



# **Highlights of the GAA Environmental Workshop June 2008 Bar Harbor, ME**

**GPC Conference  
November 20, 2008 - Naples, FL  
Craig Liska, V.P. Sustainability  
Verso Paper**



**First Class event organized by GAA's Bernadette Carlson and Pam Schenk along with a volunteer planning committee led by Carolyn Beem from LL Bean, Monica Garvey from Verso Paper and help from many others including Dave Campi from Sears.**





- Record size attendance (140) at the workshop
- Mix of catalog/magazine publishers, forest products companies, environmental groups, academia & gov't.
- The topics were a major attraction for many:  
**mitigating climate change and the contributing role of sustainable forestry.**





**Long list of impressive speakers including:  
Governor of Maine, John Baldacci; Senator Phil Bartlett;  
President and CEO of SFI, Kathy Abusow; President and CEO  
of FPAC, Avrim Lazar; CEO of MetaFore, Kim Rendleman;  
Group V.P. Paper of AF&PA, Cathy Foley; Director of  
Enforcement for FTC, James Kohm; and several others.**





**Very compressed highlights from the two day workshop included:**

- Climate Change and the linkage to sustainable forestry**
- Efforts to increase forest certification of privately held land**
- Carbon footprint of paper**
- Paper Industry focus on climate change**
- Environmental Paper Assessment Tool (EPAT) and Verso mill tour**





# Climate Change / Sustainable Forestry



## Climate Change and the linkage to sustainable forestry

- Nearly 20% of climate change attributed to deforestation occurring in places such as the Amazon, Indonesia, and other parts of Southeast Asia.
- Sustainably managed forests are also one of the earth's best weapons to fight climate change
- Paper is made from a renewable resource – trees from sustainably managed forests.
- One of the best ways to build awareness and encourage sustainable forestry practices is through 3rd party forest certification



# Climate Change / Sustainable Forestry



## Climate Change and the linkage to sustainable forestry – Updates

- As forest certification standards go through their update and renewal process more comments are coming in suggesting that the standards consider climate change issues in addition to the updates in social, biodiversity, water protection, and other environmental criteria.
- As climate change legislation and the possibility of a CO<sub>2</sub> cap and trade system becomes closer to a reality in the U.S., the economic value of reducing CO<sub>2</sub> becomes significant. Discussions on the economic value of carbon sequestration by managed forests will likely become a global economic issue.



## Efforts to increase forest certification of privately held land

- 60% of forests in U.S. are privately owned with 25% of these being certified.
- Only 4 million of the 250 million acres of family forestland in the U.S. are enrolled in a certification program or 1.6%. Particularly a concern in Maine.
- Panel discussions addressing this issue included:
  - **Maine Forest Service – Landscape Certification efforts can help simplify**
  - **FSC Family Forest Alliance – FSC International acknowledges group certification is a priority**
  - **SFI – Multi-site Certification Project in Maine**
  - **TCNF – Master Logger expansion, on-the-ground efforts**





# Forest Certification



## Efforts to increase forest certification of privately held land – Updates

- SFI urging that differences in credible forest certification standards not be allowed to stand in the way of expanding certified forestlands globally. Public review of SFI 2010-2014 certification standard currently underway.
- FSC US Standards currently under review. Possible changes next year include replacing the nine regional standards in the U.S. to one national standard and a standard/guideline supporting the Family Forest Program
- PEFC endorses American Tree Farm System (ATFS) which has certified 24 million acres of privately owned forestland since 1941.
- Verso grant to TCNF to promote additional 100,000 certified acres in Maine



## Carbon Footprint of Paper

- Why measure CO<sub>2</sub>-eq across the entire paper lifecycle?
  - Provides information on significant CO<sub>2</sub> reduction opportunities
  - Necessary to support claims of “carbon neutral” paper
  - Helps customers make informed purchasing decisions
- Why NOT measure carbon footprint?
  - No standard or regulation on what to measure makes comparisons difficult
  - “Green washing” fears from less thorough studies and questionable offsets
- Transparency becoming important factor



## Carbon Footprint of Paper (cont.)

- What has been done to standardize carbon footprint measurement techniques?
  - WRI/WBCSD GHG Protocol – globally accepted but focuses only on the accounting and reporting of emissions.
  - NCASI GHG Calculation tools for pulp and paper mills based on WRI
- What's coming in a year or two?
  - WRI GHG Protocol for Product and Supply Chain
  - NCASI GHG calculation tools for specific paper grades

