

The Environmental Post

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INTERNATIONAL  PAPER

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SUSTAINABILITY @ INTERNATIONAL PAPER EMEA

Our environmental commitment now even more transparent



Responding to customer demand for greater transparency, International Paper EMEA launched an initiative to align and formalise the environmental policy of its two core businesses in the region Papers EMEA and EMEA Packaging. The policy is articulated around four platforms: managing natural resources, managing our footprint, recycling, and product innovation. This is an important milestone in our continuous efforts to improve our environmental performance and communication. More initiatives are underway in many different parts of the organisation.

their day-to-day activities (tender applications, environmental questionnaires, carbon footprint assessments of their companies, etc.). Here are some materials already available upon request.

Our **Wood Procurement Policy** addresses and develops three key messages: we know where our wood comes from; we are fully committed to promoting certified forest management; and we make efficient use of local resources.

To get your copy, please contact: Claudia.Brand@ipaper.com

Our **Recycling policy:** International Paper EMEA is an active player at each stage of the paper life cycle: producing virgin paper made out of 100% sustainably managed wood; recycling waste paper into newsprint and testliner; and using recycled paper (testliner) for the production of corrugated board. To get your copy please contact:

Claudia.Brand@ipaper.com

Our **Mill Fact Sheets** provide information about how International Paper manages its impact on the environment; how we respond to increasing demands from customers for transparency; and how our environmental footprint translates into added value for our clients.

To get your copy, please contact: Julie.Argante@ipaper.com

MATERIALS FOR EMPLOYEES & CUSTOMERS

The initiative includes the production of materials aimed at both employees and customers. The aim is to help them understand International Paper's position and achievements and support them in



EMEA Wood Procurement Policy



EMEA Recycling Policy



Mill Fact Sheet Saillat, France

ACCELERATING ECO-DESIGN

Another part of the International Paper EMEA Sustainability Initiative has been the formalisation of five eco-design rules used in the development of new products.

1. Improve sustainability of material. Can we substitute a less sustainable material with a more sustainable one? Can we use mono materials?

2. Improve sustainability of fibre sourcing. We always use fibre from sustainable forests. Can we use recycled fibres, or certified fibres?

3. Decrease material use. Can we design with less basis weight? Can we design with less surface area?

4. Improve sustainability of secondary material. Can we design with less or with more sustainable inks, glues or additives? Can we innovate the design?

5. Decrease logistics impacts. Can we design to improve truckload (e.g. volume)? Can we design with less transportation packaging?

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.



International Paper Apericube Box

THE LITTLE BOOK OF COMMONSENSE

A new International Paper EMEA publication explains why paper is the real sustainable choice

Even though we've all grown up with paper and its benefits we sometimes feel guilty about using it. This is probably because we are regularly confronted by concepts presented as common truths that aren't really true and are often way off the mark. Now available: a booklet that adds some commonsense to the paper discussion.

Paper has undeniable benefits that we are all intuitively aware of, and in “The Little Book of Commonsense” we’ll remind you of things you probably already know. But we may also surprise you with a few facts you hadn’t considered before. Some examples? Paper is the foundation for learning and creativity.

Paper is critical to workplace productivity. Paper is the world’s only means of communication that embraces the entire planet. And it’s environmentally sustainable. Smart use of paper makes commonsense. Feel good about it. Let paper take its rightful place in your life and don’t feel guilty about it. Paper is quite simply as good, as relevant and as right today as ever. The booklet is available in nine languages: English, French, German, Italian, Dutch, Spanish, Polish, Russian and Turkish. To order your copy of “The Little Book of Commonsense” please e-mail: David.Higgins@ipaper.com



The Little Book of Commonsense

TWO MORE INTERNATIONAL PAPER MILLS NOW ECOLABEL CERTIFIED

A voluntary scheme established in 1992, the European Ecolabel encourages businesses to market products and services that are kinder to the environment. The distinctive flower logo allows consumers to identify such products and services easily. Two more mills have successfully passed the European Ecolabel audit (Kwidzyn and Luiz Antonio). This will allow International Paper to apply the Ecolabel logo to its paper brands from these two facilities.



INTERNATIONAL PAPER MAKES FTSE4GOOD INDEX

The prestigious list of corporate responsibility high-performers welcomes International Paper

International Paper is committed to being in the forefront of the world's responsible companies. Inclusion on one of the most respected "good company" lists is clear recognition of our successful and ongoing sustainability efforts.

FTSE Group is a world leader in the creation and management of stock market indices and associated data services, among them the world-famous FTSE 100. Launched in 2001, its FTSE4Good Index Series objectively

measures the performance of companies that meet globally recognised corporate responsibility standards. The criteria include company policy, management, information disclosure and performance data. This makes the index a valuable tool for responsible investors. International Paper is honoured to be on this esteemed list. Commenting on the inclusion Greg Gibson, VP for EMEA Packaging and leader of the EMEA Sustainability Initiative (see also page 1), remarked,

“Inclusion on the prestigious FTSE list is an out-standing recognition for International Paper of our continued efforts in environmental performance improvement. It is all the more important because our listing was based on an independent review completed by FTSE research providers.

