

# The PAPER TRAIL



A  
Greenpeace Guide  
to Sourcing  
Ancient Forest  
Friendly Paper  
for the UK Book  
Publishing Industry

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Greenpeace's ancient forest campaign is dedicated to protecting the world's remaining ancient forests and the plants, animals and peoples that depend upon them. We investigate and expose the trade in illegal and destructively logged timber. We support the rights of forest peoples. We challenge governments and industry to end their role in ancient forest destruction. We promote real alternatives such as products certified by the Forest Stewardship Council (FSC), which ensures that timber comes from environmentally and socially responsible forest management.



# HOW CAN THIS GUIDE HELP YOU?

This guide provides practical guidance on how to ensure that the paper your publishing house uses comes from environmentally and socially responsible sources. The guide falls into three sections:

- **What is the problem?** – Unveiling research by Greenpeace showing that the UK book publishing industry is sourcing paper from some of the world's last ancient forests and is unwittingly contributing to their destruction.

- **What is the solution?** – Showcasing the work of a number of Canadian publishers that have developed ancient forest friendly paper solutions.

- **What you can do** – Providing practical guidance to ensure that the paper you purchase comes from environmentally and socially responsible sources, such as those independently certified to the Forest Stewardship Council (FSC) standards and/or recycled paper made from post-consumer waste.

## AT A GLANCE

A staggering 80% of world's original ancient forests have been destroyed or degraded. Today, many countries have lost their entire original forest cover. Much of what remains is under threat from illegal and destructive logging. Ancient forests under threat include forests in Canada, Indonesia, Finland, Russia, Brazil and Central and West Africa.

The publishing industry in the UK is a major paper user. Research by Greenpeace reveals that a number of the largest book publishing houses in the UK are unwittingly purchasing paper from at least two of the world's ancient forest areas – Finland and Canada.

Printing in South East Asia is also common practice for the book publishing industry. Paper sourcing from the region could be causing rainforest destruction.

Whilst most publishers have environmental policies in place, these have not been strong enough to stop the procurement of paper containing fibre from ancient forest destruction. Now, leading UK authors such as Charlotte Bingham, Ben Elton, Helen Fielding, Anne Fine, John King, Andy McNab, John O'Farrell, Maggie O'Farrell, Phillip Pullman, Ian Rankin, JK Rowling, William Sutcliffe and Penny Vincenzi have agreed to work with Greenpeace to ensure that their next books are printed on ancient forest friendly paper. As publishing houses are responsible for procuring book paper, we hope that you will also join us to make sure that the paper you use does not contribute to ancient forest destruction.

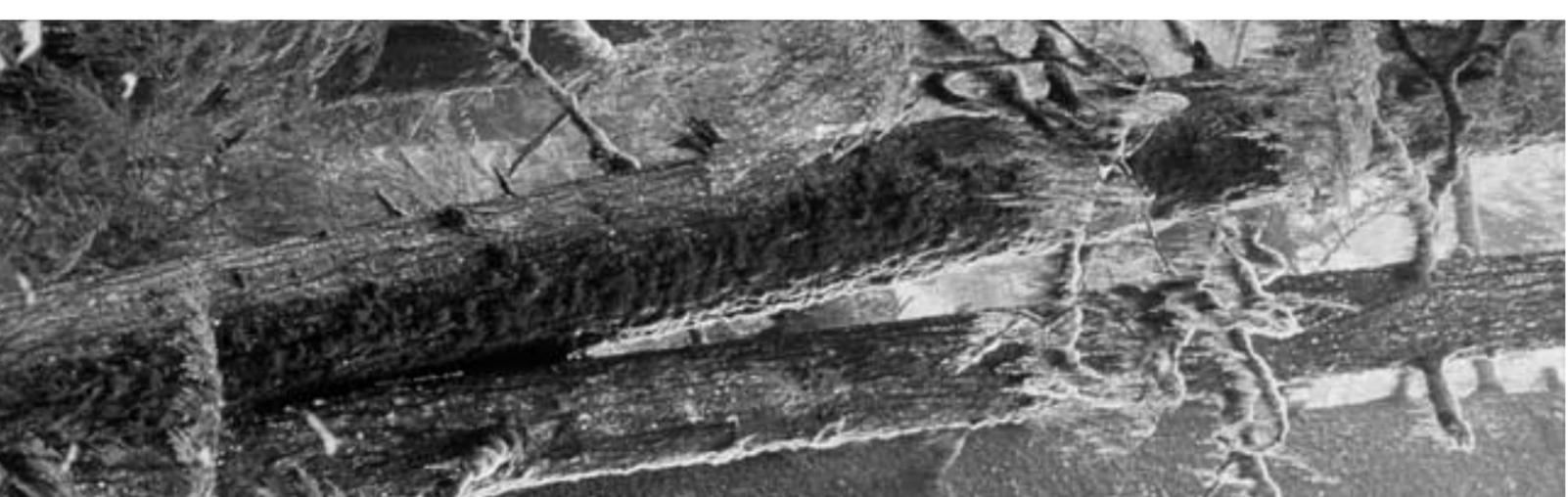
Greenpeace is calling on the publishing industry to take action to phase out the use of paper coming from the destruction of ancient forests and to adopt environmentally and socially responsible procurement policies. The way to achieve this is to buy paper that contains recycled and/or FSC fibres.

- **Buy recycled paper** with a high post-consumer waste content to help take pressure off the world's ancient forests.

- **Buy FSC paper** to ensure that the fibre comes from forests that are well managed to strong ecological and social criteria.



South East Asia ancient forest at dawn ©Greenpeace/Ngo



British Columbia, Canada  
©McAllister/Greenpeace

# WHAT'S THE PROBLEM? ANCIENT FOREST DESTRUCTION

## WHAT'S AT STAKE?

Ancient forests are forests that have been shaped largely by natural events and which are little impacted by human activities. They provide habitat for about two-thirds of the world's land-based species of plants and animals. They are also home to thousands of forest dwelling communities, who depend on them for their survival. Yet every 2 seconds, an area of ancient forest the size of a football pitch is destroyed.

