

THE GREEN WHITE PAPER



Paper: a key element of a Corporate
Social Responsibility policy

**“Do you ever wonder
how eco-responsible
your paper is?”**

WHY SHOULD AN ORGANISATION INCORPORATE PAPER PURCHASING INTO ITS SUSTAINABLE DEVELOPMENT STRATEGY?

Paper has historically been a central element of our society and economic activity. It is produced from wood or recycled fibres and is therefore directly linked to the sustainable management of this renewable resource. While many would proclaim the benefits of a 100% digital, paperless world, it has been shown that paper offers a sensorial experience and user interaction that it is difficult for a dematerialised medium to match. Online media do, of course, provide certain inherent advantages such as speed and interactivity but the most effective marketing campaigns in terms of image and return on investment are those that include both online and printed tools. For all of these reasons, paper is here to stay. This reality then raises a number of questions regarding paper sourcing and usage. Is paper a leading cause of deforestation? Should responsible sourcing of paper products be a key concern for a company? What are the guarantees that a user needs to request as proof of responsible paper sourcing? How does recycled paper compare to paper produced from virgin fibre?

Both economic and political stakeholders are increasingly taking the question of sustainable development into consideration in how they manage their daily activities. As a result, forests have become a particular focal point, primarily for two reasons:

- They provide a broad range of resources and services deemed indispensable for the ecological, economic and social balance of the planet;
- They are endangered by certain modern practices (urbanisation, conversion of land for grazing or for crop cultivation), by pollution and by natural disasters

It is for these reasons that non-governmental organisations (NGOs), citizens and scientists are calling for forest management that is sustainable i.e., management that allows us to meet current needs without compromising the ability of future generations to meet theirs. Access to and management of the planet's wood fibre resources as well as the competitiveness of forest-based products are consequently impacted.

Paper sourcing should therefore be part of comprehensive corporate social responsibility policy. Paper usage must be assessed and, if necessary, measures taken to implement an efficient, responsible paper management strategy.

By implementing a responsible paper sourcing policy focused on recycled paper or paper produced from sustainable virgin fibre, enterprises can show their commitment to conducting business as responsible citizens and support the development of sustainable forestry.

IMPACTS OF PAPER ON THE ENVIRONMENT: A COMMON RESPONSIBILITY

What is the impact of paper on the environment?

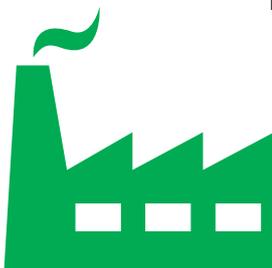
As is the case with any type of product, paper has multiple impacts on the environment throughout its lifecycle (extraction of raw materials, production, transformation, distribution, use and handling of waste). All of these factors need to be considered when devising a responsible sourcing policy.

Raw materials:



Even if the risk of purchasing paper produced as a result of illegal deforestation has decreased considerably over the years (particularly in Europe), it is nevertheless important to ensure that international regulations pertaining to this issue have been adhered to. Choosing products that carry a recognised environmental certification guarantees sustainable forest resource management and prevents deforestation. It is also important to make the distinction between legal sourcing and sustainable sourcing. The recent European Timber regulation implemented in March 2013 will ensure that wood based products coming on the European market are from legal sources, but it does not guarantee the sustainable management of the resource.

Production:



The paper industry has made enormous efforts in recent years to limit the environmental impact of the production process. The adoption of cogeneration as a source of energy (for example production which combines heat and electricity), and use of renewable energy sources (biomass), have both made a considerable contribution to reducing environmental impact. These efforts are ongoing.

Going forward, all the players in the paper chain, including consumers, need to assimilate the notion of responsible management of this precious resource through their paper purchasing behaviour, their consumption patterns and the way in which they manage the resulting waste.

