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The WWF Guide to **Buying Paper**





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Foreword

The need for a buyers' guide to responsible paper purchasing and use emerged from a "think tank" in which the major paper buyers Canon, IKEA, Lafarge, McDonald's and Unilever provided advice to WWF.

WWF, with years of experience on responsible purchasing strategies for paper and wood products through the WWF Global Forest & Trade Network (GFTN), has developed this guide to respond to this need. The guide and the accompanying WWF paper tools – Check Your Paper and the Paper Company Environmental Index – are designed to help paper purchasers to source responsibly produced paper products and to reduce their environmental footprint.

This guide was initially developed in a European context, but given the global nature of the pulp and paper industry, the approach can be applied to other regions as well.

WWF would like to thank the companies that participated in the discussions and sponsored the production of the WWF Guide to Buying Paper.



Introduction

Paper has been an integral part of our cultural development and is essential for modern life. Paper helps to increase levels of literacy and democracy worldwide and plays an important role in protecting goods and foodstuffs during transit.

Paper is made from renewable resources, and responsibly produced and used paper has many advantages over other, non-renewable alternative materials.

However, around the world we use around 1 million tonnes of paper every day and our paper consumption is escalating.

In some regions, the expanding production and harvesting of pulp wood threatens the last remaining natural forests, their precious fauna and flora, and the people that depend on them. The processing of pulp and paper also consumes vast amounts of energy and releases a wide range of polluting compounds into the environment.

About this guide

This guide provides guidance on how you as a purchaser can help reduce the environmental footprint of paper production. As a buyer you have a choice and a major influence on your suppliers. This guide will help you to take responsibility for the products you buy and the effects they have on people and nature. It is designed for easy use and is aimed at any organization or company that purchases paper on a regular basis for its business needs.

The aim of environmentally responsible paper purchasing and use is to:

- minimize forest degradation and biodiversity loss;
- minimize contributions to climate change;
- minimize water and air pollution; and
- minimize waste.

You and your organization can help by:

- reducing excessive paper consumption;
- collecting all your waste paper for recycling;
- changing to papers made from recycled fibre;
- selecting papers with fibres from responsibly managed sources; and
- purchasing papers from environmentally committed and transparent manufacturers.

This guide provides more recommendations on the measures you can take, and presents two useful tools – the **Check Your Paper** scheme (checkyourpaper.panda.org, based on the **Paper Scorecard** criteria) and the **Paper Company Environmental Index** – to help you put them into practice. These tools enable you to assess the major environmental impacts of pulp and paper manufacturing and gives you a simple framework for decreasing your environmental footprint. Finally, the guide sets out how you can develop a comprehensive policy for responsible paper purchasing and use in order to integrate your efforts into a concerted whole.

To inspire you, we highlight some good examples of progress achieved by large paper purchasers in reducing the environmental footprint of their paper use.



The pulp and paper industry is among the worlds largest emitters of greenhouse gases, users of industrial process water and users of energy. It produces significant amounts of pollutants and waste to landfill.

Forest loss and degradation

What are the issues?

Demand for paper accounts for about 40% of the commercial timber cut worldwide. While some of this timber is grown in well-managed forests and plantations, too much of it comes from illegal logging and the irresponsible destruction of old-growth and high conservation value forests.

Pulp production for paper and board products is also one of the main drivers behind the rapid global expansion of intensively managed tree plantations – some of which are established by clearing natural forest or other precious habitats. As blocks of plantation trees hold only a fraction of the plant and animal species found in natural ecosystems, poorly designed and managed plantations adversely affect local biodiversity. They may also negatively impact local communities' water resources and traditional uses of the land. In addition, conversion of natural forests to plantations often releases carbon dioxide that contributes to climate change.



© WWF-Canon / Alain COMPOST

Well-managed forests maintain biodiversity and other important ecosystem services such as protection of water sheds. These forests also provide benefits for local people.



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What you can do →

→ Reduce excessive paper consumption

The most obvious way to reduce your environmental footprint — and cut costs at the same time — is to use less paper. Design packaging to contain as little fibre as possible. Switch to the lowest grammage that meets your functional requirements — changing from 80 to 70 grams per m² reduces your paper consumption by 14%, while moving from 100 to 80 grams per m² cuts consumption by 20%.

