



**WWF** for a living planet®

## Media Release

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### WWF´s Environmental Paper Company Index shows continual improvement by leading pulp and paper producers

**Gland, Switzerland — The WWF Environmental Paper Company Index (EPCI) 2015 shows a positive trend towards more transparency and sustainability by the world’s more progressive pulp and paper manufacturers. The 31 voluntary participants in this year’s Index together produce 15% of the world’s paper and board and 15% of the world’s pulp. While all participating manufacturers demonstrated outstanding transparency, more than 90% of product categories reported since 2013 showed improvement.**

“The pulp and paper industry has the potential to contribute to a greener economy. The EPCI 2015 signals progress in that direction, at least by the industry’s most transparent companies,” says Emmanuelle Neyroumande, Pulp and Paper Global Manager at WWF International.

The 31 companies participating in EPCI 2015, up from 25 in 2013, disclosed the ecological footprint of 85 million tonnes of pulp and paper. This represents 30% of the world’s tissue, 28% of the world’s graphic paper, 16% of the world’s newsprint, 7% of the world’s packaging and 15% of the world’s pulp.

The EPCI 2015 participants showing leadership in transparency are (in alphabetical order) *Appleton Coated, ARAUCO, Arjowiggins Graphic, BillerudKorsnäs, Bio-PAPPEL, Canfor Pulp, Cascades, Catalyst, CMPC, Crown van Gelder, Domtar, DS Smith, Fedrigoni, Fibria, ITC, Kimberly Clark, Klabin, Lecta, Leipa, Metsä Group, Mondi, Resolute Forest Products, Rolland Enterprises Inc., SCA, Södra Cell, Sofidel, Steinbeis, Stora Enso, Suzano, TNPL/India, UPM*. Access the results of the 31 participants on [www.panda.org/epci2015](http://www.panda.org/epci2015).

The EPCI is based on voluntary data disclosure by the companies. WWF evaluated environmental policies and targets as well as environmental performance in the production of newsprint, graphic paper, tissue, packaging and pulp. Scores were assigned on responsible sourcing, clean production, Environmental Management Systems and reporting. The Index also shows progress between 2013 and 2015 for companies that have participated in both of those years.

“Of the 80 major manufacturers invited to the EPCI 2015, 31 participated, some already for the fourth time. We invite those who declined this year to get more familiar with the tool and to join the next EPCI 2017,” says Neyroumande.

Companies who participated in the EPCI 2013 were able to increase their overall scores on more than 90% of product categories. The product category in most need for improvement is pulp, which tends to show generally lower scores than other products.



WWF's *Living Forests Report*<sup>1</sup> projects paper production and consumption may double in the next three decades, and overall wood consumption may triple. The key challenge for forest-based industries is how to supply more wood products with less impact on nature. This challenge spans the whole supply chain, from where and how wood is grown and harvested to how wisely and efficiently it is processed, used and reused.

“The pulp and paper sector has unique potential to supply renewable materials that help do things as diverse as share knowledge, improve sanitation and keep food safe. However, this potential is diminished if poor logging practices degrade forests and deplete carbon stores, if plantations take land away from traditional communities, if dirty pulp mills pollute air and water or if paper fit for recycling is dumped or burned. The EPCI helps us assess if industry is making good on its promise of supplying essential products with reduced impact on nature,” says Rod Taylor, Director of WWF's Global Forest Programme.

**For further information:**

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**Notes to editors**

The EPCI started in its current form in 2010. Participation has increased from 5 participants in 2010, to 15 (in 19 product categories) in 2011, 25 participants (in 40 product categories) in 2013 and now 31 participants (in 52 product categories) in 2015 with the following regional spread: (participants by region/headquarter locations: 14 Europe, 8 North America, 6 South/Central America, 2 Asia, 1 Africa).

The 2013 and 2015 Index results are comparable and allow assessments of continual improvement over time. Due to some changes in the method the results of 2010 and 2011 are not fully comparable to the later evaluations. To encourage future participation company scores are not ranked. The Environmental Paper Company Index will continue to be highlighted biannually.

View the results of the 31 participants and a list of non-participants on [www.panda.org/epci2015](http://www.panda.org/epci2015)

**Participants in the EPCI 2013** (in alphabetical order) Appleton Coated, ARAUCO, Arjowiggins Graphic, BillerudKorsnäs, Bio-PAPPEL, Cascades, CMPC, Domtar, Fedrigoni, Fibria, ITC, Klabin, Lecta, Lenzing Papier, Metsä Group, Mondi, NewPage, Norske Skog, Resolute Forest Products, SCA, Södra Cell, Sofidel, Stora Enso, TNPL/Tamil Nadu, UPM.

**Participants in the EPCI 2011** (in alphabetical order) Arjowiggins Graphic, Burgo, Cascades, Domtar, Fedrigoni, Korsnäs, Metsä Tissue, Mondi, M-real, Renova, SCA, Sofidel  
Stora Enso, Suzano, UPM

**Participants in the EPCI 2010** (only fine paper category) Domtar; Mondi, M-Real, Stora Enso, UPM,

**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.

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<sup>1</sup> [www.panda.org/livingforests](http://www.panda.org/livingforests)



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**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. [www.panda.org/forests](http://www.panda.org/forests)