the Big Picture

How the leading environmentally-friendly paper purchasing tools complement each other

Today, many environmental organizations work collaboratively under the umbrella of the Environmental Paper Network (EPN), whose members can be found at EnvironmentalPaper.org.

Together and independently, we have created a variety of tools available for paper purchasers. Purchasers may know some or all of the tools, but might be uncertain about how they reinforce and complement each other.

Several tools created by WWF, Canopy (both members of the EPN) and the Environmental Paper Network are complementary and consistent, although they are published separately on the website of each organization. However, that might not be immediately clear to purchasers seeking advice. The purpose of this document is to describe how paper purchasers can use these tools in combination to better understand the environmental attributes of the paper they purchase, while also incentivizing transparency in the paper industry.

We recommend companies explore and use these tools for assistance in making responsible paper purchasing decisions. The tools also provide added value to responsible and transparent paper producers and merchants.

The following is a list of tools that are described in greater detail in this document:

1) **Information on Responsible Paper Choices:** *The Environmental Paper Network's Paper Calculator, Paper Steps, and Purchaser Toolkit* provide information developed through member collaboration on responsible paper choices. WWF and other members provide additional or targeted purchaser guidance, and a full list is available here: http://tinyurl.com/papertools

2) **Comprehensive North American Paper Database:** *The Canopy/EPN Ecopaper Database* provides a comprehensive overview and ratings for papers in the North American market based on the EPN's Paper Steps and is searchable by Paper Step, paper type, brand name, grade and recycled content.

3) **Select Global Paper Database:** The global *WWF Check Your Paper Database* offers a selected list of transparent and responsible paper brands from all parts of the world that have voluntarily been rated according to their performance on fiber sourcing, emissions and transparency.

4) **Global Paper Company Index:** The *WWF Paper Company Environmental Index* looks at a company's overall corporate performance across a product category, including corporate policies.

What do all the tools have in common?

- They are free tools, and easily accessed

- They have been designed by leading environmental non-governmental organizations to help identify companies that are transparent about their environmental impact, support purchaser's choice of the most responsible paper, and credit leadership in transparency and environmental performance

- The criteria are transparent

- Major businesses around the world use them

- They support purchasers in setting up a responsible paper purchasing policy, using paper efficiently, and in choosing paper that has leading environmental attributes, such as recycled and FSC certified virgin fiber content, agricultural residue content, better bleaching technologies and reduced carbon footprint

- They help purchasers to work with their suppliers on improvements, guided by easy to understand environmental performance indicators

- Paper manufacturers voluntarily provide data

The Tools

Paper Purchasers' Toolkit

http://tinyurl.com/papertoolkit

The Purchasers' Toolkit is a comprehensive guide for paper purchasers to evaluate risk and responsibility in their corporate procurement, including model policies and supplier specifications, sample supplier surveys, and links to people and resources that offer expertise and further assistance. It comes with the assurance that it was developed through a consensus process with leading conservation groups. The toolkit is integrated for use with EPN's Paper Steps and Paper Calculator.

The Paper Steps

http://tinyurl.com/papersteps

A one-page, step-wise guide to increasing the environmental attributes of paper purchasing and a system for designating leadership paper products as "Environmentally Superior" in the marketplace. This resource was also developed through a consensus process with leading conservation organizations, ensuring that users receive unbiased, independent information developed in agreement by paper sector experts in non-governmental organizations.

The Canopy/EPN Eco Paper Database

http://canopyplanet.org/EPD/

The Eco Paper Database is a list of the most environmentally friendly paper available in North America[1] with criteria for inclusion based on the EPN's Paper Steps. This list includes eco papers that are category leaders. Whether you are looking for paper with recycled, FSC, or agricultural residue content, you can be sure that the printing and writing grades, copy paper, newsprint and packaging options are the greenest to be found.

[1]Some papers produced in Europe and elsewhere are included in the database because they are available for sale in North America.

The Paper Calculator

http://calculator.environmentalpaper.org

The Paper Calculator is a life cycle analysis tool that will help you quantify the benefits of better paper choices and can generate reports to communicate the environmental impact of your actions. The Paper Calculator can measure the environmental impacts of your paper use and can also compare impacts of current and potential paper choices. The Paper Calculator is based upon an analytical model originally developed by the Environmental Defense Fund (EDF) in concert with the Paper Task Force, a voluntary, private-sector initiative created to develop recommendations for purchasing environmentally preferable paper.

Check Your Paper

http://checkyourpaper.panda.org/

The Check Your Paper Database is WWF's global benchmarking tool for transparent and responsible paper producers and merchants. It provides responsible buyers worldwide with a choice of paper brands that transparently showcase their forest, climate and water performance, and that are third-party verified by an accredited auditor. It is a tool for responsible buyers and producers to work together on continual improvement. It is a global virtual meeting place for producers who want to demonstrate transparency by sharing the environmental attributes of their products and buyers who want to ensure their choices are based on sound information.

The Environmental Paper Company Index

www.panda.org/PaperCompanyIndex

Transparent environmental performance information is a key mechanism to encourage and reward corporate leadership. Whereas the Check your Paper database focuses on the transparency of individual paper brands, the Environmental Paper Company Index, which is issued every two years, looks at a company's overall corporate performance across a product category, including corporate policies. The transparency aspect is the key component of both tools, which encourage producers and buyers to work together on even further improvements.

How do WWF Check Your Paper and the Canopy/EPN Eco Paper Database complement each other, particularly for North America?

- Both tools support each other to increase transparency and awareness in the sector, and create further incentive for manufacturers to improve the environmental attributes of their paper products

- The *Eco Paper Database* gives a comprehensive overview on brands, while Check Your Paper includes a more in-depth analysis of some brands

- The *Eco Paper Database* cites publically available data combined with data provided by manufacturers, while Check Your Paper invites companies to disclose more variables on their environmental footprint and asks for a third party verification

- The *Eco Paper Database* gives an overall vision of brands sold in North America, while *Check Your Paper* can show how those brands stand within the international context, as is the case with European papers listed in both databases

Therefore, purchasers in the North American market should:

- Use the EPN's *Paper Calculator*, *Paper Steps*, *Purchasers' Toolkit* and member tools such as WWF's *6 Steps for Responsible Paper Purchasing* as guidance resources on responsibly produced paper

- Use the *Eco Paper Database* to get a comprehensive brand overview on the North American market

- Use *Check Your Paper* for information on responsible and transparent producers worldwide – including in North America

- Make a clear statement to their suppliers (and the public as appropriate) that they care about transparent and easy to understand environmental information provided by paper producers

To visit *6 Steps for Responsible Paper Purchasing,* click here:
http://checkyourpaper.panda.org/paperbuyingtips/

Using all these tools will help businesses make informed paper purchasing decisions.