→ Use paper with post-consumer recycled fibre

Wood fibres from collected waste paper materials can be reused five or six times before the fibres become too worn out to bind together. Products made from recycled fibres are available in a wide and expanding range of paper grades. Using such paper is a very effective way to lessen your environmental impact. Although printed paper needs to be de-inked, recycling uses much less energy, chemicals and water, and normally produces less pollution than processing virgin wood fibres. Using papers made from recycled fibres also helps to promote and support collection and recycling systems for reusable paper materials that would otherwise go to landfill or incinerators.

However, the paper market is full of different statements and claims on recycling. To find your way through them, you need to be aware of the difference between pre- and post-consumer reclaimed materials. Pre-consumer recycled paper comes from waste paper that has never reached the end-consumer, e.g. over-issues of journals. Pre-consumer waste paper is a valuable and easy-to-collect resource that is normally fed back to the pulp mill anyway as part of good business practices. However, the real challenge is to reutilize the vast amount of post-consumer waste paper that has already been distributed to the intended consumer and served its purpose. A significant portion of reusable post-consumer waste still ends up in landfill instead of being recycled.

The situation is further complicated by the fact that claims related to recycled content are seldom verified by independent assessors. To be on the safe side, ask for papers that carry the Forest Stewardship Council (FSC) 100% Recycled logo or the FSC Mixed Sources logo (www.fsc.org). These, and some well-acknowledged eco-labelled products, are among the few where the content and post-consumer character of recycled fibres is verified by a third-party certifier.

To maximize your use of paper from post-consumer recycled fibres, you may need to reassess your specifications. How much brightness do you really need? Are there ways to redesign products and packaging to make more use of recycled fibres? **Continues →**



A collection of McDonald's food packaging made from recycled paper, including a Big Mac box, a McFlurry cup, and a McSpicy box. The packaging is shown in a white background.

McDonald's — Recycled fibres in food packaging

Food packaging has rigid food safety standards restricting the use of post-consumer recycled fibre. One example of McDonald's efforts to increase recycled material in its packaging is a specially developed carton board containing a minimum of 72% pre-consumer recycled fibres between virgin fibre layers.

www.mcdonalds.com

The FSC 100% Recycled logo and a recycling symbol. The logo includes the text "© 2005 McDonald's" and "08001-075 (2007) 52". The recycling symbol is a triangle with the number 21 and the word PAP inside.

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Forest loss and degradation continued

What you can do (continued)

→ Use FSC-certified paper

For some paper grades, recycled-based alternatives are hard to find or unavailable. In any case, as recycled fibres eventually get worn out, there will always be a need to get a certain amount of new, virgin fibres into the system. Today, there are considerable areas of responsibly managed forests and plantations in many parts of the world. However, much pulpwood still comes from logging operations that do not make any provisions for biodiversity or the livelihoods of local peoples, or even from outright illegal operations.

Your absolute priority should be to purchase papers based on fibres from well-managed forests. The easiest way to do this is to ask for paper that is certified under a credible forest certification scheme. However, it can be difficult to evaluate all the different certification schemes that claim to ensure good management or

sustainable forestry. WWF acknowledges that several schemes have made contributions to improving forest management, but currently recommends that buyers ask specifically for FSC certification, as this system best meets WWF's key requirements of responsibility, transparency, international consistency and balanced multi-stakeholder governance.

The amount of FSC-certified paper has increased rapidly over the past years. Today, paper carrying the FSC mixed sources label is available in most grades. This label helps you to identify paper that contains a mix of fibres from FSC-certified forests and other verified acceptable sources including post-consumer recycled materials. Ask your suppliers for FSC-labelled papers and promote your use of the logo. This contributes to environmental credibility with your customers and inspires other users.

➡ See WWF's position on forest certification at www.panda.org/paper/toolbox

➡ Find more information on FSC at www.fsc.org

→ Avoid potentially illegal and other unacceptable sources

When recycled or FSC-labelled virgin fibre-based paper is not available, things become more complicated. The minimum fallback position is to make sure that your paper manufacturers have systems in place to ensure that they are not using fibres from logging practices that are illegal, or that are destroying high conservation value forests to make room for plantations or violating traditional or customary rights.

