

Paper Campaigns for Campuses



This guide provides background information on forestry issues and ideas for more sustainable paper consumption on campus.

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1.0 Introduction

1.1 This guide

Welcome to the Sierra Youth Coalition's *Paper Campaigns for Campuses Guide*. This guide is for students interested in starting paper campaigns on their campuses. Specifically, this resource outlines how to perform paper reduction and sustainable paper purchasing campaigns on campus. Additional education campaigns geared toward the broader community are included too, should there be capacity/interest in working to improve forestry practices and policies in your region. Background information about the impact of forests on wildlife, ecosystem function and communities is provided at the end of the guide, in the format of frequently asked questions and information for you to form your own answers; learning about why current practices are unsustainable will help to ground your initiatives.



NOTE: This guide will be most effectively used after a baseline assessment of paper consumption practices on your campus has been conducted. To conduct this assessment, please see the 'Paper' section of the 'Materials' chapter in the Campus Sustainability Assessment Framework (CSAF). *For more information on CSAF visit: syc-cjs.org/sustainable*

1.2 Why conduct a paper campaign on campus?

Across Canada, forest ecosystems are being degraded, fragmented and impaired by industrial logging. Canada is the world's second-largest producer of wood pulp, most of which remains in the country to manufacture paper. In order for us to maintain healthy forest ecosystems and restore degraded ecosystems, we need to consume less and ensure that the forest products we buy come from forests that are logged sustainably.

University and College campuses are enormous purchasers and consumers of paper products, often to the point of excess. Consumption of paper products is directly linked to the degradation of forest ecosystems due to unsustainable logging practices. The fact that so much paper is used on campus represents both a challenge for reducing consumption habits and a significant opportunity for taking advantage of the purchasing power of such large institutions to support existing ecologically sustainable alternatives and galvanize further development of new and more sustainable markets.

Sustainable paper products as defined by the Sierra Club of Canada are: paper with a high post-consumer content, tree-free paper and paper that is FSC certified.

Your actions on campus and in your community can help to send a strong message to the logging industry (and government) that change is afoot, and that if they don't move towards progressive practices, they will be left behind in the marketplace!

2.0 Campaign ideas and strategies

2.1 Campaign template

Below is a generic campaign template. Follow these steps to ensure the most successful campaign possible:

Generic Campaign Strategy

Developed in a planning meeting, a campaign strategy sets the framework for your group's work. Take an afternoon, several evenings or a day, to develop a solid strategic plan.

Step 1: Educate yourself

- Knowledgeable organizers can confidently organize and motivate others to join in the campaign and communicate issues to the community.

Step 2: Get a team together and develop a vision

- Determine your overall vision. What is it that you are working towards?

Step 3: Evaluate and assess the lay of the land

- Examine the current situation: what's been done already? What worked, what didn't? What's in place currently? Who do you want to influence? Identify the context in which your campaign will run. Also identify your group capacity; organize your campaign to maximize the benefits from what your group does best.

Step 4: Identify short-term and long term objectives.

- Brainstorm short and long term realistic objectives (the means to reach your overall vision), and select the ones that work the best for your group. Include organizational objectives, which strengthen your group in the campaign processes.

Step 5: Identify a course of action

- Develop feasible timelines, and include a list of specific tasks and responsible persons.

Step 7: Develop an outreach strategy

- Getting people excited to take action begins by raising awareness about the issues. Identify your target (relevant) audience and means to reach that group (i.e. posters, media, email, websites, public meetings, roundtables).

Step 8: Take action

- Follow through on the steps determined in the objectives and action plan.
- Allow leeway to change the plan as you need to. Your group may make some mistakes along the way and interpret them as a great way to learn from and improve upon your campaign.

Step 9: Evaluate

- Evaluate program at end of specified timeline. Did you achieve your goals?
- What did you learn?

Step 10: Celebrate successes

- Take the time to celebrate success along the way, and also celebrate what you worked on the fact that your group, collectively, is working to affect change.

