

Planet Positive+



Sappi Europe 2022

Creating positive impact

Sustainability in action

Sappi's commitment to the United Nations Sustainable Development Goals

Focused on healthy forests

Sourcing responsibly

Ensuring forestlands remain healthy today AND tomorrow

Building a circular economy

Engineering breakthroughs

Revolutionising fibre-based packaging solutions to accelerate Europe's circular transition





Sappi, unlocking
the power of trees
to make everyday
more sustainable.

Photography: Dominic Hampton on Unsplash



Marco Eikelenboom, CEO of Sappi Europe

Welcome to Sappi Europe’s magazine, inspired by our purpose to build a thriving world by unlocking the power of renewable resources to benefit people, communities and the planet.

After over 85 years of operation, Sappi has grown to become a global market leader in dissolving wood pulp, graphic paper and packaging and speciality papers, with customers in over 150 countries. As Sappi’s CEO for Europe, I’m building on this legacy by putting sustainability at the very core of our operations.

Across Europe, we’re unlocking more value and purpose from every tree, every by-product and every other resource we use. We’re championing sustainable forestry to keep forestland forested. Reducing waste and maximising resource use at every opportunity. And seeding and growing human potential in the communities where we operate.

Realising these promises requires an ambitious commitment to sustainable forestry alongside the ingenuity to relentlessly innovate. After my more than 25 years with Sappi, I’m confident we have the right talent, aptitude and attitude to achieve these objectives and more.

We’re on this journey with you—our customer—and our many partners across the value chain. From landowners to governments and NGOs. This magazine is a testament to our shared progress in Europe and beyond. It is also an invitation to join us. Because only by acting together can we unlock the power of trees to create a thriving world.

Marco Eikelenboom



SAPPI 2025 TARGETS
Climate Action: Achieve 25% reduction in specific GHG emissions (scope 1+2 combined).

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A new purpose for a thriving world

Building a thriving world by unlocking the power of renewable resources to benefit people, communities and the planet.

.....
This is the bold purpose that now motivates all of us at **Sappi** worldwide. It's at the heart of our **THRIVE25** strategy and has invigorated our brand with a fresh new look. We invite you to (re)discover Sappi as we plant these seeds of change together.
.....

Our commitments

We've joined the global movement to contribute to the United Nation's Sustainable Development Goals (SDGs), setting ambitious targets in the seven areas where we believe Sappi can have the biggest impact. In Europe, here are the targets we're working to achieve by 2025.

6 CLEAN WATER AND SANITATION



Enhance our approach to water stewardship

7 AFFORDABLE AND CLEAN ENERGY



11% points increase share of renewable and clean energy
5% reduction in specific total energy

Photography: Alamy

8 DECENT WORK AND ECONOMIC GROWTH



Achieve zero injuries
5.8% points increase proportion of women in management roles
80% share of procurement with our Supplier Code of Conduct

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



15 products with defined sustainability benefits
5% reduce specific landfilled solid waste

13 CLIMATE ACTION



25% decrease specific GHG (Scope 1 + 2) emissions

15 LIFE ON LAND



>78% share of certified fibre

17 PARTNERSHIPS FOR THE GOALS



Build and activate mutually beneficial partnerships

Sappi's presence in Europe

Sappi Europe is a division of Sappi Limited, headquartered in Johannesburg, South Africa. We have 12,500 employees and 19 production facilities on three continents in nine countries, 37 sales offices globally, and customers in over 150 countries around the world.

Founded in South Africa in 1936 and operating in Europe since 1990, Sappi has become a leading provider of everyday materials made from woodfibre based renewable resources. Spanning from our regional headquarters in Brussels, we have grown to hold a total of 10 production facilities across Europe.

What we produce

- Communications**

 - + Commercial Print Papers
 - + Publication Papers
 - + Paperboard
 - + Inkjet Papers

Self-Adhesive

 - + Silicone Base Papers
 - + Label Papers
- Packaging & Labelling**

 - + Flexible Packaging Papers
 - + Functional Paper Packaging
 - + Label Papers
 - + Paperboard
 - + Containerboard
 - + Lidding Films