Forests purify the air we breathe, prevent soil erosion, and reduce the risk of landslides. They preserve watersheds and improve the quality and quantity of

freshwater supplies. They also serve as a vast carbon reservoir, helping to stabilise the Earth's climate.

Today, 80% of the world's original ancient forests have been destroyed or degraded. Each year, millions of hectares of ancient forest are logged by the forest industry, driven by the demand for timber products including paper.

## HOW IS THE BOOK INDUSTRY FUELLING ANCIENT FOREST DESTRUCTION?

*'Global production in the pulp, paper and publishing sector is expected to increase*

*by 77% from 1995 to 2020.'*

OECD, Environmental Outlook, 2001

In March 2003, Greenpeace wrote to thirteen publishing houses requesting information about the sources of their paper supply.<sup>2</sup> The following response typifies the problem: *'Papers used are natural, recyclable products made from wood grown in sustainable forests.'* Whilst almost all of the publishing houses claim that their paper is from 'sustainable' forests, none can back up these claims with credible evidence.

In fact, research shows that book publishers are unwittingly fuelling the destruction of the world's ancient forests through weak – or in

some cases non-existent – environmental procurement policies.

## CURRENT PAPER PROCUREMENT BY BOOK PUBLISHERS

The vast majority of book paper used by the fiction market is manufactured using virgin wood pulp rather than recycled fibre. From the responses received by Greenpeace, it is evident that most of this virgin wood pulp is sourced from Scandinavian forests in Finland and Norway. Three companies manufacture most of this paper: Stora Enso and UPM-Kymmene in Finland, and Norske Skog in Norway. Other mills known to be supplying the UK fiction book market are located in Sweden, Canada, Estonia, Latvia and Italy. Paper is sourced either directly by the publisher or indirectly via paper merchants such as Paper Management Services.

Greenpeace's findings show that a number of the largest publishing houses are unwittingly purchasing paper from at least two of the world's ancient forest areas – Finland and Canada. Some are also sourcing from Russia (via Finland), where at least 50% of logging is estimated to be illegal.

A number of publishers have also confirmed that many children's books are printed in Asia, on paper sourced by their printers. No information has yet been provided regarding countries of origin or evidence of sustainability of the papers supplied, which could be linked to the destruction of South East Asia's rainforests.

Only one of the publishers questioned by Greenpeace is actively addressing the issue of the environmental impacts of its paper procurement.

## ISN'T PLANTATION TIMBER OK?

Unless plantations have been certified to FSC standards, there is no guarantee that they are managed in an environmentally and socially responsible way. In South East Asia, for instance, many plantations have been created by clearing areas of ancient forests, and are the cause of intense social conflict as indigenous forest dwelling peoples are forced off their lands. While sourcing paper from European plantations rather than from ancient forests is a step in the right direction, they are often managed in an intensive, environmentally destructive manner. FSC or recycled paper should therefore be the goal for everybody.



Rainforest in Clayoquot Sound, Canada ©Lehnacker/Greenpeace



Wolverine in Finland's boreal forest ©Leinonen/Greenpeace



Logging in Finland's forests ©Weiner/Greenpeace

## EUROPE'S LAST ANCIENT FORESTS

*'The effects of forest management are the most significant cause of the endangerment of species in Finland.'*  
 Finnish Ministry of Environment,  
 October 2000

In Europe alone, many countries have destroyed all their ancient forests. The last surviving fragments are found in countries such as Finland, Norway, Sweden and European Russia.<sup>3</sup>

Finland's ancient forests account for just 5% of the country's 20 million hectares of forestry land. These fragmented areas of High Conservation Value Forest<sup>4</sup> support hundreds of important species including the endangered flying squirrel, the Siberian jay and the three-toed woodpecker, whose numbers have dramatically declined in recent years. Many of them are also crucial for the indigenous Sami people, who depend on the forests for their traditional livelihood of reindeer herding.

Despite the ecological and cultural importance of these forests, the Finnish government has only designated half of them for protection – just 2.5% of the country's forest area. While the Finnish Environment Institute, the University of Helsinki and even the Finnish Ministry of Environment agree that there is a need for increased forest protection, the government's logging arm, Metsätalitus, continues to clear-cut ancient forest areas, in habitats of threatened species and in areas of special cultural value.

In its public literature, Metsätalitus makes much of the fact that the forests it logs are certified under the Finnish Forest Certification System (FFCS), which it uses to claim some degree of environmental credibility. However, FFCS – part of the controversial Pan European Forest Certification scheme (PEFC) – has weak standards and is controlled by industry stakeholders. Research carried out by Greenpeace and the Finnish Nature League in 2001 exposed FFCS-certified forestry operations logging in ancient

forest areas, ignoring the presence of threatened species and posing a serious threat to the economic and cultural survival of the Sami. The FFCS has no support from any major environmental organisation in Finland.<sup>5</sup>

Recent Greenpeace investigations have confirmed that timber from unprotected ancient forest areas has continued to enter the supply chain of three Finnish international paper manufacturers during 2003: Stora Enso, UPM-Kymmene and M-Real. Ancient forest timber is known to have been used in at least three Stora Enso mills (at Oulu, Kemijärvi and Vettsiluoto), one UPM-Kymmene mill (at Kajana) and one M Real mill (at Kemi).

