Promoting Responsible Recycling

International Paper Europe’s recycling policy explained
About 80% of paper and board produced can theoretically be collected once used. The remaining 20% is either destroyed or transformed during usage (think of sanitary papers, cigarette paper or books in the library…).

Between 2004 and 2010 the paper recycling rate in Europe rose 10 percentage points.

By 2010, around 70% of all paper and board consumed in Europe was collected for recycling purposes and the trend continues to rise.

In 2010 about 50 million tonnes of paper was recovered in Europe for recycling.

Almost half the recovered paper stock in Europe is used for the production of packaging cases made, notably, of corrugated board.

The recycled content of European newsprint is about 87.5% (as of 2009).

Paper fibres can be recycled about 5 to 7 times before they wear out.

(Source: European Recovered Paper Council)
International Paper Europe and sustainability

International Paper Europe is committed to delivering the products its customers want while ensuring responsible stewardship of the natural resources it uses today and in the generations to come.

We take a sustainable approach to business that balances environmental, social and economic needs.

We believe that this approach has served our company and society well in the past and we expect it will continue to do so in the future, which is why it is central to our business philosophy.

In practice this means that International Paper Europe is committed to:

- ensuring that the natural resources which are its vital raw materials are managed in a sustainable and responsible manner on an ongoing basis

- ensuring that wherever and whenever appropriate it sources locally, thereby reducing the impact of raw material transportation on the environment while promoting economic development in local or neighboring communities

- reporting transparently on how it manages its environmental footprint in Europe which it aims to make as sustainable as possible

- supporting recycling of paper and packaging where it makes environmental and economic sense and is consistent with fitness for purpose of the product

- building sustainability thinking and action into its product and process development and innovation

- continuous improvement in regard to our environmental stewardship.

- training its people to think and act sustainably every day

- telling its own sustainability story to encourage others to take action to be more sustainable in their own sphere of influence

To International Paper Europe, sustainability simply means doing its business in a thoughtful and enlightened manner today and tomorrow, just as you’d expect it to do, because we only have one planet to live on.
International Paper Europe
Recycling Policy

Scope
International Paper Europe has developed this recycling policy to apply to its paper and packaging businesses in the locations where it manufactures and sells its products. Although the main focus of this policy relates to the use of recovered fiber and the collection and recycling of used paper, board and packaging, our philosophy is to recycle whatever we can within our manufacturing processes.

Our beliefs
International Paper Europe believes in the principle of reduce-reuse-recycle as an excellent general guideline for reducing waste and promoting the overall sustainability of society. It is natural, therefore, to apply this principle, as appropriate, to our own operations.

We advocate recycling because we believe it ensures optimum use of precious resources – extending the useful life of raw materials – and reduces unnecessary landfill disposal. We use huge quantities of recycled fiber in some of our product manufacturing.

However, we also believe that virgin and recycled papers complement each other and should not be viewed as competitors. The end user’s choice between products made of recycled and virgin fibers should, in most cases, be based on the particular application for the paper or packaging and the desired level of product quality. The use of recovered fiber in our product ranges reflects this.

International Paper Europe believes that the best way to organize the collection and recycling of used paper and board (including used packaging) is in cooperation with all relevant players in the value chain. There is still a place, however, for special individual company effort where this is more effective.
Use of recycled material

- **Our policy**
  International Paper Europe uses recycled material whenever it makes sense from a product quality, economic and environmental point of view.

- **What we do**
  Virgin and recycled paper both have very good environmental credentials provided that the raw materials and the processes that are used for their production are managed responsibly. These materials complement each other, they do not compete.

  The key consideration is always that use of recycled fiber should be consistent with fitness for purpose of the product our customers require.

  Recycling is only one aspect of the environmental footprint of a product, and it should not come at the expense of other elements such as the carbon footprint, energy consumption or industrial pollution.

  It does not make sense to produce recycled paper if the recovered fibers have to travel long distances (thereby increasing the carbon footprint) while there is abundance of well-managed wood in the vicinity of the paper mill. Therefore, International Paper Europe uses recycled fibers where best suited for a product and if it results in a net environmental benefit.