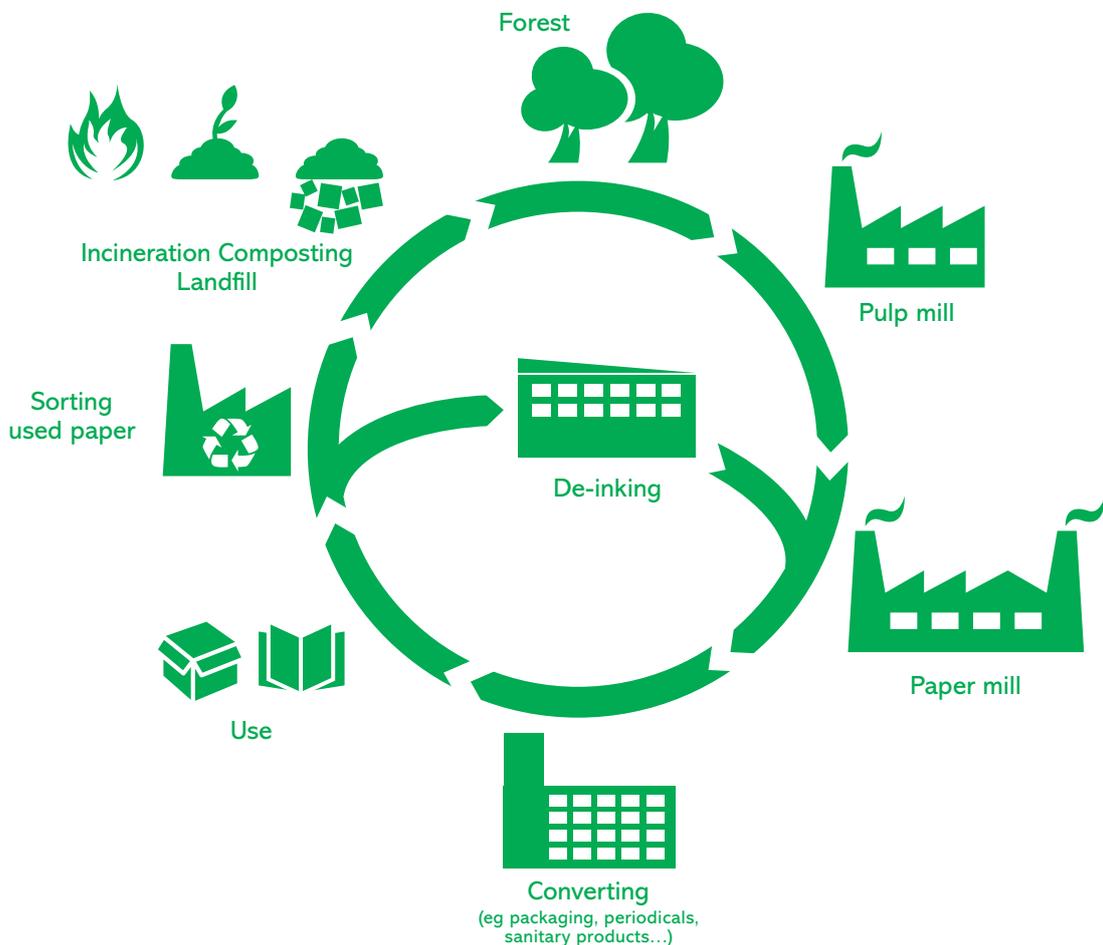
Recycling:



The development of paper recycling has the advantage of reusing existing paper to produce pulp, hence reducing demand for wood resources and increasing availability of this resource for “wood energy” applications (wood used as biomass primarily), a renewable energy on the rise which is playing a role in the fight against greenhouse gas emissions. Landfill disposal and incinerating large quantities of paper, on the other hand, (as is often done with household waste for example), remain widespread methods of treating paper waste and are responsible for unsightly environmental degradation and an important source of greenhouse and methane emissions.

By establishing a paper management policy, companies can be active participants in a circular economy that is more respectful of the environment. This process requires them to minimise wasteful usage patterns and consume paper in a reasonable manner.

PAPER LIFE CYCLE



WHAT IS AN ECO-RESPONSIBLE PAPER?

