

For model paper procurement policy documents, visit the "Markets Initiative" web site -- www.oldgrowthfree.com

*See the Reach for Unbleached website for a more detailed discussion of buying EP paper (www.rfu.org)

*See companion brochure "Use Less Paper" for a list of additional resources.

Produced with the assistance of



and the BC Gaming Commission
For one source of EP office paper, see the Office Paper Buying Club at www.rfu.org

Yes! I want to help.

Name: _____

Address: _____

City: _____

Prov/State: _____ Postal Code: _____

Phone: _____

E-mail: _____

Enclosed is my contribution of

\$50 \$100 \$250

\$500 \$1,000 Other \$ _____

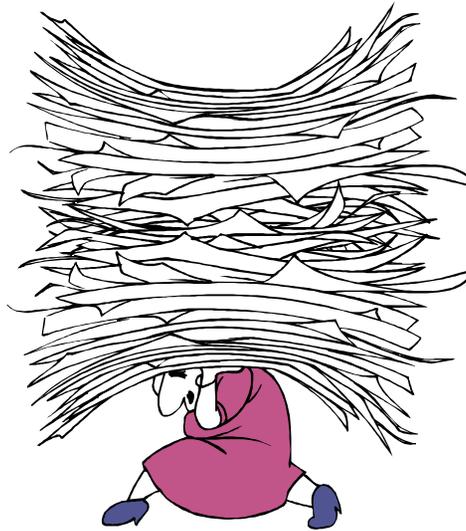
Reach for Unbleached
Box 39
Whaletown, BC
Canada V0P 1Z0
Phone: (250) 935-6992



PAPER GUIDE

Look for these preferred environmental attributes:

- Forest certification (FSC)
- Old-growth forest free
- Recycled material with high percentage of post-consumer recovered content
- Alternative pulp content (i.e. tree-free)
- PCF (Processed chlorine free) – for virgin or recycled fibre
- TCF (Totally chlorine free) – applies only to virgin fibre
- Uncoated (coated produces more waste in the recycling process)



Global paper consumption has more than tripled over the past 30 years.

Paper products used in the workplace

Computer, fax and copy paper, notepads, phone message pads, envelopes, calendars, agendas, letterhead, envelopes, business cards, brochures, flyers, publications, annual reports, manuals, books, magazines, advertising, direct mail, boxes, filler, product packaging, toilet tissue, paper towels, napkins, etc.

Buying Paper

EP = Environmentally Preferable

A "Green" (EP) Paper Procurement Policy shows a commitment to social responsibility.

Environmental benefits of an EP paper procurement policy:

- Saves trees (particularly old-growth/endangered forests), natural forest ecosystems, energy, water, landfill space
- Less toxic air and water pollutants released
- Fewer greenhouse gases emitted

Organizational benefits

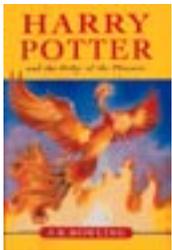
- Potential organizational benefits of an EP paper policy include favourable public image, employee pride, competitive differentiation, socially responsible investing advantages

Money saved

By using the paper saving tips in the companion brochure "Use Less Paper" can easily offset any initial cost differences of purchasing EP paper

Is recycling working?

In Canada we recover only 44 % of all paper products consumed; including only 15 % of printing and writing papers, and magazines. Over 90% of office and printing papers are made with virgin wood fibre



If the latest Harry Potter book, published by Vancouver's Raincoast Books, hadn't been printed on 100% post-consumer recycled paper, processed chlorine-free, the following ecological consequences would have occurred:

- Over 39,000 trees would have been cut down – the equivalent of 1.5 times the area of Vancouver's Stanley Park
- An additional 63,000,000 litres of water would have been used – enough to fill 42 Olympic-sized swimming pools
- An extra 800,000 kgs of solid waste would have been produced – equivalent of 262 average adult female elephants
- 27,000 more BTUs of electricity would have been used – enough to power the average Canadian home for 262 years
- 1.6 million kgs more greenhouse gases would have been emitted – amount produced by a car with average fuel efficiency traveling 5.3 million kms

Use the right paper for the job

Forest/Fibre Terms:

- **Forest Stewardship Council certification** identifies wood products from ecologically, well-managed forests
- **Pre-consumer fibre:** "Waste" recovered from pulp mills, overruns of publications, etc. This fibre has always been recycled
- **Post-consumer fibre:** Paper recycled after use by consumers
- **Virgin Fibre:** i.e. not recycled, fresh from the forest
- **Alternative Fibres:** Not from trees, e.g. agricultural crops and residues like straw, hemp, kenaf, etc. -- more easily-renewable than trees; *aka non wood, tree-free.*

Bleaching process terms:

Bleaching creates whiter fibres.

- **ECF (Elemental Chlorine Free):** Processed without pure chlorine. Chlorine compounds or derivatives -- less harmful but still toxic -- have probably been used.
- **PCF (Processed Chlorine Free):** Virgin or recycled pulp or paper that has been processed, *this time around*, without chlorine or chlorine compounds.
- **CF (Totally Chlorine Free):** Whitened with less toxic chemicals like Ozone instead of chlorine compounds.



To Develop an EP paper purchasing policy

1. Set initial organizational policy
 - a. Set up a task force to guide the project
 - b. Create broad guidelines and goals using the "Paper Guide" preferred environmental attributes in this brochure
 - c. Set a timeline for implementation
 - d. Communicate to staff, suppliers, customers
2. Change practices – Reduce paper needs; see companion brochure "Use Less Paper"

"Almost half of the trees harvested in North America go to the production of paper"

3. Take an inventory – all paper products currently used, who buys them, etc.
4. Establish purchasing flowchart, e.g. centralized or departmental purchasing
5. Survey current vendor(s) regarding the environmental attributes of the products you buy, and their ability to provide products according to your EP guidelines. Solicit other vendors. Conduct a comparison study. Rank vendors on price, quality and environmental criteria
6. Establish more specific purchasing guidelines – percentage of recycled content, price etc. Set up a process for when the cost of an EP product exceeds that of a pre-determined threshold
7. Set up a test project with selected vendor(s)
8. Include an announcement of the attributes of paper on all documents. (For example, 'Printed on 100% post-consumer recycled paper, processed chlorine-free', etc.)
9. Advise customers or public regarding policy.

*Paper is one of the most ubiquitous purchases in our economy. **Institutional buyers have the power** to make changes in the pulp and paper industry.*