

# The Environmental Post

INTERNATIONAL  PAPER

## International Paper helps to REFOREST BRAZIL

### Exploding the myth that the pulp & paper industry harms the country's forests

By the time pulp & paper started to become an important industry in Brazil, major deforestation had already occurred. Since then the sector has been actively replacing lost forest at a rapid rate.

#### Coffee: a mixed blessing

The first coffee bush was planted in Brazil in 1727 from seeds smuggled across the border from French Guyana. The story goes that a representative of the Emperor of Brazil used his personal charms to persuade a lady to part with the precious grains.

By the middle of the 19th century coffee had overtaken sugar as Brazil's main cash crop, and eventually Brazil became the world's largest exporter of coffee. For Brazil the coffee boom turned out to be a mixed blessing: the coffee plantations were a major cause of deforestation.



This environmental damage had already been done by the time International Paper started operations in the country in the 1960s. When IP began purchasing land in Brazil, coffee production had declined and the land was being used for agriculture and ranching purposes.

#### Replacing Brazil's forests

Today, all the trees harvested in Brazil by International Paper come from eucalyptus plantations grown only on former agricultural or barren lands. In addition to these eucalyptus plantations, every ten years International



#### Brazil Forest Facts

##### Large and growing

Forest area planted by the Brazilian pulp & paper industry.  
Total: 1.7 million hectares.

##### Brazilian pulp & paper industry – a 1:3 sequestration balance

The Brazilian pulp & paper industry includes 220 mills throughout the country. These facilities emit 21 millions tons of CO<sub>2</sub> year. However, the sector's 1.7 million hectares of forests absorbs three times that much: 63 million tons CO<sub>2</sub> year.

##### Forest carbon absorption

How much carbon does forest land absorb? It depends on a number of factors, including the tree species. One hectare of eucalyptus trees absorbs 39 tons of CO<sub>2</sub> per year  
Source: Bracelpa.

Paper adds another 2,500 hectares of new forest, planting 50,000 seedlings of more than 100 indigenous species. This indigenous forest represents 20% of the total forest area owned by International Paper.

The reforested areas will never be harvested. Why? They are not commercial plantations. Instead, the aim is to provide new habitats for a broad range of wildlife in order to create biodiversity reserves. Using a mosaic management scheme, areas of native tree species and eucalyptus plantations grow in harmony.

In addition to providing a home for indigenous fauna, these reforested

areas, together with International Paper's eucalyptus plantations, serve a crucial role for the planet as "carbon sinks". The forested land absorbs ten times more CO<sub>2</sub> than International Paper generates in producing and transporting its paper in Brazil.

#### Impulse: sustainably produced

International Paper Impulse is produced in Brazil according to sustainable production methods including reforestation. Impulse is certified by Brazilian Forest Certification Programme (CERFLOR) and endorsed by the Programme for the Endorsement of Forest Certification (PECF).



#### Trading carbon credits for climate change

International Paper is a founding partner and participant in the Chicago Climate Exchange (CCX), where it helped develop a well functioning market for carbon trading. The US based programme is designed to encourage market mechanisms for addressing climate change, to assist in price discovery for carbon credits, and develop a programme that minimises transaction costs. CCX members commit to specific annual reductions in emissions of gases that cause global warming. For its part International Paper has agreed to reduce emissions 15% by 2010, using the year 2000 as a baseline.



## International Paper Saillat has been awarded with the EU Eco-label for copying & graphic papers

# First French mill receives Eco-label "flower"

**As concern about the environment grows, how can consumers identify products that are truly green? In the European Union, they look for the "flower" logo. They will find it on an increasing number of International Paper products.**

International Paper has obtained the EU Eco-label for several copying and graphic papers made at its mill in Saillat, France. The distinctive Eco-Label logo will be progressively added to the packaging of flagship brands. The first is Rey Econature, the new natural shade of office paper (see box).

### European Union guarantee of greener products

Launched in 1992, Eco-label is trusted throughout the European Union.

Its "flower" logo is a well-known symbol for green products. Rules to obtain the EU Eco-label certification are strict and precise, giving it legitimacy. Run by the European Eco-labelling Board, the Eco-label receives support from the European Commission, all EU Member States and the European Economic Area.

The EU Eco-label guarantees that sustainability is taken into account during each step of the product life cycle. Paper products carrying the label are manufactured using either virgin fibre from sustainably managed forests, or from special recycled fibres.

