



Media Release

Embargoed to 00:01GMT on 30 October 2013

Companies disclose ecological footprint of 82 million tonnes of pulp and paper

Gland, Switzerland — WWF recognizes the leadership in transparency of 25 of the world's most important pulp and paper manufacturers, as demonstrated by their participation in the WWF Environmental Paper Company Index 2013. Companies voluntarily disclosed the ecological footprint of 40 product categories, more than doubling those evaluated in the 2011 index.

The companies recognized for their transparency in today's launch of the WWF Environmental Paper Company Index (EPCI) 2013 together produce 14 per cent of the world's paper and board, respectively 28 per cent of the world's graphic paper, 29 per cent of the world's newsprint, 14 per cent of the world's tissue and 6 per cent of the world's packaging. They also produce 14 per cent of the world's pulp.

In alphabetical order, the 25 companies showing leadership in transparency in the EPCI 2013 are:

Appleton Coated (North America), Arauco (South America), Arjowiggins Graphic (Europe), BillerudKorsnäs (Europe), Bio-PAPPEL (Central America), Cascades (North America), CMPC (South America), Domtar (North America), Fedrigoni (Europe), Fibria (South America), ITC (Asia), Klabin (South America), Lecta (Europe), Lenzing Papier (Europe), Metsä Group (Europe), Mondi (South Africa), NewPage (North America), Norske Skog (Europe), Resolute Forest Products (North America), SCA (Europe), Södra (Europe), Sofidel (Europe), Stora Enso (Europe), TNPL/Tamil Nadu (Asia), UPM (Europe).

"We are delighted that over a third of the 70 globally significant players invited to participate in the WWF EPCI 2013 have taken this opportunity to disclose their sustainability performance and targets," says Emmanuelle Neyroumande, Manager of WWF International's pulp and paper work. "This robust participation shows a real interest by the companies in working towards reducing their ecological footprint."

WWF's projections show that higher incomes and a growing population will increase demand for many commodities, including food, fuel, timber and fibres (1). Forest-based industries, which rely on resources that can be renewed, will be key to conserving forests in an age of resource scarcity and land-use competition. Even though the paper industry has shown some progress in recent decades, the globalized nature of the industry demands sector-wide, ambitious environmental goals for responsible sourcing, production and use of its products and maximum transparency. The WWF Environmental Paper Company Index can assist the pulp and paper industry on its path of continual improvement.

"More important than the scores achieved is the transparency shown by the participants. Companies that declined to participate have missed a chance to demonstrate the efforts they might be undertaking to address environmental issues" says Neyroumande.

In addition to reporting on environmental performance, companies participating in the WWF Environmental Paper Company Index can request WWF's advice and feedback on potential areas of improvement, potential risks and tools to support company efforts toward greater sustainability.

For further information:

Helma Brandlmaier, Senior Advisor Paper Footprint and Market Change
WWF International Tel: +43676842728219 hbrandlmaier@wwf.panda.org



Notes to editors

Access the WWF EPCI 2013 results on www.panda.org/epci2013

Early 2013 WWF invited 70 of the world's most important and strategically relevant paper manufacturers, representing 25 per cent of global wood pulp production and 35 per cent of global paper and paperboard production, to participate in the third edition of its Environmental Paper Company Index (EPCI). Find a list of all 70 invited companies on www.panda.org/epci2013.

The EPCI started in its current form in 2010. Participation has increased from 5 participants in 2010, to 15 (in 19 product categories) in 2011 and now 25 participants (in 40 product categories) in 2013. The Environmental Paper Company Index will continue to be highlighted biannually.

- Participants in the EPCI 2011 (in alphabetical order): Arjowiggins Graphic, Burgo, Cascades, Domtar, Fedrigoni, Korsnäs, Metsä Tissue, Mondi, M-real, Renova, SCA, Sofidel, Stora Enso, Suzano, UPM
- Participants in the EPCI 2010 (in alphabetical order): Domtar, Mondi, M-Real, Stora Enso, UPM

The EPCI method looks at environmental aspects of a company's policies and targets, as well as the environmental performance of the overall production of a specific product category (newsprint, graphic paper, household and sanitary, packaging paper and boards, pulp). It includes the environmental performance from own pulp and paper production, as well as performance of market pulp purchased.

- (1) WWF's Living Forest Report chapter 4 contains WWF's 2050 projections www.panda.org/livingforests

WWF tools to assist companies in the forest sector to improve their sustainability performance.

- the WWF's Global Forest and Trade Network (GFTN) assists companies in overcoming responsible forest management and responsible fiber purchasing challenges while progressing towards credible certification. <http://www.gftn.panda.org/>
- The New Generations Plantations concept envisions forest plantations that maintain ecosystem integrity, protect high conservation values and are developed through effective stakeholder participation, while contributing to economic growth and employment. The New Generation Plantations platform collects knowledge and good practices in plantation forestry in order to promote better plantation management by sharing this information. www.newgenerationplantations.com
- WWF's Check Your Paper database assists business to business information sharing on the forest, water and climate performance of paper brands. <http://checkyourpaper.panda.org/>
- The WWF Water Risk Filter is a free online tool covering all relevant water risk indicators, for all industries and all countries in the world. <http://waterriskfilter.panda.org/>
- WWF's Climate savers programme is WWF's global platform to engage business and industry on climate and energy issues. <http://wwf.panda.org/climatesavers>

About WWF

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.