

# Sustainable Forestry Eco-Labels

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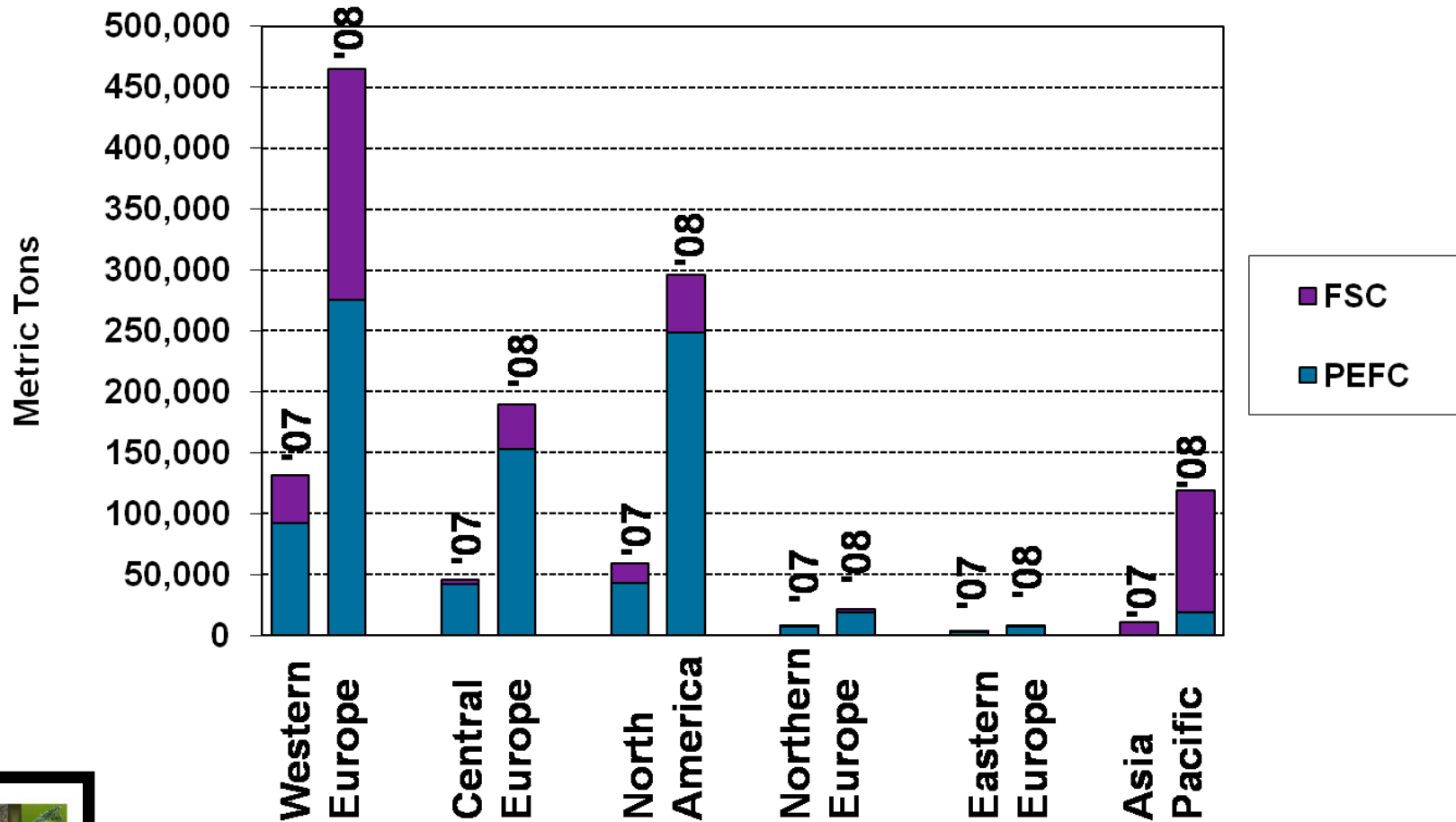
# Topics

- Trends
- Consider the Entire Life-Cycle
- Marketing Your Decision
  - Eco-Labels
  - Written Claims



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# Certified Paper Sales Growth at UPM



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# Trends continued...