Transfer Printing

 - + Dye Sublimation Papers

Our people in Europe

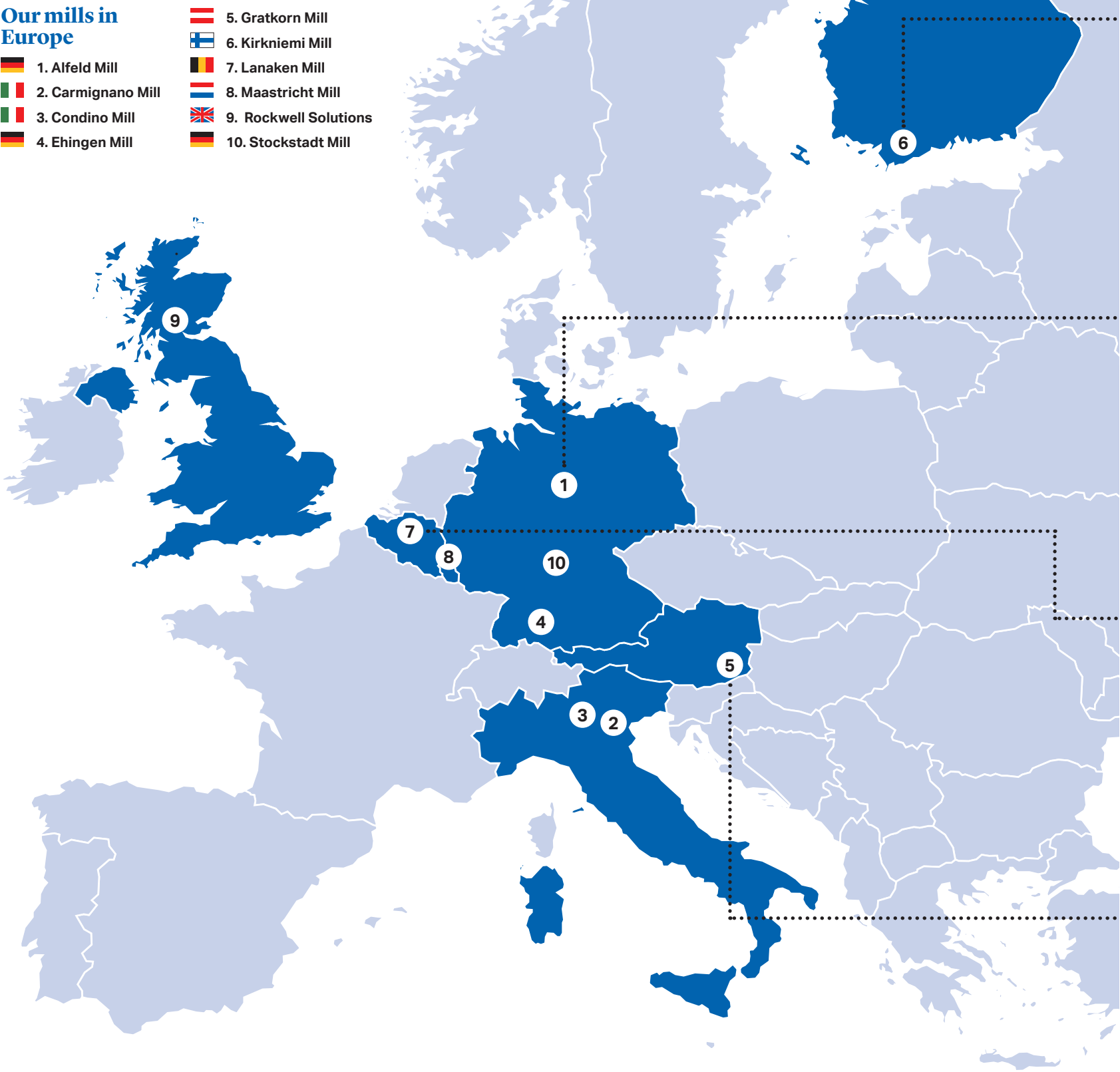


5,600

Globally



We're a global company with our headquarters in South Africa, manufacturing across three continents, with operations in over 20 countries.



Kirkniemi Mill



Alfeld Mill



Lanaken Mill



Gratkorn Mill

Our planet+ pillars

Our commitment to sustainability is based on being a trusted, transparent and innovative partner to build a bio-based circular economy. In Europe, we're bringing this to life with a focus on three fundamental planet+ pillars



Produce sustainable paper-based solutions. We've set ambitious targets for 2025 and continually track our performance to reduce our footprint and improve our mill performance across social, environmental and economic indicators.



Innovate products for the bio-based, circular economy. Innovation is embedded in our DNA and reflected in our strong investment in R&D. Globally, €32 million in FY20 alone. Our focus is unlocking the power of renewable resources to benefit people, communities and the planet.



Partner across the value chain to accelerate change. We collaborate with our stakeholders to address real-world sustainability challenges. From inspiration right through to implementation, we co-create relevant, next-generation solutions that add sustainable value to your business and ours.



“The magnitude of climate change, biodiversity loss and growing social inequity demands bold action. At Sappi we’re thinking and acting more boldly than ever before.”

Sarah Price,
Sustainability Manager



SAPPI 2025 TARGETS
Responsible consumption and production:
Launch 15 products with defined sustainability benefits.

The road to decarbonisation runs through EUROPE

THE EU AND ITS MEMBER STATES ARE LEADING THE WORLD TOWARDS THE SUSTAINABLE, LOW-CARBON FUTURE AGREED IN THE PARIS CLIMATE ACCORD AND EUROPEAN GREEN DEAL

At Sappi, we have set ambitious targets to decarbonise our business and boldly contribute to the Paris Climate Accord—both at global and at European levels. We have committed to setting a science-based emission reduction target for 2030 in collaboration with the Science Based Target initiative (*SBTi*), a collaboration between *CDP*, the United Nations Global Compact, World Resources Institute (*WRI*) and the World Wide Fund for Nature (*WWF*).

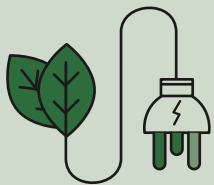
Our path to decarbonisation requires marshalling the expertise and ingenuity of our operations like never before. But it is a challenge that our teams are embracing with enthusiasm and steadfast determination. With Sappi Europe's Decarbonisation Roadmap, we have set three ambitious priorities to reduce emissions and maximise material and resource use in our nine mills across Europe.

The Roadmap has three main priorities for action



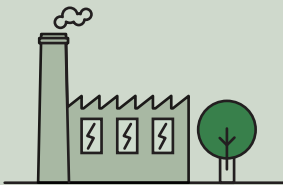
1 Exiting Coal

By exiting coal in the three mills that still partially use this fuel, we'll shift to renewable and clean energy sources or natural gas.



