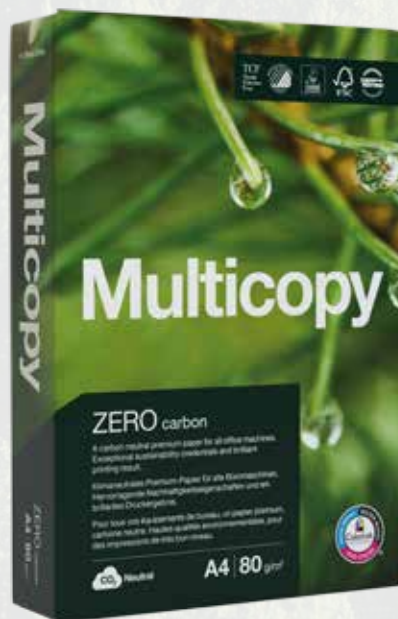


Multicopy Zero — paper with a mission



How and why Stora Enso has developed a paper that will help decrease your carbon footprint.

What is carbon neutrality?

Carbon Neutrality means the net greenhouse gas emissions associated with a product are zero. Today, a vast majority of scientists agree that global warming is caused primarily by human activities increasing the volume of greenhouse gases in the atmosphere. One significant such gas is carbon dioxide (CO₂).

To ward off potential disasters brought on by global warming – e.g. flooding, drought, collapse of biotopes and crop failing – business operators now tend to display climate change mitigation ambitions at increasingly high levels.

This is why Stora Enso has developed the carbon neutral premium paper called Multicopy Zero.



Multicopy Zero – a carbon neutral paper

Multicopy Zero is the carbon neutral premium paper for all office machines. By choosing it as your office paper, you help save the planet, sheet by sheet.

On the following pages you can read how Multicopy Zero is made carbon neutral and how this hallmark of sustainability brings a set of benefits to quite a number of people around the globe.

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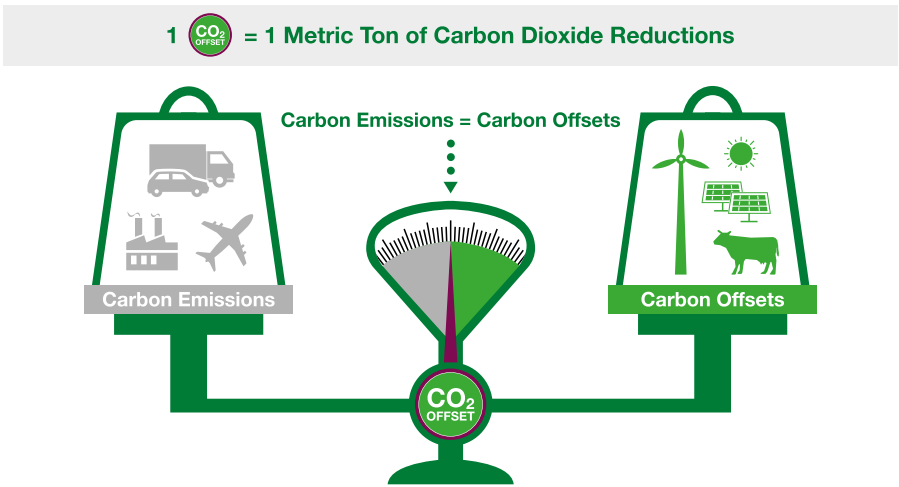
What is a carbon credit?

One carbon credit represents 1 tonne of carbon dioxide that has been prevented from entering the atmosphere. They are licenses issued to projects whose reduction of carbon emission has been verified by independent scientific validation.

Carbon credits can be traded on a global market. This way they generate an income for projects based on sustainable technology, making these ventures able to compete with cheaper and more polluting alternatives.

The buyers are companies, communities or governments acquiring carbon credits in order to offset emission from their

own activities. When the emission volume represented by the purchased carbon credits equals their own emission level, these players can rightfully claim carbon neutrality. Principally, carbon offsetting means outsourcing emissions. The buyers of carbon credits support projects making the emission reduction on their behalf. The system is highly efficient and has an immediate effect upon the emission target of the buyer. Offsetting also provides both parties with strong incentives to eliminate emission by the use of innovative technology.



Offsetting by carbon credits

Offsetting one ton of carbon with a carbon credit means that there will be one ton less carbon dioxide in the atmosphere than there would otherwise have been. Once a carbon credit has been purchased, it is withdrawn from the system and cannot be sold or traded again.