- Recycled and FSC pressure will continue
- Customers are becoming more educated about the issues and many realize that there is more to the picture than just using recycled and FSC fiber
  - Many are selecting all inclusive policies for forest certification – they accept all credible standards (PEFC, FSC, SFI, CSA)
  - More are starting to use report cards and tracking supplier performance
- Global warming and the "carbon footprint" is gradually becoming the issue of the day



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# The Entire Life-Cycle of Paper is Important



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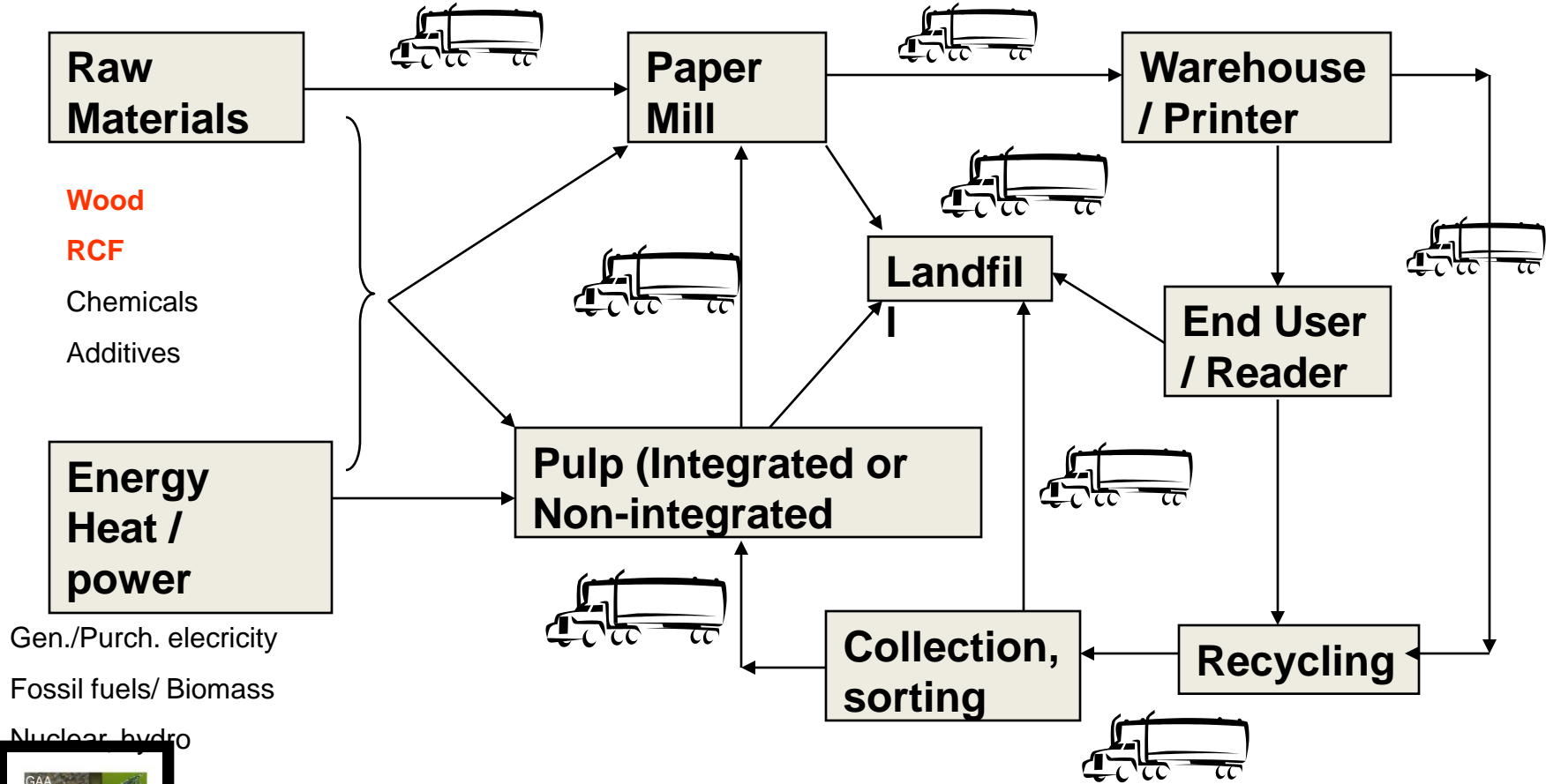
# The Sin of the Hidden Trade-Off