This is quite a challenge, as the wood has to be closely monitored from an identified logging area all the way to the mill gate. A number of responsible producers implement their own routines to keep track of the

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Marks & Spencer – FSC certified packaging

Marks & Spencer (M&S), a leading retailer in the UK, has made a commitment to ensuring that within five years, all of the wood it uses — from its products or packaging to building M&S stores — comes from an FSC certified source or is made using recycled materials. M&S has converted the packaging for the entire range of 'Food to Go' cut sandwiches to FSC certified board - which equates to more than 1.5 million sandwiches every week carrying the FSC label and the use of more than 2,500 tonnes of FSC-certified board each year. Also, all of M&S's quarterly loyalty mail outs (sent to more than 1 million customers) are now produced on FSC-paper (50% virgin FSC and 50% recycled) — this even includes the envelopes in which the mail outs are sent and, most recently, all of the copier paper, toilet rolls, hand towels, letterheads, compliments slips in 500 M&S stores and head office sites switched to containing only recycled materials.

www.marksandspencer.com

HSBC – Targets for FSC Paper

HSBC Holdings plc has switched all of its marketing material in the UK, including direct mail, to FSC certified virgin/recycled paper, affecting the 4,000 tonnes of paper destined for customers' letterboxes. Over the next few years, as more FSC certified paper grades become available, this policy will be extended to all of the paper the HSBC Group uses around the world. HSBC uses about 96 million sheets of paper a year in its Group Management Office in London.

For more information: www.hsbc.com

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© WWF-Canon / Edward PARKER

origin of the fibres, often referred to as 'traceability'. However, these procedures vary in scope and rigour. The safest approach is to rely on wood verified to meet FSC's Controlled Wood standard. This has been specifically developed as a tool to exclude wood from illegal and other unacceptable sources. In the absence of paper from credibly certified forests, use paper that meets the FSC Controlled Wood standard — this is your best option for making sure that your paper use doesn't contribute to irresponsible or illegal forest activities.

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Deutsche Bahn — Train tickets promoting responsible forestry

The leading railway company in Europe, Deutsche Bahn AG, uses FSC paper for its tickets issued at its self-service machines. Annually, the Deutsche Bahn prints 32 million self-service tickets, travel plans and payment confirmations. Today, over 3,500 ticket machines in Germany are displaying the FSC logo.

www.bahn.co.uk/db_uk/view/index.shtml



FSC Germany 2005

FSC paper labels



© WWF-Canon / Vladimir FILONOV



RECYCLED
Made from
recycled material
FSC® C000000

Recycled

Post-consumer reclaimed material includes wood and/or wood fiber that has been reclaimed from a product after that product has been used for its intended end-use purpose by individuals or businesses.

Mixed Sources

Products with a Mixed Sources label support the development of responsible forest management worldwide. The wood comes from FSC certified well managed forests, company controlled sources and/or



MIX
From responsible
sources
FSC® C000000

post-consumer reclaimed material. At least 70% of the material used in the production is FSC-certified and/or recycled. If less than 70% is used, only a proportion equivalent to the FSC-certified and recycled input can be labelled.



100%
From well-
managed forests
FSC® C000000

FSC Controlled Wood

Controlled wood is not FSC certified, but is controlled by the company to exclude fibres coming from:

- a Wood from forest areas where traditional or civil rights are violated;
- b Wood from forests where high conservation values are threatened;
- c Wood from genetically modified (GM) trees;
- d Illegally harvested wood;
- e Wood from natural forests which have been harvested for the purpose of converting the land to plantations or other non-forest use.

Pollution and climate change

What are the issues?

The pulp and paper manufacturing processes use huge amounts of water and energy. Mills may also release many different pollutants to the surrounding water and air as well as waste to landfill. These may include fossil carbon dioxide and methane that act as greenhouse gases, persistent toxic chlorine compounds like dioxins, organic materials that consume oxygen during decomposition, sulphur dioxide that contribute to lake acidification, air-polluting nitrogenous compounds and phosphates that boost algal growth. Some of these chemicals contribute to global climate change, others may affect the health of workers and people living near the mill. They can also impact on nearby freshwater and marine ecosystems. While new process technology has substantially reduced emissions from many mills, there is significant variation around the world and major polluting incidents still occur.

