

The Story of EPAT

GAA Environmental Workshop

June 17-18, 2008 – Bar Harbor, Maine

metaFore

Metafore



Tools and services for
businesspeople focused on
improving environmental
performance

Forest Certification Resource
Center (FCRC)

Environmental Paper
Assessment Tool® (EPAT)

Leadership companies . . .

- Understand that environmental issues are complex
- Evaluate trade-offs
- Recognize sustainability is a “path” and look for continuous improvement
- Consider and engage across the supply chain



Leadership companies . . .

- Measure their progress toward achieving environmental goals
- Improve performance through collaboration with suppliers
- Work with other leadership companies to achieve common goals



How EPAT Began



EPAT was created out of challenge faced by leadership companies:

“How do we make environmentally preferable paper products more widely available and affordable?”

This shared challenge was basis for the formation of the Paper Working Group – a collaboration of 11 leadership companies under Metafore coordination – in 2002.

Paper Working Group (PWG)



Bank of America



TOYOTA



that was easy.™



FedEx Kinko's™
Office and Print Center



Time Inc.

NORM THOMPSON™
OUTFITTERS



Cenveo™

Defining Environmentally Preferable Paper

PWG definition based on seven desired outcomes...

- Efficient use and conservation of raw materials
- Minimization of waste
- Conservation of natural systems
- Clean production
- Community and human well-being
- Credible verification and reporting
- Economic viability

20 Key Indicators of Environmental Performance

Efficient use and conservation of raw materials

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

Minimization of waste

4. Recyclability and compostability

Conservation of natural systems

5. Source
6. Certified forest management
7. Sensitive forest fiber

20 Key Indicators of Environmental Performance

Clean production

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

Community and human well-being

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

20 Key Indicators of Environmental Performance

Credible verification and reporting

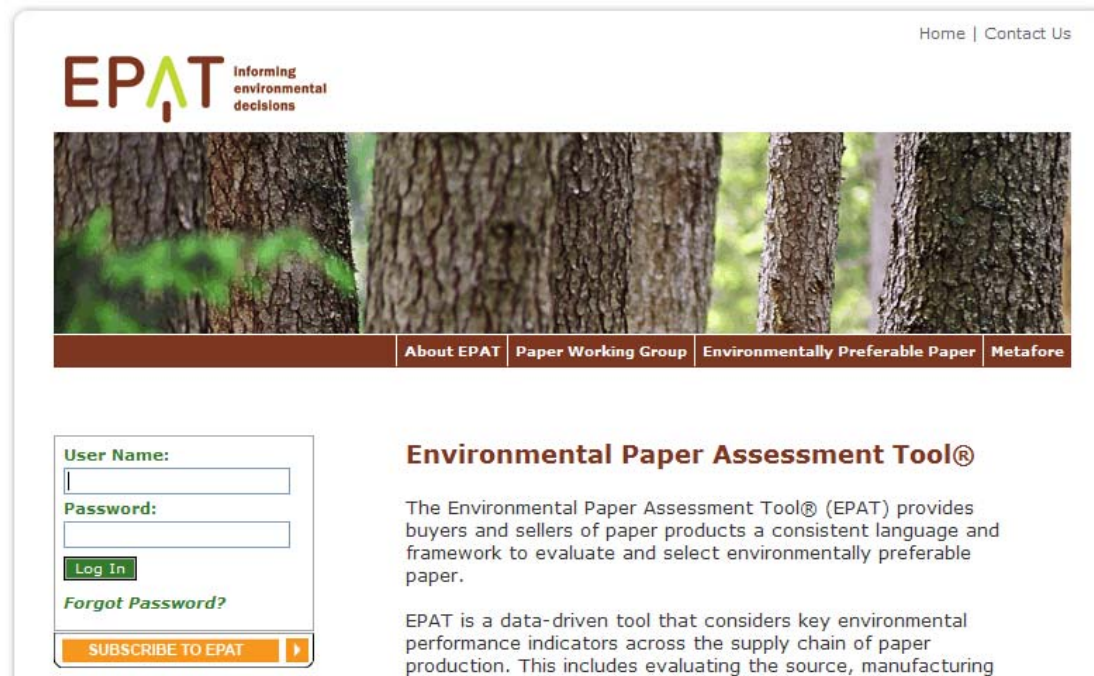
- 18. Public reporting
- 19. Third-party verification

