



We lifecycle

SCA's interface with people and nature



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SCA – a global consumer goods and paper company



Forest

- Publication papers
- Solid-wood products
- Pulp and timber

15%

22%

Personal Care

- Incontinence care
- Baby diapers and skincare
- Feminine care

Packaging

- Transport and consumer packaging
- Industrial packaging
- Containerboard

27%

36%

Tissue

- Toilet paper & Facial tissue
- Kitchen rolls
- Napkins
- AFH (Away-From-Home)

Total sales 2010: 11 billion EUR

Our interaction with the world



- Millions of people use our products, every day
- Our 45,000 employees worldwide are committed to developing and improving our customers' and consumers' everyday lives
- We operate our business in over 90 countries, with sustainable principles

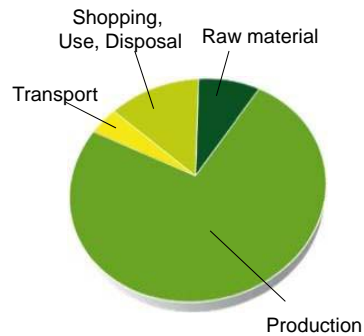


Understanding our **environmental** impact



SCA's goals focus on areas with biggest reduction potential in environmental impact:

- Manufacturing – where we clearly have greatest scope
- Raw materials – Responsible sourcing is key



We **lifecycle**

Responsible **environmental** stewardship



SCA has committed to three key **environmental** goals concerning:

- water use
- carbon dioxide emissions
- fibre sourcing



Water— an increasingly valuable resource



- ❑ We will reduce our water consumption in water stressed regions by 10% by the year 2015
- ❑ All SCA's pulp and paper mills will employ mechanical and biological water treatment plants before year 2015



Efficient use of water



Example

Water conservation

Box Hill tissue plant Australia has reduced its water consumption in excess of 50% in 10 years



Reducing CO₂ emissions



Our goal is to reduce carbon dioxide emissions by 20% by the year 2020, with 2005 as a reference year



Reducing CO₂ emissions



Example

SCA HA has reduced emissions intensity by 19% from 2005 levels

Geothermal Steam at Kawerau NZ:

- The geothermal steam plant installation in 2010 has replaced the demand for a substantial amount of natural gas at Kawerau; reducing CO₂-e emissions from burning gas by an estimated 70% at this site.



Sustainable fibre sourcing



SCA target is 100% control of fresh fibre raw materials

SCA HA has a goal of having all wood raw material independently verified by chain of custody certifications



Responsible fibre sourcing

Sustainable fibre sourcing



Example

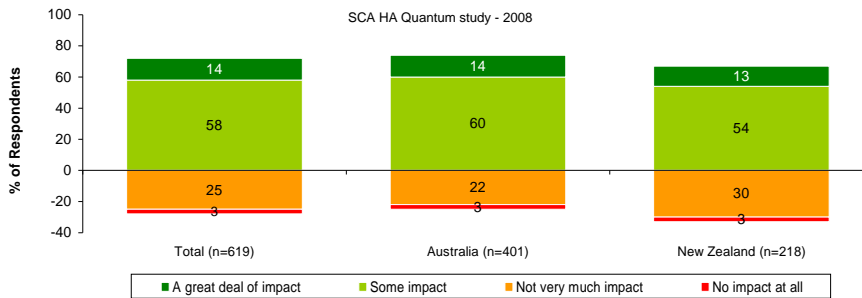
Virgin fibres:

SCA HA's **Wood Sourcing Policy** prohibits controversial sources such as:

- Illegally harvested timber
- Timber from high-conservation value forests
- Timber harvested in violation of human rights



Consumer buying behaviour is influenced by environmental issues



- 58% say environmentally friendly as a product feature has some impact on their purchase choice
- 14% say environmentally friendly has a great deal of impact
- Environmentally friendliness is a moderately important product feature without being a key decision maker

NGO influence on buying behaviours



Green groups welcome Warehouse suspension of Cottonsoft
 Monday, 22 August 2011, 3:15 pm
 Press Release: Greenpeace New Zealand

Green groups welcome Warehouse suspension of Cottonsoft orders

Auckland 22/08/11 New Zealand's leading environmental groups today welcomed news that The Warehouse has suspended orders of Cottonsoft toilet rolls, pending an investigation into whether the product is sourced from Indonesian rainforests.

In an email to a concerned customer The Warehouse stated: "The Warehouse will suspend all orders relating to the product range pending further information from all related parties." (2)

The action follows the imminent release of an investigation by Greenpeace, the Green Party and WWF New Zealand. It reveals that forested estates on cotton toilet rolls found the presence of twice toxic herbicides (bromac that comes from rainforests) in a range of Cottonsoft products (2) herbicides is the only major in the production of pulp that uses mixed types of rainforest.

Greenpeace campaigner Ianah Tugait said: "This is great news that The Warehouse has taken the step of suspending all orders of Cottonsoft products. It is clear that they take their role as a responsible company seriously. We look forward to further and progressive responses following suit and suspending all trade in toilet paper that has come from mixed rainforests."

Chris Owen, WWF New Zealand's Lead of Consumer said: "We welcome the news that The Warehouse has suspended all orders of Cottonsoft products pending further investigation. (3) putting the fate of endangered wildlife and their forest homes at the centre of their purchasing policy. The Warehouse are making a stand for the environment."

Success! IGA stops using rainforest destruction
 Photo by Greenpeace Australia on Flickr 20th July 2011 10:49 am
 IGA have made great news. (4) We have had a meeting... with the directors of Rainforest Alliance to discuss... to end their involvement in rainforest destruction.

Officeworks bans sale of APRIL paper products to help protect Sumatran tiger habitat
 Photo by The Australian on Flickr 20th August 2011 10:44 am
 In a major step in the right direction, Officeworks has taken decisive action to ban all endangered forest species by banning the sale of paper products made by Asian pulp and paper giant APRIL.

The positive news came after it was revealed that the APRIL, a paper products were being made from forests vital for the survival of the Sumatran tiger.

After taking this bold action for forest protection, it now lies to Officeworks to help guide the tiger by the tail and help save Victoria's most endangered animal, the Leadbeater's possum, by also banning other paper products from its stores.



c/o Life Because our products make life easier for you and for millions of people around the world. Because our resources and the way we work are natural parts of the global lifecycle. And because we care.



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