In this Guide and the accompanying paper tools (Check Your Paper and the Paper Company Environmental Index) WWF focuses on a limited number of compounds that have major impacts on climate, human health and ecosystem vitality and for which the paper sector is a significant contributor to the global environmental footprint. These 'majors' (CO₂, AOX, COD and waste to landfill) also serve as more general indicators of environmental performance — producers that have successfully reduced their emissions of these compounds also tend to be fairly 'clean' in relation to other pollutants.

What you can do →

→ Choose transparent suppliers with Environmental Management Systems

Responsible pulp and paper producers monitor their emissions of a range of different chemicals and continuously strive to reduce the impacts of their mills. A number of these manufacturers use third-party verified environmental management systems such as ISO 14001 or the EU-regulated EMAS (Eco-Management and Audit Scheme) as a framework for their work. Both systems address organizational procedures, procurement, production and distribution. They also provide a framework for monitoring environmental performance, initiating early corrective actions, keeping track of actions taken and documenting the results. While neither ISO nor EMAS guarantees good environmental performance in absolute terms, they do distinguish producers that have identified their weaknesses and are committed to addressing them.

Environmentally committed producers are also becoming increasingly aware of the need to be transparent about their practices and to communicate their performance through corporate sustainability reports. In addition to clear and comparable reporting of emission data, reduction targets and progress over time, good reporting also addresses a wide range of other issues including workers' safety, transport and interactions with local communities.

Make sure that your paper manufacturers implement environmental management systems and ask them for their latest corporate sustainability reports.

→ Avoid contributing to climate change

The pulp and paper industry is one of the world's largest industrial consumers of energy. Much of this comes from non-renewable, fossil sources such as coal, oil and gas. The paper sector is a very significant contributor to global emissions of carbon dioxide (CO₂) and other greenhouse gases.

Our consumption of fossil fuels is the main factor behind the increasing levels of CO₂ in the atmosphere. Few scientists doubt that unless we significantly cut back on CO₂ emissions, our burning of fossil fuels will cause severe disruptions to the earth's climate and biodiversity and will have devastating impacts on areas such as densely populated flat coastlands, as sea levels rise.

The good news is that a range of renewable energy sources are becoming available and pulp producers are increasingly exploring ways of benefiting from them. As one example, there is a huge potential to use by-products of the pulp production process as bio-fuel. This allows some producers of chemical wood pulp to generate all the energy they need from the wood and to completely eliminate their emissions of fossil CO₂. Regular energy audits and upgrades of machinery may also significantly reduce the energy demands of pulp and paper processing in the future.

➡ For more details on this issue, see WWF's briefing document on CO₂ emissions and energy use in pulp and paper mills: www.panda.org/paper/toolbox

Continues →

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IKEA – Decrease in CO₂ emissions

IKEA has a wide environmental perspective and one of the key areas is climate change, identified as a significant factor during the production of the IKEA catalogue. 170 million copies of the catalogue are printed yearly and distributed in over 30 countries. IKEA collects data from all suppliers involved in the production of the catalogue, from the forest source for the raw materials through to the binding. The data includes the use of fossil energy, transport work and the mode of conveyance. IKEA can measure both their overall and individual catalogue CO₂ emissions. Due to the change of some suppliers, there has been a 32% decrease in CO₂ emissions counted as per catalogue and a 17% reduction in absolute terms whilst the production of catalogues has increased by 26% over the last few years.

www.ikea-group.ikea.com/corporate/responsible/brochure.html



What you can do (continued)

