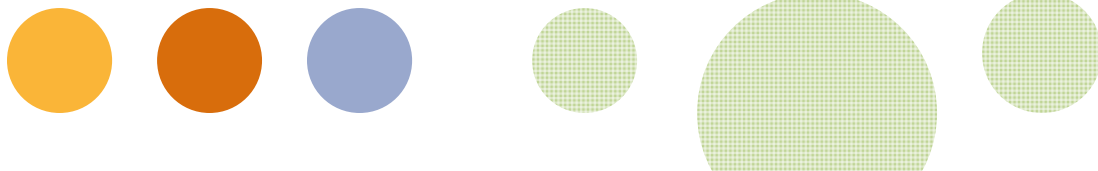




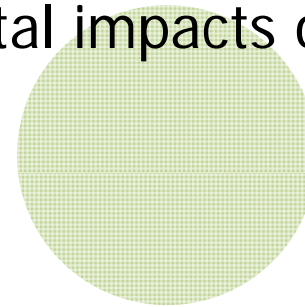
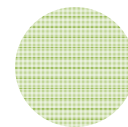
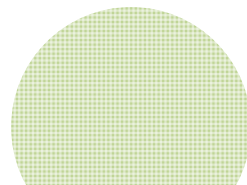
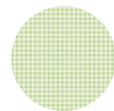
Choosing the Right Shade of Green

Alison Press – Specification Representative



MANY WAYS TO BE GREEN

- Recycled Content – landfill
- Chlorine free bleaching – air and water
- Forest Certification – sustainable forestry
- Ancient Forest Friendly – sustainable forestry
- Green Energy – electricity generated by renewable resources
- Carbon Neutral manufacturing – global warming
- ISO 14001 certification – environmental impacts of paper manufacturing



RECYCLED PAPER DEFINITIONS

- **Post Consumer Waste**

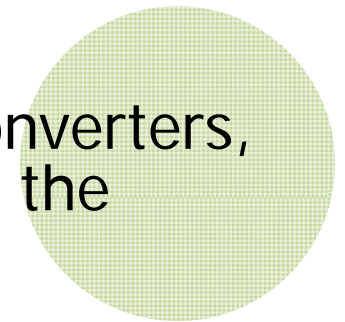
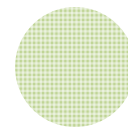
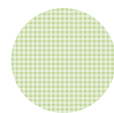
Paper that has completed its life cycle to the end user then re-enters the production process through recycling bin collection.

- **Pre Consumer Waste**

Includes manufacturing waste from envelope converters, binderies, and printed paper that never reached the consumer.

- **Recyclable**

This term simply means that the product is able to be recycled; it does not mean that the product contains any amount of recycled content.



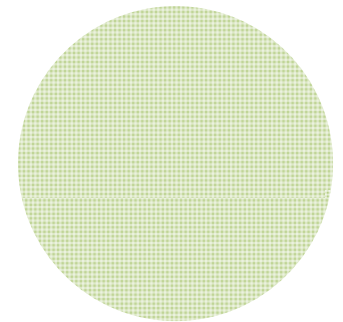
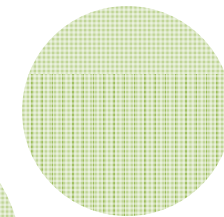
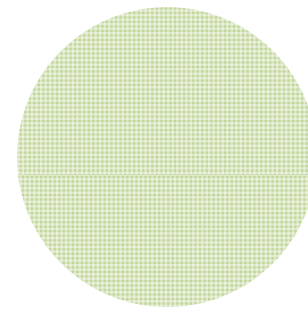
RECYCLED AND RECYCLABLE LOGOS