Since the effects of carbon offsetting are immediate and highly measurable, it is also a major brand value. By adding goodwill to the corporate brand, it brings many companies a significant competitive advantage.



Multicopy Zero – paper with a mission

By acquiring carbon credits from three global projects reducing carbon emissions (in China, Vietnam and Sub-Saharan Africa), we have offset an emission volume equalling the one derived from the production and distribution of Multicopy Zero. Below, we will give you a brief introduction to the process behind carbon neutrality.

All-inclusive estimates

The estimates made for carbon emissions from the production and distribution of Multicopy Zero comprise the entire life cycle of the paper – from forest to mill and end-user. The methods applied for this assessment are scientifically based and the result is verified by objective third-party review.

Health and prosperity as by-products

The carbon credits for Multicopy Zero are acquired from three international offset projects meeting rigorous global standards. They could be brought into existence thanks to the carbon credit system and offer local people an impressive set of benefits in addition to emissions eliminated or reduced.

The estimates made for carbon emissions from the production and distribution of Multicopy Zero comprise the entire life cycle of the paper – from forest to mill and end-user.

Natural Capital Partners

Natural Capital Partners (NCP) is an international resource hub for companies, municipalities and governments incorporating strict sustainability as part of their core mission. Today, NCP have project partners in 33 countries and guide clients to CarbonNeutral® certification according to The CarbonNeutral Protocol – the global standard for carbon neutrality.

As a member of ICROA (the global alliance for carbon reduction), NCP complies with their Code of Best Practice and is subject to annual third-party audit in order to ensure transparency and objective verification.

CarbonNeutral® – a hallmark of sustainability

The accolade CarbonNeutral® is an assurance that Multicopy Zero has achieved carbon neutrality according to an international, scientifically based protocol (CarbonNeutral® Protocol) vouching for the credibility of the offsets and the calculations behind our carbon neutrality claim.



Our offset projects

Stora Enso offsets the emissions derived from Multicopy Zero by purchasing carbon credits from three global offset projects. All three meet rigorous global standards (VCS* and Gold Standard**) and are selected for the highly measurable results they deliver in the global war against poverty. All the projects are also successful within two problem areas of ultimate urgency:

Problem area 1

Today, 1.3 billion people lack access to electricity. They mainly rely on solid fuels. Fuel sourcing often lays a heavy burden upon their household economy. In parts of the world it also leads to severe deforestation. When wood is burned indoors, people are exposed to carbon particles. This alone takes a toll of 4.3 million untimely deaths annually.

Problem area 2

More than 600 million people lack access to safe water and have to cover long distances to bring it. To make their water safe, they often have to boil it. This generates indoor pollution and depletion of forests. Globally, unsafe water is a major cause of infant mortality.

The awareness of the death, suffering and environmental harm caused by insufficient supply of safe water and clean, affordable energy, has lead us to select three projects that have taken on massive challenges successfully.

* *The Verified Carbon Standard* (VCS) is a robust, global standard for voluntary carbon offset projects. It was founded in 2006 by a number of global environmental organisations and ensures that carbon credits are real, measurable, permanent, objectively verified and traceable. To ensure a transparent chain of custody, all approved projects are registered in the VCS online registry.

** *The Gold Standard* is a global trademark for carbon credits of first-rate quality – i.e. credits derived from projects contributing to sizeable reduction of carbon emissions. Certifications are issued by an international non-profit organisation and all certified credits have undergone rigorous third-party validation. To ensure transparency, all approved projects are included in the online Gold Standard Registry.



An efficient infrastructure for water supply
Sub-Saharan Africa*

In the African states Malawi, Uganda, Rwanda and Eritrea, one of our offset projects provides clean water to rural communities by making ground water from broken boreholes accessible via vertical steel pipes. Compared with surface water, this means reduced health risks and stable water supply.

Since the water does not have to be boiled, the system reduces the need of firewood – and thereby also deforestation and health risks related to indoor pollution. It also shrinks the time spent on collection of water and fuel, traditionally a duty of women.

The health benefits are substantial. In Uganda alone, where the project supplies 5 700 people with water from 10 boreholes, estimates indicate that an average of 100 cases of diarrhoea and six deaths annually are prevented.