- *"...a product is "green" based on a single environmental attribute (the recycled content of paper for example) or a reasonable narrow set of attributes (recycled content and chlorine-free bleaching) without attention to other important, or perhaps more important, environmental issues (such as energy, global warming, water, and forestry impacts of paper)....."*
- From *"The Six Sins of Greenwashing – A Study of Environmental Claims in North American Consumer Markets. Terrachoice Environmental Marketing, 2007.*  
<http://www.terrachoice.com/Home/Six%20Sins%20of%20Greenwashing>



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# The Life-cycle of Paper



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# What is Environmentally-Preferable Paper?

- **Sustainable Fiber Use**
  - Wood / recycled fiber in appropriate grades/locations
  - Increasing share of certified paper supported by chain-of-custody
  - No illegal wood or wood from protected / conservation forest areas
- **Clean Production**
  - Increasing energy efficiency and lowering carbon footprint
  - Meet best-available-technology levels for environmental indicators
  - Continuous improvement in minimizing loading per ton of paper
- **Efficient Logistics**
- **Certification / Reporting**
  - 3rd party certification of mills, forests and C-o-C
  - ISO 14001, PEFC (SFI, CSA) or FSC
  - Open, transparent and 3rd party verified sustainability reporting



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# Report Cards to Evaluate the Environmental Footprint of Paper

- Also called Environmental Product Declarations
- Environmental Paper Assessment Tool (EPAT)

[www.epat.org](http://www.epat.org)


- Paper Profile

[www.paperprofile.com](http://www.paperprofile.com)



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paper  
profile



**UPM**

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**Product** LWC paper (UPM Cote, UPM Star, UPM Ultra)

**Company** UPM-Kymmene Corporation

**Mill** Rauma PM 1

Information gathered from 1.1.2007 to 31.12.2007

Date of issue 2.6.2008

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Environmental product declaration for paper

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**Environmental Management**

Certified environmental management system at the mill (since): ISO 14001 (2000), EMAS (2001)

Company systems ensure traceability of the origin of wood  yes  no 100% recovered paper

72 % of PEFC and 9 % of FSC certified fibres at the paper machine, with Chain of Custody certification.

Copies of certificates available at [www.upm-kymmene.com](http://www.upm-kymmene.com)

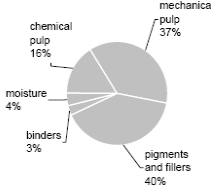
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**Environmental parameters**

The figures are based on methods and procedures of measurement approved by the local (or national) environmental regulators at the production site. The figures include both paper and pulp production.

Water	COD	6.0	kg/tonne
	AOX	0.02	kg/tonne
	N <sub>Tot</sub>	0.04	kg/tonne
	P <sub>Tot</sub>	0.004	kg/tonne
<hr/>			
Air	SO <sub>2</sub>	0.2	kg/tonne
	NO <sub>x</sub>	0.6	kg/tonne
	CO <sub>2</sub> (fossil)	80	kg/tonne
<hr/>			
Solid waste landfilled	20	BDkg/tonne	
<hr/>			
Purchased electricity consumption	/tonne of final product	1470	kWh

**Product composition**



**More information**

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More information about Paper Profile can be found on [www.paperprofile.com](http://www.paperprofile.com)

# Marketing Your Choice

## Eco-Labels



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# Labels & Logos:

## Sustainable Use of Recycled Fiber

- Low loading should be measurable:
- De-ink sludge used for energy? Landfill?
- Paper mill integrated to the de-ink mill? Is B-A-T used?
- No de-inking & bleaching = lower environmental effects + cost savings
  - i.e. lower end grades
- Proximity of recovered paper to mill site
- Pulp type must match paper quality needs