- **Contains Recycled Content**



- **Recyclable**



BLEACHING METHODS

- **ECF - Elemental Chlorine Free**

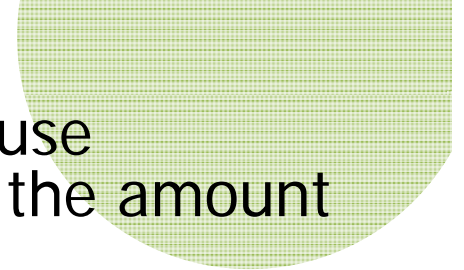
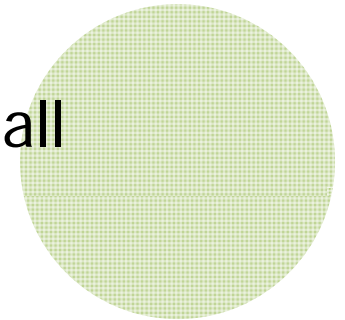
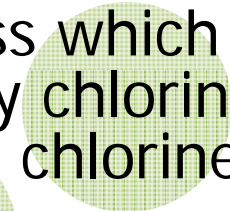
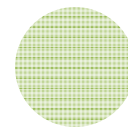
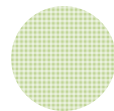
Pulp is bleached using processes that do not use elemental chlorine gas, significantly reducing the amount of toxins released.

- **TCF - Totally Chlorine Free**

A pulp bleaching process that avoids the use of all chlorine, in elemental or compound form.

- **PCF - Processed Chlorine Free**

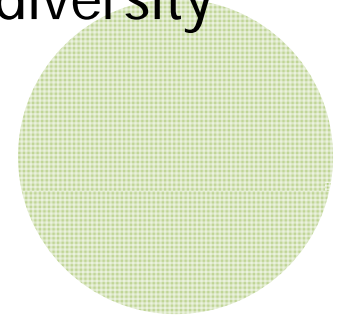
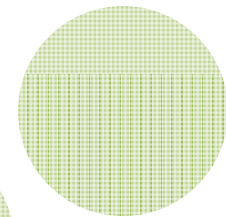
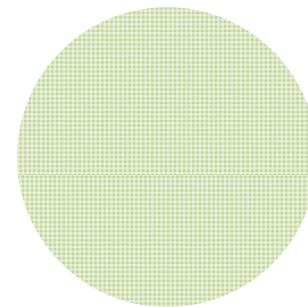
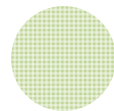
Recycled fibres are bleached using this process which is chlorine free. The pulp cannot be called totally chlorine free since the recycled fibres could have been chlorine bleached in their initial use.



FOREST MANAGEMENT PROGRAMS

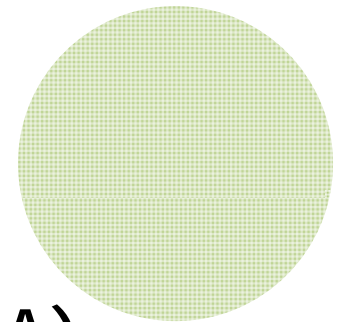
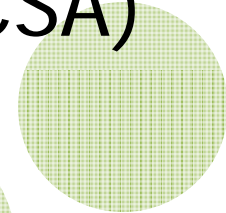
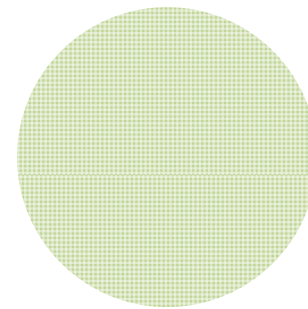
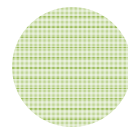
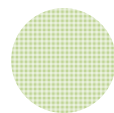
Sustainable forestry is about:

- The balance between society's increasing demands for forest products and the preservation of forest health and diversity
- Maintaining forest biodiversity
- Ensuring regeneration capacity
- Not causing damage to other ecosystems