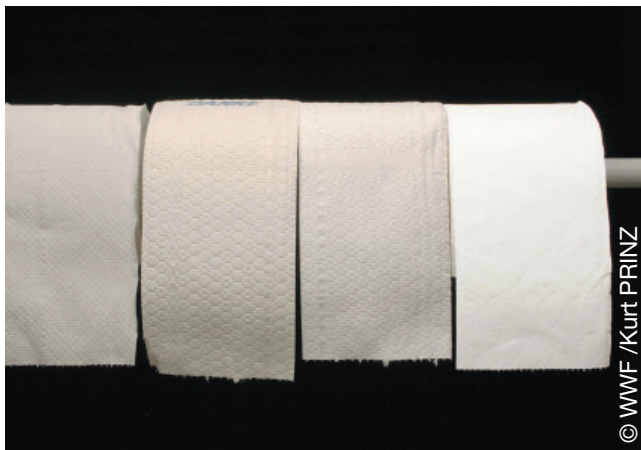
→ Use unbleached or totally chlorine free paper

The bleaching of pulp with chlorine or chlorine-based chemicals results in the emission of hazardous chlorinated compounds — measured as AOX (Adsorbable Organic Halogenated compounds) — into mill wastewater. These chemicals may include long-lasting, highly toxic and carcinogenic dioxins.

Some 20% of the global production of bleached chemical pulp is still treated with elemental chlorine in processes that release substantial amounts of AOX compounds, including dioxins. Avoid elemental chlorine bleached paper and search out alternatives with less impact.

As a priority, try to find unbleached papers that meet your technical requirements. Where unbleached paper is not an option, ask for paper that has been bleached without any chlorine or chlorine based chemicals. These are called Total Chlorine Free, TCF, when they refer to virgin fibres, and Processed Chlorine Free, PCF, when they refer to recycled materials. Both processes use oxygen, ozone or hydrogen peroxide as bleaching agents and produce neither AOX nor dioxins.

If TCF or PCF paper is not available, the fallback position is to use Elemental Chlorine Free (ECF) bleached paper. This is paper that has been bleached using chlorine dioxide rather than elemental chlorine, a process that reduces the formation of many of the more harmful chemicals. Unfortunately, even some ECF processes release significant levels of chlorine compounds. So, if you buy papers made from ECF pulp, make sure that the AOX emissions are low. Also, be aware that some paper manufacturers and sales



Do you really need pure white toilet paper? As they cannot be recycled after use, buy tissue products that contain a high level of recycled content. In addition, make sure your tissue products are unbleached or totally chlorine free to ensure minimum environmental impact.



Help maintain the vitality of marine and freshwater ecosystems by buying paper from mills with low COD emissions.

representatives misleadingly refer to their ECF paper as 'chlorine free' even though chlorine compounds that emit AOX were used in the bleaching process.

➡ For more details on the bleaching issue, see **WWF's position paper on Bleaching in Pulp mills:** www.panda.org/paper/toolbox

→ Buy your paper from mills with low COD emissions

COD (Chemical Oxygen Demand) measures the total amount of oxygen consumed during the breakdown of organic contaminants released to wastewater as part of the manufacturing process. As such, it serves as a useful indicator of waste water/effluent contamination and their potential to pollute receiving waters. High levels of COD, caused by the presence of oxygen-demanding materials in the final effluent can adversely affect fish and other water-living organisms.

➡ For more details on this indicator of water pollution, see **WWF's briefing document on COD emissions from the pulp and paper sector:** www.panda.org/paper/toolbox

→ Avoid contributing to landfill waste

Global paper production and consumption produces enormous amounts of waste, much of which ends up as landfill. Pulp and paper producers vary greatly in the amounts of dump waste they generate. While a few paper manufacturers have reduced their landfill waste to zero, others dump tens of thousands of tonnes to landfill every year. Organic landfill that decomposes in the absence of oxygen produces methane, a very powerful greenhouse gas, that contributes to climate change and global warming. Landfills can also cause local health hazards. Landfill is also an increasingly expensive way of disposing of materials that can be reused for other productive purposes or burnt to generate energy.

➡ For more details on the landfill waste issue, see **WWF's briefing document on landfill from the pulp and paper sector:** www.panda.org/paper/toolbox

A strategic approach to responsible paper purchasing and use

This section outlines how you can pull together the different steps to reduce the environmental footprint of your paper consumption.

What you can do →

→ Develop a paper purchasing and use policy

The first step towards more responsible paper consumption is to develop a policy that addresses the fundamental issues outlined in this guide. While you need to tailor the exact formulations of the policy to your specific context, WWF recommends that you commit to:

1 Reduce excessive paper consumption

- Scrutinize your office and production routines in order to improve efficiency and reduce paper use;
- Design products and packaging to contain less fibre (without switching to non-sustainable alternatives!);
- Search out the lowest grammage papers that meet your functional requirements; and
- Collect all your reusable paper waste for recycling.

