- GOAL 8** Reduce fibre loss in the manufacturing process by achieving world-class performance of less than 0.75% fibre loss
- GOAL 9** 15% reduction in mill wastewater discharges of oxygen depleting substances to receiving streams
- GOAL 10** Map water usage through our manufacturing locations by 2013; develop site-specific plans by 2015 in strategic watershed areas to reduce use by 2020



## INNOVATION

Designing sustainability into all our product development and marketing.

- GOAL 11** Assess options to reduce the generation and disposal of manufacturing waste from our processes by 2013
- GOAL 12** Establish baseline supply chain performance and implement plans to improve by 2013





# OUR FOOTPRINT

## TRANSPARENCY FOR IMPROVED PERFORMANCE

As a company we began publicly sharing our sustainability objectives and performance progress nearly two decades ago. We have available extensive and detailed sustainability reports upon request. Our performance is summarised with a set of short performance indicators on our website ([www.internationalpaper.com/emea](http://www.internationalpaper.com/emea)).

We are proud to be transparent. We track and report our greenhouse gas emissions through the European Union's Emissions Trading Scheme. We also participate in the Carbon Disclosure Project, the U.S. Environmental Protection Agency's Climate Leaders programme, the Chicago Climate Exchange (CCX) and various other state, regional and national reporting programs.

International Paper is committed where possible to move beyond just regulatory compliance. As an example, we support the paper collection and recycling targets set by the European Recovered

Paper Council (which reached a record 68.9% in 2010). This is achieved by promoting collection and recycling of waste paper and board through the local trade associations in all countries where we operate.

As a company, we have gone beyond emissions compliance and have reduced CO2 emissions at our mill in Saillat France by 78% since 1990, greatly exceeding the Kyoto protocol obligation of 8%. This has greatly outperformed the paper and pulp industry as a whole which achieved a 27% reduction. In Russia we are working with the governmental authorities to further develop waste disposal legislation. International Paper is further committed by offering financial support and participating in the "Green Dot" packaging recovery and recycling schemes which operate in France, Italy, Spain, Germany and the UK, as well as the "REP\*" contribution in France.

\*Responsabilité Elargie du Producteur (Extended Producer Responsibility)





## NATURAL RESOURCES A BALANCED APPROACH

At International Paper, sustainable development means striking a balance between minimising environmental impacts, while maximising the local social and economic benefits of industrial activity.

We only source wood from sustainably managed forests and whenever possible close to our mills. International Paper Russia has increased its share of FSC® certified fibre from 9% in 2010 to 21% in 2012 with the ambitious goal of 70% by 2016. This helps ensure that we reduce the environmental impact of transportation, delivering lower vehicle exhaust emissions, less wear and tear on roads, lower noise impact, and reduced shipping costs.

Our tree crops are grown in cooperation with local farmers on idle land for biomass production which have been chosen due to proximity to our mills. This promotes much-needed agricultural employment opportunities in nearby rural areas, while generating carbon

neutral renewable energy for our production processes – that's sustainability in action.

We have recently committed to establish Europe's largest biomass plantation at Kwidzyn, Poland. Marcin Korolec, Minister of the Environment in Poland said at the time of the announcement: "I am very proud that Poland was chosen for this flagship investment. I am convinced that it will be a prime example of activities enabling us to meet our ambitious European renewable energy goals and provide biomass for the paper industry."

We also run a similar and extremely successful plantation program in India where local farmers use barren, marginal and degraded lands. Since its inception in 1989, over 1 billion seedlings have been planted by local farmers providing them with a means for survival while at the same time noticeably improving the forests and local ecological system.

*Wherever and whenever possible we source locally, thereby reducing the impact of transportation on the environment and promoting local jobs and neighbouring communities...*







## NATURAL RESOURCES

### LOOKING AFTER OUR NATURAL RESOURCES

We are committed to using fibre from responsibly managed forests. We have the policies, systems and procedures in place to track fibre as it moves from the forest through our manufacturing and converting processes to our customers, something known as “chain of custody”, certified to international standards.

International Paper has not only increased the availability of certified products, but has become a global leader in chain-of-custody certification. With most of our pulp and paper mills and converting operations certified to the FSC® chain-of-custody standard, we have the largest FSC®-certified manufacturing platform in the world today and we are committed to holding our wood suppliers and sub-suppliers to the same standards that we follow.

International Paper EMEA also uses, as appropriate, the Forest Stewardship Council®

(FSC®) programmes and also endorses the Programme for the Endorsement of Forest Certification (PEFC), Quality Management Standard ISO 9001, and Environmental Management Standard ISO 14001.