Stora Enso and UPM-Kymmene both supply book paper to UK publishing houses. Some publishing houses are supplied with book paper from UPM-Kymmene's Kajani mill, which is known to source from ancient forest areas.

forest operations logging in ancient



Logging in Karelia Russia by a Finnish company ©Greenpeace/Weckermann

## ILLEGAL LOGGING IN RUSSIA'S FORESTS

The problem of forest destruction does not end at Finland's borders. Finland is a major importer of timber from Russia, purchasing more than 11 million cubic metres of timber each year – about 10% of the total volume logged in Russia's forests.<sup>6</sup> At least 50% of timber in Russia is logged illegally.<sup>7</sup>

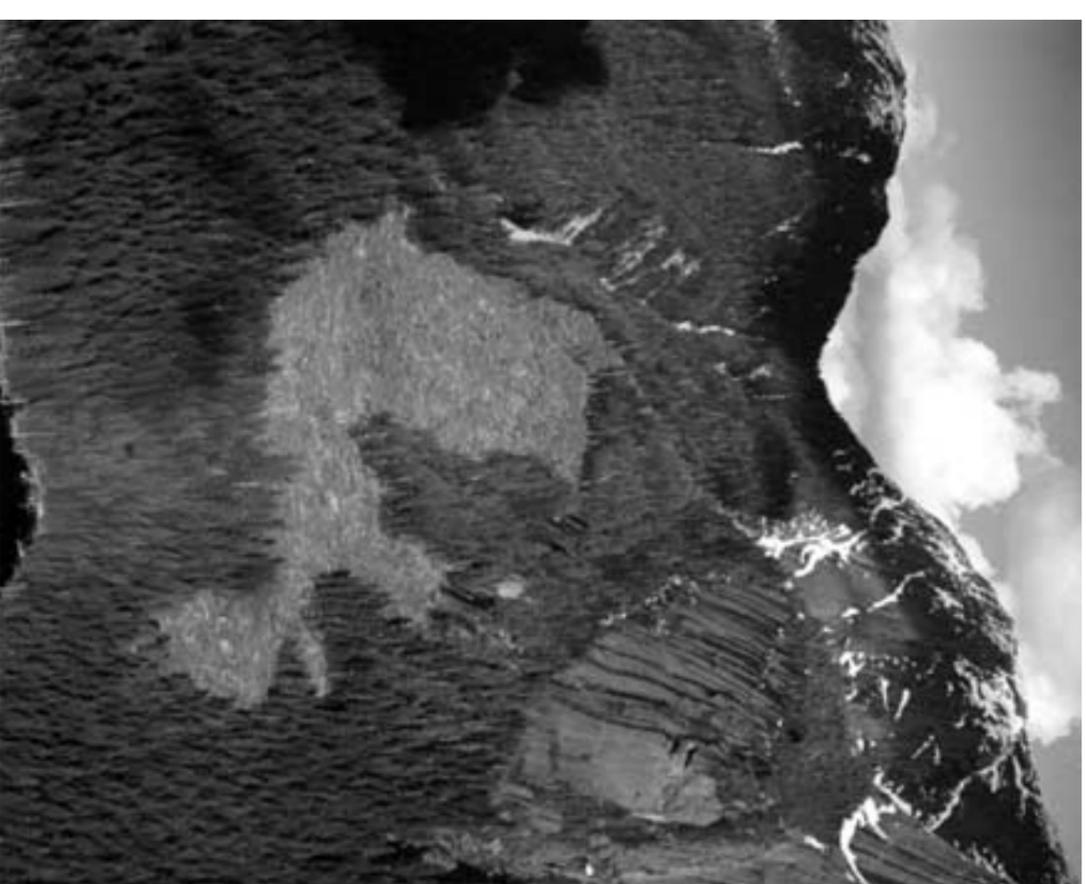
Both UPM-Kymmene and Stora Enso source a substantial volume of timber from Russia. Whilst some attempts have been made to move supply away from ancient forests in Russia, concerns persist regarding illegality and lack of independent certification of supply.

## CLEAR-CUTTING CANADA'S ANCIENT FORESTS

*'The world's boreal forest, a resource of which Canada is the major trustee, is under siege.'*  
 Report of the Canadian Senate Subcommittee on the Boreal Forest, 1999

At least one UK book publisher continues to source from Canada's ancient boreal forests. These forests contain a unique mixture of coniferous and broad-leaf trees including jack pine, balsam fir, birch and poplar. The region is home to woodland caribou, wolf, beaver, moose and black bear, and a diversity of birds.

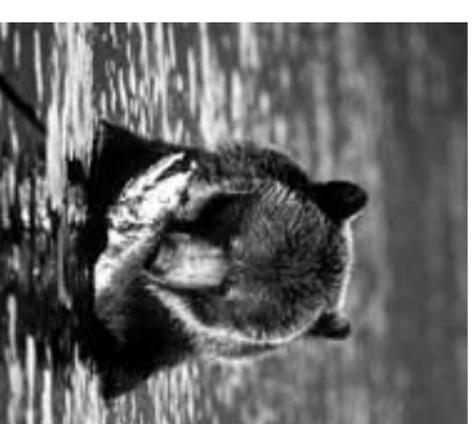
Canada's boreal forests are being clear-cut, largely driven by the demand for consumer products including paper. Every year, the logging industry is cutting down over 400,000 hectares of forest in the province of Quebec and over 220,000



Logging on Vancouver Island, British Columbia, Canada ©Greenpeace

hectares in the province of Ontario. Already, the Labrador marten and wolverine are endangered, the woodland caribou is threatened and the eastern wolf is deemed vulnerable.<sup>8</sup>

Many of Canada's indigenous peoples are badly affected by logging in the boreal forest. One such community is the Grassy Narrows First Nation. They have been blockading various logging roads into the Canadian Whiskey Jack Forest in Ontario since early December 2002. The Whiskey Jack Forest is currently licensed to Abitibi-Consolidated, paper supplier to at least one UK publishing house. The majority of the Whiskey Jack Forest is an ancient boreal forest ecosystem, with jack pine and black spruce. The community has suffered severe problems with flooding due to damming and industrial logging. There has also been a history of mercury poisoning



Grizzly bear ©McAllister/Greenpeace

due to pulp effluent in the area. The First Nation believes that there has been improper consultation in defining logging rights on their traditional lands.