Hints for a successful Campaign

- Identify at least one viable action and work on it initially.
- Build momentum & enthusiasm by communicating early successes to the team and community.
- Frame challenges in terms of opportunities; doom and gloom pushes people away
- Thank those involved! This creates a positive community for further sustainability initiatives.
- Communicate with others working on the same issue.

2.2 Your campus campaign

The campaign strategies below outline steps to reduce the amount of paper consumed on campus and develop and implement a paper procurement policy.

Further, as there might be campus activists interested in engaging forest issues at the regional level, the campaign guide also includes strategies for extending the campaign beyond your campus to advocate for improved forestry policy (such as policy to protect wildlife species) and practices. If you are interested in pursuing regional activism, regional groups in your area can help direct you re: who to push and what to push for. There are also resources at the back of the guide that identify forestry practices and policies across Canada, so you can get a sense of how your province is faring without copious research.

Finally, the guide includes an overview of common challenges faced by others who have conducted similar campaigns and ways through these challenges, a list of potential allies, and examples of best practices. Each of the campaign elements has the potential to affect significant change. The timelines are just suggestions; use the generic campaign strategy to develop a plan that works for you.

Good luck!

Campaign ideas, strategies and timeline

	Timeline	Paper Reduction	Paper purchasing policy
Demand/ Goals		Create a campus community that values the importance of forest ecosystems, and works to institutionalize, through policies and action plans, initiatives to reduce campus impact on forests.	Implement a paper purchasing policy that prioritizes purchasing paper containing a high (50% +) post-consumer content, a high recycled content (80% +), tree free paper or paper that has been FSC certified.
Strategies	Sept/ Oct	<p>Emphasize to public and administration that resource reduction saves natural resources, reduces costs, creates a more environmentally educated and aware campus, and boosts the campus profile in environmental projects.</p> <p>Find out where key decisions are made.</p>	<p>Conduct a paper consumption assessment of your campus in order to establish baseline consumption habits, from which to develop reduction goals. (Refer to the 'Paper' section of the 'Materials' chapter of the Campus Sustainability Assessment Framework).</p> <p>Compile background research to make the case for why reducing consumption of paper products made with endangered forest fiber content is important. Be sure to highlight the ecological and social impacts of clear cutting.</p> <p>Compile research on the paper market, including bulk pricing options for more sustainable paper. That is, paper with high recycled and post-consumer content, or which has been FSC certified. Often paper with mid-range recycled (30% +) and post-consumer (10% +) content is available for the same price. In order to research this information, you will need to contact the distribution company of paper products, not the logging company. Your campus's Purchasing Department should be able to provide information on which distribution company they are engaged with. Refer to Appendix 3 for a listing of the companies pursuing FSC certification.</p> <p>Compile research on paper purchasing best practices on other campuses and in the business community. Refer to Appendix 2 for examples of sustainable procurement policies.</p> <p>Prepare research on the importance of triple bottom line accounting, which considers all the social,</p>

			ecological and economic ‘costs’ incurred in the production of goods into account for its value.
	Nov/ Dec	<p>Conduct a pilot project of a very wasteful paper area of campus</p> <p>Create a Campaign that includes signs to remind people (remember to use post consumer paper). These signs may instruct people on efficient paper use ex: double siding, reconfiguring margins on documents for printing. Place these signs where paper is used (computer labs/fax/copiers)</p>	<p>With solid research in hand, approach your campus’s Purchasing Department and request a meeting. It is imperative to obtain buy-in for the campaign from this office, so take the time to think out your approach in order to best engage the relevant players, rather than judge them.</p> <p>If the appropriate people refuse to meet with you, turn their refusal into a media event!</p> <p>Present the campaign as an opportunity, rather than a duty. Emphasize the potential the campus has – as a major purchasing power – to contribute to the creation of a more sustainable paper market. Also stress the benefits such a policy would bring to the campus image via public relations marketing.</p>
	Jan/Feb	<p>Develop vision of reduced use.</p> <p>Find someone in each building/department to distribute information. Train this person so that they can relay information and introduce basic procedures at staff/faculty/student meetings (this could be ongoing for training new staff and relaying successes to project team).</p>	<p>Formalize demand set.</p> <p>Look for broad support from diverse sectors on campus. Consider circulating a letter of support for students, teachers and campus staff to sign on to. Be careful in the presentation of this letter: consider using language to express support for the initiative, rather than petitioning a demand.</p> <p>Increase momentum—use chalk messages, posters, street theater, emails, talks and slide show to gain support for you demands.</p>

