



**Press release**

## **Nexans makes all its business flights CarbonNeutral®**

*Purchasing carbon offsets will support reforestation project in Tanzania*

**Paris, April 7, 2010** – Nexans, global leader in cables and cabling solutions, has further expanded its key focus on introducing sustainable approaches throughout every aspect of its global operations by partnering with The CarbonNeutral Company, a world leading provider of carbon reduction solutions, to make all its business flights CarbonNeutral® from January 2010 onwards. From now on, all CO<sub>2</sub> emissions generated during Nexans' business flights are fully offset by the purchase of high quality carbon offsets from the Uchindile-Mapanda reforestation project in Tanzania.

As a global organization, with customers and facilities in every continent, it is necessary for Nexans staff to do a great deal of business travel. In a typical year, they will cover some 60 million kilometres – the equivalent of 1,500 times the earth circumference. Purchasing carbon offsets for this level of air travel represents a very significant commitment to sustainability. In return, Nexans has been awarded the CarbonNeutral® flights certification that guarantees the net zero carbon footprint of its business flights.

*“More than ever, Nexans is convinced that strong ethical principles are the key to lasting business success. That’s why we have made sustainable development a core element in our strategy,”* says Pascal Portevin, Nexans Senior Corporate Executive Vice President. *“We are delighted to be taking this new initiative that not only makes our business flights CarbonNeutral® but also makes a significant contribution to a project in Africa that both supports conservation and makes a real difference to the lives of the local population.”*

In addition to the carbon offsetting of its business flights, Nexans has also been providing its meeting rooms with video equipment worldwide since 2009 in order to reduce its business travel. More broadly, Nexans' sustainable development policy covers a wide range of other initiatives. For instance, these include the introduction of cleaner and safer production processes, the improvement of quality control to reduce the amount of scrap material produced and the recycling of end-of-life cables, participation in renewable energy projects (such as wind and solar power), the use of PEFC™ certified cable drums in Europe that use timber only from sustainable sources.

### **The Uchindile-Mapanda project**

The Uchindile-Mapanda project covers some 18,000 hectares of degraded grasslands in the Southern Highlands of Tanzania. Sustainable forests of eucalyptus and pine trees are being planted to create a reforestation project which enables the local

economy to develop. It is the first reforestation project in Africa to be validated under the Voluntary Carbon Standard (VCS). This label guarantees the traceability of the carbon credits units issued. The project has also been validated by the Climate, Community and Biodiversity Alliance (CCBA). While this standard ensures the conservation of the environment, it also focuses on improving people's living conditions.

### **What are carbon offsets?**

Carbon offsets are credits that represent real reductions in greenhouse gas emissions made at another location. They are quantified and sold in metric tonnes of carbon dioxide equivalent (tCO<sub>2</sub>). Buying one tonne of carbon offsets means there will be one less tonne of carbon dioxide in the atmosphere than there would otherwise have been.

A carbon offset must meet essential quality criteria, including proof that it is additional (the reduction in emissions would not have occurred without the carbon finance), that it will be retired from the carbon market so it cannot be double counted, and that it addresses issues such as permanence (it delivers the reductions it stated) and leakage (the emission reduction in one area does not cause an increase in emissions somewhere else).

### **About Nexans**

With energy as the basis of its development, Nexans, the worldwide leader in the cable industry, offers an extensive range of cables and cabling systems. The Group is a global player in the infrastructure, industry, building and Local Area Network markets. Nexans addresses a series of market segments: from energy, transport and telecom networks to shipbuilding, oil and gas, nuclear power, automotives, electronics, aeronautics, material handling and automation.

Nexans is a responsible industrial company that regards sustainable development as integral to its global and operational strategy. Continuous innovation in products, solutions and services, employee development and engagement, and the introduction of safe industrial processes with limited environmental impact are among the key initiatives that place Nexans at the core of a sustainable future.

With an industrial presence in 39 countries and commercial activities worldwide, Nexans employs 22,700 people and had sales in 2009 of 5 billion euros. Nexans is listed on NYSE Euronext Paris, compartment A. For more information, please consult [www.nexans.com](http://www.nexans.com)

### **About The CarbonNeutral Company**

The CarbonNeutral Company is a world leading provider of carbon reduction solutions. Our mission is to be the trusted partner to companies committed to reducing their carbon footprint with solutions that strengthen their business. Our comprehensive knowledge of the carbon market, combined with our unwavering commitment to understanding clients' needs and delivering beyond their expectations, is what drives our approach. With more than a decade's experience working with an unrivalled client list, we have developed a track record of innovation and quality in the relentless pursuit of carbon solutions that meet the rapidly changing needs of our clients.

We work for the success of our clients, our company, our climate. For more information, please visit [www.carbonneutral.com](http://www.carbonneutral.com)

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