WWF’s Four strategies for transforming paper markets

1. Existing or proposed pulp/paper mills do not destroy HCVs in priority places
2. Wider application of “new generation plantation” management practices in pulpwood plantations
3. Paper buyers to shift their purchasing to paper products with the lowest environmental impact
4. Fairer access to paper resources globally, including reduced wasteful consumption
WWF’S Four strategies for transforming paper markets

1. Existing or proposed pulp/paper mills do not destroy HCVs in priority places
Pulp and Paper industries fastest expansions & WWF’s priority places

- prevailing pulp and paper production
- expansions of milling capacity posing threats to HCV

Forests in Southern Chile

Eastern Russia’s pristine forests

Indonesian tropical forests
WWF’S Four strategies for transforming paper markets

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2. Wider application of “new generation plantation” management practices in pulpwood plantations
0.2% of the global terrestrial area covered by fastwood plantations – supplying 40% of industrial wood

WWF is promoting wider application of “new generation plantation” management practices in pulpwood plantations
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The WWF Guide to Buying Paper

WWF TOOLS FOR RESPONSIBLE PAPER PURCHASING
**WWF’s Four strategies for transforming paper markets**

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4. Fairer access to paper resources globally, including reduced wasteful consumption
What Paper Buyers can do to reduce ecological footprint?

-> follow WWF’s Responsible Paper Purchasing Policy

1. Increase paper efficiency
2. Choose responsible FSC-labeled papers
3. Prefer transparent paper suppliers
1. Increase paper efficiency

• Russian paper consumption still moderate but increasing ...

• Avoid mistakes of paper wasting and overconsumption in EU and N-America
1. Increase paper efficiency

- Use paper sparingly – it is too valuable to be wasted
- 20-30 % reductions are possible in most offices
- Saving paper is economical

BANK OF AMERICA
- Reduced its paper consumption by 25% in just two years with online reports and forms, double sided copying and lighter weight paper

THE FRENCH GOVERNMENT
- ...has committed to reduce 50% of paper used in their administration by 2012
1. Increase paper efficiency

- Use paper sparingly – it is too valuable to be wasted
- 20-30% reductions are possible in most offices
- Saving paper is economical
- Recycle – fibre can be re-used 5-6 times
- It’s worth to motivate staff
2. Choose responsible FSC-labeled papers

- Reduce your business risks and improve reputation
- WWF considers FSC as most credible forest certification scheme
- Russian National FSC-standard - wide support among stakeholders
- Label for responsible forestry
  - Legal forestry practices
  - Maintains High Conservation Value Forests
  - Ecologically sound forest management
  - Social benefits for local communities
3. Prefer transparent paper suppliers

- Purchase paper from environmentally committed and transparent paper manufacturers, by choosing
  - Papers with highest FSC-fibre content
  - Suppliers with EMS
  - Papers that have lowest carbon footprint
  - Unbleached or totally chlorine free paper
- Use WWF Paper Scorecard to assess your paper suppliers
How was WWF Scorecard developed?

WWF Scorecard was developed in 2007 and updated and re-arranged in 2010 through extensive stakeholder consultations, including scientists, paper producers, NGOs and paper buyers.

**Forest impact (40%)**
- Known and Legal origin 10%
- Controversial sources eliminated 10%
- Credibly certified/recycled 20%

**Climate impact (30%)**
- Fossil CO2 emissions from manufacturing 20%
- Waste to landfill 10%

**Water impact (20%)**
- Pollution from bleaching 10%
- Organic water pollutants 10%

**Environmental quality control (10%)**
- EMS in pulp and paper mills 10%
1. Paper Company Environmental Index - Transparency Tool for Producers

- Measures company’s environmental performance including fibre sourcing, clean production, and transparency
- Launched in July 2010 for fine paper companies
- Updated every spring – next opportunity to join the Index spring 2011
- The Index 2011 will cover fine papers, tissue and packaging papers

<table>
<thead>
<tr>
<th>Company</th>
<th>Index Score (out of 100)</th>
</tr>
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<tbody>
<tr>
<td>Mondi</td>
<td>63.57</td>
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<tr>
<td>M-real</td>
<td>51.60</td>
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<td>UPM</td>
<td>53.20</td>
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<tr>
<td>Domtar</td>
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</tr>
</tbody>
</table>

* data covers office papers only
2. Check Your Paper – Transparency Tool for Producers and Buyers

- Measures pulp & paper’s environmental impact at the product level, including
  - Fibre sourcing
  - Water pollution
  - Greenhouse gas emissions
- Includes all pulp & paper grades
- Online paper catalogue to help:
  - pulp & paper producers to communicate their environmental performance to buyers
  - buyers to purchase environmentally sound paper
Rated papers: Product details

UPM News C

Origin of manufacture:
Finland
Manufacturer:
UPM
Mill:
Schwedt
Product category:
Newsprint papers
Grade:
Standard Newsprint (News)
Uses:
-
Sheets:
-
Reel:
Grammage:
0.00 - 0.00 g/m²
Whiteness (ISO 11475):
0 %
Opacity (ISO 2471):
0 %
Smoothness:
-
Bulk:
0.00 - 0.00 cm³/g
Surface:
-
Bleaching:
-
Fibre content:
-
Eco-labels:
FSC
Additional Information:

Good 85%

Forest performance: ★★★★★
Climate performance: ★★★★★
Water performance: ★★★★★

What does this mean?

Detailed Environmental Profile:
Fibre source: 38 / 40
Fossil CO₂ emissions from manufacturing: 11 / 20
Waste to landfill: 9 / 10
Water pollution from bleaching: 9 / 10
Organic water pollution: 8 / 10
Environmental management systems: 10 / 10

What does this mean?

Third-Party Audited

Create an account
Sign in
Next steps: How can you join?

- **Autumn 2010**: Check Your Paper launched to paper producers in order to have a critical mass of papers listed on the tool
- **Early 2011**: Launched publicly to paper buyers and paper sector
- **After the public launch** anyone can use the site – paper buyers for searching products, and paper producers to list their papers on the site

For more information, please contact:

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Forest Officer Ms Anna Koivisto Anna.Koivisto@wwf.fi
Thank you!