	March/ Apr	Negotiate for the implementation of a framework to reduce paper consumption on campus!	Negotiate...be assertive in timelines for implementation and a mechanism for implementation monitoring.
	Timeline		
Demand/ Goals		<p>Strengthen /develop policies to protect old growth and intact forests, retain forest structure, and maintain natural diversity.</p> <p>Strengthen /develop endangered species legislation to ensure protection of critical habitat for species at risk</p>	<p>Hold forest companies that are degrading forest ecosystems in your region accountable.</p> <p>Educate the public about impacts of regional forest practices on regional forest ecosystems.</p> <p>Increase the profile of FSC certification</p>
Outreach Target		Government	Companies
Strategies	Sept/ Oct	<p>Research the policies in your province/territory. Find out how they can be strengthened.</p> <p>Meet with regional conservation groups to coordinate efforts.</p>	<p>Research the practices of forestry companies in your region. Talk to regional conservation groups, people in adjacent communities, national forest campaigners to determine the rap sheet on the companies operating near you.</p> <p>Meet with regional conservation groups to coordinate efforts.</p>
	Nov/ Dec	Start a letter writing campaign to government	Raise the profile of FSC; request FSC certified products at your local stores.

	Jan/Feb	Meet with local government representatives to voice your concerns	Do an educational event with brochures or a speaker—get those involved to write letters to a company pressing for improved practices.
	March/ Apr	Use the decline of caribou to raise awareness of how public forests are being mismanaged by government—for example, woodland caribou are declining in every province where they live, and are a good icon for engaging the public. Profile caribou in demonstrations, events, letters to editor, etc., and ensure that you make the link to the changes that government needs to make to better manage public forests.	Let a company that is logging unsustainably know that people are watching: protest in front of a head office; develop a sticker campaign, hang a banner, write a letter to a local paper.

Possible challenges/ ways around them

Solving challenges as they arise can be part of the fun, but why not learn from others who have successfully campaigned on campus? Here are some of their tips:

Fostering Enthusiasm

- To overcome apathy from university community, create a fun campaign that makes it look easy and obvious that the university should be taking the steps to paper reduction. Be creative! Use humour and/or props for protests/events—wear caribou antlers, or dress up as CEOs! If you have fun with it, you are more likely to retain those involved, stave off burn out, and draw people in.
- If people aren't responding or offering support when asked to contribute, check to make sure that you are linking environmentally related problems to the regional level and educating the campus community on how their small actions can attribute to a more sustainable region.
- If there is a sentiment of "it's too large of a project," link the solutions to easy processes people can follow in everyday university operations.
- To increase responsiveness and community involvement in the project, make sure the project looks well-coordinated to derive respect, and give people accommodating, but firm deadlines.

Access to Key Players

- You may have a difficult time arranging a meeting with your campus's Purchasing Department. If this is the case, try finding an administrative ally from another department. Seeking out broad administrative support for any sustainability initiative is very important, and key areas to engage include the Facilities/ Physical Operations Department, and/or the Environment Health and Safety Department. If you have a relationship with someone in one of these departments, they might have more luck arranging a meeting with the relevant players from the Purchasing Department.
- You may find that your campus belongs to a group purchasing consortium, meaning the decision-makers might not be campus community members from your campus. This also means that the campaign would impact all other institutions within the purchasing consortium. This represents a tremendous opportunity. Find out who, within the purchasing consortium, is responsible for the paper contract and arrange a meeting. Proceed in the same manner, as if the responsible party was part of your campus's administration. Consider making contacts at other campuses of the consortium, to coordinate a collaborative effort to influence the purchasing practice of the group.

