
Communication guide for Winners of the WWF Environmental Paper Awards 2016

This communication guidance outlines permitted communication about the Awards. Communication as outlined below is permitted for a 12 month period after the launch (28 November 2016) until end of November 2017. Please send a sample of your external or internal communication on the Award to the WWF International Paper Team for our records. hbrandlmaier@wwfdcp.org

Communication is permitted off-product only. Companies may use:

1. Text from the WWF press release [for off-product communication](#)
2. Text as per below for the different Award categories

WWF Environmental Paper Awards 2016 in the Category Transparency

- “COMPANY NAME has received the WWF Environmental paper Awards 2016 (Category “Transparency”) for publishing the forest, climate and water footprint of more than 50% of their paper products (in category x).

WWF Environmental Paper Awards 2016 in the category “Best Environmental Performance Paper Brands”

- “x number of papers/brands of COMPANY NAME have received the WWF Environmental Paper Awards 2016 in the category “Best Environmental Performance Paper Brands” .



Access the downloadable image in the detailed Environmental Profile Page of your brand. Contact hbrandlmaier@wwfdcp.org if you need help in accessing the image

“(Brand x, reaching x% of achievable scores) has been among the winners of WWF’s Environmental Paper Awards 2016 in the category “Best Environmental Performance Paper Brands”.

This text can be used in conjunction with the downloadable image of Award winning paper brands (example left).

WWF Environmental Paper Awards 2016 in the category “Striving For Continual Improvement”

- “COMPANY NAME has received the WWF Environmental paper Awards 2016 (Category “Striving for Continual improvement”) for screening the forest, climate and water footprint of selected paper products with WWF’s Check your Paper Method.”

We welcome if you add something along the lines of : “WWF’s Check your Paper Method reduces complexity in evaluating a paper’s footprint by using relatively few, but carefully selected, environmental indicators”.

- NO communication on products or packaging about WWF Check your Paper and the Awards
 - Companies may not use the statements recommended above in a way that implies endorsement by WWF of the company or its products
 - Please don’t compare yourself to other Award winners in your communication
 - Companies may not use the WWF panda logo or any other WWF copyrighted or trademarked material; Companies may not use the WWF initials other than outlined above
 - If you plan to make reference to WWF in a different form to the above suggestions (for example for company internal use) please contact hbrandlmaier@wwfdcp.org
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