Photo: Natural Capital Partners

Depending on the number of people in the community, a borehole can provide about one million litres of safe drinking water per year

The solar cookers are specifically designed to optimise the local climate of ample sunshine



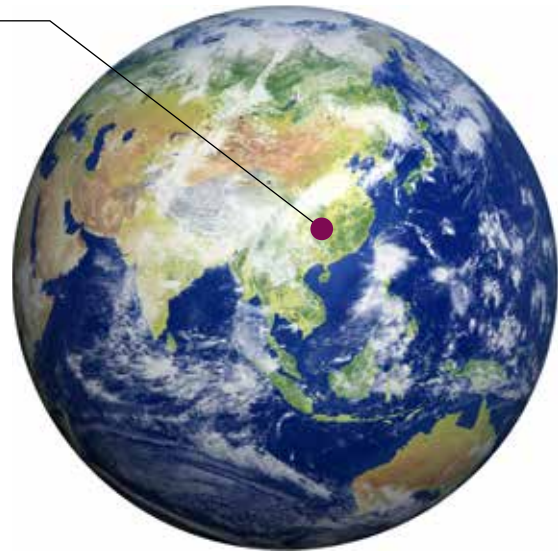
Photo: Natural Capital Partners

Solar cookers
Danjiang River, China**

In one of the poorer rural regions in China, some 100 000 households have been able to replace traditional coal-fired stoves with solar cookers thanks to one of our offset projects.

A 1.7 m² parabolic dish concentrates solar energy and directs it to a central cooking pot. This way, fuel consumption and indoor air pollution can be reduced significantly during most of the year – as can household expenditure for heating and cooking.

The equipment is manufactured within China and the project has created 180 permanent jobs. Thanks to income from the sales of carbon credits, the solar stoves can be distributed at no cost to the low-income households.



Small-scale biogas plants The Republic of Vietnam**

Across 53 provinces in Vietnam, a great number of small-scale biogas plants are installed in households and small live-stock farms. This offset project offers rural families affordable energy while reducing carbon emissions considerably.

The launching of this innovative technology on a broad scale means that the use of firewood and kerosene can be abandoned gradually. The project has installed more than 158 000 biogas plants all over the country.

As households are able to save money by avoiding purchase of solid fuels and chemical fertilizers, the project already has a substantial impact on household economies in the rural regions of the country.



Photo: Natural Capital Partners

The project improves energy access by offering a free, renewable and clean energy source for cooking and lighting

Environmentally smart – already from the cradle

Offsetting carbon emissions is an important part of the total sustainability credentials making Multicopy Zero a unique office paper. Our effort, however, starts already before the pulp is channelled into the paper machine.

Integrated process from pulp to paper

The pulp and the paper are produced within the same mill. This way, transports can be eliminated and considerable energy volumes can be saved.

Efficient use of surplus energy

Surplus energy from the pulp mill is used for the production of paper, thus making the paper mill self-sufficient with heat. By using surplus heat for generation of electrical power, some 40 percent of the total need can be produced within the plant.

Up close: our raw materials

Multicopy is manufactured at Nymölla Mill using only renewable raw materials. This means that we don't use wood from rainforests or mountain forests. The majority of our raw materials derive from wood cut down as part of thinning work in forests in southern Sweden and wood chips from local sawmills. Most of the fibre is sourced from within a 100 km radius of the mill, allowing us to minimize the environmental impact of transportation.