2 More green electricity

We've committed to procure more green electricity from the grid where it's available. We will also pioneer a new approach in the Netherlands—using green electricity to power a mill.

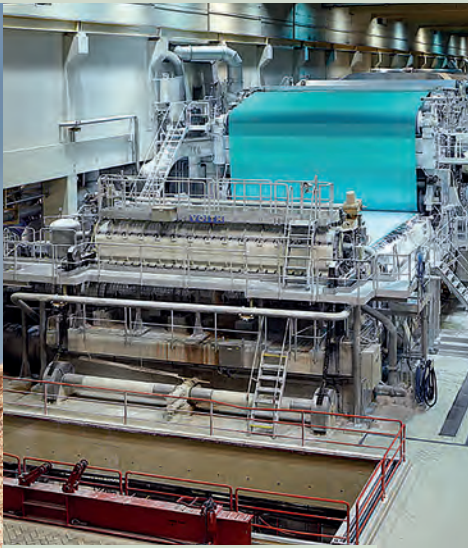


3 Greater eco-effectiveness

All nine mills continue advancing eco-effective projects to improve energy efficiency and reduce emissions while investing in state-of-the-art technology and processes.



Above: Lanaken Mill produces pulp from sawmill waste and forest thinnings
Top right and bottom right: Recent investments in the hydro-electric power plant at Gratkorn Mill have increased renewable energy production



Sustainability in action

TRANSITIONING TO RENEWABLE FUELS AT GRATKORN MILL

As part of our Thrive25 strategy in Europe, we aim to deliver a 25% specific greenhouse gas reduction by 2025. The complete modernisation of boiler 11 at our Gratkorn Mill in Austria plays an important role in achieving this ambition.

We're investing in state-of-the-art technology to shift from a coal boiler to a multi-fuel boiler. It's a two-phase project with one goal to finally use only sustainable and renewable fuels. The rebuild will enable the mill to reduce CO₂ emissions by 30%. In addition, we'll also sharply reduce dust and nitrous oxide (NO_x) emissions.

Today Gratkorn Mill is the largest production site within Sappi Europe, manufacturing high quality coated woodfree paper for the global printing and writing market. This investment shows our steadfast commitment to continuously improve our production sites in ways that accelerate our sustainability progress. The rebuild is expected to be complete in early 2022.

Through sustainable forestry and responsible sourcing, we keep forestland forested for generations to come

Working forests work to fight climate change

The ability of forests to sequester and store carbon is core to achieving net zero emissions by 2050. But it's not only through protecting forests that these climate benefits will be realised. In sustainable working forests, actively managed to balance social, environmental and economic aspects, there's as much attention to biodiversity and climate as to recreation and timber harvesting.

Market demand for forest products encourages forest owners to invest in their working forests, keeping them healthy, productive and resilient in the long-term. Importantly, working forests often sequester even more carbon than protected forests. In yet another planet+ win, forest products are helping to break society's dependence on fossil fuels.



SAPPI 2025 TARGETS
Life on land: Aim to source at least 78% share of certified fibre.



Sourcing responsibly from nature

Curious about Sappi’s impact on European forests and how we source the woodfibre in our products? Let us explain

You might be surprised to know that Sappi doesn’t own or manage any forestlands in Europe.

Instead, we partner with suppliers to provide the woodfibre we need in our mills across Europe.

Ensuring this woodfibre is responsibly sourced from sustainably managed forests is our top priority. We rely on forest certification from world-leading independent organisations to ensure that we deliver on this promise.

Our woodfibre procurement policy requires rigorous tracing practices and origin documentation for all woodfibre in accordance with the **Forest Stewardship Council™ (FSC™)** Chain of Custody and Controlled Wood Standard and the **Programme for the Endorsement of Forest Certification (PEFC)**,

specifically PEFC’s Chain of Custody standard’s due diligence requirements.

Forest certification is the keystone

Forestry is an art and science that involves the sustainable management of forests and people. Forest certification is the keystone to striking this balance. It not only provides a framework and compelling incentives for forest owners to practice sustainable forestry that delivers environmental, social and economic benefits. It also provides crucial independent evidence to companies like ours up the supply chain that these strict standards are met with rigour.

Through certification we’re assured that all our woodfibre comes from known and controlled sources,



“As of 2020 in Europe, we sourced 80% of our woodfibre from certified forests. We’re working hard to achieve even more.”

Leena Hytönen
Global Certification Manager

regularly audited by independent third parties. It’s how we know that our woodfibre comes from forests where biodiversity, soil and water quality, forest health and the needs of local communities are met for present and future generations. It’s our assurance that Sappi woodfibre doesn’t knowingly come, for instance, from illegally logged forests or cause deforestation.

“As of 2020 in Europe, we sourced 80% of our woodfibre from certified forests,” explains global certification manager, Leena Hytönen. “Together with our suppliers, we’re working hard to achieve even more.”

Sourcing locally around our mills

The majority of the woodfibre we procure in Europe comes from forests close to our mills. In Ehingen Mill in Germany for example, 96% of the

beech, ash, and spruce pulpwood and chips originate from Germany.


This not only supports European jobs and growth, but also reduces carbon emissions from transport—a move consistent with our broader decarbonisation roadmap.

Forestlands are actually growing in Europe



The latest EU report on the State of Europe’s Forests showed an increase of 9% over the last 30 years, that’s an area bigger than Switzerland. The report also showed that the volume of wood and the weight of carbon stored in European forests has grown by 50% over the same period.