An illegal logging concession in Indonesia run by a group which owns one of Indonesia's largest pulp mills ©Greenpeace/Davison

### SOUTH EAST ASIA: INDONESIAN FORESTS ON THE BRINK

*'Indonesia is almost certainly undergoing a species extinction spasm of planetary proportions.'*

World Bank Report, 2001

A number of UK publishing houses have confirmed that some of their children's titles are printed in South East Asia, including China, Japan, Korea, Singapore and Thailand. As this guide goes to press, no information has been provided regarding paper sourcing. Within South East Asia, Indonesia remains a major supplier of pulp and paper products. Illegal and destructive logging is decimating Indonesia's rainforests and is linked to corruption, fraud, human rights abuses and armed conflict. It is estimated that 88% of

logging in Indonesia is illegal. The country is experiencing the highest rate of forest loss in the world and has the longest list of endangered species in the world.<sup>9</sup>

A recent World Bank report warns that the lowland rainforests of Kalimantan and Sumatra will be destroyed by 2010 if current logging rates continue.<sup>10</sup> Not only will these forests be lost forever but with them hope for species like the orang-utan, whose numbers have declined by 50% in the last ten years.



Orang-utan ©Maywald/Greenpeace

# WHAT'S THE SOLUTION? GOING ANCIENT FOREST FRIENDLY

## BE PART OF THE SOLUTION

*'The campaign is a good opportunity for authors to play their part in helping to preserve the world's ancient forests by ensuring that the paper used in their books is not made with trees from ancient forests.'*

Philip Pullman, Author of the Dark Materials Trilogy, June 2003

Greenpeace is calling on the publishing industry to take action to phase out the use of paper coming from the destruction of ancient forests and to adopt environmentally and socially responsible procurement policies that will help protect the world's last remaining ancient forests.

## GO ANCIENT FOREST FRIENDLY

You can only ensure that your paper comes from environmentally and socially responsible sources by using paper that is made from recycled and/or FSC fibres.

- Buy recycled paper with a high post-consumer waste content to help take pressure off the world's ancient forests.

- Buy FSC paper to ensure that the fibre comes from forests that are well managed to strong ecological and social criteria.

## HOW PUBLISHERS ARE ALREADY PART OF THE SOLUTION

### Canada's success story

The Great Bear Rainforest on the West Coast of Canada is one of the last intact temperate rainforests in the world. It is the only habitat in the world where the white spirit bear, a subspecies of the black bear, can be found. This bear, like two-thirds of the other 140,000 species of plants and animals that live in Canada, is dependent on ancient forests for its survival in the wild. However, despite these forests' prime ecological importance, 40% of the timber logged in Canada's ancient temperate rainforests and 65% of the timber logged in its ancient boreal forests is processed to produce paper.

## WHAT IS THE FOREST STEWARDSHIP COUNCIL (FSC)?

*'Forests subject to commercial exploitation should be certified under the Forest Stewardship Council certification scheme.'*

Prince Philip, President Emeritus of World Wide Fund for Nature, 1998

FSC is the only forest certification scheme supported by environmental groups such as Greenpeace, Friends of the Earth and WWF. Progressive companies in the timber trade and indigenous peoples' organisations also support the FSC.

The FSC manages the only internationally recognised forest certification standard that ensures buyers that timber comes from environmentally and socially responsible forest management. The FSC has certified nearly 37 million hectares of forests and plantations in 56 countries – the largest global forest certification system.

Products carrying the FSC logo meet the internationally recognised FSC Principles and Criteria of Forest Stewardship, which cover environmental, social and economic issues. The logo is used with a Chain of Custody certification number, which allows anyone to trace the source of that material to a named company and to identify the particular forest where the wood fibres originated.

For further information about forest certification and why FSC provides the only real assurance that forest products are from environmentally and socially responsible sources see *Behind the Logo: an environmental and social assessment of forest certification schemes* (2001) at [www.fem.org/pubs/reports/behind/leaflet.pdf](http://www.fem.org/pubs/reports/behind/leaflet.pdf) and *On the Ground* (2003) at [www.greenpeace.ca/e/campaign/forest/documents/cert\\_report\\_0303.pdf](http://www.greenpeace.ca/e/campaign/forest/documents/cert_report_0303.pdf)





Forest reindeer, Finland ©Leinonen/Greenpeace

papers, and no such paper was being produced as a standard book sheet.

As a direct result of this initiative, 35 Canadian publishers – including Random House Canada and Penguin Canada – have made formal commitments to phase out ancient forest fibres from their publications over a three-year period. This has created an unprecedented shift in demand. Today, five recycled papers have been developed for the Canadian market, all of which contain at least 60% post-consumer waste. New Leaf Paper, a US paper supplier, is also developing two FSC certified book papers – Good News Offset and Eco Book FSC – which are expected to be launched towards the end of 2003. See the table below for more details of these ancient forest friendly papers.

Since 2000, the Markets Initiative has had several further major achievements:

- **Three million books** have been printed on recycled paper made from post-consumer waste.
- **Six major Canadian book printers** now stock ancient forest friendly papers.
- **Forty-five leading Canadian authors** have pledged to support the campaign, including Margaret Atwood, Michael Ondaatje, Yann Martel and Alice Munro.