Economic barriers

- You will likely find that purchasers prioritize purchasing the least expensive paper products. Increasing recycled and post-consumer content does not always represent an increase in price, but often it will. In this case, contact the paper distributor and inquire into bulk pricing for paper with higher recycled and post-consumer content. The significant demand for paper products by a university, college or group of universities and colleges may have an impact on the bulk pricing.

Mechanics

- Copy machines may pose a problem. Some recycled or post-consumer paper is slightly thinner than sheets made entirely from virgin fibers (this is due to the paper fibers being slightly shorter after going through the post-consumer recycling process). This can sometimes lead to jamming in copy machines which are set to copy thicker paper. The reverse is also true for machines set to

post-consumer paper when non-post-consumer paper is passed through. This is a common problem which will deter purchasers from switching paper, if they have found a brand that does not jam the copy machines. If this is the case, the machine settings simply need to be changed. If a switch over in paper occurs, the switch should be accompanied by a memo to all offices to ensure their copy settings are accurate for the type of paper they are consuming. Most copy machines come with technical assistance from the retailer, and individual offices should each have a copy machine maintenance contact to facilitate any setting changes, should they be required

Political Playing Field

- Autonomous players creating different sets of demands for companies can pose a problem. As there are markets campaigns operating effectively across Canada, contact one of the organizations mentioned in this guide to get the lay of the land in your region—find out if there is a company that has a reputation of regressive logging practices, and synthesize your efforts to affect change.
- Not having enough support to effectively pressure companies can be overcome by networking with other groups, to strengthen numbers.
- It can be hard to get meetings with politicians. But students actually have a significant degree of power, as hopefully you are learning. If your request for a meeting is rejected, make a big deal about it! Put out a press release! Be persistent and flexible! Ninety-four per cent of Canada's forests are on crown land—that is land that is owned by the public, and stewarded by government. We have the right to be involved in the management of public forests, and to ensure that values other than economic growth influence forest management.
- Responding to greenwash can be challenging, and most government officials will be quick to tell you, should they meet with you, that they are managing their forests just fine, thank you. Just remember: most forests in Canada are being managed to maximize the amount of fiber going to mills, and to maximize company profits. If the forests were being managed for other values, such as wildlife, woodland caribou wouldn't be threatened in every province where they range.

Suggested Allies

When advocating for change, it is important to make allies, not enemies! Groups working towards sustainable paper purchasing on campuses at other universities have strengthened their power by linking with faith groups, campus staff, and even 'Students for Responsible Business'—a group from a campus Business School(!). Make a concerted effort to build your coalition by exploring shared goals and being open to innovative collaborative initiatives.

On campus

- Students!
- Professors of biology, ecology, environmental studies
- Secretaries (often engage in a lot of day-to-day contact with staff/faculty and paper documents)
- Cleaning Services Staff (often knowledgeable about paper consumption and disposal systems on campus)
- Librarians (handle a lot of paper documents, and could work to influence paper efficiency strategies.)

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- Laboratory Technicians (knowledgeable about software configurations to optimize paper efficiency)
 - Student Union (can offer support and advice in approaching university governance structures)
 - The director of the Purchasing Department (or equivalent office).
 - Purchasing Officers within the department responsible for the paper contract.

Off campus

- Local or national environmental organizations working on these issues (you can email the Sierra Club National Office, info@sierraclub.ca, to find out who is active near you)
- Faith organizations
- Once you have one local store that has committed to purchasing FSC certified products, use this store as an ally in convincing others.
- Paper distributors and paper producers producing FSC certified paper with high recycled or post-consumer content.

Best practices

Although being first didn't stop the first groups, today's efforts to implement sustainable purchasing and paper use policies on campus are strengthened by the fact that similar campaigns have succeeded elsewhere in Canada. Knowing that students before you have been successful helps to motivate activists, and creates leverage--you can cite best practices in dialogues with decision makers to prove that your demand set is realistic and achievable.

