

USING EPAT

GAA CONF JUNE '10



HEARST *enterprises*

GAA Environmental Workshop June 15-17, 20

TASK FORCE

- TIME INC
- HEARST
- VERSO
- NEWPAGE
- UPM
- ABITIBI-BOWATER
- SAPPI
- CATALYST



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MISSION

- To utilize EPAT to provide magazine , catalogue , and other end users with a tool to measure and track environmental data from paper suppliers assuring :
 - Standard and transparent metrics
 - Uniformity in assessment/reporting
 - A basis for continuous improvement



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BASIC PRINCIPALS

- **HOLISTIC/LIFE CYCLE APPROACH**
- **EVALUATE AND STIMULATE CONTINUOUS IMPROVEMENT**
- **RESPECT :**
 - **TRADEOFFS,GEOGRAPHIC DIFFERENCES
PRACTICALITY,SCALABILITY, COST EFFECTIVENESS**
- **FOCUS ON AREAS :**
 - **WE CAN IMPACT**
 - **RESONATE WITH STAKEHOLDERS**
- **NOT TO BE USED AS SCORECARD !**



AREAS OF FOCUS

- **REDUCED CARBON EMISSIONS**
 - OVERALL ENERGY USE
 - USE OF RENEWABLE FUELS
- **SUSTAINABLE FORESTRY**
 - COC AND CERTIFICATION
- **CLEAN PRODUCTION**
- **RECOVERY AND REUSE**



THE TOOL

- EASY TO USE
- MOST SUPPLIERS ONBOARD
- INEXPENSIVE IF ENOUGH USERS
- PROVIDES CREDIBILITY
- AVOIDS SUBJECTIVITY
- REWARDS INNOVATION
- A TOOL NOT A SCORECARD



SUGGESTED WEIGHT SET

Efficient Use & Conservation of Raw Materials		
	Recovered Content	2
	Water Use	5
	Energy Use	10
Minimization of Waste		
	Recyclability & Compostability	2
Conservation of Natural Systems		
	Source	4
	Certified Forest Management	33
	Sensitive Forest Fiber	3
Clean Production		
	Air Quality	4
	Mercury	1
	Water Quality	4
	Climate Stability	18
	Minimum Impact Mill Efforts	2
	Solid Waste	2
	Environmental Management System	3
Community & Human Well Being		
	Labor and Human Rights	1
	Human Health and Safety	1
	Stakeholder Impacts	1
Credible Reporting & Verification		
	Public Reporting	1
	Independent Verification	3

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RECOMMENDATIONS

- **USE SUGGESTED WEIGHT SET**
- **TRACK IMPROVEMENT**
- **UNDERSTAND DIFFERENCES**
 - **REGIONAL, PRACTICAL, COST EFFECTIVE**
- **DO NOT REPORT SCORES**
- **AVOID “GAMING THE SYSTEM”**
- **RECOMMEND IMPROVEMENTS**

