

## Environmental and Social Data Sheet

### Overview

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| Project Name:  | DIGITAL INNOVATION  |
| Project Number:  | 2016-0133   |
| Country:   | Sweden  |
| Project Description:   | The project relates to RDI investments used for the development of new media content as well as content delivery platforms. The outcome of the project will support the promoter's transformation to a business model tailored for digital media in areas such as books, magazines, broadcasting and news. The RDI activities will be carried out mainly in Sweden from 2016 to 2018. |
| EIA required:  | No  |
| Project included in Carbon Footprint Exercise <sup>1</sup> : | No  |

### Environmental and Social Assessment

#### Environmental Assessment

The promoter has today operations in more than 160 companies across 15 countries. All companies actively undertake environmental initiatives on their respective business areas, based on their specific operational area and environmental scope. The overall group ambition is to produce products and services with minimal negative environmental impact.

This RDI project mainly refers to new and innovative services for the production and distribution of media content in a digital format. Therefore the results will support the reduction of traditional paper based content distribution with all its negative environmental impacts such as printing, distribution and finally collection as well as recycling of books, magazines and newspapers.

The group-wide Code of Conduct covers: Environment, Employee Rights, Business Ethics, Whistleblowing, Anti-bribery and compliance with international sanctions. A core value of the promoter is the freedom of speech and it strives to provide media channels that are open to a diversity of individual voices, opinions and perspectives.

The promoter's printing plants are ISO 14001 certified and they have also the eco label, i.e. "Svanenmärkning"<sup>2</sup>). In addition, the printing plants have their own environmental policy and environmental plan.

A formal sustainability reporting according to the EU Directive on non-financial and diversity information (2014/95/EU) will be launched in 2017.

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<sup>1</sup> Only projects that meet the scope of the Pilot Exercise, as defined in the EIB draft Carbon Footprint Methodologies, are included, provided estimated emissions exceed the methodology thresholds: above 100,000 tons CO<sub>2</sub>e/year absolute (gross) or 20,000 tons CO<sub>2</sub>e/year relative (net) – both increases and savings.

<sup>2</sup> <http://www.svanen.se/en/About-us/Why-Ecolabelling/>

## **Conclusions and Recommendations**

The project activities do not fall under Annexes I and II of the EU Directive 2011/92/EC as amended, and are therefore not subject to mandatory Environmental Impact Assessments. The proposed investments will take place at existing RDI facilities already being used for similar activities, and are not expected to have a significant environmental impact on the surroundings.

On the contrary, the RDI projects will support to replacement of paper based content distribution through digital services thus reducing the environmental impact caused by media and content consumption.

Therefore, the project has been classified as acceptable in environmental and social terms for the Bank's financing.