Economic viability

- 20. Price

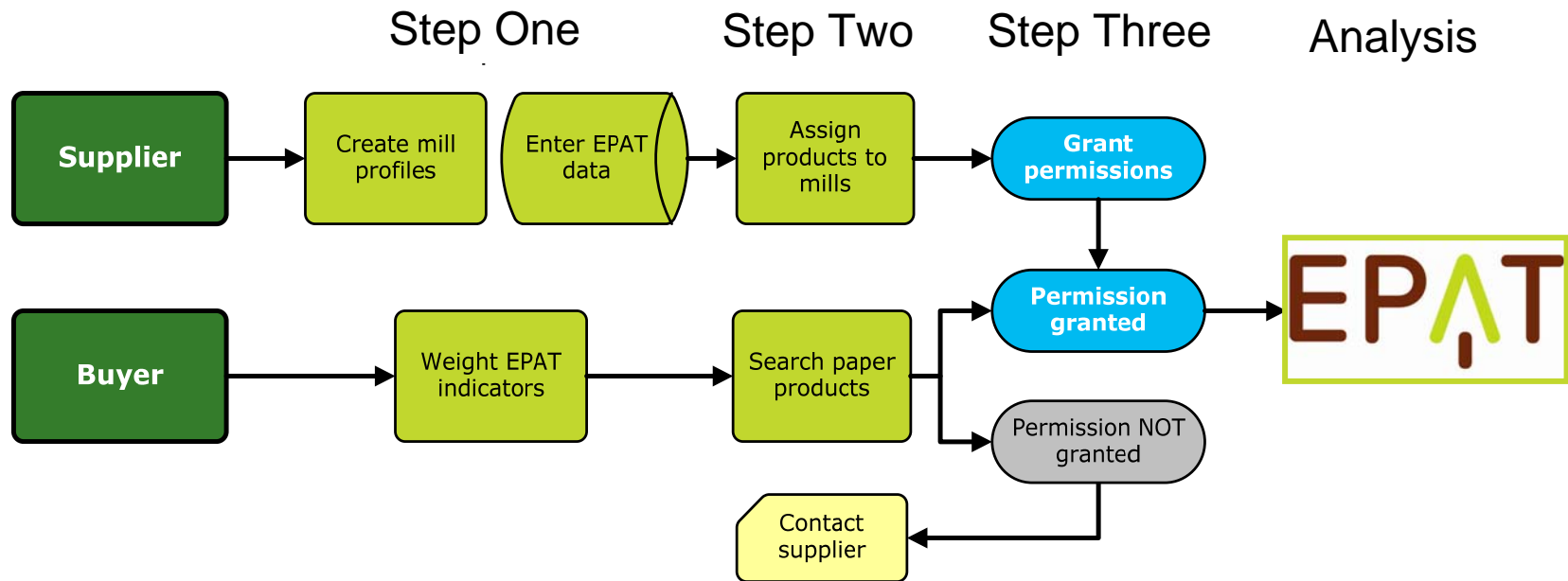
Environmental Paper Assessment Tool® (EPAT)

EPAT (www.epat.org) allows buyers to consider a full range of environmental indicators ... from the forest through the manufacturing process ... and evaluate trade-offs



The screenshot shows the EPAT website interface. At the top right, there are links for "Home" and "Contact Us". The EPAT logo is prominently displayed, with the tagline "Informing environmental decisions". Below the logo is a banner image of tree trunks. A navigation bar contains links for "About EPAT", "Paper Working Group", "Environmentally Preferable Paper", and "Metafore". On the left side, there is a login form with fields for "User Name:" and "Password:", a "Log In" button, and a "Forgot Password?" link. Below the login form is a "SUBSCRIBE TO EPAT" button with a right-pointing arrow. On the right side, the title "Environmental Paper Assessment Tool®" is followed by a paragraph explaining that EPAT provides a consistent language and framework for evaluating and selecting environmentally preferable paper. A second paragraph states that EPAT is a data-driven tool that considers key environmental performance indicators across the supply chain of paper production, including evaluating the source and manufacturing.

How the EPAT Process Works






How EPAT Results are Reported

Mill data is displayed in relation to the buyer's weighting of each desired outcome

The buyer can access more detailed information by clicking on a product

+ Directions

Weight Set: Conservation			
Product	Supplier	Mill	Results
LWC 2	Integrated Oregon Paper	La Paz	
catalog	Milwaukie Coated	Brewers Mill	
LWC 1	Integrated Oregon Paper	La Paz	

Why Buyers Like EPAT



- **Data-driven** environmental decision-making
- **Customized** product evaluations based on buyer's environmental goals
- **Supply chain** data to measure progress over time – from the forest through the paper mill
- Improved performance through **collaboration with supplier**
- **Evaluate trade-offs** in purchasing decisions (what's best option: recycled? certified? carbon-neutral?)
- **Measure progress** over time

The Value of EPAT

Knowing

vs.