During production, energy consumption is kept as low as possible. Environmental risk related to the use of hazardous chemicals is significantly reduced. Air emissions of sulphur and greenhouse gases are limited. And reduced emissions of chlorine compounds and organic waste help prevent water pollution.

### Saillat: first French pulp & paper mill to obtain the Eco-label

Already one of the most environmentally efficient mills in the world, International Paper Saillat is the first French mill to obtain Eco-label certification for copying and graphic papers. PEFC-certified since 2006, International Paper Saillat implements rigorous sustainable practices. All of its wood comes from controlled sources. The plant is 85% energy self-sufficient and has achieved a 63% reduction of greenhouse gas emissions since 1990.

With the EU Eco-label certification, International Paper sends a clear signal about its commitment to making the world a greener place. In addition, the Eco-label will help the company's customers make informed choices about which products to use, based on their effects on the environment.

For more information on the European Eco-label, please visit: <http://ec.europa.eu/ecolabel>.



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### International Paper Saillat World-class environmental practices

International Paper's Saillat plant is situated in the French region of Limousin, not far from the geographical centre of the country. The largest nearby city is Limoges, known worldwide for its porcelain.



The Saillat plant lies just outside a village of less than a thousand inhabitants, Saillat-sur-Vienne. With around 600 employees, the plant is a major employer in the region, indirectly supporting approximately 4,000 jobs.

The integrated Saillat plant produces 85% of its energy through biomass: the by-products from its manufacture of paper pulp (bark, black liquor, etc.). This material is burned as fuel to produce heat and electricity.

Products from the Saillat plant are redistributed throughout France. The raw materials for the plant (branches and tree crowns – trunks are used for furniture, parquet flooring and building material) come from local forests within a radius of 150 km. This reduces the carbon footprint related to transport.

Since 1990, emissions from the Saillat plant have fallen by 63%, greatly surpassing the average of 27% imposed by CEPI, as well as the Kyoto Protocol, which sets the emissions reduction at 8%.

Following a three-year impact study by the French chambers of agriculture, in 2001 the Saillat plant began a partnership with local farmers to provide mill ashes for fertiliser. Every year, 9,000 tonnes of ash are given free of charge to 89 nearby farmers who spread it over 700 hectares. The limestone and potash contained in the ash improve the quality of the soil. This initiative has also served to reduce the amount of waste at the Saillat plant by 60%.





# Rey Econature: the new eco-designed office paper by International Paper

**To meet the growing demand from consumers for environmentally friendly products, International Paper has introduced a new and decidedly green product: Rey Econature.**

With this launch, International Paper, the world leader in paper and forest products, has once again reaffirmed its environmental strategy and strengthened its sustainable development practices.

Rey Econature is manufactured without the addition of any bleaching agents in

the papermaking process. This gives the paper a natural ivory colour. Made in France close to final consumers, Rey Econature is produced at International Paper's Saillat plant, one of the most environmentally efficient in the world (see box).

## Doubly certified

Rey Econature has received two different environmental certifications. The European Eco-label is awarded by AFNOR (Association française de Normalisation), the France's national organisation for standardisation and the country's ISO member body. This certification ensures that the

product meets a set of criteria taking into account all stages of its life cycle. PEFC certification provides assurance that Rey Econature is manufactured exclusively from wood grown in forests managed according to sustainable development principles.

«With the launch of Rey Econature, we wanted to enrich the Rey range of office papers, our flagship brand,” commented David Fulchiron Director Strategic Marketing, International Paper Europe. “We are proud to introduce this product to the French market. It is the ultimate illustration of how far we have come in terms of environmental innovation.»

## Innovative packaging

With its colourful shades and vivid, original illustrations, Rey Econature stands out from the traditionally sober packaging of green products. It comes in a visually dynamic and attractive package to demonstrate to paper users that the green products are not necessarily synonymous with austerity.

Available since March 2009 in France, Rey Econature comes in an A4 format and 80 g/m2 weight.



# FSC label for POL papers



**International Paper achieves another green milestone with FSC certification of POL office papers.**

International Paper's commitment to sustainability has taken another step forward. Its range of POL office

papers produced in Kwidzyn, Poland, has obtained FSC (Forest Stewardship Council) certification. Well known throughout Europe, the FSC label is a guarantee to consumers that the wood comes from legal and non-controversial sources and that traceability systems are backed up by independent third-party verification.