2 Promote responsible management and use of natural resources and ensure that you avoid illegal or other unacceptable practices

- Increase your proportional use of post-consumer recycled and/or FSC-certified fibres and use more FSC-labelled products;
- Reassess your specifications (e.g. brightness) and redesign products and packaging to allow for more post-consumer recycled content; and
- Ensure that your suppliers exclude fibres from illegal and other unacceptable sources in accordance with the FSC Controlled Wood standard.

3 Promote environmentally responsible pulp and paper processing

- Choose manufacturers that minimize their release of fossil CO₂ caused by your paper consumption;
- Change to unbleached paper and/or TCF or PCF paper;
- Use ECF bleached paper with low emissions of AOX where TCF or PCF is not yet available;
- Choose manufacturers that minimize their COD emissions and waste to landfill; and
- Give preference to manufacturers that implement third-party verified environmental systems such as ISO 14001 or EMAS and that practice good environmental reporting.



© iStockphoto/ Ariusz Nawrocki

To be operational and effective, your paper policy needs to be supported by the company management team and by all managers involved in buying or trading paper and paper-based products. The responsibilities for implementing each component of the policy must also be clearly identified, agreed upon and written down. Make sure to disseminate the policy, and the rationale behind it, to all company staff that will be involved in implementing it and to any suppliers who will be affected by it.

Communicating to internal and external audiences normally also includes posting the policy on an intranet site for staff and on the internet for suppliers and the general public.

→ As an example, see WWF's Paper Purchasing Policy: www.panda.org/paper/toolbox

Continues →

Pearson — 300,000 tonnes of paper tracked

Pearson has world-leading businesses in education including books, newspapers and online services. Pearson developed a responsible paper purchasing policy in 2003 and as part of this policy, Pearson established a global database of the environmental characteristics of its paper supply chain. This process took three months of data collection on 200 grades of paper. The database now contains information on nearly 300,000 tonnes of paper, representing over 95 % of all the paper purchased by the company. The database includes information on, for example, recycled content, certification methods used and species of tree. Pearson publishes an annual report on its paper purchasing performance, based partly on this database.

www.pearson.com/index.cfm?pageid=193

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A strategic approach to responsible paper purchasing and use continued

What you can do (continued)

→ Develop SMART action plans to implement the policy

Generally speaking, good action plans need to be credible, financially sustainable and SMART, i.e. Specific and Measurable (defining exactly what is required to meet the objectives); Achievable and Realistic; and Time-bound (with dates for achieving each target).

You will need to develop action plans both for reducing excessive paper consumption and for more responsible purchasing. Start by assessing where your organization stands today and then set targets for improvement. Be ambitious, but don't overstretch — change takes time and it's much more efficient to set a pace that can be kept up over years to come, than to get exhausted and lose steam before you've reached your goals.

→ Use Check Your Paper to search for products with the lowest environmental impact

Although developing action plans to reduce excessive paper consumption should be a relatively straightforward task, even large buyers may struggle to set suitable targets related to the fibre sourcing and mill emissions of their paper suppliers. What performance levels represent current best practice? What levels can be considered acceptable? Accessing, evaluating and comparing complex data related to pulp and paper processing is quite a challenge, even for experts.

To overcome these obstacles, WWF has developed the Check Your Paper scheme (CYP) on the basis of the formerly used WWF Paper Scorecard criteria. CYP is WWF's global benchmarking tool for responsible producers and buyers of paper products. Whether you

are looking for tissue papers or coated fine papers, CYP will give you easy access to the information you need. Our product list will help you to find the most responsible paper products available on the market.

CYP focuses on major impacts related to the health and vitality of humans and ecosystems, including the ecological impacts of wood harvesting, greenhouse gas emissions, water pollutants and wastes. Each paper product is given a total environmental rating and more detailed star ratings for its performance in relation to forests, climate and water.