A credible definition of an eco-responsible* paper product must incorporate 2 main elements - the sourcing of its raw materials and its manufacturing process – and attach clear requirements to both regarding their environmental impact. The definition established by Antalis aims to be simple to understand, easy to trust, stringent in terms of its requirements and based on internationally recognised standards.

Definition criterion 1: Wood fibres

The raw materials used in paper come primarily from wood. For a product to be eco-responsible, the wood fibres must meet one of the following requirements:

- Come from responsible sources according to the criteria of FSC® or PEFC standards. This supports forest renewal and conservation of wood resources. It also helps preserve the primary source of carbon capture as well as the biodiversity and sustenance of local populations.
- Be 100% recycled or at least 50% recycled post-consumption with the remaining percentage fulfilling the requirements detailed above. This supports reduced paper consumption and reuse of paper waste.

Definition criterion 2: Manufacturing process

A virtuous sourcing policy is to no avail if the manufacturing process is not equally virtuous. For a product to be defined as eco-responsible, the mills that produce the paper must carry one of the following certifications:

- **ISO 14001:** This standard belongs to a set of international standards ISO 14000 and provides a framework for the development of an environmental management system (EMS) and the supporting audit programme which aims to help measure consumption and reduce waste.
- **EU Ecolabel:** this official European environmental label managed by the European Commission is a multi-criteria, life-cycle based approach which sets specific criteria regarding:
 - the reduction of emissions in the air and water,
 - the reduced consumption of non-renewable energy sources and minimisation of their environmental impact,
 - the reduction of environmental damage and health risks linked to use of hazardous chemical substances

* Antalis considers paper to be eco-responsible if it qualifies for a minimum of 3 stars under the Green Star System (see page 10)

- the use of chlorine for bleaching the paper. Three processes guarantee a lower impact of this stage on the environment:
 - **Elemental chlorine free (ECF)**: a technique that uses chlorine dioxide for the bleaching of wood pulp. It does not use elemental chlorine gas during the bleaching process and prevents the formation of dioxins and dioxin-like compounds, carcinogens.
 - **Process chlorine free (PCF)**: a technique that uses totally chlorine free processing and includes 30% recycled fibre. Both the recycled fibre and any virgin fibre must be bleached without chlorine or chlorine compounds.
 - **Totally chlorine free (TCF)**: a technique that uses no chlorine compounds for the bleaching of wood pulp for paper production. This prevents the formation of dioxins, highly carcinogenic pollutants.

HOW DOES AN ORGANISATION INTEGRATE PAPER INTO A SUSTAINABLE DEVELOPMENT POLICY?

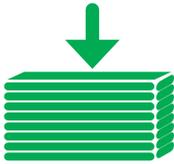
The first step is to conduct a complete overview of the existing paper flows and requirements within the company – only when current usage patterns are understood can a company evaluate its real paper consumption needs and make informed decisions about where and when to implement changes.

Paper audit check list:

- Identify all the papers flows including all potential applications (reams, communication supports, envelopes, letterheads, mailings...)
- For each paper, list the supplier and the characteristics of the product:
 - Traceability regarding the legality of the wood
 - % of certified paper (FSC® or PEFC)
 - % of recycled paper
 - ISO 14001 certification
 - Ecolabel certification
- Evaluate the volumes used versus volumes required

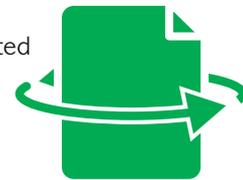
N.B. It is important to remember that eco-responsible papers, including recycled papers, are suitable for all corporate applications (brochures, mailings, stationery...) and all printing techniques (offset, digital...).

Once current usage has been reviewed,
the “3Rs” principle should then be applied: _____



Reduce: use the right quantity and the right grammage of paper needed for specific applications. Often rather than switching to paperless communications or in the other extreme, mindlessly printing excessive volumes of papers, the answer is to print less but in a more intelligent manner.

Reuse: adopt practical measures such as using the other side of printed sheets when documents are not in the final stages, for proofing text or emails, for example.