Companies like Sappi have contributed to this positive growth. By providing a dependable market for responsibly grown fibre, we encourage landowners to manage and grow their forestland instead of selling it for development or other non-forest uses. This investment keeps forests healthy and continuously growing for generations.



Forest facts

1. Sappi never harvests nor buys woodfibre which originates from tropical natural forests and our wood sourcing causes zero deforestation.

2. Mitigating climate change requires replacing fossil-based materials with renewable ones. Sustainable, fibre-based solutions are fundamental to this transition.*

3. Approximately 80% of global deforestation is caused by the expansion of land used for agriculture.*

4. Cattle, soy and palm are the main agricultural commodities associated with deforestation.*

5. Scaling up the delivery of nature-based solutions with forests could provide 37% of the mitigation needed to limit global temperature rise.**

6. Acting as carbon sinks, forests absorb the equivalent of roughly 2 billion tonnes of carbon dioxide each year.*

* The State of the World’s Forests, FAO (2020) / ** Natural Climate Solutions, PNAS October 31, 2017 114 (44) 11645-11650; first published October 16, 2017; <https://doi.org/10.1073/pnas.1710465114>

Keeping fresh and recycled fibre in the loop

Ever wondered why we still use fresh fibre to make paper given that paper is so widely recycled? Well, that’s because fresh fibre is a necessary ingredient to keep recycled paper in the loop

The benefits of recycling paper in a circular economy are encouraging and exciting. It can conserve natural resources, save energy, reduce greenhouse gas emissions and keep material out of landfills. At the same time, using recycled or ‘recovered’ fibre in higher-quality products requires more processing, increasing both fibre loss and use of energy, water and chemicals.

For all these reasons and more, choosing when to use fresh or recycled material for your products requires careful consideration to ensure a positive environmental outcome. With limited recycled fibre available on the market, it’s important to use it where it actually delivers optimum environmental impact and where its quality matches the application’s requirements.

In our European mills, we rely on fresh fibres because we make high-quality paper and board products.

Our diverse product portfolio offers high performance with respect to print surface, brightness, and durability. Our paperboard grades benefit from the strength and bulk that only fresh fibres provide. Relying on fresh fibres also supports product safety and compliments our ability to provide products suitable for food contact.

Recycled content is better used for grades such as corrugated, where there are no brightness level requirements and contaminants in the recycled content can be better tolerated. Or for applications that cannot be recovered.

When we use fresh fibre at Sappi, we ensure it comes from responsibly managed forests. We prefer woodfibre from certified forests that are subject to third party audits to control sustainable forest management practices. The result of this strict management is that, on balance, forested lands are actually expanding in Europe rather than diminishing.