FOREST CERTIFICATION PROGRAMS

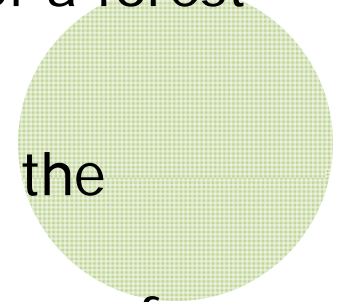
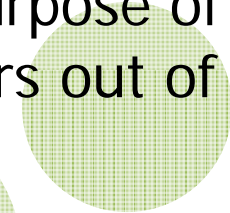
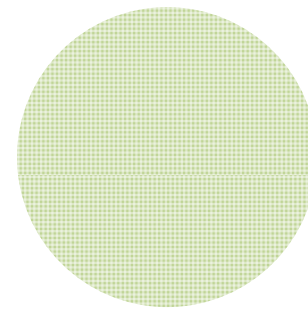
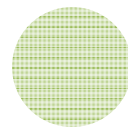
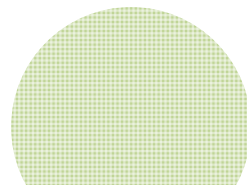
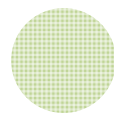
- Forest Stewardship Council (FSC)
- Program for the Endorsement of Forest Certification Schemes (PEFC)
- Sustainable Forestry Initiative (SFI)
- Canadian Standards Association (CSA)



FOREST CERTIFICATION PROGRAMS

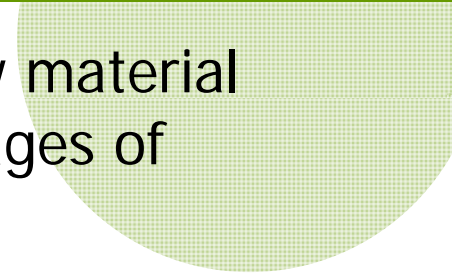
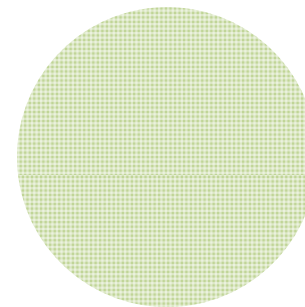
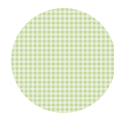
All certification programs require two things:

1. **certified fibre supply** - from certified forests that have been independently audited to the requirements of a forest certification standard.
2. **chain of custody** - tracks the certified fibre from the forest to the end user through all of the stages of transportation and transformation. The main purpose of chain of custody is to keep bad practice foresters out of the supply chain.



CHAIN OF CUSTODY

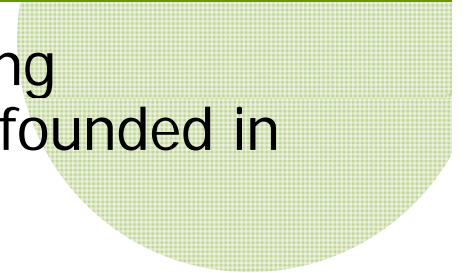
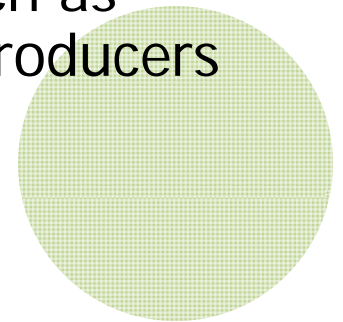
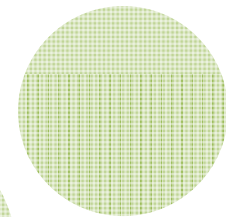
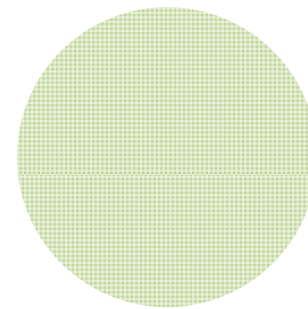
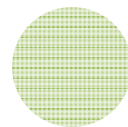
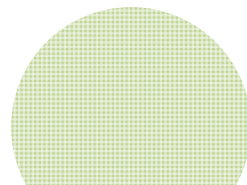
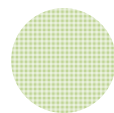
- COC (Chain of Custody) is the path taken by raw material from the forest to the consumer, including all stages of processing.
- A product can only carry the FSC label or logo if the forest receives an FSC forest management certificate and if all steps along the supply chain possess chain of custody certifications.
- To reproduce the FSC logo, an FSC certified printer must print the job.