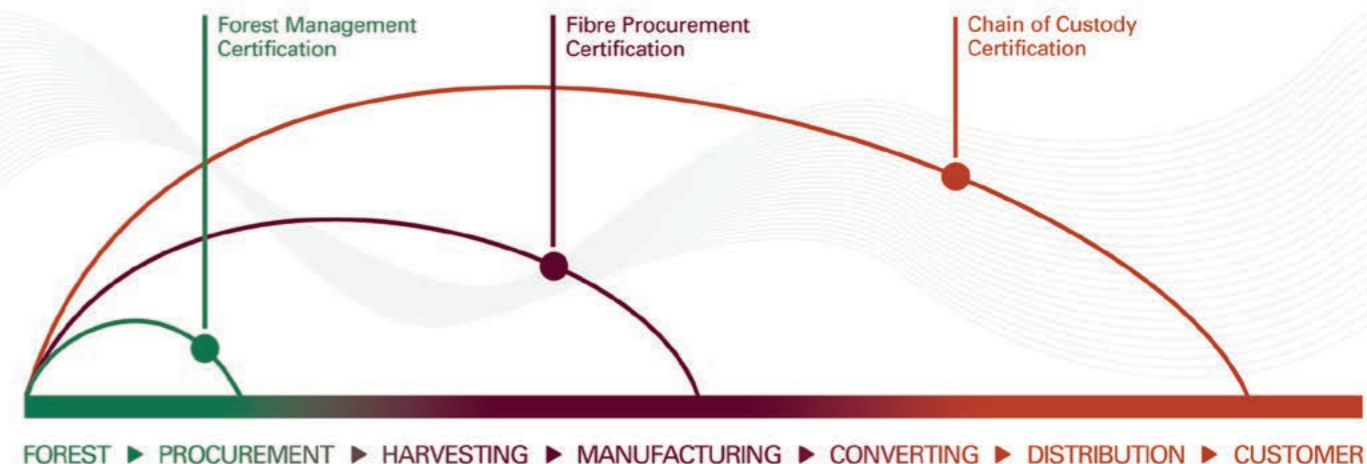
For more on what we do to look after our natural resources, order a copy today of:

- **Our wood procurement policy ‘Procuring Wood Sustainably’**
- **Our recycling policy ‘Promoting Responsible Recycling’**



## Certifying the Supply Chain

How third-party certifications cover the supply chain from forest to consumer.



*Our vital raw materials are natural resources – we manage them in a sustainable and responsible manner, always.*





## RECYCLING

### RECYCLING WHERE IT MAKES SENSE

Using recycled fibres is the cornerstone in our corrugated packaging business in EMEA while many of the paper grades we produce are best manufactured from fresh fibres generated from sustainably managed forests.

At International Paper we use around 500,000 tonnes of recycled paper and board every year for the production of corrugated boxes. More generally, we optimise the recycling of materials at every stage of our manufacturing process. For example, we recycle 92% of the caustic soda used during paper making.

*We optimise the recycling of materials at every stage of our manufacturing process.*



## Fibre-Based Product Life Cycle





## INNOVATION

### DESIGNING SUSTAINABILITY INTO PRODUCT DEVELOPMENT & MARKETING

When it comes to product development and marketing, we work to five eco-design rules:

- 1** Improve the sustainability of material. Can we substitute a less sustainable material with a more sustainable one?
- 2** Decrease material use. Can we design with less basis weight? Can we design with less surface area?
- 3** Improve the sustainability of secondary material. Can we make more use of sustainable inks, glues or additives? Can we reduce the need for secondary materials?
- 4** Improve the sustainability of fibre sourcing. We always use fibre from sustainably managed forests.
- 5** Decrease logistics impact. Can we design to improve truckload? Can we design with greater protection and avoid damage throughout the full supply chain?



A great example of eco-design is the new 'Apericube' box, which recently won a Gold Award from ONDEF, the French Corrugated Packaging Manufacturers' Association. This design significantly improves product accessibility and visibility when placed in a supermarket. The packaging is simpler than other designs, creating less production waste and providing easier storage.



If you want to read more about paper and sustainability and the benefits paper brings to our lives every day, ask for a copy of these International Paper EMEA publications:

### The Little Green Book

**Sustainability Beyond Reasonable Doubt: The Paper and Paper-Based Packaging Industry**  
This book aims to bust some of the pervasive myths and misconceptions about the paper industry in a no-nonsense, highly accessible way.

### The Little Book of Commonsense

**Paper - The Real Sustainable Choice**  
In ten concise chapters, this book reminds us of some of the many reasons to be proud of paper and why we should feel good about using it.

### International Paper Sustainability Policies

Procuring Wood Sustainably

Promoting Responsible Recycling



Or come talk to us at:  
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[www.fefco.org](http://www.fefco.org)







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**English**