WRI – World Resources Institute

WBCSD – World Business Council for Sustainable Development

NCASI – National Council for Air and Steam Improvement



# Carbon Footprint

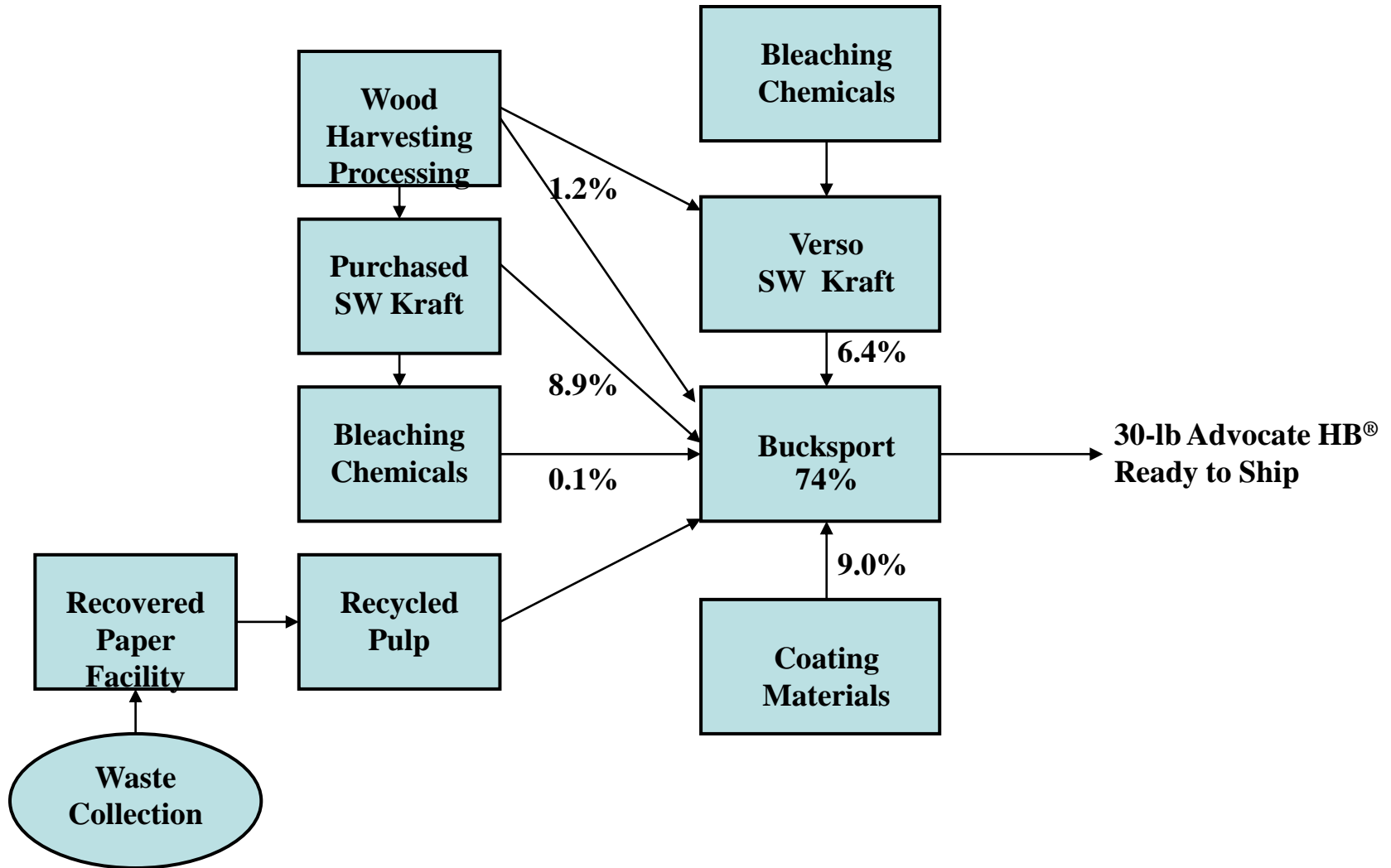


## What is being done in the interim?

- Verso completes comprehensive, grade-specific carbon footprint study
  - Advocate 30 lb High Bulk CGW sheet produced at Bucksport mill
  - Follows WRI & NCASI protocols and uses internationally recognized life cycle inventory consultant – Franklin Associates to establish methodology
  - Actual GHG data from “Forest-to-Gate” including: harvesting and regeneration of trees, sawmill operations, pulp and paper mill operations, collection of waste paper and the operations used to produce recycled pulp, all steps to manufacture coating components from material extractions to transportation to the mill.



# Component Contribution by CO<sub>2</sub> - eq







# Carbon Footprint



## Carbon Footprint of Paper – Summary

- Transparency is key both in identifying Carbon Footprint of paper and buying CO2 offsets
- Comprehensive Life Cycle Analysis is best defense for any Carbon Footprint claims
- Verso Carbon Footprint results to be featured in December 2008 Gravure Magazine
- Keep eyes open for new WRI and NCASI protocols
- Verso just started another comprehensive Life Cycle Analysis



# Paper Industry Efforts

## Paper Industry focus on Climate Change

- Legislative – AF&PA coalition to ensure any climate change legislation limits economic burdens on business and that both carbon sequestration and renewable energy accomplishments are recognized for their economic value.
- Transportation – Safe Handling business model of shifting truck loads to rail which are 70% more efficient. More efficient means less CO2 emissions.
- They also ship more dry chemicals long distances to their processing plant near the mills where water is added before short distance hauls using biodiesel trucks.



# Paper Industry Efforts

## Paper Industry focus on Climate Change

- Energy – Energy – Energy
  - Verso and UPM presentations on the benefits of integrating bio-refineries in pulp and paper mills utilizing expertise in sustainable harvesting and carbon neutral energy while making valuable by-products (i.e. ethanol)
  - Both also focus on energy efficiencies through energy audits, increased renewable energy use and lighter basis weight papers
  - Technology breakthroughs on wood to energy need significant funding to get past the R&D stages and into full scale production. Some unique partnerships with Univ. Maine, DOE and local industry are also found in other regions of the U.S.



## Environmental Paper Assessment Tool (EPAT) and Verso mill tour

- EPAT was developed by The Paper Working Group and Metafore
- Enables paper buyers and producers to share and compare mill data on resource use and the environmental and social impacts of paper products
- While not as detailed as a Life Cycle Carbon Footprint Assessment, it does offer a standardized and consistent method for comparing many other environmental metrics
- Version 2 is up and running while Version 3 is already being discussed.
- Group discounts thru MPA. Training Webinars in the works



## Conclusion

- Fantastic speakers
- Timely topics
- Record size audience
- Don't make me summarize the impossible again
- Go to next year's GAA Environmental Workshop
- Week of June 15th in Toronto – Details to come