Examples of Best Practices

- See Appendix 2.
- See recto-verso.ca for a list of best practices in paper purchasing policies by campuses.
- Check out the Sustainable Campuses Policy Bank on the Institute for International Sustainable Development website for examples of sustainable procurement policies:
<http://www.iisd.org/educate/policybank.asp>. University of British Columbia's Campus Sustainability Office Annual Report 2003/04 stated that through their Sustainability offices and initiatives on UBC campus, UBC, on a per capita basis, has reduced paper use by 28 percent since the baseline year of 1998-99.
- Concordia University's Recto Verso Campaign is an initiative to reduce the impact of paper consumption on university campuses throughout Quebec. The goal is threefold:
 - Reduce paper consumption, mostly by promoting double sided printing
 - Buy "Ecologo" certified paper, with more recycled and post-consumer content
 - Pressure paper suppliers to offer paper with even more recycled content, by creating massive demand
- The logging company Canfor was put into the spotlight for logging in the habitat of the Little Smoky herd in Alberta. Regional groups applied public pressure by bringing the issue to the media, and national groups spoke with buyers of Canfor's products, and with Canfor executives. In March, 2005, Canfor announced that it was withdrawing its operations from the Little Smoky habitat until a Caribou recovery plan was in place.
- In Quebec, public input into a Commission on forestry issues resulted in the government announcing an interim reduction in the volume of wood logged by 20% while the rate of cut is officially revised. If there is a momentum of public input, it behooves government to respond!
- www.sierraforestwatch.ca evaluates policies in each province and territory under the ecosystem-based management dataset. It identifies progressive policies and also evaluates the implementation of policy into practice and highlights best practices in industrial forestry.

3.0 Background information

In essence, traditional logging is unsustainable for communities and forest ecosystems for one principle reason: it prioritizes short-term profits over long-term sustainability.

At the community level, this often plays out in boom and bust cycles, where a community experiences brief economic prosperity as the natural forest around it is logged, but the prosperity only lasts until all of the easily accessible trees have been felled. Afterwards, the company moves on and the community is left bereft. There are numerous communities throughout Canada, where, as a result of unsustainable logging, local mills have shut down causing job loss that has significantly impaired the community's well being.

For Aboriginal communities that depend on forest ecosystems for non-timber forest products (such as berries and medicinal plants) and on wildlife to support traditional hunting and trapping, industrial forestry has had a devastating impact throughout Canada, degrading forest ecosystems and natural biodiversity, and contributing to the decline of wildlife populations.

At the ecological level, the drive to maximize short-term profits by maximizing the wood coming out of a forest leaves no room for planning to maintain forest structure, function and composition for the long-term.

3.1 Key Definitions

Endangered forests: Endangered forests are ecologically important forests that are threatened by industrial activity such as logging. Endangered forest values include: intact forest landscapes (such as Canada's northern boreal forest); forests with significant biological diversity values (such as rare forest types or forests that are highly species rich); core habitat of focal conservation species (such as wildlife migration corridors, habitat for endangered species).

[Note: environmental organizations involved in defining Endangered Forest Values and/or using the term to ensure sustainable purchasing policies include: ForestEthics, the Natural Resources Defence Council, Greenpeace, the World Resources Institute and Rainforest Action Network.]

3.2 Questions and Background information

Below are what we perceive to be the most frequently asked questions, and information from which you can form a response that you feel comfortable with.

Question: So, what is wrong with logging? If we cut a tree down, it grows back, right?

Impact of logging on wildlife habitat and ecosystems

There are numerous ways that industrial logging degrades, impacts and fragments natural forest ecosystems:

- Forests that are industrially logged are often replanted with trees considered to be the most economically viable, instead of with trees that are consistent with the forest's natural composition. This alters natural forest landscapes and impacts natural biodiversity.