One hundred percent of the wood used by the Kwidzyn mill is sourced through a certified chain of custody. None comes from protected forests; all is commercially grown. 100% of the wood used for POL is FSC certified. Thus buyers of POL office papers with the FSC label can be confident that they are supporting sustainable forest management, helping to protect forests for present and future generations.

Within the POL range, three different papers fulfil specific requirements:

## POL jet primer

is ideal for first-class multicolour presentation and top quality black & white external correspondence of high importance.



## POL lux

is designed for coloured charts and texts, as well as important black & white external correspondence.

## POL copy

is a special paper designed for public tenders only. It is ideal for public institutions where many documents are copied or printed daily.



## Test your paper & forest knowledge

[www.ipgreentraining.com](http://www.ipgreentraining.com)  
[www.ipgreentraining.com](http://www.ipgreentraining.com)

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!



# Glossary

Forest product wrappings are printed with environmental logos that can help consumers make informed decisions about what products to choose. Here are the most common logos used on paper products.



## The PEFC Council (Programme for the Endorsement of Forest Certification schemes)

is an independent, non-profit, non-governmental organisation, founded in 1999 which promotes sustainably managed forests through independent third party certification. The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests.



## EU Eco-label 'Flower'

Established in 1992 is a unique certification scheme aimed at helping European consumers distinguish greener, more environmentally-friendly products and services. The label was launched to avoid a proliferation of separate national schemes. Award of the label signals that the item meets "rigorous environmental criteria and proper fitness for use".

## paper profile

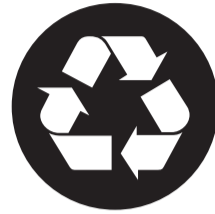
## Paper Profile

A voluntary environmental product declaration scheme developed and provided by leading European paper producers for professional paper buyers. It enables the paper buyer to make well-informed product choices by presenting figures of essential environmental parameters in a uniform way for specific products.



## Möbius Loop

Means that the product is recyclable. Without a qualifying statement, the symbol means that the entire product is recyclable and that more than a third of the population in the area where it is distributed has convenient access to collection and drop-off facilities. If the product does not meet this 33% requirement, no claim should be made.



## Möbius Loop

Means that the product is made from recycled material. Without a qualifying statement, the symbol will be interpreted to mean that the product is made from 100% post-consumer waste. The symbol may also appear with the percentage of recycled content, as long as this figure refers to the entire item.

## ECF: Elemental Chlorine Free

This describes the process used for whitening the paper. No chlorine gas has been used. Chlorine dioxide is used instead which makes the process harmless in the environment.

## ISO 14001

ISO 14001 requires an environmental policy to be in existence within the organisation, fully supported by senior management, and outlining the policies of the company, not only to the staff but also to the public. The policy needs to clarify compliance with environmental legislation that may affect the organisation and stress a commitment to continuous improvement. Emphasis has been placed on policy as this provides the direction for the remainder of the management system.

For more logos descriptions,  
please visit our website:  
[www.ipgreentraining.com](http://www.ipgreentraining.com)

## OHSAS 18001

The OHSAS (Occupational Health and Safety Assessment Series) 18001 specification gives requirements for an occupational health and safety management system. Designing the management system according to these standards enables an organisation to control its Health & Safety risks and to improve its performance. Elements are: safety and health policies, training, employee involvement, goals and objectives, feedback on results, incident analysis, documentation, management commitment, safety committee, planning, performance measures, etc...



FSC Trademark  
© 1994 Forest Stewardship Council A.C.

## Forest Stewardship Council

An international non-profit organisation founded in 1993 to support environmentally appropriate, socially beneficial, and economically viable management of the world's forests. It is an association of members consisting of a diverse group of representatives from environmental and social groups, the timber trade and the forestry profession, indigenous people's organisations, community forestry groups and forest product certification organisations from around the world. Membership is open to all who are involved in forestry or forest products and share its aims and objectives.

## 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, Russia, Asia and North Africa. With approximately 61,500 employees, the company was

named No. 1 in the forest products sector for the seventh 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 have encouraged the adoption of CERFLOR, the SFI standard and other systems recognised by the global Programme for the Endorsement of Forest Certification (PEFC) council.

To find out more about International Paper's commitment to sustainable forest management visit [www.ipaper.com](http://www.ipaper.com).