NEW PAPER	SUPPLIER	RECYCLED CONTENT	FSC CONTENT	GRAMMAGE
EcoBook 100	New Leaf	100% post-consumer waste	No	50gsm & 55gsm
Enviro 100	Cascades	100% post-consumer waste	No	55gsm & 60gsm
EcoBook FSC	New Leaf	60% post-consumer waste 20% pre-consumer waste	20% FSC virgin fibre	50gsm & 55gsm
Good News Offset*	New Leaf	80% post-consumer waste	20% FSC virgin fibre	45gsm
BioPrint*	Transcontinental	100% post-consumer waste	No	45gsm
Good News 100*	New Leaf	40% post-consumer waste 60% pre-consumer waste	No	45gsm
EcoOffset	New Leaf	100% post-consumer waste	No	60gsm

\*Ground-wood papers

## HARRY POTTER BOOKS HELP SAVE FORESTS – FIRST CANADIAN PRINT RUN PRINTED ON RECYCLED PAPER

Raincoast Books, the Canadian co-publisher of Harry Potter (in partnership with Bloomsbury), has worked a little of its own magic for biodiversity and the world's forests by printing the Canadian edition of *Harry Potter and the Order of the Phoenix* on ancient forest friendly paper. The approximately one million copies of the Canadian edition are the only ones in the world to be printed on 100% post-consumer recycled paper.

The initiative won praise from the author, JK Rowling, and a special message for Canadian readers:

*'The forest at Hogwarts is home to magical creatures like unicorns and centaurs. Because the Canadian editions are printed on Ancient Forest Friendly paper, the Harry Potter books are helping to save magnificent forests in the muggle world, the home of magical animals such as orang-utans, wolves and bears, it is a good idea to respect ancient trees, especially if they have a temper like the Whomping Willow.'*

The ancient forest friendly paper, is 100% post-consumer recycled and processed chlorine-free. Raincoast spokesperson, Tessa Vanderkop said: *'We're hoping the*



Author JK Rowling

*high profile of the Harry Potter books will raise awareness and help to get other publishers on board. That would help drive the paper cost down and make it more affordable.'*

Before the project began, no mills were sourcing recycled book paper in Canada. To print these books, Raincoast used Badger Paper Mills in Wisconsin. Raincoast is now also working with a

Quebec mill, Cascades Inc., to print some of its autumn runs. Raincoast is now printing approximately 80% of its uncoated titles on ancient forest friendly papers and most of its office papers are also free of ancient forest fibre.

By printing *Harry Potter and the Order of the Phoenix* on 100% post-consumer, processed chlorine-free paper, Raincoast Books is making significant ecological savings. This includes:

- 39,320 trees
- 63,435,801 litres of water (enough water to fill 42 Olympic sized swimming pools)
- 854,988 kgs of solid waste
- electricity to power the average home for 262 years
- greenhouse gases equivalent to driving a car 5.3 million kilometers

Nicole Rycroft of the Markets Initiative believes Raincoast has really pushed the issue to the forefront with *Harry Potter*: *'We're now working with other publishers who want to switch over to this kind of paper. It's a good business decision, they're seeing the kind of positive publicity it can bring.'*



Canada ©Greenpeace

## CANADIAN PUBLISHER MCCLELLAND & STEWART COMMITTS TO ANCIENT FOREST FRIENDLY POLICY

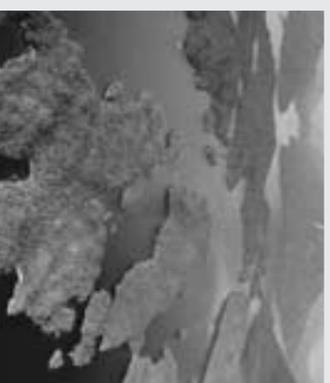
*'Supporting this initiative is one step we can take towards ending global deforestation and climate change.'*

Krys Ross, General Manager,  
McClelland & Stewart, October 2001

McClelland & Stewart was one of the first Canadian publishers to adopt an ancient forest friendly policy in 2001. As one of Canada's most prominent literary publishers, its leadership in developing a formal commitment was key to encouraging many other publishers to move forward with this initiative.

McClelland & Stewart has proactively implemented its policy. At the beginning, the company paid a premium for the paper but offset most of the additional cost by creative production techniques. For example, it decided not to dual laminate or emboss its covers. Today, McClelland & Stewart pays no additional cost for printing on ancient forest friendly papers, having negotiated a deal with its printers.

Approximately 66% of McClelland & Stewart's uncoated titles are now printed on paper that is ancient forest friendly. All McClelland & Stewart's flagship fiction titles are printed on ancient forest friendly paper including books by Canadian literary icons like Alice Munro, Margaret Atwood and Rohinton Mistry. McClelland & Stewart has just printed its one hundredth title on ancient forest friendly paper.



©McAllister/Greenpeace

## BBC WORLDWIDE USES FSC MAGAZINE PAPER

*'As the country's third largest magazine publisher, consuming over 50,000 tonnes of paper a year, we felt we had a duty to our readers to assure them that we were sourcing our paper responsibly. As more paper becomes available, we intend to migrate all 37 of our BBC titles, including Radio Times, Gardeners World and Top Of The Pops, on to FSC-certified stock.'*