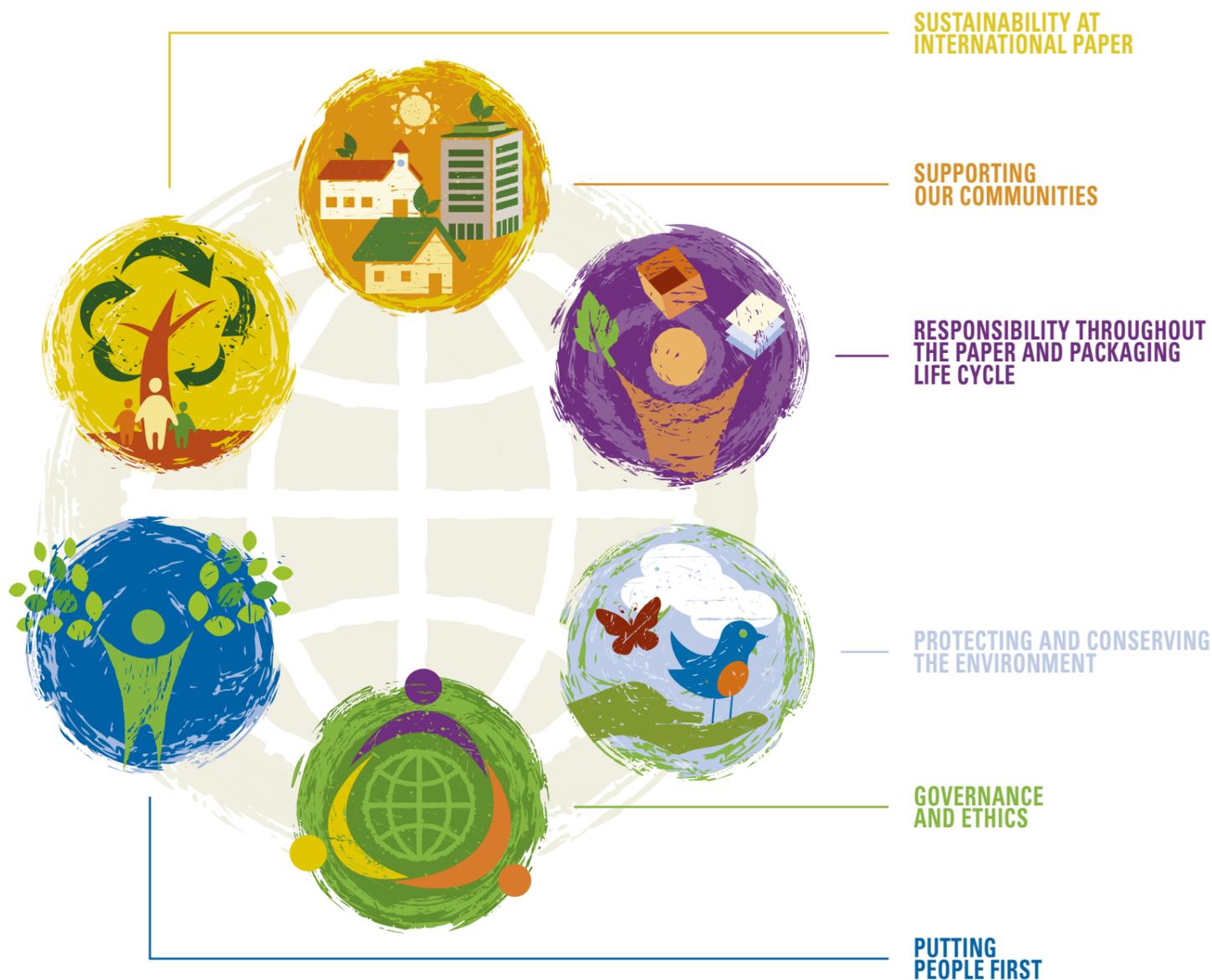
At International Paper we are proud of our leading environmental practices. It's a great sustainability story to tell and third-party evaluators are finally beginning to recognise that.”

For more information on the criteria each company must meet to be included on the FTSE4Good Index, look under the “Downloads” section at www.ftse.com/ftse4good



2010 SUSTAINABILITY REPORT

Available now: the latest edition of International Paper's report on global sustainability performance



Sustainability Report Pictograms

International Paper issued its first Sustainability Report back in 2006. Since then, annual publications have demonstrated our commitment to transparency on issues important to our employees, our customers, our communities and other key stakeholders. This year's report is no exception.

Sustainability has been part of International Paper's practices for well over a century. Following in this tradition, the new report covers a wide range of topics. They include using resources efficiently to reduce our environmental footprint, strengthening partnerships with our customers, nurturing a culture of inclusion as an employer of choice, improving corporate governance, and being a good neighbour in all our communities.