FSC – FOREST STEWARDSHIP COUNCIL

- An international non-profit organization promoting responsible management of the world's forests, founded in 1993
- Accredits independent third party organizations such as Smartwood to certify forest managers and forest producers to FSC standards
- Heavily environmentally driven
- Great North American awareness

www.fscscanada.org



FSC LOGOS



Recycled

Supporting responsible use of forest resources

C etrn. X X X X X00
www.fsc.org

© 1996 Forest Stewardship Council



Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fiber

C etrn. X X X X X00
www.fsc.org

© 1996 Forest Stewardship Council

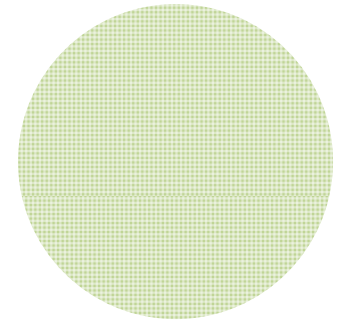
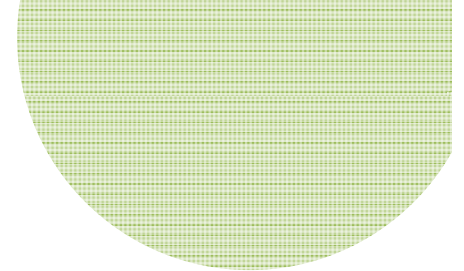
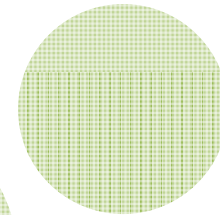
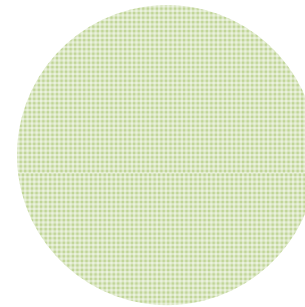
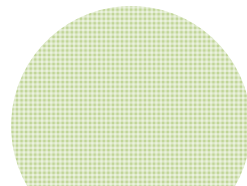
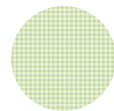


Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fiber

C etrn. X X X X X00
www.fsc.org

© 1996 Forest Stewardship Council

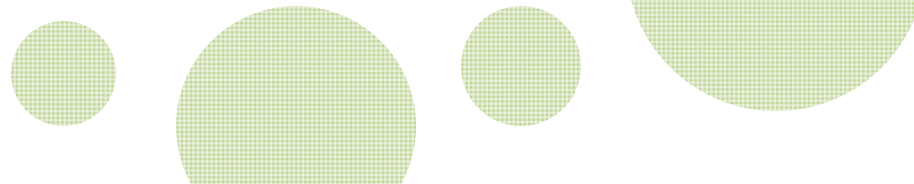


PEFC – PROGRAM FOR THE ENDORSEMENT OF FOREST CERTIFICATION SCHEMES



- An independent, non-profit, non-government organization founded in 1999 in Paris
- Promotes sustainably managed forests through independent third party certification, similar to FSC
- A global umbrella organization which assesses and endorses national forest certification programs such as CSA and SFI
- Greater European awareness

www.pefc.org



SFI – SUSTAINABLE FORESTRY INITIATIVE



- Established in 1994 by the American Forest & Pulp Association
- Endorsed by PEFC – in other words, PEFC set the requirements and SFI has applied and met them.
- Prior to their endorsement by PEFC they were not supported by environmentalists – because it was perceived to be like the fox watching the hen house.