Responsibly sourced: Sappi’s fresh fibre comes from responsibly managed forests



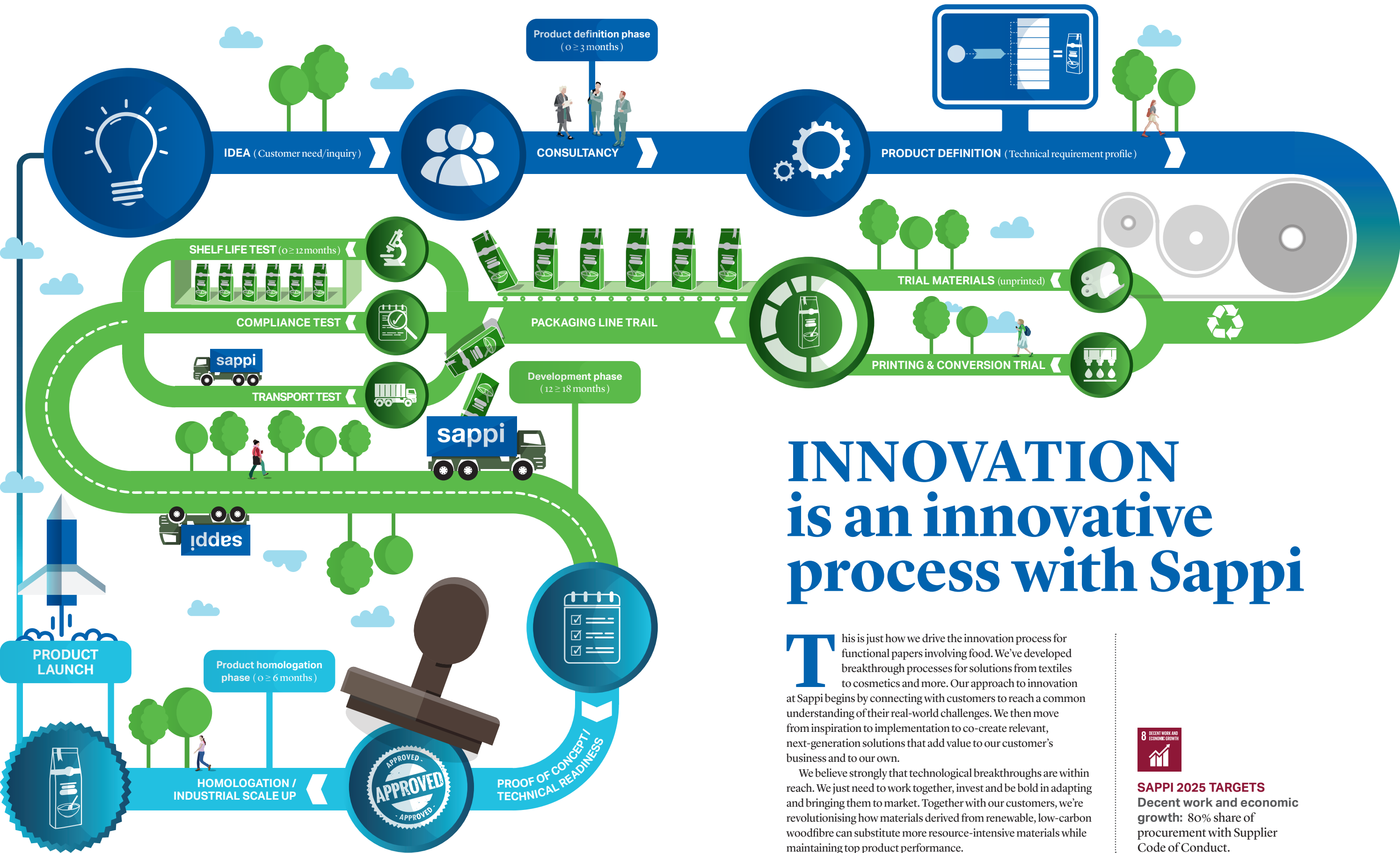
In summary

The following three principles are important to consider when thinking about fresh and recycled fibre:

- + **Closing the loop requires both:** fresh and recycled fibres work together to keep paper flowing in a circular loop.
- + **The paper application matters:** optimising the life of recovered fibres requires use in the right applications.
- + **Downcycling is decisive:** the input of fresh fibre into the paper loop should be with high-quality applications, that can subsequently be down-cycled into other applications. The reverse is not possible.



SAPPI 2025 TARGETS
Decent work & economic growth: 5.8% points increase of women in management roles.



INNOVATION is an innovative process with Sappi

This is just how we drive the innovation process for functional papers involving food. We've developed breakthrough processes for solutions from textiles to cosmetics and more. Our approach to innovation at Sappi begins by connecting with customers to reach a common understanding of their real-world challenges. We then move from inspiration to implementation to co-create relevant, next-generation solutions that add value to our customer's business and to our own.

We believe strongly that technological breakthroughs are within reach. We just need to work together, invest and be bold in adapting and bringing them to market. Together with our customers, we're revolutionising how materials derived from renewable, low-carbon woodfibre can substitute more resource-intensive materials while maintaining top product performance.



SAPPI 2025 TARGETS
Decent work and economic growth: 80% share of procurement with Supplier Code of Conduct.

Planet+

production

WITH INNOVATION AND INGENUITY,
WE'RE MAKING OUR MILLS
ECO-EFFECTIVE, REDUCING
WASTE AND MAXIMISING
MATERIAL AND RESOURCE
USE AT EVERY OPPORTUNITY

This image:
Looking down on
the freshwater
treatment plant of
Sappi's Gratkorn
Mil in Austria

Transforming woodfibre into the paper products that people rely on every day is an energy intensive process. With eco-effective actions big and small, Sappi mills are reducing energy consumption and their environmental footprint and turning waste into resources.

These actions are helping to accelerate the transition to the low-carbon, circular economy our planet demands. An economy aimed at eliminating waste and where products and materials are in continuous use. Our eco-effective actions are creating models of progress, showing how to incorporate 'circularity' with efficiencies across the manufacturing process.

See pages 22-23 for case studies >>

“Teams at each of our mills have developed decarbonisation plans to meet the EU’s ambitious targets.”

Steffen Wurdinger, VP Manufacturing



**TURNING WASTEWATER INTO
ECO-EFFECTIVE OPPORTUNITY**
🇩🇪 Bleachery in Stockstadt, Germany

For 10 years the wastewater had been running hot at 58°C from our bleachery in Stockstadt, Germany. But where others just saw extreme heat, **Kai von Groddeck** saw an eco-effective opportunity.

With a spiral plate heat exchanger, Kai discovered he could transform the heat from the water into energy that saves Stockstadt an incredible 55,000 tons of steam each year. This equals the energy needed to heat 1,400 households for one year.

It can also reduce the water temperature by almost 15°C before entering the wastewater treatment system, making our mill even more eco-effective. Today, Kai is one of thousands of Sappi people searching for more energy to reuse and waste to turn into new resources across Europe. Together, we're making Sappi eco-effective.

Left: Channelling the power of a heat exchanger in Stockstadt **Below:** Making wastewater even cleaner at Lanaken Mill



**PIONEERING ECO-EFFECTIVE
WASTEWATER TREATMENT**
🇧🇪 Lanaken Mill, Belgium

When we undertook a rebuild of the paper machine in Lanaken Mill in Belgium, it opened an eco-effective opportunity to re-design the wastewater treatment plant. The team set to work re-imagining the technology involved and plotting out the long-term water needs of the mill.

After research and testing, they identified a series of innovative technologies that could improve the eco-effectiveness of Lanaken's water use and treatment. Some of which had never been applied before in the

paper industry.

The team's pioneering approach involves a series of anaerobic and aerobic systems, together with advanced oxidation technology that reduces lignin in the final effluent. The state-of-the-art facility that emerged increased water clarity and reduced chemical oxygen demand (COD) levels beyond those required by Belgian law. It also optimised the limited space available and tripled capacity—results that are good for business and the planet.

