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Press Release

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WWF measures environmental footprint of world's largest fine paper companies

Five companies lead the way and report publicly

WWF has launched a new voluntary rating tool for paper companies to report on their global ecological footprint. The Paper Company Environmental Index assesses key environmental criteria, such as use of recycled fibre or fibre coming from well-managed forests, energy use and CO₂ emissions, water consumption and water pollution.

Five globally significant fine paper manufacturers — Domtar from North America, M-real, Stora Enso and UPM from Europe and Mondi Group from South Africa/Europe — have been the first to voluntarily disclose their environmental profiles on WWF's new online Paper Company Index. Results and profiles can be found www.panda.org/PaperCompanyIndex. “WWF applauds these companies for their leadership and transparency,” says Harri Karjalainen, WWF's Pulp and Paper Programme Manager. “They are the vanguard of a more sustainable paper industry.”

“Other fine paper and tissue companies, particularly those in North and South America and Asia, are invited to follow suit and show their boards of directors, business partners, shareholders, investors, paper buyers and communities what they have done to reduce their global ecological footprint,” says Karjalainen. “We hope this new online tool can promote some healthy competition within the paper industry. Who can achieve the lightest footprint?”

One of the participating companies, Mondi Group CEO, David Hathorn says: “We are pleased to have been part of the inaugural WWF Paper Company Environmental Index which assessed the efficient use of resources and environmental care. We hope that the index will attract many global paper companies as it provides an opportunity for participating companies to present progress made with reducing their environmental footprint.”

Fine papers have everyday uses including copier/printer paper, book paper, envelopes, forms, writing pads, high-quality magazines and brochures, catalogues and annual reports.

WWF has launched the Paper Company Environmental Index at a time when total paper consumption is expected to increase from today's 400 million tons to 450-500 million tons by 2020¹ leaving an unacceptably large ecological footprint on the planet if the industry does not make significant improvements. Irresponsible pulpwood harvesting and expanding pulpwood plantations have the potential to threaten fragile ecosystems and create social concerns if not carried out responsibly. The pulp and paper industry is among the world's largest users of energy and emitters of greenhouse gases, and a significant source of water pollution and landfill waste.

The Paper Company Environmental Index covers impacts on forest ecosystems from fibre sourcing (35% of the maximum 100 points), emissions from manufacturing process such as water pollution and greenhouse gas



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emissions (35%), and corporate transparency (30%). The criteria apply to both policy and production, thus measuring each company's targets and actual performance. The index also includes companies' own operations as well as the supply chain; for example, market pulp bought for production of the end product.

The pulp and paper industry's expansion is driven largely by emerging economies, in particular in Asia. Many global pulp and paper companies are moving their production to the Southern Hemisphere due to lower production costs. Pulpwood from the South is travelling longer distances to North American and European paper mills; approximately 80% of market pulp crosses an international border and 40% crosses an ocean to reach its market.

For further information:

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- (1) Forest industry consultancy company Pöyry's "medium" scenario for the world paper & paperboard demand in 2020 is 472 mill.ton. This is sensitive to economic development/growth. Accordingly, there are "high" and "low" scenarios, resulting in some +/-25 mill.ton range around the "medium" range.

About WWF

WWF is one of the world's largest and most respected independent conservation organizations, with almost 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.

Top 20+ Fine Paper Producers in the World, Based on Production Capacity (June 2010)

Companies highlighted in green have voluntarily submitted data to WWF and are currently listed in the Paper Company Environmental Index. Data gathered by WWF from publicly available sources (e.g. company websites).

Producer	Origin	Main markets
1.Sappi Limited	South Africa	Europe, North America, South America, Asia
2.International Paper	USA	Europe, North America, Brazil
3.Domtar	USA	North America
4.UPM	Finland	Europe, Asia Pacific, North America
5.Oji paper	Japan	Japan, Europe, Asia, North America
6.Stora Enso	Finland	Europe, Latin America, Asia
7.APP	Indonesia	Europe, North America, South America, Asia
8.Mondi	UK/South Africa	Europe, South Africa
9.Portucel	Portugal	Europe, North America
10.Burgo	Italy	Italy, Europe
11.New Page	USA	North America
12.Lecta	Italy	Europe
13.Arjowiggins	France	Europe, Asia, North America



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14.Boise	USA	North America
15.Torraspapel	Spain	Europe, North America, South America
16.M-Real Office papers	Finland	Europe, Asia
17.APRIL	Indonesia	Europe, Middle East, Asia, Australia
18.Arctic Paper	Sweden	Europe
19.Hokuetsu Kishu	Japan	Asia
20.Advance Agro	Thailand	Asia, Pacific, Europe, Middle East, North America
21.Cascades	Canada	Europe, North America
22.Votorantim Pulp and Paper	Brazil	Europe, South America, North America, Asia
23.Suzao	Brazil	South America, North America, Asia, Europe
24.Ilim Group	Russia	China, Russia, East Europe
25.PaperlinX	Australia	Asia, Pacific, Europe, North America