Reporting is conducted in accordance with the Global Report Initiative (GRI). This globally recognised framework sets out the principles and performance indicators for companies to use when

measuring and reporting their economic, environmental and social performance. For more information about the GRI reporting framework, go to www.globalreporting.org

Would you like a copy of our 2010 Sustainability Report? It's yours for the asking. Simply contact sustainability@ipaper.com or go to www.internationalpaper.com/US/EN/Company/Sustainability/sustainabilityreport.html

ALL INTERNATIONAL PAPER BOX PLANTS IN FRANCE NOW FSC CERTIFIED

Committed to respecting, protecting and improving the environment, International Paper is proud to announce that all its packaging plants in France have been certified by the Forest Stewardship Council (FSC).

The FSC is an independent, non-governmental, not-for-profit organisation established to promote the responsible management of the world's forests. FSC certification provides a credible link between responsible production and consumption of forest products.



In France, among the very first box plants to achieve FSC certification, International Paper's sites include Arles, Chalon, Creil, Espaly and Mortagne. Producing corrugated containers for the industrial and consumer packaging segments, they also offer customers value-added packaging solutions, such as supply chain and design services. Their offerings also embrace high-quality graphic printing on paperboard materials before they are made into finished boxes.

FSC certification enables consumers and businesses to make purchasing decisions that benefit people and the environment, as well as providing ongoing business value.

TWO SIDES REPORTS ANTI-GREENWASH SUCCESS

27 major UK corporates amend their e-billing messages

Two Sides has achieved measurable success in its national campaign to educate major UK corporate companies – such as banks & building societies, utilities and telecoms – about using misleading or incorrect environmental claims in their marketing messages to promote lower-cost electronic billing and services.

These companies claimed that switching to online communication is better for the environment, but without providing verifiable evidence to support these claims. Two Sides was increasingly worried that this gave misleading information to consumers and encouraged them not to use paper when, in fact, it is one of the most sustainable ways of communicating. Greenwash of this nature creates a false impression about the sustainability of print and paper and has a detrimental effect on the print and paper industry.

POSITIVE DIALOGUE

Out of a total of 33 major companies contacted, including such well-known names as EON Energy, Barclaycard and Vodafone, Two Sides has so far had a positive dialogue with 27 CEOs and people from legal departments. As a result, these companies have either already changed their online environmental claims or are engaging with Two Sides to use different wording. Two Sides will continue to actively challenge the remaining six companies. If concerns are not addressed, complaints will be lodged with the UK Advertising Standards Authority.

Two Sides Director Martyn Eustace comments on the success of the campaign:

“We have been extremely pleased with the positive feedback and successful outcome from many of the companies contacted. If a company wants to encourage customers to switch to e-billing because it is more efficient and offers lower cost for the sender then we have no quarrel with that. But we will continue to fight to stop corporates from making a link between reducing the use of paper and helping the environment unless they have proof that this is so.”

ABOUT TWO SIDES

Created in 2008, Two Sides is an association supported by close to 100 members of the printing industry (paper producers, paper re-sellers, ink

and toner producers, printers, etc.). Its mission is to promote the responsible production and use of print and paper, and dispel common environmental misconceptions by providing users with verifiable information on why print and paper is an attractive, practical and sustainable communications medium. International Paper supports Two Sides, contributing financially every year to its development.



www.twosides.info

Print and Paper
have a great
environmental
story to tell

Does your email footer tell the right message?

If you're tired of seeing apologetic straplines like “think before you print” then check that your own message is setting the right tone. It's important to stress that printed material must be recycled, but

don't be afraid to advocate print as a sustainable way to communicate. Two Sides' own message is: Printed emails create a permanent and sustainable record but please ensure all your waste paper is

recycled. Print and Paper is Renewable, Recyclable and Powerful.

For more information, visit www.twosides.info

Test your paper & forest knowledge
www.internationalpaper.com/EMEA/Forest
www.internationalpaper.com/EMEA/Forest

From Scandinavia to Portugal, the British Isles to the Greek islands, Europe's forests offer much to its inhabitants. But how much do you really know about this precious natural resource?

Find out with this fun, online quiz!

INTERNATIONAL PAPER

International Paper is a global forest products, paper and packaging company with primary markets and manufacturing operations in North and Latin America, Europe, Middle East, Africa (EMEA) and Asia. With approximately 60,000 employees, the company was named No. 1 in the forest products sector

for the fourth consecutive year on Fortune magazine's Most Admired Companies list.

International Paper has a long-standing policy of using no wood from endangered forests. International Paper also supports mutual recognition of forest certification

standards. We adopted the CERFLOR, the SFI standard and other systems recognised by the global Programme for the Endorsement of Forest Certification (PECF) as well as the FSC standard.

To find out more about International Paper's commitment to sustainable forest management visit www.internationalpaper.com/EMEA