

GAA Environmental Workshop
June 19-21, 2012
L'Enfant Plaza Hotel
Washington, DC

Sustainability of Print
Forests, Paper and Beyond

Conference Chairs: *Hans Wegner*, Chief Sustainability Officer/VP Production Services,
National Geographic Society
Dennis Aler, Director of Sustainability, RR Donnelley

Wednesday, June 20, 2012

8:15AM

The Future of Conservation in America

We begin our conference with a keynote presentation on the future of conservation. America's lands and waters are part of the critical infrastructure of this country. Investing in these things, our nation's green infrastructure, is a critical part of future economic development and job creation, quality of life and individual health.

- Larry Selzer, President, The Conservation Fund

9:15-10:15AM

Procurement and Sourcing

Adam Grant will provide an update on the Lacey Act and cover tools the FLA is building to assist with due diligence (Risk Assessment Tool) and make one's life easier understanding Lacey Act requirements and completing the Lacey Act Declaration Forms (Lacey Act Declaration Tool). How you develop and manage a procurement policy will be discussed.

Joe Lawson will review highlights from the updated WRI / WBCSD Guide on "Sustainable Procurement of Wood and Paper-Based Products". This guide will help company managers-who are charged with making large purchases of wood and paper products but may not have the time or the knowledge to navigate all the different resources- as they develop and implement their procurement policies.

Moderator: *Kim Nagele*, Senior Procurement Agent,
JCP Procurement L.P.

- *Adam Grant*, Senior Associate, World Resources Institute/Forest Legality Alliance
- *Joe Lawson*, Global Director, Sustainable Forestry, Mead Westvaco

10:30-12:15PM

Advances in Sustainable Forest Management

Andrew Bevan was most recently the Executive Director of the green-economy think tank, Sustainable Prosperity, and before that spent more than 15 years at the centre of public policy development in Canada. He'll speak about the landmark Boreal Agreement, signed in May 2010, that brought together 9 conservation groups and 21 forest companies belonging to the Forest Products Association of Canada (FPAC). The two sides agreed to lay down arms and instead work together to change the old paradigm of the environment versus the economy into one that recognizes the need for both environmental conservation and a healthy industry.

Amanda Carr will provide a status update on the ecological outcomes of the Boreal Forest Agreement – the world's largest conservation initiative - share highlights, and draw parallels to other global forest hotspots. Working for environmental organizations Amanda has spent over a decade forwarding various forest conservation initiatives, including the visionary Great Bear Rainforest Agreements.

Pat Sirois coordinates multiple programs for Maine SFI Participants that help them achieve and maintain their certifications. The costs of forest certification has always been a concern, particularly for medium and smaller size forest landowners. Pat will provide an overview of the coordinated approach utilized in Maine and some newly developed tools that resulted in lower unit costs for landowners to achieve their SFI certifications.

Mike Ferrucci is a professional forester who plans and conducts field forestry audits across the US. Drawing on the recent successful major expansion of forest certification in Maine described by Pat Sirois, Mike will provide examples of how forest certification helps advance the practice of sustainable forestry on the ground. This talk will take the listener "out into the woods" where the work really happens.

Moderator: *Ralph O'Connor*, Director Environmental Affairs, Graphic Communications Holdings, Inc.

- *Andrew Bevan*, Executive Director, Canadian Boreal Forest Agreement Secretariate
- *Amanda Carr*, Campaigns Director, Canopy
- **Pat Sirois**, Director SFI Implementation Committee, (State of Maine)
- *Mike Ferrucci*, Forestry Program Manager, NSF-International Strategic Registrations

1:15-2:30PM

Progress and New Programs in Paper Recovery & Recycling & Extended Producer Responsibility

Gretchen Spear from AF&PA will be reviewing the key elements of emerging EPR legislation and how AF&PA is addressing them. She will also provide an update on AF&PA efforts to support increasing the paper recovery rate.

Robert Cook will review the current state of paper recycling and provide his perspectives on the dynamics that are both hurting and helping the recovered paper markets.

Kathy Kneer will discuss how recovered paper is currently being used on a global level: supply and demand balance for individual major recycled grades (i.e., OCC), regional imbalances, trade flows, use in printing and writing and packaging grades. In addition, she will discuss the need for virgin fiber in these products.

Moderator: *Dave Schirmer*, VP & General Manager, Hearst Enterprises

- *Gretchen Spear*, Team Leader for Extended Producer Responsibility, AF&PA
- *Robert Cook*, General Manager, AbiBow Recycling LLC, a division of Resolute Forest Products
- *Kathy Kneer*, Principal, Poyry

2:45-3:45PM

Printer Success Stories, End User Sustainability Perspective and Forestry Chain of Custody Certification Process for Multi-Site Printers

Dennis Aler is responsible for supporting RR Donnelley's Sustainability Approach, which consists of company initiatives relating to resource efficiency, waste minimization, green procurement and stewardship. RR Donnelley's practices are built around the concept that sustainability does not involve making a choice between being cost-effective and being conscious of environmental impacts. It integrates the two. Dennis will provide examples of how RR Donnelley strives to continuously improve global sustainability performance.

Hans will discuss how National Geographic partnered with RR Donnelley to identify the carbon footprint associated with the printing of titles produced at RR Donnelley locations.

Ron Wald administers Forestry Chain of Custody certifications for multiple worldwide companies on behalf of SGS, including many printers. The organizational responsibility and complexity of managing a multi-site certificate to multiple certification programs requires careful thought and consideration to ensure uniform compliance to each standard. Ron will provide an overview of the process for initially certifying companies

with a multi-site certificate, ongoing auditing, and maintenance requirements.

- **Dennis Aler**, Sustainability Director, RR Donnelley
- **Hans Wegner**, Chief Sustainability Officer/VP Production Services, National Geographic Society
- **Ron Wald**, North American Chain of Custody General Manager, Société Générale de Surveillance

4:00-5:00PM

Promoting the Sustainability of Paper and Print

Join us as we hear updates on sustainability efforts from these two industry professionals. Phil Reibel will discuss "The Two Sides U.S. Initiative to Correct Environmental Claims Related to Print and Paper" and Mark Pitts will cover AF&PA's sustainability efforts, which include the Paper Check-Off Program.

- **Phil Reibel**, President and COO, Two Sides U.S.
- **Mark Pitts**, Executive Director, Printing & Writing Papers, AF&PA

Thursday, June 21, 2012

8:15AM

Emerging Market-Based Solutions for Working Forests

Market-based mechanisms to finance the enhancement of environmental services, such as clean water, wildlife habitat, and carbon sequestration are emerging as a real opportunity for forest owners and managers. If developed correctly, these "tools" compliment traditional forest products and provide a mechanism to increase the value placed on forests to stem their loss. Todd will describe how the payment for environmental services (PES) field has evolved over the last few years, what is new and exciting, and what it takes to be successful, highlighting several real-world case-studies from different geographies.

- **Todd Gartner**, Senior Associate, People and Ecosystems Programs, World Resource Institute (WRI)

9:15-10:00AM

The State of the Postal Service and Ongoing Sustainability Efforts

Darrell Benjamin will discuss the financial difficulties the Postal Service is experiencing and their sustainability efforts.

- **Darrell Benjamin**, Dep. Asst. Inspector General Revenue & Systems, USPS OIG

10:15-11:15AM

Environmental Footprint of Paper and Digital

Join Don Carli for a lively discussion on the environmental impact of paper and digital.

- **Don Carli**, Senior Research Fellow, Institute for Sustainable Communication