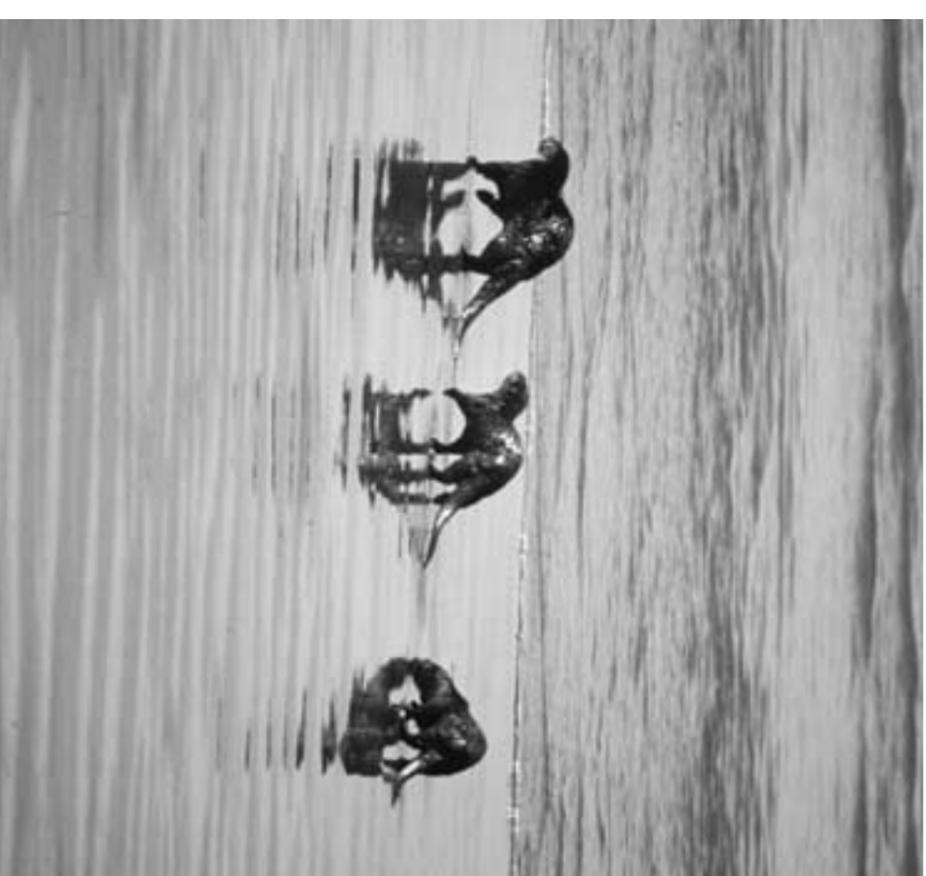
David Halford from BBC Worldwide

In December 2000, BBC Wildlife magazine became the world's first consumer magazine to carry the FSC logo, the only logo to guarantee that the timber used to make the paper comes from environmentally and socially responsible forest management. The FSC's permission to use the logo followed a strict chain of custody procedure involving the forest owners, paper manufacturers, printers and publishers. The FSC paper is produced in Sweden by SCA at its Örtviken mill.



European bear, Finland ©Leinonen/Greenpeace

# A STEP-BY-STEP GUIDE TO GOING ANCIENT FOREST FRIENDLY



River otters in British Columbia ©Dorst/Greenpeace

*'We are committed to implementing policies that will facilitate the conservation of ancient forests around the world and ensure that we are not contributing to the destruction of irreplaceable natural treasures.'*

Random House Canada, October, 2001

## PHASE ONE: DEVELOPING AN ACTION PLAN

### 1. Establish a paper procurement policy

Developing a paper procurement policy is essential. This should include a statement about your company's goal to purchase ancient forest friendly products. A procurement policy sets out your intentions and acts as a yardstick by which to measure progress. It should also include targets and timeliness for implementation.

The first priority is the removal of ancient forest fibre from your supply chain.

This should be followed by the procurement of paper from environmentally and socially responsible sources. The policy needs to acknowledge that at this time the only way you can be sure of this is through the purchase of virgin fibre at least to the standard of FSC and/or recycled paper. Both aspects of the policy should contain ambitious timeliness. Based on the Canadian experience, we suggest a three year timeframe in which to transfer your uncoated paper stocks away from ancient forests. Coated stocks may take longer.

### 2. Trace your current supply chain back to source

To control your paper usage, you need to identify each of the virgin fibre papers you use and trace them back to their forest of origin. This requires co-operation from every stage of your supply chain. A model letter and model chain of custody form is provided on pages 14 and 15.

Clearly communicate your intentions to your suppliers as they are stakeholders in this process. We suggest that you write to them and request a signed audit statement, using the model chain of custody form (see over), detailing the following information:

- The products you buy from them.
- The percentage of uncertified/certified pulp in these products and the certification system used to evaluate this pulp (for example, PEFC or FSC).
- The names of the companies and mills supplying these products.
- The location, region and country supplying the virgin fibre for these products.

• The guarantees that you have been given to ensure that the product is not from an ancient forest (for example, signed statements from your suppliers).

### 3. Phase out paper from ancient forests

The chain of custody form should alert you to the areas in your supply chain that need most urgent attention.

Work with your suppliers to go ancient forest friendly within a set timeframe. You should consider writing contractual clauses that make it clear to current and future suppliers that your company will not purchase ancient forest products.

## PHASE TWO: SWITCHING TO RECYCLED AND/OR FSC PAPER

The only way to guarantee that your paper is from environmentally and socially responsible sources is to purchase either recycled paper made from post-consumer waste, FSC certified paper, or paper which is a combination of the two. Today, the availability of suitable recycled and FSC book papers in the EU is limited. However, the experience in Canada suggests that this situation will change rapidly once the publishing industry demands it. Your options at this time are:

### 1. Buy currently available recycled paper that is suitable for books

You may find that some of the recycled paper and FSC paper that is currently available may be suitable for some of your titles. For example, Sunderland Paper Mill produces a recycled paper and SCA produce an FSC improved newsprint

grade that has been used for books. You can also source recycled book paper from Cascades and Newsteck, the paper manufacturers leading the initiative in Canada. For a list of potential sourcing options see pages 16 and 17.

### 2. Create a demand for recycled and/or FSC paper

The Canadian experience shows that publishers can persuade paper suppliers to develop recycled and FSC book papers within relatively short time periods. Initially, Canadian publishers paid a premium to get suppliers to research and develop papers to meet their exact specifications. However, today, as a result of the significant increases in demand for such papers on the Canadian market, publishers can expect to pay less than 3% extra for recycled book paper and in some cases they pay no premium at all.