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# Labels & Logos

- PEFC (SFI), FSC
  - Fiber only
- EU Eco-label (EU Flower)
  - Covers key elements of life-cycle
  - Indicates top performance overall
- Mobius Loop
  - Recycled content
- All except for Mobius loop are 3rd party verified



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# A Label that Demonstrates an Overall Low Footprint: The EU Eco-label

- For Copying and Graphic Paper
- The production process must meet criteria for:
  - use of natural resources
  - chemicals
  - energy consumption
  - emissions to air and water
  - waste management
- Paper must contain recycled fibre and/or fibre from sustainably managed forests. At least 10% of fibre has to be from certified forests (PEFC, FSC).
- No chain-of-custody required to use the label



[www.eco-label.com](http://www.eco-label.com)



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# Marketing Your Choice

## Written Claims



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# Guides for the Use of Environmental Marketing Claims

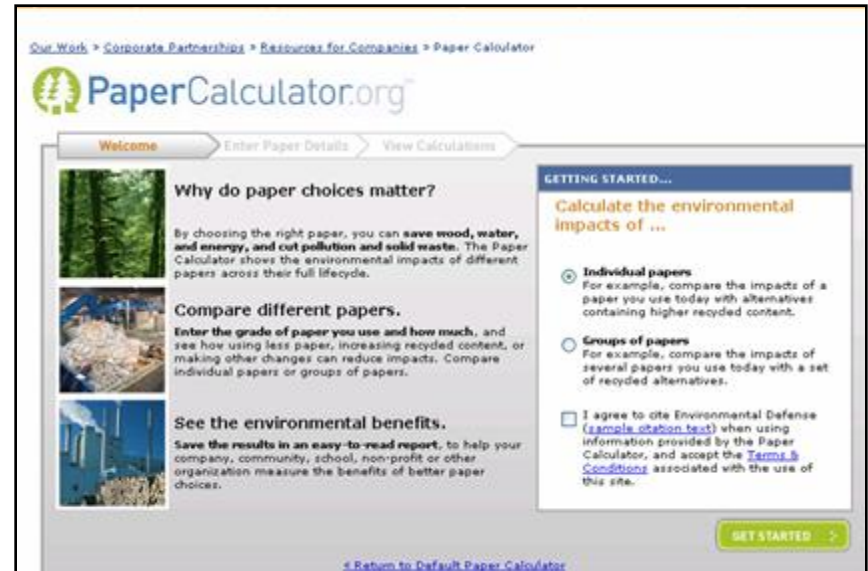
- Environmental claims (voluntary guidelines)
  - shall be accurate and not misleading
  - shall be substantiated and verified
  - shall not suggest an environmental improvement that does not exist
  - shall not be made if they are likely to be misinterpreted by purchaser
  - shall be clear
  - shall be relevant to the area where the corresponding environmental impact occurs (not general if meant to be specific)
- Symbols (logo's) must be easily distinguishable from other symbols
- **If questioned we need to be able to prove that it is correct!**



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# Understand the tools you are using

- Web-based "Paper Calculators" have limitations
- Data may not be based on best-available-technology
- Industry averages are used...and mill performance varies greatly from one site to the next
- As a result printed claims regarding environmental savings are misleading...and could be considered a form of "greenwashing"