As a responsible purchaser, you should opt for paper products whose CYP ratings are among the best. However, if you have an established relationship with a committed supplier whose rating is not yet among the leaders, we would urge you to agree with them on an action plan for improvement. This is particularly valid for fibre sourcing, where it is often possible for suppliers to increase the amounts of recycled and/or responsibly produced virgin fibre in their products. Significant improvements in emissions are usually possible, too.

➡ Visit checkyourpaper.panda.org, and read more about the Check Your Paper scheme on pages 12–13 of this guide.

→ Use the Paper Company Environmental Index to assess your suppliers

WWF's Paper Company Environmental Index helps you to assess your suppliers' ecological footprint and transparency. This tool offers the worldwide paper business an opportunity to learn about the environmental performance of major paper producing companies. At the same time, it provides a platform for paper producing companies to provide transparent information on how they meet their environmental responsibilities, and to show leadership.

WWF's Paper Company Environmental Index is a voluntary rating tool for paper companies to report on their global ecological footprint. The index covers impacts on forest ecosystems from fibre sourcing, greenhouse gas emissions, other polluting emissions and effluents from manufacturing processes, and corporate transparency.

The criteria used in this tool cover policies as well as production processes, assessing the targets set by each company in addition to their actual performance. Assessments also focus on supply chains as an extension of companies' own operations.

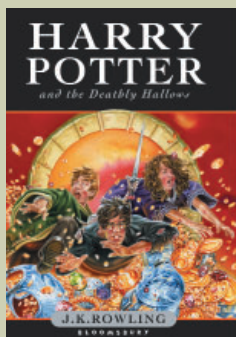
➡ Visit www.panda.org/PaperCompanyIndex

Harry Potter and the Recycled Paper

Harry Potter and the Deathly Hallows

Harry Potter and the Deathly Hallows is printed on paper made from a mixture of FSC-certified and post-consumer recycled pulp. This forms part of Bloomsbury Publishing's policy to expand their use of FSC-certified papers. Where possible, Bloomsbury are seeking to use 100% post-consumer recycled paper, and phase in its use in thicker mass market paperbacks.

www.bloomsbury.com/harrypotter/





© WWF-Canon / Edward PARKER

→ Monitor and communicate your progress

Implementing your policy is an ongoing, continuous activity. Evaluate the performance of your suppliers in relation to the policy and any agreed targets at least once a year, and set new targets for the next period of activity. Don't miss out on communicating your progress to internal and external audiences. Step-by-step, diligent pursuit of your policy should allow you to reach your goals: to reduce excessive paper consumption, to source all your paper from recycled or credibly certified sources and to minimize your footprint from pulp and paper processing.

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Egmont — making the grade

The UK publisher Egmont have devised a grading system for all the paper they use - starting at category 1 (paper from illegal or un-environmentally sound sources) to category 5 (FSC-certified). Egmont graded every single paper that makes up every book into their grading system. It is their intention to keep improving their paper sources until - when the supply is available — all their paper is FSC certified. Egmont launched their ethical publishing initiative with a new edition of Michael Morpurgo's best-selling novel, *Kensuke's Kingdom*. This was the first book in the UK ever to have both the text and jacket paper FSC certified. Egmont have invited other publishers to make use of their unique grading system.

www.egmont.co.uk/ethicalpublishing/EgmontPaperGrading.pdf

Other WWF initiatives

Global Forest & Trade Network

The Global Forest & Trade Network (GFTN) is a WWF initiative to combat illegal logging, maintain high conservation values and improve forest management. The GFTN links producers committed to achieve good forestry with responsible buyers, to the benefit of forests and people as well as the businesses that depend on them.



Join the network and benefit from our experiences! Visit www.panda.org/gftn

New Generation Plantations

The New Generation Plantations project, a joint initiative by WWF and various partners, aims to identify, promote and communicate better practices for plantation design and management. The project spotlights examples of well-managed and appropriately located plantations that form part of healthy, diverse and multi-functional forest landscapes, compatible with biodiversity conservation and local social needs. Visit www.newgenerationplantations.com

WWF's Ideal Corporate Responsibility Report

WWF's "The Ideal Corporate Responsibility Report" reviews current reporting by pulp and paper companies operating in Europe and gives recommendations for future reporting for the paper sector. Download the report at www.panda.org/paper/toolbox

The Check Your Paper scheme

→ What is Check Your Paper?