**SUPPLYING ECO-EFFECTIVE
INSULATION**
🇮🇹 Condino Mill, Italy

Surrounded by the scenic mountains and forests of Trentino in northern Italy, the over 130 employees at Condino Mill are especially conscious of their environment. Finding ways to become more eco-effective is a challenge they have embraced with enthusiasm and ingenuity.

In 2020, the mill achieved a major eco-effective win by turning sludge that would normally go to landfill, into a valuable new resource for thermal insulation in building construction. Reflecting the pure nature of Glassine, one of the main paper grades produced from Condino, the mill's sludge is rich in fibre with low chemical content and other additives.

Not only is this an eco-effective opportunity for reuse, it's also energy friendly. Condino just has to press the sludge to remove excess water, without the energy-intensive drying normally required for recycling.

Below: Turning sludge into a valuable new resource at Condino Mill





Making print a responsible choice in your media mix

Print and digital work together best in an integrated media mix. Leverage each for their unique attributes but be sure to fully consider and minimise their respective environmental impacts. Here is some information to help you choose responsibly for your mix



Fast facts

Data-centre electricity use is likely to increase about 15-fold by 2030, to **↑8%** of projected global demand.*

The carbon footprint of ICT is on a par with the aviation industry's emissions from fuel.*

Electricity use by ICT could exceed **20%** of the global total by the time a child born today reaches her teens, with data centres using more than one-third of that.*

Catalogues mailed to consumers are **30 times** more effective in making a sale than those sent via electronic mail.**

Print & Digital

- + **Print cuts through the digital noise.** The tangible nature of print leads to greater attention by readers and greater retention of content.
- + Print has a high **one-time energy cost** but stores information forever without using additional energy costs. The energy cost of paper-making is partly offset by the **carbon captured from the trees** providing the raw material. Trees are a **fully renewable** and sustainable resource that capture CO2 as they grow.
- + **We responsibly source** our woodfibre from well managed forests in compliance with our strict woodfibre procurement policy, aligned with international forest certification systems.
- + **Paper is widely recycled at over 70%** in Europe today, contributing to the circular economy. Paper and paperboard products are also biodegradable, in contrast to plastic.

- + Sending an email, Tweet or post can be cheap and highly traceable. But **digital marketing has reached saturation** for many audiences.
- + Cloud computing is enabling better use and storage of data. But it's also causing **exponential energy use**.*
- + Digital devices are made from plastics, metals and rare Earth elements with a **large ecological footprint** and a short shelf life.
- + **Electronic waste is the fastest growing waste stream** in the world. Yet recovery of elements from digital devices lags significantly behind.



SAPPI 2025 TARGETS
Affordable and clean energy: 11% points increase share of renewable and clean energy.

* How to stop data centres from gobbling up the world's electricity, Nature.com(2018) / ** DMA Response Rate Report, The Columbus Dispatch (2012)



Seeding and growing human potential is at the heart of sustainability at Sappi, beginning with our own people and extending to the communities where we operate around the world

Rural uplift with Khulisa

For nearly 40 years in South Africa with our Khulisa programme, Sappi has been promoting forestry to support sustainable livelihoods in rural areas. The programme has grown beyond its initial focus on tree-farming with subsistence farmers to become a proven model for creating shared value for entire communities. Today, participating communities have become sustainable participants in the forestry value chain. When the programme began in 1983, only three farmers participated working on eight hectares of land. Now, there are more than 4,000 farmers working more than 27,000 hectares that uplift their communities with Khulisa.



SAPPI 2025 TARGETS
Decent work and economic growth: 2% points above Weighted Average Cost of Capital (WACC).



Sappi & You: partners in print

We all know the challenges facing the print industry due to media competition in an increasingly digital world. Through partnership and co-development, we can adapt to this disruption and find ways to thrive – *sustainably* – together

Partners in Print is our anthem. Because the way we see it, our customers' success is our success. We want to work together to co-create sustainable value, boost profitability and cut costs for our print partners.

The investments we've made in our business can benefit our print partners too. In recent years, we've spent nearly €500m upgrading and modernising our technologies, processes and facilities across Europe.

Beyond improving our own business performance, we are committed to deploy services and share our expertise to make print more efficient.

We're here to listen and work together to improve business performance across the value chain. Leveraging our products, our experience and our services, we can co-create a sustainable future for paper and print.

Sappi Value Development Process

Together we identify the key challenges for our customer's business, analyse print processes and agree on solutions to optimize business performance in what we call the 'Sappi Value Development Process'. We've achieved some impressive lean and green results, including:

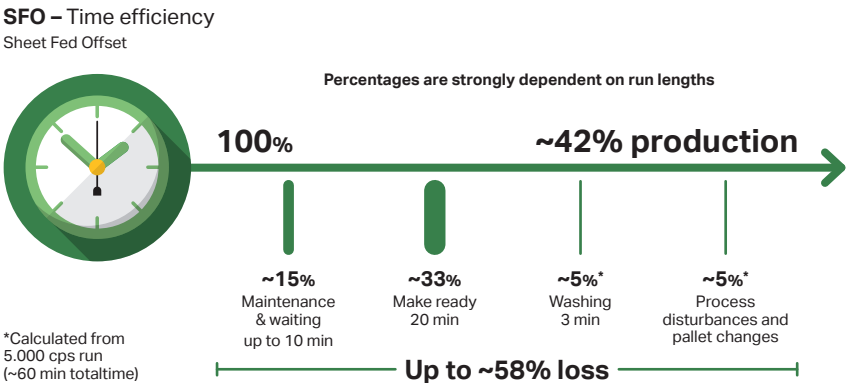
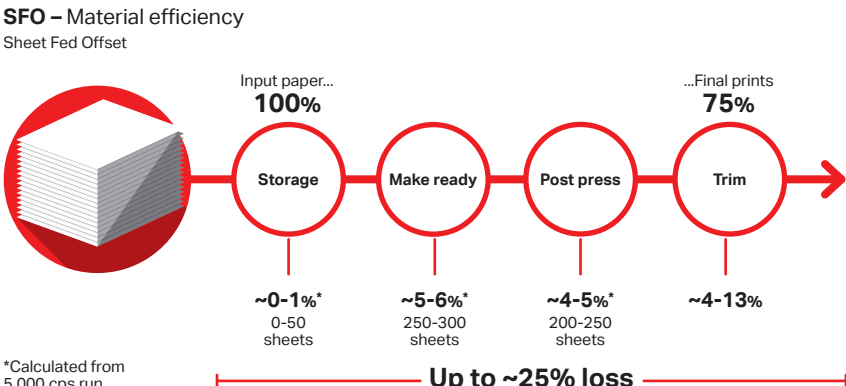
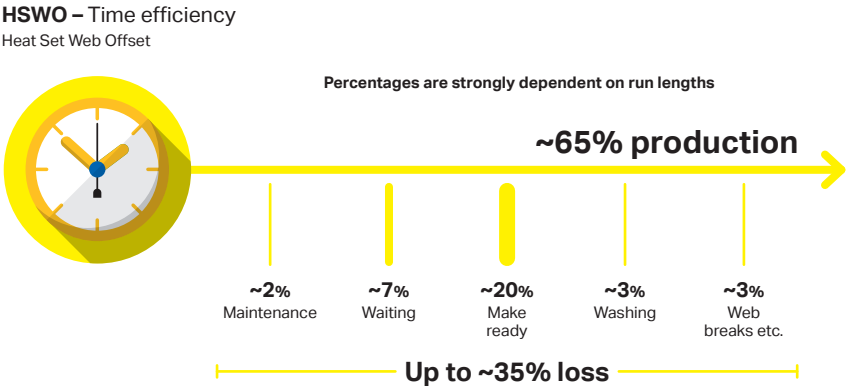
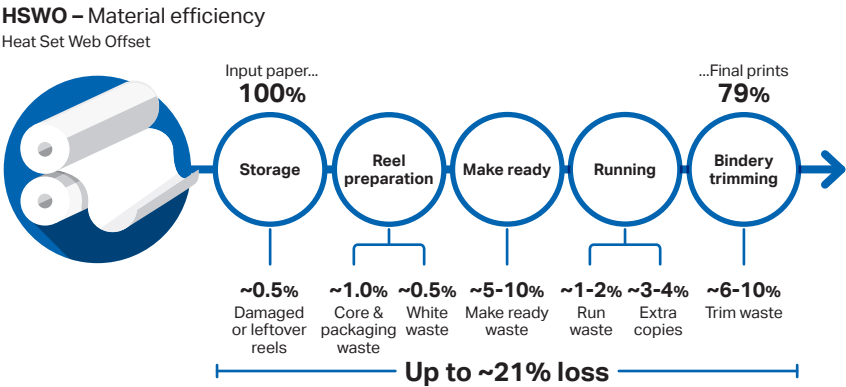
- + **Reduction of paper waste** by 20%.
- + **Time efficiency** gains of 5%.
- + **Reduced print stocks** of up to 40%, freeing up cash flow and boosting the bottom line.

Photography: Tim Mossholder on Unsplash



SAPPI 2025 TARGETS
Partnerships for the goals: Build and activate mutually beneficial partnerships.

Typical process efficiencies



Engineering breakthroughs

WE'RE UNLOCKING THE POWER OF TREES TO ACCELERATE EUROPE'S TRANSITION TO A CIRCULAR ECONOMY AND SUSTAINABLE FUTURE

Together with our partners, we're championing innovative approaches to responsible forestry and striving to cultivate more value and purpose from every tree, by-product and other resource across the value chain.

The breakthrough solutions that we're engineering have incredible potential to reshape everything from the way food is packaged to the clothes on your back.

Circular food packaging

Can food packaging become more circular with less waste? At Sappi, we enthusiastically say yes! The solution starts with renewable and recyclable woodfibre.

Our engineers have designed innovative papers for flexible packaging without compromising on food protection. The range, called Pro Planet Paper Packaging, is revolutionising the circularity of food packaging for some of the world's biggest brands.

These functional papers come with integrated barriers against oxygen, water vapour, grease, aroma and mineral oil. As a mono paper packaging solution, it can be recycled in the paper waste stream.

As part of the range, brands are using Sappi Seal, Guard and AvantGuard with outstanding results, leveraging the wide range of finishing options and integrated heat sealability.

"We're engineering products designed for reuse and recycling in ways never imagined before."

Linda Tufano,
Director R&D

"Ideas burst from everywhere—from production and sales to marketing and customers too—in an innovation culture that's truly unique to Sappi."

Bernardo Semadeni,
Director Product Innovation

SEAL

GREASE

O₂

H₂O



SCAN THE QR CODE TO WATCH OUR BLUE COUCH DISCUSSIONS

The Blue Couch series of talks from Sappi Europe features discussion on new products, innovations, sustainability and more.

Whether you're a brand owner, converter, packaging design agency or retailer, Sappi packaging papers give you the sustainable edge you need in business today."