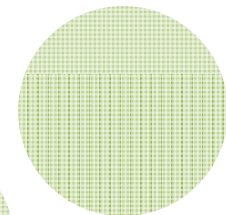
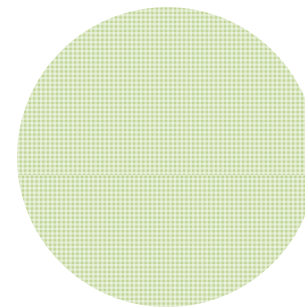
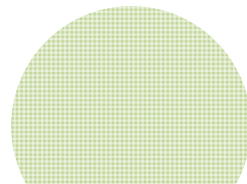
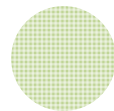
www.aboutsfi.org

CSA – CANADIAN STANDARDS ASSOCIATION



- Meets the standards of PEFC forest practices for sustainable growth and development
- Formed in 1994 by a group of Canadian foresters wanting to establish independent standards for responsible forestry in Canada
- No chain of custody involved with CSA as it encompasses forestry harvesting practices only.

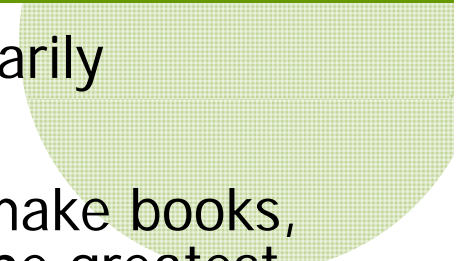
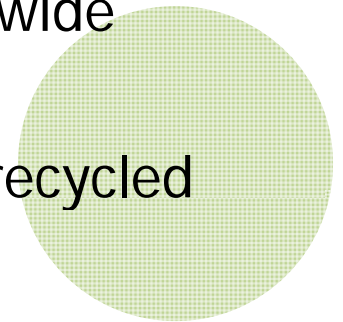
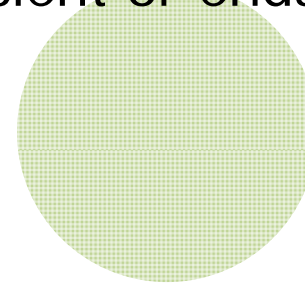
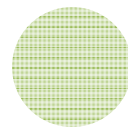
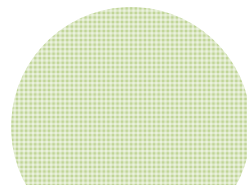
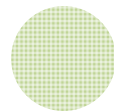
www.csa.ca



ANCIENT FOREST FRIENDLY

- Ancient (or old growth) forests: forest areas primarily undisturbed by human activity
- Industrial logging (for lumber and wood pulp to make books, magazines, newsprint and toilet paper) – poses the greatest threat to ancient forests in North America and worldwide
- Ancient Forest Friendly paper is:
 - made with a combination of post consumer and recycled content
 - FSC fibre and agricultural residue content
 - process chlorine free
 - does not contain any fibre from ancient or endangered forests

www.marketsinitiative.org



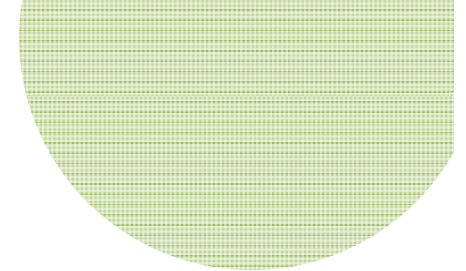
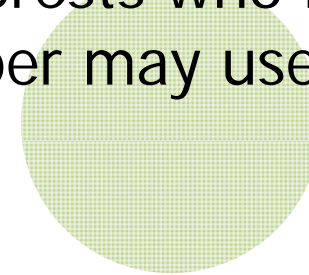
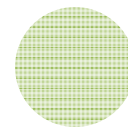
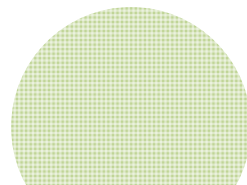
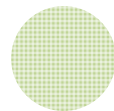
ANCIENT FOREST FRIENDLY LOGO