The Check Your Paper scheme (CYP, checkyourpaper.panda.org) is WWF's global, on-line benchmarking tool for responsible producers and buyers of paper products. It also provides a virtual meeting place for organisations who want to act responsibly and transparently when producing or buying paper products. CYP has been designed to facilitate transparency on environmental performance in the paper industry.

→ Why should I use Check Your Paper?

The unique characteristics of the Check Your Paper scheme enable different paper products to be compared, by measuring their environmental impacts, reporting on their performance with regard to significant parameters, and comparing the performances of mills. The scheme is objective and involves no economic incentives.

→ Which product categories are listed in Check Your Paper?

The Rated papers section offers valuable information on paper products' environmental performance, enabling you to easily search for products and compare them. The product categories are: uncoated papers, coated papers, newsprint, tissue papers, packaging paper and board, speciality papers, and pulp.

→ Which environmental impacts does Check Your Paper cover?

Rather than trying to address every conceivable aspect of paper production, CYP focuses on a limited number of major impacts that affect the health and vitality of people and ecosystems:

- Responsible use of natural resources by promoting the use of recycled fibres and virgin fibres from legal, controlled and credibly certified sources.
- Reductions in contributions to climate change thanks to the use of recycled fibre, responsible forest management, minimised emissions of CO₂ from fossil fuels, and reduced indirect emissions of methane from degrading waste in landfills.
- Reductions in water pollution involving bleaching chemicals (particularly toxic and persistent chlorinated compounds), thanks to the increased use of unbleached or totally chlorine-free bleached products.
- Reductions in releases of organic water pollutants.
- Monitoring and continuous improvement of manufacturing processes, particularly through the adoption of wide-ranging management systems such as ISO 14001 and EMAS (which also address emissions of pollutants not covered specifically by CYP).

These impacts have been combined into a single "one-size-fits-all" measure that can be used to rate all paper grades. The subjectivity inevitably involved in the selection and weighting of impacts has been kept to a minimum by using a simple and transparent structure. Each impact is allocated a maximum of either 10 or 20 points, adding up to a maximum possible rating of 100 points.

To serve as the basis for ratings of CYP, WWF has carefully chosen a limited number of parameters that have major environmental impacts and can be seen as 'umbrella parameters' or 'signal indicators'. Adding more parameters would probably not significantly change the ratings of individual paper products or provide much additional practical guidance for paper buyers.

→ How are paper products rated in Check Your Paper?

All the paper products listed in the Check Your Paper scheme should have safeguards to guarantee that the sources of the fibre they contain are known and legal. Rated products are listed under two different status categories:

■ **Audited:** These ratings have been checked and audited by an independent third party auditor, giving them very high credibility. We strongly encourage paper companies to assign third party auditors to verify their ratings, and we urge paper buyers to give preference to audited paper products.

■ **Provisional:** These ratings have not been third party audited. The relevant information has been received from the paper producer or other sources with reference to published data, but without independent external verification.

→ What is the relationship between Check Your Paper and the WWF Paper Scorecard?

The Check Your Paper scheme is broadly based on the same criteria and rating system applied in the WWF Paper Scorecard scheme, which was initially launched in 2007.

➡ **Visit checkyourpaper.panda.org. More information about the Check Your Paper scheme is available in a users' manual which can be downloaded from the Check Your Paper website.**



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Clear results: Total ratings and star ratings

The Check Your Paper scheme greatly facilitates comparisons of paper products' environmental performance.

The total ratings reflect the overall environmental impact of products. They are expressed as percentages of an ideal rating of 100%. Total rating categories are:

- **Excellent:** These products are environmental forerunners in the market, and highly recommended by WWF.
- **Good:** These products are a good environmental choice.
- **Fair:** These products have a "better than average" environmental performance.
- **Passable:** These products narrowly meet the minimum environmental requirements defined by WWF.

The star ratings system goes into more detail on specific issues. Each paper product is given a rating of 0–5 stars on its:

- Forest performance
- Climate performance
- Water performance

Excellent 92%

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





WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.



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