
Final Communication guide for companies participating in the 2013 Environmental Paper Company Index

The Environmental Paper Company Index is one of WWF's key tools to promote supply chain transparency and to motivate continual improvement

The focus of the EPCI 2013 is on the transparency of companies and not about the comparison and ranking of participating companies, neither within nor in between regions.

This is reflected in new rules and look for the EPCI as follows

- Communication about the EPCI 2013 focuses on transparency and not on a company's place in a ranking.
- The new EPCI pages will no longer provide a comparative summary graph that compares the companies.
- The new layout of the EPCI results foresees a unique webpage for each participating company where summary results are presented. This is intended as a public transparency reference.
- There will be a summary listing of companies invited to the EPCI by alphabetical order, listing the names of companies that have followed the invitation with a link to their reference data. It will also include a list of companies that have not followed the invite.
- WWF will invite a minimum of 5 major companies per region (Asia, Latin America, US, Europe) in 2013 and will keep an open invite for more companies to list on a continuing basis.
- The transparency layout of the EPCI will allow new companies to join the Index on a continuous basis in the future, also between the main EPCI communication foci every two years.
- Participating companies will be asked to update their figures every two years.

WWF calls on participants not to communicate direct comparisons to other participating companies. WWF applauds the transparency of all participants!

Companies may use the communication below:

- *„Company x has transparently disclosed its environmental footprint on WWF's Environmental Paper Company Index (2013) in the product categories (tissue, packaging, fine paper etc.)*
 - *...WWF congratulates the company for promoting supply chain transparency and continual improvement.*or
 - *...WWF welcomes that by doing so company x shows that they value transparency and are taking environmental and social responsibility seriously „*
- *„In the product category x Company x has achieved x% of total achievable environmental footprint and transparency scores in WWF's Environmental Paper Company Index (2013)“. In the subcategory (clean production, sourcing, transparency) the company has achieved x% of total achievable points. It is not permitted to communicate results in subcategories such as clean production or sourcing without the context of the overall scoring of the company in that product category.*

Communication as outlined above is permitted in your internal and external communication channels such as:

- your own press release
- website
- newsletter
- conference materials
- sustainability report
- direct communication with buyers

until the end of 2014, unless important changes happen within the company, in particular buying or selling of mills.

- For our records, please send a reference copy of all your communication about the Environmental Paper Index results to the WWF International Paper Team (hbrandlmaier@wwfdcp.org)

WWF's aim is to ensure that any communication made about the Environmental Paper Index is "accurate, verifiable and not misleading"

- NO communication on products
- NO free interpretation of WWF results such as „WWF has rated company x as sustainable/green/responsible...“
- Do not communicate individual results in subcategories such as clean production or sourcing without the context of the overall scoring of the company in a certain product category.
- Do not compare directly with the results of other companies
- If you plan to make reference to WWF in a different form to the above suggestions please contact the WWF International Paper Team hbrandlmaier@wwfdcp.org
- NO USE OF WWF LOGO IS PERMITTED