Not Knowing

Why Suppliers Like EPAT



- **Consistent standardized platform** to talk about environmental performance
- **One location for reporting** all environmental data to customers
- **Normalization curves** for different mill types
- Enables **fact-based** discussion with buyers on their critical issues
- **Opportunity to tell story** of mill's environmental performance
- Creates **competitive advantage** for first movers

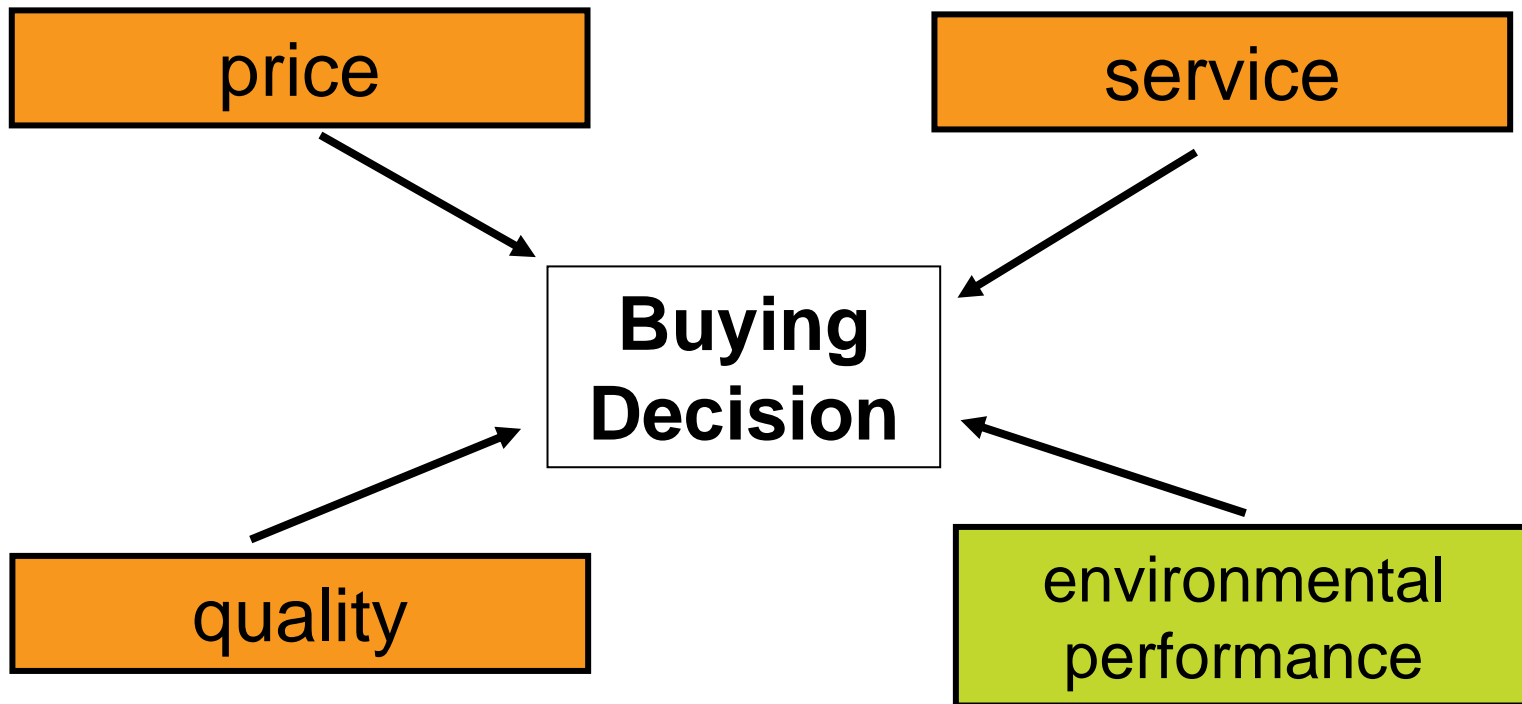
Current EPAT Suppliers



EPAT Helps Users . . .

- Make informed decisions
- Consider the life-cycle
- Evaluate trade-offs
- Collaborate across the supply chain
- Measure and improve performance
- Achieve continuous improvement

How the Buyer Decides



EPAT

**informing
environmental
decisions**

Thank you



<http://www.metafore.org>

<http://www.epat.org>

<http://www.certifiedwood.org>



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