

SUSTAINABILITY UPDATE

INTERNATIONAL  PAPER

EHS & Sustainability

Highlights From a Legacy of Sustainability

“At International Paper, we’re proud of our legacy of sustainability and environmental stewardship. Demonstrating our ongoing commitment to these efforts through continuous improvement is important not just for our employees but for our customers, shareowners and neighbors in the communities where we operate.” – *John Faraci, chairman & CEO, International Paper*

Our Platform

As part of our legacy, we translate our sustainability efforts into action by focusing on three key areas: Managing Our Natural Resources, Improving Our Environmental Footprint and Building Strategic Partnerships.

Managing Our Natural Resources

- Throughout the years, International Paper professional foresters have grown more than 9 billion new trees in the U.S. alone, which equates to a forested area 1 mile wide around our earth at the equator. Thanks to our paper industry’s commitment to environmental stewardship, there are 12 million more acres of forestland in the U.S. today than there were 20 years ago.
- At International Paper we strongly support third-party certification as part of our ongoing sustainability and conservation commitments to our business partners and customers. International Paper uses third-party certification, chain of custody, and internationally recognized forest certification standards, such as FSC, SFI and PEFC in our global operations.
- As customer demand for certified paper and packaging products has grown, International Paper has significantly increased the availability of certified products. We have established the largest FSC manufacturing platform across the globe. This commitment is our latest effort to provide multiple certification opportunities for our customers, which includes the widely recognized SFI and PEFC standards.

Improving Our Environmental Footprint

- International Paper is a founding partner of the Chicago Climate Exchange and a member of the U.S. Environmental Protection Agency’s Climate Leaders program. Over the past decade, we have reduced our U.S. fossil fuel usage by 38 percent and greenhouse gas emissions by 37 percent. More than 73 percent of our fuel supply is carbon neutral biomass.
- In 2010, our Cedar Rapids, Iowa mill partnered with a local company, Fiberright, LLC to turn short fiber waste from the mill into renewable cellulosic ethanol. Through the partnership, up to 6 million gallons of renewable fuel will be produced annually. The partnership will also explore the feasibility of using municipal trash as a pulp source.
- Our Retail Ready and ClimaSeries packaging products are designed with the environment in mind. Retail Ready packaging reduces overall material usage to improve efficiency and reduce handling. ClimaSeries packaging products are 100 percent wax-free, making them the recyclable packaging choice.

Building Strategic Partnerships

- We have protected about 1.5 million acres on U.S. forestlands through donations, land sales and conservation easements to state and federal agencies and environmental groups. Our company donated the International Paper John Dillon Park, a 15,800-acre conservation easement, to the state of New York. The park blends accessible recreation, conservation and education within working forests; and is the first wilderness area with facilities specially designed to accommodate people with disabilities.
- International Paper and the World Food Programme formed a first-of-its-kind school feeding program called Coins 4 Kids. Coins 4 Kids is funded by donations from employees of International Paper and ensures that more than 72,000 children in Nairobi, Kenya will get the daily nourishment they need to learn in school. Since the inception of this program, school attendance rates have skyrocketed from 62 percent to 97 percent. In 2010, the program received the “Eagle” award from the National Eagle Leadership Institute.
- In 2010, we partnered with Net Impact, a global organization of more than 20,000 students and professionals “using business to improve the world”. We worked with business students, Net Impact professionals, and one of our largest customers, Staples, on a recycling case competition aiming to further increase the paper recovery rate. We will be piloting the winning team’s plan in 2011.

We are one the U.S.’s largest paper recyclers, reclaiming 6 million tons of paper in the U.S., or 12 percent of the U.S. total.

We have been named Fortune magazine’s Most Admired Company in the Forest and Paper Products sector for the past eight years, and one of Ethisphere magazine’s World’s Most Ethical Companies for the past four years.

We are committed to stretching our imaginations and to continuous improvement. That’s why we are always open to fresh thinking and gauging our progress. To learn more visit us at ipsustainability.com.

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