



WWF for a living planet®

Media Release

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Environmental Paper Company Index 2015 – WWF invites 80 companies

Gland, Switzerland—WWF, the world’s largest conservation organisation, is inviting the world’s leading pulp and paper manufacturers to participate in the Environmental Paper Company Index 2015. The biannual Index promotes transparency and continual improvement in the sector. The list of invited manufacturers from Europe, North America, South America, Asia and Africa can be viewed on www.panda.org/epci2015. Results of the evaluation will be published in October/November 2015.

The increasing number of participants in WWF’s Environmental Paper Company Index over the years is a testimony to the growing importance of transparency and the value of the Index for the industry. Participants in the 2013 Index produced 29% of the world’s newsprint, 28% of the world’s graphic paper, 14% of the world’s tissue, 6% of the world’s packaging and 14% of the world’s pulp. This means that the ecological footprint of 82 million tonnes of pulp and paper was disclosed.

WWF's Environmental Paper Company Index looks at environmental aspects of a company’s policies and targets, as well as the environmental performance of the production of newspaper grades, graphic paper, packaging, tissue, or pulp. The EPCI recognizes a company’s transparency and progress over time, without comparing the companies.

“We are expecting even higher participation in 2015” says Emmanuelle Neyroumande, Manager of WWF International’s global pulp and paper work. “While we are proactively inviting key pulp and paper producers we are open to receiving expressions of interest from other producers. The EPCI is a tool for companies that are striving for continual improvement in the environmental performance of their pulp and paper production. The Index enables them to be leaders in transparency.”

“Mondi encourages all invited companies to participate in WWF’s Environmental Paper Company Index (EPCI). We believe it is good for the industry to demonstrate increased transparency – showcasing responsible business practices and ongoing improvements. This will be Mondi’s fourth year of participating in the Index and we consider it a fair and positive exercise, providing useful management insights.”
Mondi (South Africa)

“Participating in WWF’s Environmental Paper Company Index is a great opportunity to have a well-known environmental organization with high ambitions evaluate and confirm continuous improvement of sustainability performance.” Stora Enso (Europe)

“We welcome WWF's Environmental Paper Company Index. The EPCI measure will aid ITC's efforts at enriching the country's environmental capital while generating significant sustainable livelihood opportunities. The EPCI tool will enable current and prospective customers to objectively view the environmental performance of the products that they buy from pulp, paper and paperboard companies”
ITC (India)

“Domtar has gained significant insights from our work with WWF the past five years to create the expectation of full disclosure within the industry. As the only North American fine paper manufacturer to participate in the EPCI since its inception, we encourage our peers to follow suit. It’s impossible to verify economic, social and environmental performance without complete transparency.” Domtar (Canada)



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Companies that have not been invited but would like to participate can contact the WWF International Paper Team at epci@wwf.panda.org. Deadline for applications to participate is 30th of April 2015.

For further information:

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Notes to editors

View the list of invited companies at www.panda.org/epci2015. Three previous indices were publicised:

Participants in the EPCI 2013 (newsprint, graphic paper, household and sanitary, packaging paper and boards, pulp)

Appleton Coated (North America), Arauco (South America), Arjowiggins Graphic (Europe), BillerudKorsnäs (Europe), Bio-PAPPEL (Central America), Cascades (North America), CMPC (South America), Domtar (North America), Fedrigoni (Europe), Fibria (South America), ITC (Asia), Klabin (South America), Lecta (Europe), Lenzing Papier (Europe), Metsä Group (Europe), Mondi (South Africa), NewPage (North America), Norske Skog (Europe), Resolute Forest Products (North America), SCA (Europe), Södra (Europe), Sofidel (Europe), Stora Enso (Europe), TNPL/Tamil Nadu (Asia), UPM (Europe). See also www.panda.org/epci2013

Participants in the EPCI 2011,

- Fine paper category: Arjowiggins Graphic, Burgo, Cascades, Domtar, Fedrigoni, Mondi, M-real, Stora Enso, Suzano, UPM
- Packaging category: Cascades, Korsnäs, Mondi, SCA Containerboard
- Tissue paper category: Arjowiggins Graphic, Metsä Tissue, Renova, SCA Tissue, Sofidel

Participants in the EPCI 2010

Fine paper category: Mondi, M-Real, Stora Enso, UPM, Domtar

The EPCI method looks at environmental aspects of a company's policies and targets, as well as the environmental performance of the overall production of a specific product category (newsprint, graphic paper, household and sanitary, packaging paper and boards, pulp). It includes the environmental performance from own pulp and paper production, as well as performance of market pulp purchased. It has been reviewed and adapted with input of the participants in 2012.

About WWF

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

WWF's Forests for Life Programme has a long standing track record working with companies towards continual improvement within the forest and paper sectors and to increase supply chain transparency. The Environmental Paper Company Index is one of WWF's Forests for Life Programme's efforts to motivate continual improvement in the forest products sector. For more information, visit www.panda.org/forests