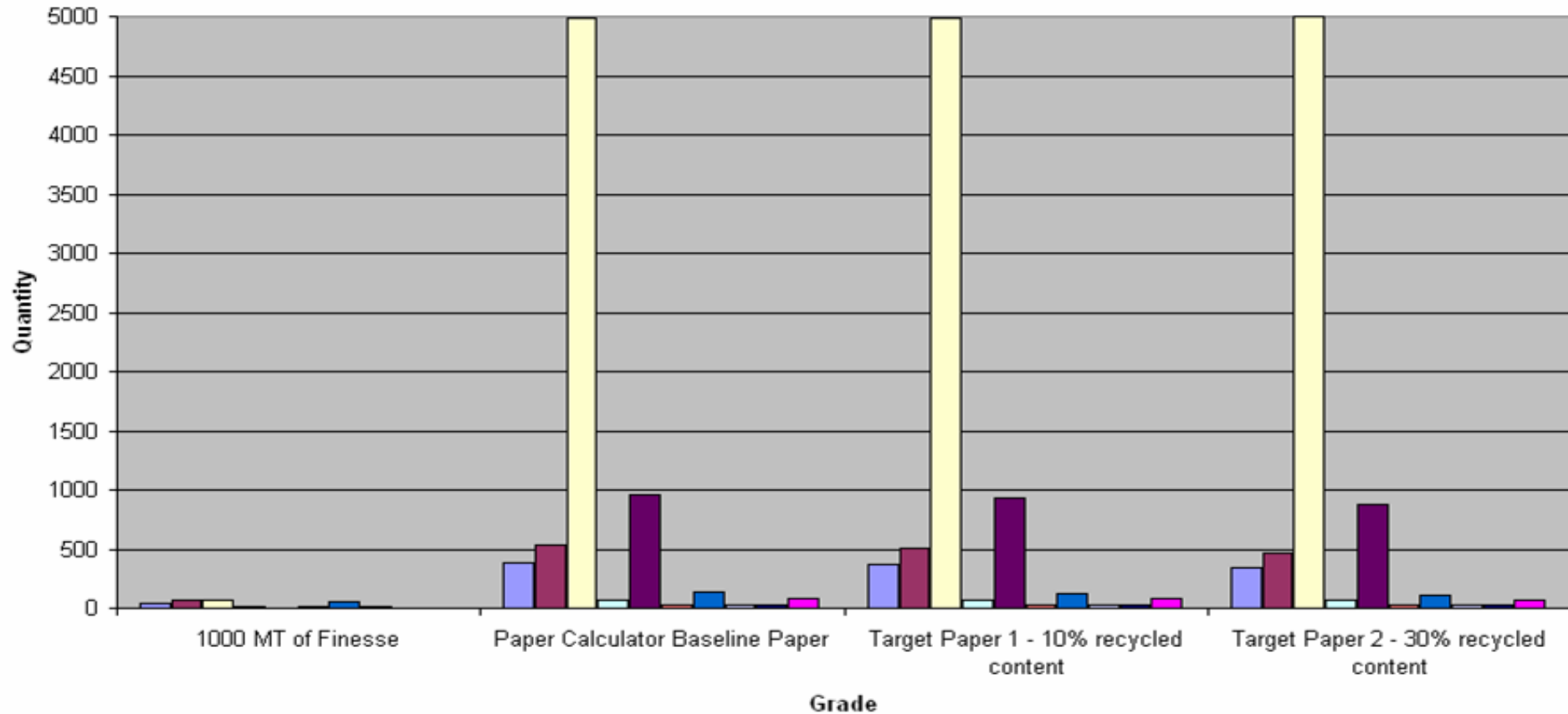


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# Environmental Loading is Site-Specific

Environmental Footprint of UPM-Finesse vs Papercalculator.org data



- Total Energy for this many homes in 1 year
- CO2 from this many SUVs in 1 year
- SO2 from this many 18-wheelers
- NOx from this many 18-wheelers
- PM from this many buses
- This many Olympic pools of water
- COD from this many homes
- BOD from this many homes
- TSS from this many home
- This many garbage trucks

# Examples of Written Claims

*(Certified paper is ordered and other facts are verifiable)*

- ***The paper used for this catalog comes from certified forests that are managed in a sustainable way to meet the social, economic and environmental needs of present and future generations.***
- ***The fiber is tracked by the paper mill using a certified chain-of-custody system which ensures that the origin of wood is know and legal.***
- ***The mill supplying the body paper also has an ISO 14001 certified environmental management system.***



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# Summary



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# Summary

- Consider the environmental life-cycle of paper
- Integrate this information into your purchasing
- Have a variety of marketing tools including labels & claims
- Make sure claims are not misleading



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