### Recycled paper

There is no legal definition for the term 'recycled paper'. Some papers contain pre-consumer waste such as printer's trim, whilst others contain post-consumer waste, which has been used in the market place and returned for recycling. The safest way to ensure your purchasing decision most benefits the environment is to buy recycled paper made from post-consumer waste. Recycled paper ordered in large quantities is competitively priced alongside virgin fibre.

## MODEL PAPER PROCUREMENT POLICY FOR PUBLISHING HOUSES

[X PUBLISHER] is committed to protecting the environment and to the responsible use of natural resources. As a book publisher, with paper a core part of our business, we are concerned about the future of the world's remaining ancient forests. We are committed to implementing policies that will encourage conservation of ancient forests globally. We aim to ensure that all paper products we purchase are derived from environmentally and socially responsible sources – ie recycled products and /or those certified to the standards of the Forest Stewardship Council.

We will inform our suppliers of our purchasing preferences and work with them to ensure that our company's procurement policies are implemented. As of DATE we will implement the following guidelines for all our paper purchasing:

1. We will phase out all paper products derived from intact ancient forests and other High Conservation Value Forests unless strict conservation safeguards are in place.
2. We will give preference to paper products made with a high recycled fibre content sourced from post-consumer waste.
3. We will develop an action plan for ensuring that all virgin fibre is procured from forests independently certified to at least the level of Forest Stewardship Council (FSC) principles and criteria.
4. In order to verify achievement of the above steps, we will immediately establish a system that allows us to trace timber products back to specific forest management units.
5. We will develop timeliness for achieving the above objectives.



Great grey owl, Finland ©Leinonen/Greenpeace

Dear supplier,

I am writing to let you know that as of [DAY/MONTH/YEAR] we will be introducing a new paper procurement policy with the aim of ensuring that we only procure paper from environmentally and socially responsible sources. We ask for your co-operation, as a valued supplier, to help us with the implementation of this policy:

It has recently been brought to our attention that paper products we use may contain wood fibre derived from ancient forests. We wish to alter this situation and are keen to explore how we can obtain supplies of either recycled paper made from post-consumer waste and/or paper independently certified to Forest Stewardship Council (FSC) standards.

In implementing our new policy, we wish to work where possible with our current suppliers to obtain paper supplies that satisfy our new requirements, whilst maintaining valuable business relationships. To this end, we need to conduct an audit of our current paper supplies so that we can accurately identify the original forest sources of all the paper products we purchase. We would therefore be grateful if you could complete the accompanying Chain of Custody Verification audit form within the next 30 days.

The audit is intended to establish five key points:

1. The products we buy from you
2. Whether the wood fibre we currently purchase is certified and, if so, by what standard (for example, uncertified, Pan European Certification Scheme, Finnish Forest Certification Scheme, Canadian Standard Association scheme)
3. The original suppliers of any virgin wood fibre used
4. Where their related forest operations are located
5. What guarantees you have been given to ensure that these forest operations do not contribute to the degradation of ancient forests areas

We are aware that some of this information may not be easy to obtain. If you are unable to answer any of this audit with confidence, due to a lack of information, please contact us so that we can discuss how to take this forward.

We appreciate your help with this audit and look forward to working positively with you on these issues.

Thank you for your prompt attention to this request.

Yours sincerely,

Supplier Company Name .....

Contact Person ..... Title .....

Address .....

.....

Phone .....

Email .....

**Instructions:**

1. Name of product we buy from your company.
2. The percentage of uncertified/ certified wood fibre and the certification system used – for example, Pan European Certification Scheme, Finnish Forest Certification Scheme, etc.
3. Names of all companies supplying virgin wood fibre for this product.
4. List of all forest management units that supply virgin wood fibre for this product, including location, region and country of origin
5. Name of the mill where the pulp is processed and the name of the manufacturer.
6. What guarantee is given to ensure that the product has not contributed to ancient forest degradation?
7. Totally chlorine free, processed chlorine free, elementary chlorine free? What are the resins/solvents used in the production of this product?
8. Signature, date and telephone number of manufacturer's representative, verifying accuracy, if supplier is not also manufacturer.

I certify that every reasonable effort has been made to obtain the requested information and that the information provided above is complete and accurate to the best of my knowledge.

Name .....

Signature .....

Date .....

## COMPANIES SUPPLYING RECYCLED OR FSC PAPER

This list is not exhaustive, however, it is a useful starting point for those wishing to source FSC and/or recycled papers. Please note that the table on page 17 lists companies that have supplied paper to the book publishing industry.

<b>UK companies supplying FSC/recycled paper</b>		
<b>Company Name</b> Curtis Fine Papers (manufacturer)	<b>Contact Details</b> Contact: Jane Milroy Tel: 01334 834115 Email: jane_milroy@curtisfinepapers.com Website: www.curtisfinepapers.com	<b>Recycled/FSC Paper</b> Recycled/FSC
John Heyer Paper (supplier)	Contact: Sarah Jaanus Tel: 0870 2423355 Email: sarah.jaanus@johnheyerpaper.co.uk Website: www.johnheyerpaper.co.uk	Recycled
Klippan (manufacturer)	Contact: Russell Murphy Tel: 01383 413131 E-mail: rmurphy@klippan-international.com Website: www.klippan-paper.com	Recycled/FSC
Paperback (supplier)	Contact: Jan Kuiper Tel: 020 8980 2233 Email: sales@paperback.fsbusiness.co.uk Website: www.paperback.coop	Recycled/FSC
Sunderland Paper Mill (manufacturer)	Sales Contact: Ian Jeffery Tel: 07767 353 256 Email: papermill@edward-thompson.com	Recycled
<b>EU companies supplying FSC/recycled paper</b>		
<b>Company Name</b> Dalum (Danish manufacturer)	<b>Contact Details</b> Contact: Andy Smith Tel: 01622 757293 Email: as@dalumpapir.dk Website: www.cyclus.dk	<b>Recycled/FSC Paper</b> Recycled/FSC
Drewsen (German manufacturer)	Contact: Burghard Schroeder Tel: +49 51 4588208 Email: burghard.schroeder@drewsen.com Website: www.drewsen.com/english/home.html	FSC potential
SCA (Swedish manufacturer)	Contact: David Lucas Tel: 01622 883000 Email: david.lucas@sca.com Website: www.sca.com	FSC

