

## CUSTOMER STORY

# Holmen Board and Paper Sets New Industry Standards for Emission Goals

### RESOURCEWISE SOLUTION FisherSolve® Carbon Benchmarking

In an industry facing increasing pressure to address environmental concerns, a success story that sets new standards not only offers a sense of hope but a guide for transformation.

Holmen Board and Paper, known for its innovative work in the paper industry, has achieved carbon efficiency by taking different process-optimizing measures over the last twenty years. And when they started following FisherSolve Carbon Benchmarking data, they understood just how far their mill set-up and actions had taken them.

### A CHRONICLE OF CHANGE AND INNOVATION

Holmen's history dates to the 1600s, but the development that led to the lower carbon emissions that we see today from their paper mills began in 2002, by moving towards fossil-free energy and adapting the production to the structural transformation of the market.

The first newsprint machine, PM11, was rebuilt, paving the way for a new era of lightweight yet durable paper products. The industry took notice, with everyone from direct mail brand owners to packaging converters recognizing Holmen Board and Paper's innovative, eco-friendly solutions.



Holmen Board and Paper's focus on customer collaboration has been pivotal in driving innovation and progress. By listening to its clients' needs, Holmen Board and Paper has developed products like Holmen VIEW, Holmen UNIQ, and Holmen BOOK, each tailored to meet specific demands. But the company didn't stop there; in the early 2020s, Holmen Paper expanded into packaging paper with groundbreaking offerings like Holmen SURE and Holmen INNR, securing its place as the market leader in mechanical paper products.

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*Image: Holmen's Hallsta Paper Mill*





*Image: Holmen's Bravik Paper Mill*

## **LEVERAGING CARBON BENCHMARKING FOR SUCCESS**

Holmen used FisherSolve's Carbon Benchmark module, which models the greenhouse gas emissions of paper mills to compare mills' emissions to their peers. By leveraging this tool, Holmen accurately quantified their progress towards sustainability. Their analysis revealed that their Hallsta and Braviken mills achieved the lowest recorded CO<sub>2</sub>e emissions globally, according to FisherSolve.

Holmen's paper mills set a new standard in the industry by their low emissions measured cradle-to-gate, which encompasses scopes 1, 2 and 3 upstream emissions. Holmen's paper mills' emission benchmarks cradle-to-gate are actually lower than the industry average for only scope 1. This shows that there is potential for further lowering the carbon footprint from the industry, as all actors on the market have a lot to gain by increasingly following data.

## THE IMPACT AND FUTURE OF SUSTAINABILITY FOR HOLMEN BOARD AND PAPER

The implications of accomplishing emission goals are significant.

1. It has a major impact on the environment as Holmen's lowest CO<sub>2</sub>e emissions have helped to mitigate its carbon footprint.
2. Holmen's achievements give them a competitive edge as consumers seeking eco-friendly alternatives naturally favor their offerings.
3. It sets the tone for an industry-wide shift where sustainability becomes a new business focus.

The future looks bright for Holmen Board and Paper as they envision a time where sustainable production practices become the norm in the paper industry. Their belief in innovation, collaboration, and environmental stewardship forecasts a sector that is responsible and reputable.

## HOLMEN'S MESSAGE TO THE INDUSTRY

In an era where corporate responsibility is being closely watched, Holmen's message to the industry is collective action. There is a testament to the potential of sustainable decisions backed by verifiable data.

Holmen encourages industry peers to actively reduce their carbon footprints in alignment with global emission reduction objectives.

To facilitate this effort, Holmen has provided valuable resources on their website, offering their own carbon emission data and insights. Additionally, they have developed resources covering various topics such as calculating emissions following the Greenhouse Gas (GHG) Protocol, benchmarking paper emissions, and more, aiming to support others in their sustainability journey.

## PIONEERING SUSTAINABLE SUCCESS

Holmen Board and Paper's remarkable success story is a testament to the power of adopting a forward-thinking approach and the strategic deployment of cutting-edge solutions. By incorporating sustainable practices into the very essence of its business, Holmen has set new industry standards and paved the way for the sector.



Image: Wind Turbines Near Holmen's Hallsta Paper Mill

## FISHERSOLVE: CARBON BENCHMARK

FisherSolve's Carbon Benchmark module serves as a critical resource for companies aimed at reducing their carbon footprint and adhering to global environmental standards. By offering reliable data on carbon emissions across various parameters, this tool empowers companies to make informed, data-driven decisions in the pursuit of their carbon emission reduction goals.

The strength of our Carbon Benchmark module lies in its comprehensive database, meticulously curated from a wealth of global industry sources. It provides an unparalleled depth of analysis, offering users insights into their operational impact, benchmarking their performance against industry leaders, and highlighting areas ready for improvement.

**Discover how FisherSolve's Carbon Benchmark module can inform your journey towards environmental excellence.**

[www.resourcewise.com/platforms/fishersolve](http://www.resourcewise.com/platforms/fishersolve)

## ABOUT HOLMEN BOARD AND PAPER

Holmen Board and Paper uses the Holmen Group's greatest asset, the forest, to make innovative paper and board products that break boundaries and challenge old perceptions. They use the unique properties of the fresh wood fiber and bring change to the markets where they enter.

**Learn more about Holmen Board and Paper's journey.**

[www.holmen.com/en/paper/sustainability/sustainability-stories/fisher-solve-co2](http://www.holmen.com/en/paper/sustainability/sustainability-stories/fisher-solve-co2)

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ResourceWise was founded in 2021 to empower companies to make wise decisions by providing high-quality data, business intelligence, and insights that resolve value chain issues while promoting a low-carbon economy and profitable growth. We deliver price reporting and benchmarking, market analytics, and strategic consulting for commodity markets focused on forest products, chemicals, and renewable fuels. Our group of companies includes Chemical Intelligence, Fisher International, Forest2Market, Tecnon Orbichem, Prima Markets, and Wood Resources International.