**ANCIENT FOREST
FRIENDLY™**

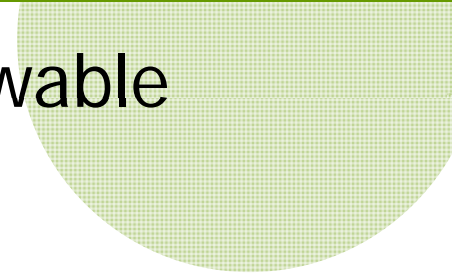
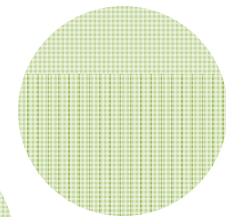
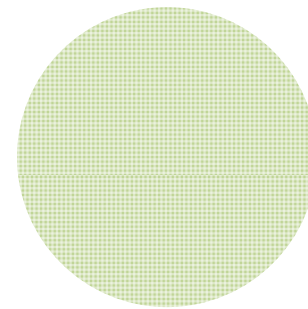
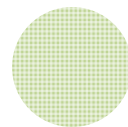
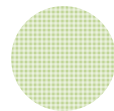
Who can use the logo?

- Any publisher or printer that has developed an ancient forest stewardship policy or written a letter of intent to support the protection of ancient forests who is also using an ancient forest friendly paper may use the logo



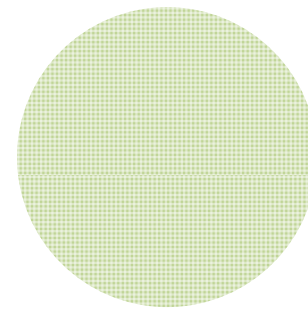
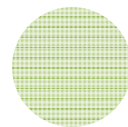
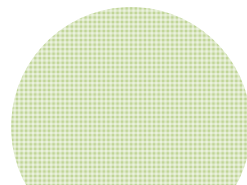
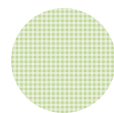
GREEN ENERGY

- Refers to electricity generated by renewable resources such as windpower, steam, hydroelectric and biogas
- Mills partner with a local energy supplier to purchase green credits in amounts equal to the electricity used for manufacturing



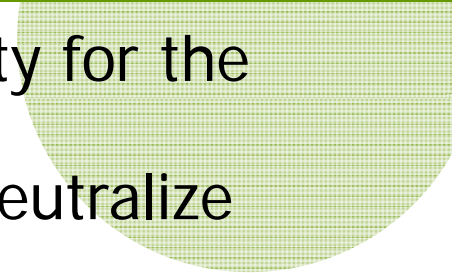
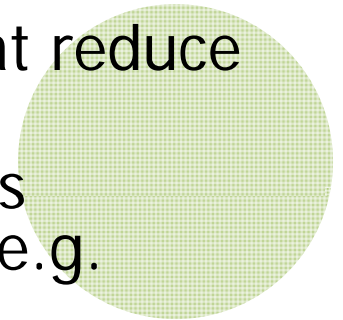
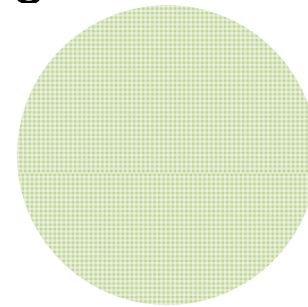
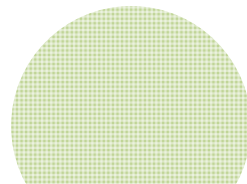
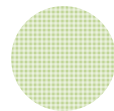
CARBON DEFINITIONS

- **Carbon reduction** – taking actions to help slow climate change and reduce the amount of carbon released into the atmosphere, e.g.
 - energy efficient homes
 - choosing energy efficient appliances
 - walking or biking instead of using the car
- **Carbon footprint** – a measure of the impact human activities have on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide.