- Natural forests are composed of trees of all ages, each serving different functions-- for ecological services, ecosystemic functioning and habitat needs. When a forest is cut and replanted, the second growth forest is composed of trees all of the same age. Thus natural forest function is impaired and/or lost.
- There are many forest-dwelling species that depend on intact forests. Logging roads fragment intact forests, altering predator-prey dynamics, creating travel corridors for invasive species, and opening up forested areas to recreational vehicle users and hunters. All across Canada, where logging roads have fragmented forests, species like woodland caribou that depend on intact forest ecosystems have declined. Forest-dwelling woodland caribou are now threatened in every province where they range.
- In a natural forest, nutrients are cycled when trees grow old, fall over and decompose back into soil. Industrial logging (over 80% of which is done by clearcutting in Canada) interrupts this cycle by removing nutrients from the forest ecosystem.
- In many regions of Canada where fire does not occur in frequent cycles, forests reach old growth stages--in coastal British Columbia, there are ecosystems composed of trees that are centuries old--many trees have been dated as over a thousand years old. When these trees are logged in a managed forest (which cuts them down and then manages the new trees to be cut at rotation ages that are based on maximizing profit), old growth ecosystems, and the habitat they provide, are lost for as long as the forest is managed.

Impact of logging on ecosystem services

Ecosystem services are “services” from the earth’s systems (biosphere, hydrosphere, atmosphere, and lithosphere) that benefit human society. Forest ecosystems are imbedded within the four spheres providing services such as mechanisms for watershed and soil protection, biodiversity, pollution filtration and carbon storage. Many of the services provided by forests can not be duplicated by modern technology, and thus the preservation of forests is necessary for the survival of society. Sustainable forest management ensures the presence of ecosystem services for the future.

Examples of Canadian forest ecosystem services:

- **Air & water purification:** Forests store and produce air and water through photosynthesis. Pollutants are also processed and filtered out as air and water cycle through forests.
- **Soil formation:** Forest cover provides protection to the forest floor from the elements. This protection, in combination with nutrient cycling, contributes to soil formation. Forest cover, vegetation, structure and roots hold the soil together to also protect it from natural erosion processes.
- **Regional climate regulation:** Forests can create regional microclimates, by creating shade, and storing biomass and water.
- **Global climate regulation:** Forest ecosystems offer long-term storage of carbon in biomass and soil. Carbon storage in forests can reduce and slow the build-up of carbon dioxide in the atmosphere, the main greenhouse gas responsible for climate change. Maintaining and

increasing the amount of forest ecosystems could enhance Canada's effort to limit the anthropogenic [human-caused] effects of climate change.

Question: If we protect the forests, we lose jobs—do you like forests more than people?

Impact of logging on communities

First of all, the mechanization of the forest industry has been the primary cause of job decline over the last fifty years. Logging now takes place with giant machines able to cut down trees in a matter of minutes. One of the main machines used today is called a 'feller-buncher;' the joke is often made that a feller-buncher does the job that a buncha fellers used to do.

The second leading cause of job loss is the closing of mills due to local 'timber supply shortages' caused by unsustainable harvesting rates—mills across Canada have been operating at overcapacity for decades, and when the neighbouring forests run out of accessible wood to keep feeding them, they shut down.

Logging does employ thousands of Canadians, but the impacts of logging on forest-based communities are complex. From the Nuxalk First Nation of the Great Bear Rainforest in BC, to the Lubicon in the Wood Buffalo National Park in Alberta and the North West Territories; from the Grassy Narrows First Nation of Asubpeeschoseewagong in Ontario, to the Innu of Pessamit in Quebec, the social impacts of unsustainable logging are significant. On the one hand, logging often provides jobs in areas where other employment opportunities are scarce. On the other hand, the ecological repercussions outlined above also have an adverse effect on forest-based human populations.

The destruction and/or alteration of forest systems leads to many negative impacts on local communities dependant on healthy forests to maintain traditional lifestyles. For forest-based communities, the land is an essential resource, providing food, building materials, medicinal plants and other products needed by the communities. Negative impacts suffered by forest-based communities as a result of unsustainable logging can include:

- **Economic disruption** due to here-today gone-tomorrow employment opportunities through logging companies. Clearcutting and chemical spraying of herbicides and pesticides also destroys and/or degrades non-timber forest products, such as nuts and resins, which may be used in local economies.
- **Food security** is threatened as the impacts of industrial logging lead to dwindling wildlife populations relied upon for traditional hunting and trapping.
- **Clean water deprivation** can occur as watersheds are damaged/destroyed and rivers become silted and polluted.
- **Health problems** often arise as a result of drinking polluted water and being unable to maintain traditional diets. Many communities resort to highly processed, packaged food high in sugar and low in protein and nutrients, representing a drastic change in diet.
- **Compromised cultural stability** as the relationship to the land is changed. The relationship with the land forms the cornerstone of many forest-based communities' cultures and has a profound

significance in spiritual practices. When logging destroys areas of forest, the main tenants of traditional living are compromised and communities are left vulnerable.