René Koehler,
Director Paper & Packaging Solutions

Pro Planet Paper Packaging

The green credentials of packaging matters to consumers. In one study, an overwhelming 95% of people favoured recyclable packaging over conventional varieties. In another, 77% were prepared to pay more for packaging with a smaller footprint.

With Pro Planet Paper Packaging, Sappi helps your company meet this growing consumer demand. Our solutions unpack your true sustainable potential with endlessly innovative applications.

- + **Get access** to world-class expertise in functional paper packaging solutions
- + **Benefit from** the wide portfolio of recyclable barrier papers
- + **Deliver on** your sustainable packaging requirements

MANUFACTURING BREAKTHROUGHS TOO

The launch of Pro Planet Paper Packaging is just the beginning of this sustainability story. Our work hasn't stopped there. We work closely with brand owners and machine manufacturers known as OEMs to realise the full breakthrough potential of these functional papers also on packaging lines. Our shared goal is to protect the food inside and avoid food waste.

Our consultants provide the full know-how of our solutions, explaining which barrier paper protects the product the best and how the paper behaves in different conditions, including during the packaging process. This information is vital because paper behaves differently than plastic. Machines need to be adapted and sometimes small changes to the package are required.

Extensive tests are made to reach excellent runnability on the packaging line and to ensure the safety, quality and durability of the product throughout its intended lifespan. Our consultants are available throughout this entire process to ensure that our solutions deliver on their Pro Planet promise.

Unleashing the power of partnership

By unleashing the power of partnership, the world can accelerate progress towards the UN Sustainable Development Goals. Here are some of the innovative partnerships that Sappi has joined to help deliver the solutions our world urgently needs



SDG 15
Life on Land
The Forests Dialogue (TFD)

promotes multi-stakeholder dialogue to spur collaborative action on the highest priority issues facing the world's forests. As a member of the steering committee, Sappi helps to shape TFD's agenda and mobilise initiatives. Currently, TFD is especially focused on realising the potential of forests to mitigate climate change and scaling-up climate positive solutions with forests.

We signed up to **Business for Nature's call to action**, a global coalition of non-governmental organisations and business groups including the International Chamber of Commerce, WWF, We Mean Business, the World Business Council for Sustainable Development (WBCSD) and the International Union for Conservation of Nature (IUCN). Because #NatureIsEveryonesBusiness.



SDG 12
Responsible consumption and production
The 4EverGreen Alliance

brings together the fibre-based packaging value chain to enhance the circular economy and mitigate climate change. With a current recycling rate of **83%** in Europe, fibre-based packaging is already a great asset within the bio-based circular economy. But by working together our aim is raise the bar even higher to achieve an overall recycling rate of **90%** by 2030.

The **Circular Bioeconomy Alliance** is accelerating the transformation to a global circular bioeconomy that can prosper in harmony with nature. Sappi joined the alliance to collaborate with diverse partners unlocking the potential of renewable resources in the forestry value chain. The alliance operates under the leadership of his Royal Highness, The Prince of Wales, and the European Forest Institute.

Consumers are on the journey too

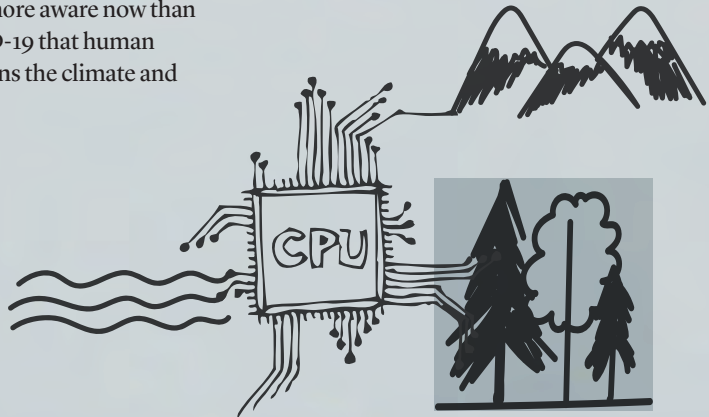
Demands for sustainability are coming not just from businesses, governments and NGOs, but increasingly from consumers

A global consumer study from IBM in 2020 showed that **57% of people** were willing to change their purchasing habits to reduce negative impacts on the environment. Even more, **71%** of those surveyed responded that product traceability is important and that they would pay a premium for brands that provide it.

A study from Boston Consulting Group in July 2020 found that **70% of people** are more aware now than prior to COVID-19 that human activity threatens the climate and

that environmental degradation threatens humanity. About **40%** responded that they intend to adopt more sustainable behaviour in the future.

As a brand, your consumers won't let you sit this out. You need a partner like Sappi with a bold commitment and track record on sustainability. Let's work together on the journey towards a more sustainable world.



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WATCH OUR 'BLUE
COUCH' DISCUSSIONS

The Blue Couch Series

'Blue Couch' – this is the name of the new recurring series of talks from Sappi Europe. Tune in to watch exciting guests with lots to discuss – about new products, innovations, sustainability and much more. The moderated programme offers an exclusive glimpse behind the scenes of the paper industry and at a leading player in the market.





Sarah Price,
Sustainability Manager

“The magnitude of climate change, biodiversity loss and growing social inequity demands decisive action. At Sappi we’re thinking and acting more boldly than ever before.”



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Including all Sappi
locations across
Europe, North America
and Southern Africa.

