

SUSTAINABLE FIBER

MAGAZINE PAPER & NEWSPRINT



GAA Environmental Workshop
June 16-18, 2009

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WHY ??

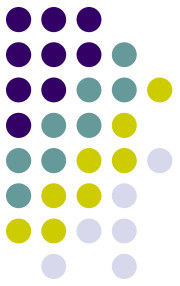


- **LIFEBLOOD OF BUSINESS**
- **SAVE THE PLANET**
- **HEALTH AND SAFETY**
- **HELPS SELL PUBLICATIONS**
- **OFTEN SAVES MONEY !!**



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STAKEHOLDERS

- READERS AND ADVERTISERS
- PUBLISHERS , RETAILERS , ET AL
- PAPER SUPPLIERS
- LAND OWNERS
- GOVERNMENTS
- NGOS & FOUNDATIONS
- MEDIA AND OTHERS



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KEY CONSIDERATIONS



- **GROWING AWARENESS**
- **GLOBAL WARMING**
 - **CARBON FOOTPRINT**
 - **LEGISLATION LIKELY**
- **COST EFFECTIVENESS**
- **FEASIBILITY/SCALABILITY**
- **STANDARDS AND CERTIFICATION**
- **TRADEOFFS**



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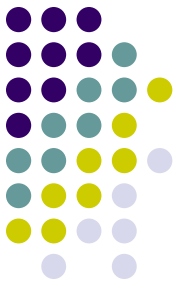
THE BASICS

- **HARVEST LEGALLY**
- **REGENERATE PROMPTLY**
- **REDUCE WASTE**
- **RECOVERY AND REUSE**
- **REDUCE GREENHOUSE GASSES**
- **WELCOME INDEPENDENT SCRUTINY**



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CONCLUSION

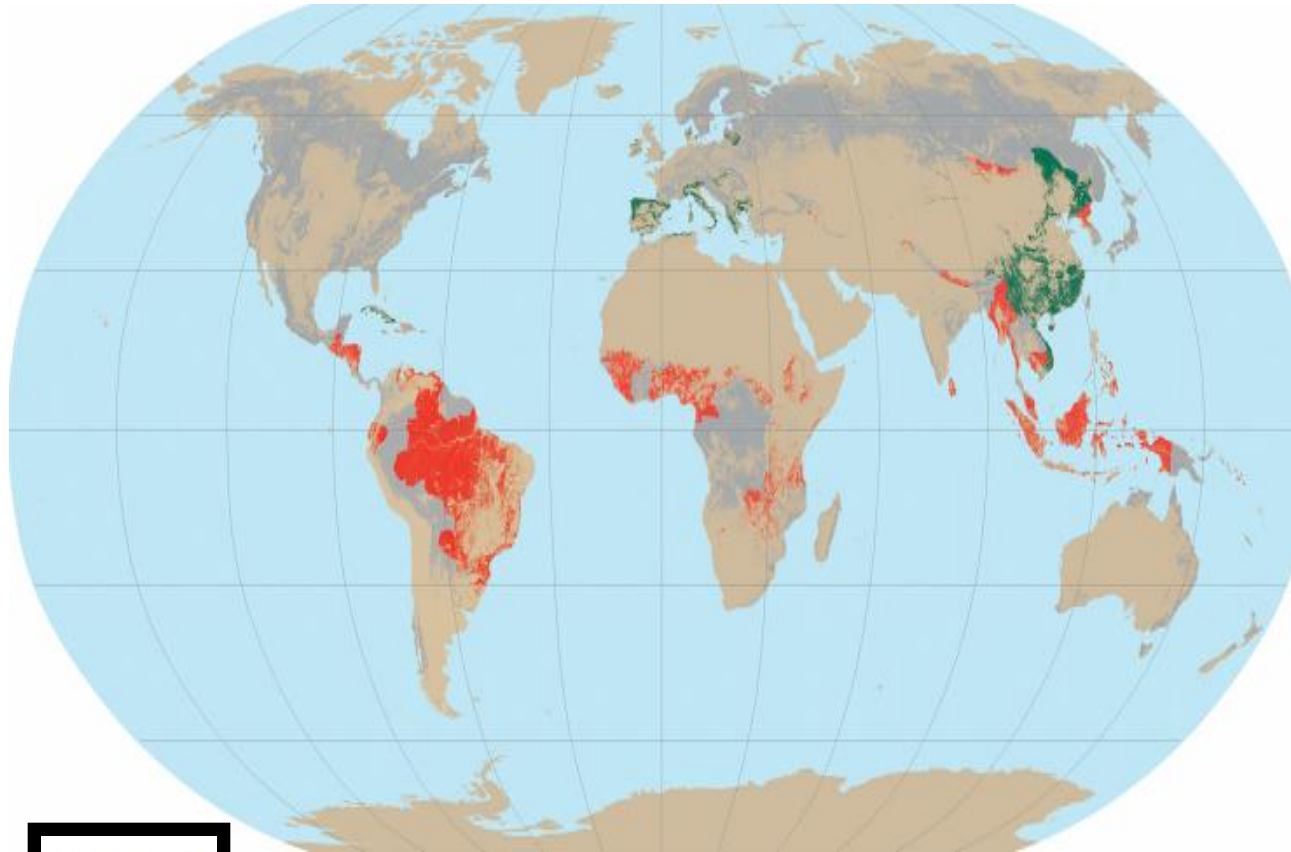
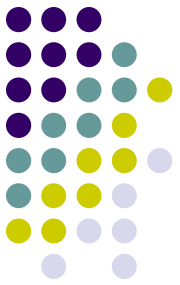
- **KEEP FOCUS DESPITE ECONOMY**
- **GLOBAL WARMING ISSUE ESCALATING**
 - **HIGH CHANCE OF LEGISLATION**
 - **PRIVATE SECTOR INITIATIVES**
 - **OFFSET MARKETS**
- **UNIFORM STANDARDS / CERT. NEEDED**
- **SHARED LEARNING !**



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FOREST COVERAGE



ANNUAL

> .5% DECLINE

> .5% GAIN

< .5% CHANGE



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THE BOREAL



- **BOREAL MEANS “NORTHERN”**
- **MAJORITY IN EURASIA**
- **FOCUS ON CANADIAN BOREAL**



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PANELISTS



JIM FARRELL

ASST DEPUTY MINISTER, CFS

RONNIE DREVER

FOREST ECOLOGIST, TNC

DR. GARY BULL

ASSOCIATE PROFESSOR, UBC



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