Recycle: favour the use of paper made from recycled fibres. Choosing recycled paper no longer means compromising on quality, performance, appearance or whiteness as tremendous progress has been made in the production of recycled paper. Also, paper can be recycled up to 7 times. In order to give paper the maximum number of lives it deserves, implement a selective recycling programme for office waste.

In the process of reviewing and implementing a responsible paper management strategy, certain considerations are essential, others, while not essential, demonstrate the desire to go that step further.

The “must-haves”: _____

- Request that all the paper used by the company is 100% traceable and does not come from protected sources e.g. Mixed Tropical Hardwood.
- Favour eco-responsible papers which provide reassurance on the origin of the fibre and on the production process.
- When tenders are organised, specify that the papers chosen for all types of internal and external communications - user guides, annual reports, brochures, catalogues... - must be eco-responsible. Work closely with your production manager and corporate communication manager to ensure this is the case.

To go even further: _____

- Involve the company in a closed loop recycling scheme if one is available locally which reduces the amount of paper waste being sent to landfill and favours its transformation into new paper products.
- Opt for carbon neutral paper which helps to develop environmental projects in other regions through carbon compensation programmes.

The biggest corporate names from all types of market sectors are recognising the central role of paper in their CSR strategy and making a commitment to do better:

Carrefour: “Nearly 95% of our catalogues and magazines are now produced from recycled fibres or with fibres from certified forests”. – Sustainable development report, 2012

Nestlé: “We promote the use of recycled paper and packaging” – Annual report, 2012

Nokia: “For paper printing and packaging, our objective is to use 100% renewable or recycled resources by 2015 (FSC® or PEFC)” – Sustainable development report, 2012

Unilever: “63% of our paper and board came from certified sustainably managed forests or from recycled material by end 2012. Of the 63%, 87% comprised recycled fibre and 13% certified virgin fibre” – Unilever Sustainable Living website

Tesco: “90% of the papers used in marketing are either recycled, PEFC or FSC® recycled.” – Annual report 2012

THE BENEFITS OF RESPONSIBLE PAPER MANAGEMENT FOR A COMPANY

Beyond the evident and essential benefit of preserving natural resources, implementing a responsible paper policy and pre-collection of office paper and communication materials has a positive impact on a number of levels for the company.

The first benefit is economic. By choosing the right paper for the right usage and in the correct quantity, a company can reduce expenditure on printers, consumables and maintenance as well as on waste disposal. The internal dynamic that a responsible paper initiative can create should also not be underestimated. It can build greater cohesion at all levels of the organisation thanks to a common goal as well as raise awareness of what it means to be sustainable with a view to building a global eco-responsible programme.

Finally, responsible paper management can build a better corporate image vis-à-vis both internal and external stakeholders such as customers and investors.

THE DIFFERENT LEVELS OF ECO-RESPONSIBILITY: THE GREEN STAR SYSTEM



Establishing a definition of what exactly constitutes an eco-responsible product is a real challenge. The definition must be simple enough to be accessible to the layperson, self-explanatory if you will, yet modular enough to incorporate different levels of eco-responsibility and be irrefragable. It is to meet all of these criteria that Antalis has developed the [Green Star System](#).

The system is based on a universally recognised point of reference that can be easily understood by a non-technical audience that is not necessarily equipped to decipher the meaning behind the proliferation of green certifications that exist today.

The [Green Star System](#) continues to incorporate the vital information on the origin of the fibre and the manufacturing process and attributes each paper product a star rating from zero to five based on environmental performance.

The [Green Star System](#) reflects the complexity of what it means to be an eco-responsible product which speaks to a technical audience, but simplifies the information in a rating system that can be understood by all audiences.

As such, this self-explanatory system can be easily used by companies to communicate about their environmental efforts with various stakeholders without any potential misunderstanding.



* according to the criteria of FSC® or PEFC standards.

** with the remaining percentage fulfilling the requirement of FSC® or PEFC standards.

**The question is no longer
are you green or not green.
But rather, are you a 2, 3
or a 5 Green Stars company?**

This white paper has been sponsored by Antalis.



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