## North American companies able to supply FSC/recycled uncoated book paper to the UK

<b>Company Name</b> Cascades Fine Paper Group (manufacturer)	<b>Contact Details</b> Contact: Bob Zbikowski Tel: +1 450 569 3915 Email: robert_zbikowski@cascades.com Website: www.cascades.com	<b>Recycled/FSC Paper</b> Recycled
Newstech (manufacturer)	Contact: John Ovanessian Tel: +1 718 281 1320 Email: jovanessian@newstechny.com	Recycled
New Leaf Papers (supplier)	Contact: Jeff Mendelson Tel: +1 888 989 5323 Email: jeff@newleafpaper.com Website: www.newleafpaper.com	Recycled/FSC



Illegal logging camp in Indonesia ©Greenpeace/Davison

# IMPROVE YOUR ENVIRONMENTAL COMMITMENT IN ALL AREAS

## MINIMISE YOUR OVERALL PAPER CONSUMPTION

Canadian publishers have committed to reducing their overall office consumption by 30% over three years.

## IMPLEMENT A PROCUREMENT POLICY FOR ALL TIMBER AND TIMBER PRODUCTS

- FSC timber is available for building projects from many major timber suppliers, including Timbmet: 01865 862 223/ [www.timbmet.com](http://www.timbmet.com)
- FSC office furniture can be purchased from retailers including Blue Line: 020 8594 3115/ [sales@blueline.uk.com](mailto:sales@blueline.uk.com) / [www.blueline.uk.com](http://www.blueline.uk.com)
- 100% post-consumer recycled copier paper, Evolve, is available from Lyreco: 0845 767 6999/ [www.lyreco.com](http://www.lyreco.com)
- FSC copier paper is also available from Green World Supplies Ltd: 020 8998 9987/ [sales@green-world.co.uk](mailto:sales@green-world.co.uk)
- Contact the FSC for a full list of FSC products and stockists: 01686 413916/ [www.fsc-uk.info](http://www.fsc-uk.info)

## GIVE PREFERENCE TO PROCESSED OR TOTALLY CHLORINE-FREE PAPERS

Chlorine bleaching releases chemicals that are harmful to our health and the environment.

## CONSIDER USING TREE-FREE ALTERNATIVE FIBRES FOR PAPER

Tree-free alternatives include agricultural residue fibre, hemp and kenaf.

## RAISE AWARENESS

- **Convey your environmental awareness to your staff and customers.** Internal education and external marketing ensure high employee commitment to your goals and customer recognition of your progressive stance.
- **Encourage your non-UK operations and other companies** within your industry to implement similar procurement policies.

1 OECD (2001). *Environmental Outlook*. Paris, France: Organisation for Economic Co-operation and Development. [www.oecd.org](http://www.oecd.org)

2 The publishing houses contacted were Bloomsbury, Egnort, Faber & Faber, Harper Collins, Hodder Headline, Mills and Boon, Orion, Pan Macmillan, Penguin, Random House, Scholastic, Simon & Schuster, Time Warner Books, Orion and Simon & Schuster did not respond and Mills & Boon refused to give us any information.

3 WRI (1997). *The Last Frontier forests: Ecosystems & Economies on the Edge*. Bryant D. Nielsen D, Tangley L (Eds). World Resources Institute, Forest Frontiers.

4 High Conservation Value Forests are defined by the Forest Stewardship Council as possessing one or more of a number of critical attributes such as: containing globally, regionally or nationally significant concentrations of biodiversity values; containing rare, threatened or endangered ecosystems; meeting basic needs of global communities.

5 See Greenpeace and Finnish Nature League (2001).

6 Russian Customs Committee Annual Report (2001) cited in: Greenpeace (2003). *Finnish forestry*;

*destroying forests, destroying livelihoods*. Amsterdam, The Netherlands: Greenpeace.

7 Greenpeace Russia estimates based on interviews with State Forest Service, company specialists and experts, cited in Greenpeace (2003). *Finnish forestry: destroying forests, destroying livelihoods*.

8 COSEWIC (2002). *Canadian Species at Risk*. Committee on the Status of Endangered Wildlife in Canada, November 2002. [www.cosewic.gc.ca/hmi/Documents/CDN\\_SPECIES\\_AT\\_RISK\\_Nov2002\\_e.htm](http://www.cosewic.gc.ca/hmi/Documents/CDN_SPECIES_AT_RISK_Nov2002_e.htm)

9 Greenpeace (2003). *Partners in Crime: a Greenpeace investigation of the links between the UK and Indonesia's timber barons*. London, UK: Greenpeace.

10 Holmes, D. (2000). *Deforestation in Indonesia: a view of the situation in 1999*. Jakarta, Indonesia: World Bank, draft report of 3 July 1999.

11 The Markets Initiative was established by Greenpeace Canada, Friends of Clayoquot Sound and Sierra Club of British Columbia.



*'As a book publisher we consume an enormous amount of paper. We can make a big difference by working with our suppliers to develop papers that have the lowest environmental impact possible.'*  
Allan MacDougall,  
President of Raincoast Books, June 2003

*'If we don't act now, the terrible irony is that our great grandchildren will only know of our ancient forests through pictures in books printed on the paper that contributed to their destruction. We support this campaign.'*  
Graham Lester George, Chair, Writers Guild of Great Britain, June 2003

September 2003

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