

Carbon neutrality label of Vogue magazine

As a part of having access to the Carbon Neutral Product Label by South Pole issued for Vogue Scandinavia’s normal- and limited-edition magazine and packaging system on August 12, 2022, Stora Enso Oyj communicates key information related to the carbon footprint calculations, reduction plans, and the offset amounts. The information is valid for the reporting period until the next re-verification round. The requirements for the information presented here are laid down in (South Pole, 2022).

1. Summary of the GHG footprint

In 2021, Vogue Scandinavia received the “Climate Neutral Product” label by South Pole for the first 6 issues published during 2021/2022 for their physical magazine (excluding web content). In 2022, the carbon footprint of the magazines was updated using factual data on the life cycle of the first 6 issues. Carbon reduction activities were also reported. In 2022, South Pole issued the “Climate Neutral Product” label for the next 6 issues (7-12) of the normal and limited editions of the magazine.

2. Description of boundary settings

The GHG footprint calculations were conducted throughout the entire life cycle of the studied product system from cradle to grave. See Figure 1 and Figure 2 for a schematic overview of the life cycle steps for the three studied systems.

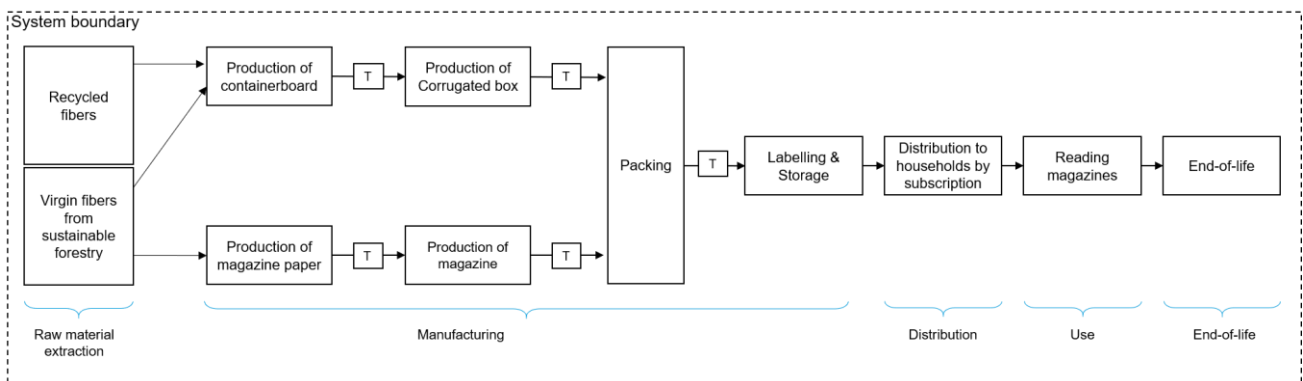


Figure 1 The product system for the normal edition

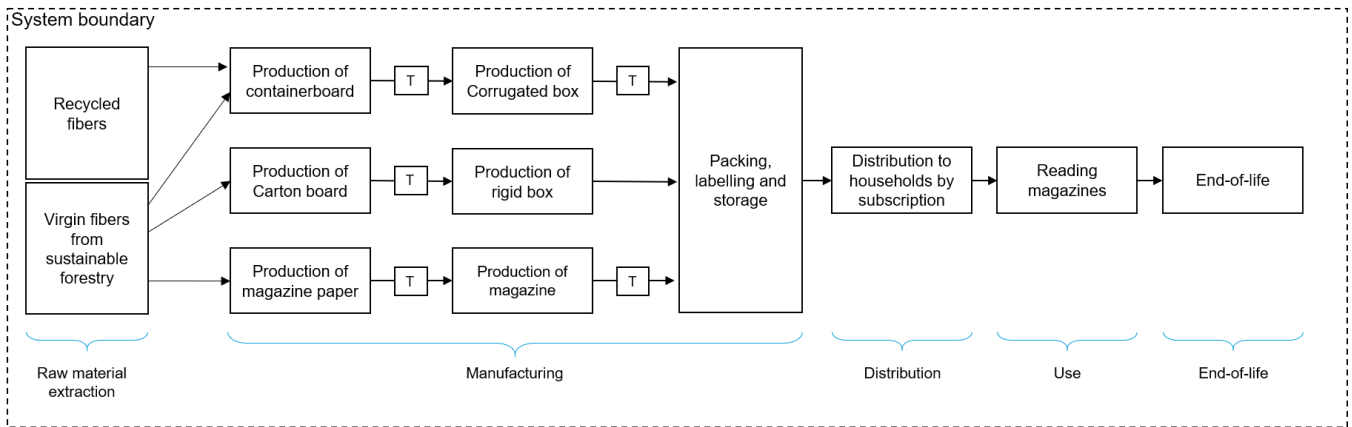


Figure 2 The product system for the limited edition

3. Emissions, emission-intensity metrics, planned emissions

In the calculation, the carbon footprint was assessed for each of the studied products separately. For business confidentiality reasons, only the average carbon footprint of the studied products is communicated. The value was 2,36 kg CO₂.

4. Reduction activities

There are several reduction activities ongoing or planned at different levels. Stora Enso Oyj works on achieving its science-based targets at each location. As a part of these specific products studied, monitoring and selection of graphic paper for magazines is implemented. Furthermore, constant work is done on improving the accuracy and representativeness of the life cycle inventory data.

5. Information concerning the emissions that have been offset

In total, 105 t CO₂ was offset for the reporting period.

6. Offsetting project

The fossil GHG emissions associated with the production of Vogue Scandinavia magazines were compensated by investing in an efficient cooking stove project in Rwanda. Cooking is generally carried out on thermally inefficient traditional devices and produces large amounts of smoke and indoor air pollution. Investing in this project reduces the amount of greenhouse gas emissions in the atmosphere by reducing fuel consumption in communities. Health conditions inside homes are improved through the reduction of indoor smoke, and households can spend less time collecting firewood and more time with their families or other activities such as studying or generating income.

Link to project: [Efficient Cookstoves \(southpole.com\)](https://southpole.com)

References

South Pole. (2022). *South Pole's climate neutrality and renewable electricity labels. Guidance.*
www.southpole.com