  **In practice we are a major user of recycled fiber and whole segments of our business depend on recycled fiber. Not surprisingly, therefore, we believe in recycled fiber totally.**

  **For example, we use around 500 kilotonnes of recycled paper and board every year for the production of corrugated boxes.**

  Our commitment to the use of recycled materials goes beyond fiber. We also optimize the recycling of materials at every stage of our manufacturing process. Notably, we recycle 92% of the caustic soda used during paper-making. Although we borrow and reuse water in our processes, we return the vast majority of it to the Earth, at least as clean as when we extracted it.
Production of recycled grades

› Our policy
International Paper Europe produces recycled grades in line with the plant and machinery that we own.

› What we do
Across Europe, Middle East & Africa, International Paper focuses on the production of office and uncoated woodfree papers, industrial and consumer packaging, containerboard as well as coated and uncoated paperboard. Its offering also includes pulp and newsprint. Across this range we use recovered fibers in the most appropriate product applications and where our plant and machinery is equipped to use it effectively.

For example, we produce 90 kilotonnes of container board and 120 kilotonnes of newsprint from 100% recycled fibers every year.

For the important cutsize paper market (notably office or photocopy paper), the products demanded by the marketplace are manufactured using virgin fiber from responsibly managed forests (see our Wood Procurement Policy for more information). However, as mentioned earlier in relation to our overall usage of recycled materials as a multi-product company, the packaging business is characterized by its extensive use of recycled fiber (notably for manufacture of corrugated board cases).

How Europe’s Paper Industry Shares Total Recovered Fiber
Breakdown by Sector in 2010 (CEPI countries*)

* Member countries of CEPI (Confederation of European Paper Industries) are Austria, Belgium, Czech Republic, Finland, France, Germany, Hungary, Italy, The Netherlands, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, United Kingdom.
Waste paper collection where we manufacture

- **Our policy**
  In locations where International Paper Europe has recycling operations, we directly drive and promote the local collection of waste paper.

- **What we do**
  It generally makes best environmental and business sense to collect used paper as close as possible to where it will be used as recycled content. In line with our policy to use recycled fiber where it is best suited and where we have the plant and machinery to handle it, we make a dedicated effort to promote collection and recycling activities.

  **For example, in Poland** we are actively engaged in the development of the collection of used office and offset paper. We source waste paper from collection in small towns as well as large cities. By guaranteeing to buy this waste material from schools we encourage them to sort their waste paper pro-actively.

  The Company has triangular agreements in Poland between professional printers and waste collection and management concerns whereby International Paper guarantees the purchase and use of the waste material collected. International Paper sponsors the national “Gold bale of recycled paper” award designed to recognize better recycling in Poland.

  **In Morocco**, we directly support the development of the paper collection system in the country by consuming 70% of the total volume of waste paper collected locally.
Waste paper collection where we sell

- **Our policy**
  International Paper Europe promotes waste collection and recycling of paper and board through relevant trade associations in all countries where we sell products.

- **What we do**
  The best way to organize the collection and recycling of paper and board is when all players in the chain mutualize their resources and set collective targets for the entire paper and board volume to be collected. In other words, the whole paper sector can achieve “more and better” when companies act together rather than alone.

  Together with other industry players in Europe, we support the European Declaration of Paper Recycling which was adopted in September 2006 and set an industry goal to increase recycling rates to 66% of total production by 2010. This aim has been overtaken, in fact; by 2010 around 70% of all paper and board consumed in Europe was collected for recycling purposes and the trend continues to rise. This performance leads the world and proves the success of the industry’s joint environmental effort in Europe.

  **In practice, International Paper Europe financially supports the collection and sorting of waste paper and board through participation in the so-called “Green Dot” schemes for packaging recovery in France, Italy, Spain, Germany and the equivalent in the UK.**

  In addition, we participate in the « REP » contribution scheme in France and the «VPR» contribution scheme in Germany.
International Paper

International Paper is a global forest products, paper and packaging company with primary markets and manufacturing operations in Europe, Russia, Asia, North Africa and, of course, North and Latin America.

International Paper has a long-standing policy of using no wood from endangered forests. The company supports mutual recognition of forest certification standards. We have encouraged the adoption of CERFLOR, the SFI standard and other systems recognized by the global Programme for the Endorsement of Forest Certification (PEFC) council. It also sources from many forests certified under the Forest Stewardship Council (FSC) scheme.

With almost 60,000 employees worldwide, the company has been No1 in the forest products sector eight times in nine years on Fortune’s magazine’s Most Admired Companies list.
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