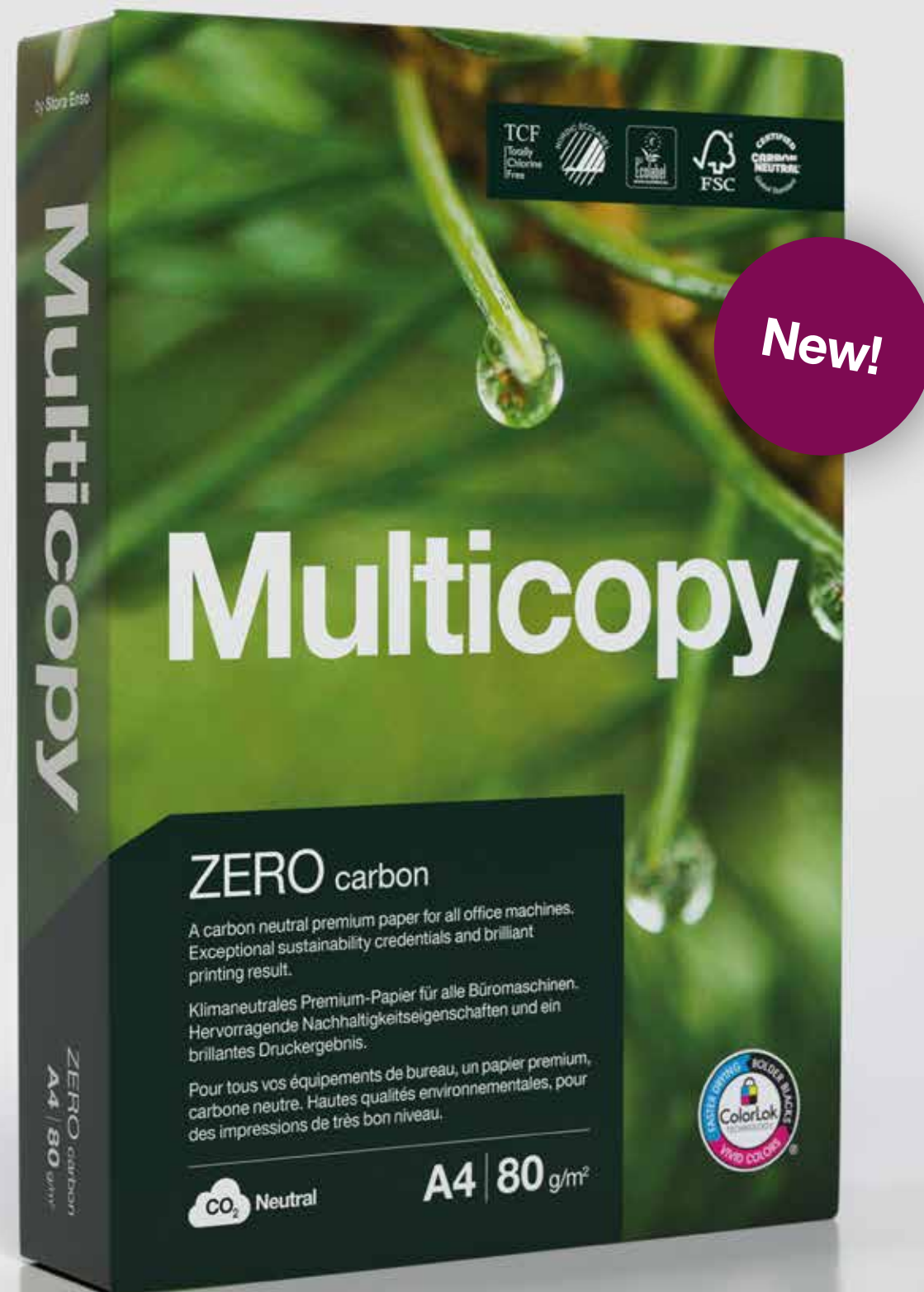
Traceability is vital
To establish the origin of the wood, we employ a traceability system. The traceability guarantee is Stora Enso's most important tool for ensuring that the raw materials meet our standards. Nymölla Mill holds Chain-of-Custody certification in line with the FSC and PEFC, and Multicopy is available as FSC labelled.

Some vital facts on Multicopy Zero

Some 95 percent of the energy for the production is derived from bio-fuels and the rest from climate neutral sources. The raw material is sourced within an area no more than 100 kilometres from the mill. The pulp is pumped directly into the paper machine – i.e. without transports and manual handling.



Multicopy Zero – the star of a successful team



Multicopy Zero shares a number of unique properties with the other two members of the family. Choosing Multicopy Zero is an easy way to contribute to the decrease of CO2 emissions and meet corporate environmental targets.

Multicopy Zero

A flexible premium paper combining excellent printing quality with exceptional sustainability credentials.

- Carbon Neutral - emissions from manufacturing & distribution fully compensated
- Extraordinary sustainability credentials
- Unfailing and consistent printing quality
- Totally chlorine-free (TCF)
- Packaging materials 100 % recyclable



Multicopy

A sustainable premium paper for all office machines. Outstanding runnability and excellent printing result.



Multicopy Presentation

A smooth premium paper for all office machines. For brilliant, sharp and clear colour printing.

An aerial photograph of a dense, lush green forest, likely a coniferous woodland, filling the entire background of the page. The trees are tightly packed, creating a textured, green canopy. The lighting suggests a sunny day, with some areas appearing brighter than others.

by **Stora Enso**

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Multicopy

storaenso.com/multicopy