



Guidance to Best Practices For Advancing Environmentally and Socially Sustainable Papers

(Referenced in “A Common Vision for Transforming the Paper Industry”) November 2002

This document provides guidance to pulp and paper manufacturers, suppliers, and purchasers, as well as governments, on actions necessary in order for each sector to advance environmentally and socially sustainable paper production and consumption. Each sector has an essential role to play in advancing responsible paper and paper products (hereinafter referred to as “papers”).

There are two parts to this *Guidance*. The first part provides parameters and directions for specific sectors. The second part, entitled *Environmentally Preferable Paper Purchasing Guidance*, contains more detailed targets and recommendations for purchasers specifically because of their critical role in driving demand for responsible papers and spurring market development. The entire *Guidance* document is intended to be dynamic and change as markets and technology change, and as we progress towards our goals.

Working With Manufacturers: Transforming Fiber Sourcing and Production Processes

We call upon manufacturers to establish timelines and implement actions that will meet the following objectives:

Clean Production:

1. Minimize the combined impacts of water, energy, wood, and chemical usage, as well as air, water, solid waste, and thermal pollution across the entire paper production system including: fiber production/sourcing, pulping, production, transportation, use, and disposal.
2. Minimize and over time eliminate harmful pulp mill discharges and the use of chlorine and chlorine compounds for bleaching. In existing mills, this can be accomplished through introduction of advanced pulping and bleaching technologies (e.g., extended and oxygen-based delignification, maximal effluent recovery and the use of nonchlorine-based bleaching chemicals).

Design all newly-constructed mills to utilize these advanced chlorine-free pulping and bleaching technologies in order to achieve effluent-free mills.

Responsible Fiber Sourcing:

3. End the use of wood fiber that threatens endangered forests. Some forests are so rare, threatened, or ecologically vulnerable, or are of such global biological or cultural importance that any logging or commercial use could irreparably damage their conservation value. (See the document “*Endangered Forests: Priority High Conservation Value Forests for Protection – Guidance for Corporate Commitments*” for additional detail.)
4. End the clearing of natural forest ecosystems and their conversion into plantations for paper fiber.
5. Source any remaining virgin tree fibers from independent, third-party certified forest managers that employ the most environmentally and socially responsible forest management and restoration practices. (Forest Stewardship Council (FSC) is the only acceptable international certification program that comes close to meeting this.)
6. Use alternative crops (e.g., hemp, kenaf) for fibers if Life Cycle Analysis and other comprehensive and credible analysis indicate that they are environmentally and socially preferable to other sources of virgin fiber.
7. Eliminate widespread industrial use of chemical pesticides, herbicides and fertilizers in plantations and fiber production.
8. Stop the introduction of paper fiber from genetically modified organisms, particularly transgenic trees and plants with genes inserted from other species of animals and plants.
9. Implement “chain-of-custody” research and tracking systems to identify the origin of fiber supplies, as well as mechanisms to report results meaningfully.

Maximize Recycled Content:

10. Eliminate production of papers manufactured solely of virgin fiber and fundamentally reduce reliance on virgin tree fibers.
11. Maximize post-consumer fiber content in *all* paper and paper products.
12. Increase use of other recovered materials (e.g., agricultural residues and preconsumer recycled) as a paper fiber source.

Social Benefits and Outreach:

13. Ensure that paper production contributes to healthy communities in developing and developed countries (e.g., as it relates to poverty alleviation, social services, jobs, community stability, and worker rights, health and benefits).
14. Promote environmentally preferable papers positively to customers and throughout the distribution chain.

**Working With Governments:
Supporting Sustainable Paper
Production and Consumption**

We call upon federal, state, and local governments to establish timelines and implement actions to meet the following objectives:

Incentives, Subsidies, Policies, and Planning:

1. Eliminate subsidies and incentives for virgin pulp and paper production (including road building and tax breaks) and require producers to cover the true social and environmental costs associated with the industry.
2. Promote and enhance the functioning of paper recycling as an entire system, whereby the collection of materials meets the needs of manufacturers to produce high quality recycled paper products, which are, in turn, reusable or recyclable. Facilitate the increased collection of high quality postconsumer paper and other postconsumer materials for use as fiber by the paper industry.
3. Purchase products consistent with the attached *Environmentally Preferable Paper Purchasing Guidance* in order to advance environmentally and socially responsible papers.
4. Develop incentives for environmentally and socially responsible paper product technology, research and development, and production.

5. Develop, implement and enforce policies that work to eliminate unsustainable industrial forestry practices (e.g., large-scale clearcutting, conversion of forests to plantations, wide-spread use of agricultural chemicals) and encourage good forestry practices.

6. Work with environmental and conservation experts to establish scientifically-based regional forest conservation and restoration plans in order to determine forest areas needed for wilderness, biodiversity, and recreational protection and those appropriate for fiber and timber production. In the U.S., ensure the protection of federal forestlands.

**Working With Suppliers: Providing
Environmentally Preferred Paper**

We call upon suppliers to establish timelines and implement actions to meet the following objectives:

Responsible Supplies:

1. Eliminate paper supplies that do not meet the minimum standards of the attached *Environmentally Preferable Paper Purchasing Guidance*.
2. Promote environmentally preferable papers positively to customers and encourage manufacturers to produce them. Feature and promote environmentally preferable papers in stores, catalogues, and marketing displays and materials.

**Working With Purchasers: Creating
Demand for Sustainably Produced Paper**

We call upon all purchasers to establish timelines and implement actions to meet the following objectives:

Responsible Demand:

1. Purchase products from manufacturers and suppliers that advance the goals and actions specified above for environmentally and socially responsible papers.
2. Advance environmentally and socially sustainable papers by purchasing products consistent with the attached *Environmentally Preferable Paper Purchasing Guidance*.