

How Maine Paper Mills Assure and Promote Forest Sustainability

Jan 7, 2009

Gov's Panel on Wood Harvesting
Optimization

AF&PA Membership and SFI Certification

- Voluntary standards with a credible third party audit.
- Objective 8 sets forth wood procurement standards:
 - Logger and Landowner education
 - BMP monitoring
 - Regeneration sampling
- Annual reports for transparency.
- State Implementation Committee participation.

Chain of Custody Certification

- SFI, FSC, and PEFC systems are widely recognized and in use.
- Each Company writes up a unique document control system which is audited to the standard.
- Continuous improvement requirements with annual internal and external audits.
- Assures knowledge of fiber origin and that all wood meets certain minimum sustainability standards. Covers wood, chips, and pulp.
- Allows for paper to be sold and labeled under a credit system to meet customer certification demands.

Customer Demands, Surveys, and Scorecards

- Has become a routine condition of selling paper.
- Requires mill specific information about:
 - Third party certification of fiber
 - Chain of Custody systems
 - Environmental management systems
 - Carbon Footprint of the mill process + distribution
 - Energy and waste optimization
 - Human health and safety
 - Corporate Citizenship

Annual Sustainability Reports

- Each Company posts detailed reports on the web.
- Most are quite detailed and transparent.
- Each company expects customer / NGO review, challenge, and comment as part of the annual process.
- Policies and key measures are detailed.
- Progress reports on continuous improvement targets.

Web Links

- <http://www.versopaper.com/sustainability/downloads/SustainabilityReport.pdf>
- <http://www.sappi.com/NR/rdonlyres/21FF47F4-E8DD-4F90-BD13-29202E8F2559/0/2008Sustainabilitypres.pdf>
- http://www.newpagecorp.com/wps/portal/sustainability?WCM_GLOBAL_CONTEXT=/wps/wcm/connect/NewPage/Sustainability/environment/Environment

Environmental Paper Assessment Tool

- 11 companies formed a “paper working group” in 2002 under Metafore leadership to promote environmentally preferable paper products.
- Paper companies provide mill specific measures to the following seven desired performance outcomes:
 - Efficient use of raw materials
 - Minimization of waste
 - Conservation of natural systems
 - Clean production
 - Community and human well-being
 - Credible verification and reporting
 - Economic Viability

EPAT Process

- Mills elect to participate and then enter EPAT data on 20 indicators of environmental performance.
- Buyers pay an administrative fee and enter into confidentiality agreements for data to be released.
- Buyers enter their own unique weighting of EPAT indicators depending on what factors they consider to be most important.
- Buyers can then use the website to evaluate various paper products and suppliers against their own unique sustainability criteria.
- Enables a fact based discussion of critical environmental and sustainability issues between paper buyers and sellers.
- Creates a competitive advantage for first movers with aggressive environmental performance targets.
- Fiber supply indicators include Chain of Custody, Forest Certification, and proximity to sensitive forest fibers.
- SAPPI, Myllykoski, New Page, and Verso are Maine companies that actively participate.

Trade Association Committees

- State Implementation Committee of SFI.
 - Logger and landowner outreach
 - Promote and monitor BMP's
 - Internal investigation of problems / complaints
- Certification Council
 - Explore new ways to expand third party certification
 - Promote Group Certification Systems
 - Promote Point of Harvest Certification Systems

Conclusions

- Customer focused voluntary systems have become a powerful driver for continuous improvement to forest sustainability measures in Maine.
- Having a credible third party auditor measure compliance to an accepted standard is the key. This forces transparency and a competitive spirit.
- Biomass and Pellet mills should join pulp and paper at the table and find a way to actively participate in these types of third party systems.

Challenge to Biomass and Pellet Mills

- Membership in SFI.
- Participation and financial support to SIC's in both ME and NH.
- Voluntary annual reporting and public commitment to continuous improvement
- Third party certification of wood procurement practices.
- Financial support to certifying entities – (CLP, SWOAM, ATF, ML Trust)