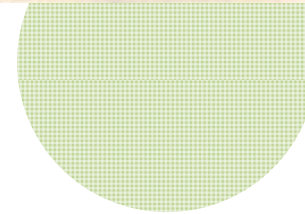
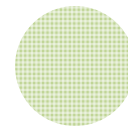
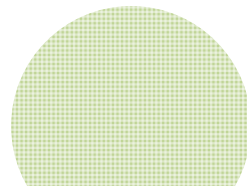
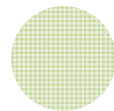
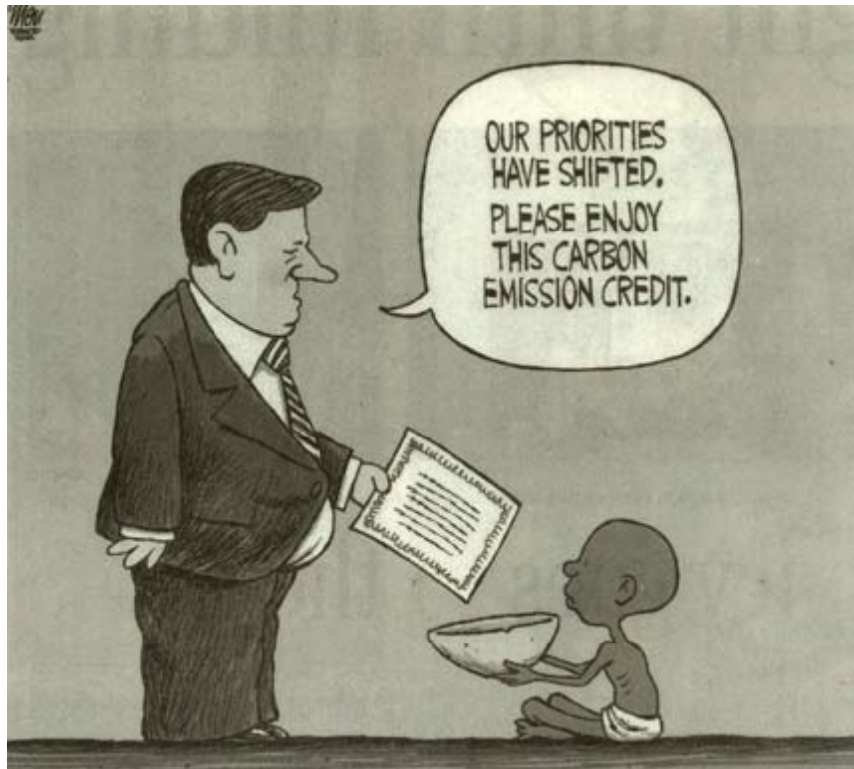


CARBON DEFINITIONS

- **Carbon neutral** – a way to take responsibility for the greenhouse gas emissions we create
 - You contribute positive carbon offsets to neutralize the negative ones you have created
- **Carbon offsets** – an investment in projects that reduce greenhouse gas emissions
 - neutralize the negative environmental outputs associated with energy or fuel consumption, e.g.
 - planting trees
 - funding alternative energy (e.g. solar installations or wind farms)



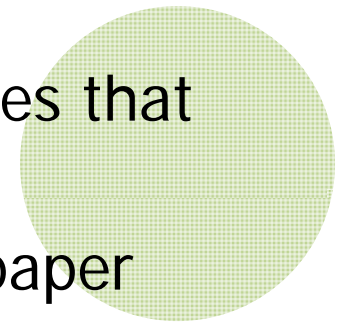
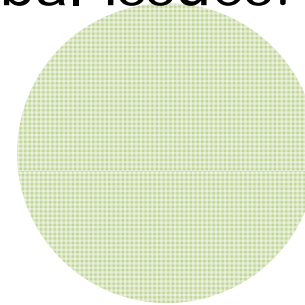
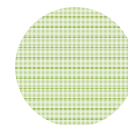
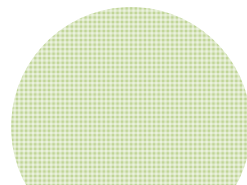
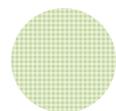
ENVIRONMENTAL HUMOUR



ENVIRONMENTAL MANAGEMENT SYSTEMS

DEFINITIONS

- **ISO14001** – international certification of environmental management systems, covers planning, environment performance, evaluation, auditing
- **ECP** – Environmental Choice Program
 - helps consumers identify products and services that are less harmful to the environment.
 - Ecologo has criteria for printing and writing paper that covers energy use and sustainable forest management, emissions and global issues.
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