

Environmental Paper Assessment Tool® Updates for 2010

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Agenda

- ✓ Background
- ✓ Status
- ✓ Challenges and opportunities
- ✓ Strategy for 2010
- ✓ Moving forward
- ✓ Questions / feedback

About Metafore

Non-profit founded in Portland, OR in 1997

Mission is to find business solutions for environmental challenges

Work with the private sector to build tools, develop resources, and provide opportunities for collaboration

Recently acquired by GreenBlue Institute in Charlottesville, VA (new HQ) with a small office in New York City

What is EPAT?

Provides buyers and sellers of paper products a **standardized framework** to evaluate and select environmental preferable paper

EPAT is a **data-driven tool** that considers 20 key performance indicators across the supply chain

Originally conceived and developed by the Paper Working Group – a collaboration of Metafore and 11 leadership companies.

EPAT 1.0 launched in 2007, EPAT 2.0 in 2008

Today, updating tool for release in early Fall 2010

How does EPAT work?



Why do companies use EPAT?

EPAT is used by buyers and seller of paper to:

1. Make informed purchasing decisions
2. Evaluate environmental trade-offs
3. Framework for buyer and supplier collaboration
4. Measure performance
5. Mitigate risk
6. Achieve continuous improvement
7. Core component of environmental platform

Key Performance Indicators

Raw Materials

1. Recovered content
2. Water use
3. Energy use

Minimization of Waste

4. Recyclability and compostability

Natural Systems

5. Known source
6. Certified forest management
7. Sensitive forest fiber

Manufacturing

8. Air quality
9. Water quality
10. Climate stability
11. Minimum impact mill efforts
12. Solid waste
13. Environmental management system Mercury

Community and Human Well-being

14. Labor and human rights
15. Human health and safety
16. Stakeholder impacts

Credible Verification and Reporting

17. Public reporting
18. Third-party verification



[About EPAT](#) | [Paper Working Group](#) | [Environmentally Preferable Paper](#) | [Metafore](#)

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Environmental Paper Assessment Tool®

The Environmental Paper Assessment Tool® (EPAT) provides buyers and sellers of paper products a consistent language and framework to evaluate and select environmentally preferable paper.

EPAT is a data-driven tool that considers key environmental performance indicators across the supply chain of paper production. This includes evaluating the source, manufacturing process and transportation - from the forest all the way through the paper mill.

EPAT was designed and developed by the Paper Working Group - a collaboration of Metafore and 11 leading companies - with the goal of making environmentally preferable paper products more widely



[Buyer Home](#) | [Weight Indicators](#) | [Evaluate Paper](#) | [Administration](#)

[Single Supplier](#) | [Multiple Suppliers](#) | [Contact Supplier](#) | [Help](#)

Single Supplier

Evaluate a single supplier's paper and pulp products using the available criteria. Only products that you have been given permission for will be available for evaluate. Contact the supplier if you wish to seek permissions for other products.

Directions

Select a Weight Set & Year

Weight Sets:

Reporting Year:

Single Supplier

Supplier:

Product Type:
 Paper
 Pulp

Product Category:

Basis Weight Category:

Mill:

Product Name:

| Desired Outcome | EPAT Indicator | Metric | EPAT Data 2007 | Reported Data |
|--|--|-----------------------|----------------|---------------|
| <input type="checkbox"/> Score | | | 67.6 | |
| <input type="checkbox"/> Efficient Use & Conservation of Raw Materials | | | 16.7 | |
| | <input type="checkbox"/> Recovered Content | | -0.20 | |
| | <input type="checkbox"/> Water Use | | 9.33 | |
| | <input type="checkbox"/> Energy Use | | 7.59 | |
| <input type="checkbox"/> Minimization of Waste | | | 18.0 | |
| <input type="checkbox"/> Conservation of Natural Systems | | | 14.1 | |
| | <input type="checkbox"/> Source | | 5.00 | |
| | <input type="checkbox"/> Certified Forest Management | | 7.50 | |
| | <input type="checkbox"/> Sensitive Forest Fiber | | 1.60 | |
| <input type="checkbox"/> Clean Production | | | 10.0 | |
| | <input type="checkbox"/> Air Quality | | 1.86 | |
| | <input type="checkbox"/> Mercury | | 1.04 | |
| | <input type="checkbox"/> Water Quality | | 0.00 | |
| | <input type="checkbox"/> Climate Stability | | 1.99 | |
| | | CO2-e | | 28 † |
| | | GHG Reduction Efforts | | 5 † |
| | <input type="checkbox"/> Minimum Impact Mill Efforts | | 2.00 | |
| | <input type="checkbox"/> Solid Waste | | 1.92 | |
| | <input type="checkbox"/> Environmental Management System | | 1.20 | |
| <input type="checkbox"/> Community & Human Well Being | | | 2.3 | |
| | <input type="checkbox"/> Labor and Human Rights | | 1.33 | |
| | <input type="checkbox"/> Human Health and Safety | | 1.00 | |
| | <input type="checkbox"/> Stakeholder Impacts | | 0.00 | |
| <input type="checkbox"/> Credible Reporting & Verification | | | 6.4 | |
| | <input type="checkbox"/> Public Reporting | | 3.67 | |
| | <input type="checkbox"/> Independent Verification | | 2.72 | |

EPAT today

Most major North American paper manufacturers
and 3 int'l mills

Approx. 60 subscriptions:

- 20 paper manufacturers and 40 paper buyers

Fairly consistent renewals; but...

Time to update tool and approach

Challenges

“Subscribers” versus “Users”

Getting to the next tier of user...

- Technical tool
- Developing weight sets is challenging
- Industry averages need update
- Protocols need update
- Collaborative framework not obvious

Opportunities

Standardized communication across the supply chain

Make a credible, industry standard through open development process

Maintain and emphasize importance of data-driven, life cycle approach

Understand complexities of papermaking process in an accessible and relevant framework

Strategy

Recognizing challenges and opportunities: “Make EPAT a better tool”

2 step process:

- **Step 1:** Identify necessary updates with small group of frequent users and make changes, in order to;
- **Step 2:** Open process to larger group of stakeholders to assist development and bring EPAT to broader audience: marketing, design, usability, etc.

EPAT user group

-- Step 1 --

Suppliers and buyers using EPAT the most extensively

Primary goal is to discuss how to make EPAT a more effective tool

- Identify key issues and prioritize needs
- Develop / agree on recommendations
- Agree on next steps

EPAT user group

Time Inc.

Hearst Corporation

Verso

NewPage

UPM-Kymmene

Abitibi-Bowater

Sappi Fine Paper

Catalyst Paper

Findings: Four key areas

1. EPAT protocols

- Comparability and updates

2. Normalization curves

- Updates to reflect current industry and updated protocols

3. Sample weight sets

- Publishing papers first, available to subscriber

4. EPAT guidance documents

- Statement of use, emphasize buyer/supplier collaboration

Next steps / Moving forward

User group companies (8) have committed funding to support EPAT updates for Step 1

Beginning development process this month

Updated EPAT expected by October

Getting started immediately with “Step 2”

Next steps / Moving forward

-- Step 2 --

Build on user group progress and process

Open development and management process to current subscribers and new/potential subscribers

Strengthen the business case:

- Industry working group / coalition model
- Reaching out to gauge viability of a meeting later this year
- Draft agenda across the board: Interface, management, pricing, training, marketing, etc.

Summary / What's new

Goal is to make EPAT a better tool

Two step process: 1) User group identified and prioritized “must-haves”, in order to: 2) explore ongoing development through industry working group model

By October new EPAT with:

1. Revised protocols
2. Updated industry averages
3. Sample weight sets
4. More user guidance

Opening up development to larger group of stakeholders

Questions?