It is important to note that a campus paper campaign that advocates sustainable forest products is not calling for an end to logging, but for changes to how logging occurs so that it ensures the maintenance of healthy forests to support wildlife and employment opportunities into the future.

Question: What is so special about FSC certification? Why not CSA?

Forest management that plans to maintain forest structure, function and composition is called ecosystem-based management. But how can you tell if a forest has been logged under an ecosystem-based management system? Environmentalists, progressive logging companies and purchasers of forest products committed to moving towards sustainable purchasing policies needed to develop a system for recognizing forest management that was both socially and ecologically sustainable. From this initiative came the Forest Stewardship Council certification system.



Forest Stewardship Council (FSC)

The Forest Stewardship certification system is the only certification system endorsed by the Canadian conservation community. FSC standards are developed by a consensus process composed of four chambers: Environmental, Aboriginal, Social and Economic. FSC national and regional standards set performance-based thresholds for logging practices and take progressive steps to ensure that the legal and customary rights of indigenous peoples to own, use and manage their lands, territories and resources are recognized and respected.

In recent years, other certification systems have emerged to try to angle in on some of the market demand created for certified forest products. The other certification systems on the market, such as the Canadian Standards Association (CSA), the International Standards Organization (ISO) and the Sustainable Forestry Initiative (SFI) are not endorsed by environmental organizations, do not ensure ecologically sustainable logging practices and do not include progressive requirements for ensuring that Aboriginal rights are respected.

Question: What is the difference between recycled and post-consumer content?

There is a difference! Often misinterpreted as being the same, there is a very important distinction between recycled paper and post-consumer paper.



Recycled paper, also referred to as post-industrial or post-mill recycled, means that no new trees are cut for the purpose of producing the paper. It does not, however, preclude the possibility that timber scraps from wood from endangered forests, including byproducts like sawdust, woodchips and the ends of paper rolls may be used in manufacturing, as recycled paper can include a wide variety of wood and paper scraps that are recovered, as pre-consumer or waste from other manufacturing processes. It can also, but does not need to, include paper that has already been consumed and then recycled.



Post-consumer paper, in contrast, can only consist of paper products that have already been used by a consumer, placed in a recycling bin or otherwise collected by a recycling agent, then bought and reworked by a mill to form paper products. Any paper labeled with the chasing arrows symbol is required to have both recycled content and be recyclable, but it does *not* mean that it includes any post-consumer paper products. If the paper does include post-consumer content, text will accompany the chasing arrows symbol indicating the percentage of post-consumer content.

The percentages of both recycled and post-consumer content will be indicated on the paper packaging. No indication likely means the paper is made from unrecycled fibers.

Canadian stats/resources

- See www.greenpressinitiative.org for information on paper buying co-ops
- See www.recto-verso.ca for information about Concordia's recto-verso campaign.
- www.sierraforestwatch.ca evaluates provincial forest policy and practices.
- www.caribounation.org contains information on the plight of Canada's caribou, and an action center that details regional issues.

Looking for more information?

Visit www.sierraforestwatch.ca and www.caribounation.org; these two sites are maintained to reflect current forest policy and practices, and give regional breakdowns of provincial wildlife and forest issues

4.0 Appendices

4.1 APPENDIX 1: Snapshot of logging companies operating in Canada

From: *Bringing Down the Boreal: How U.S. Consumption of Forest Products is Destroying Canada's Endangered Northern Forests*, Forest Ethics, 2003

NOTE: The following logging companies do not all produce paper products. Companies producing other forest products have also been included.

Company	Provinces	Key Products	Notes
Abitibi-Consolidated	BC, NF, ON, PQ	Newsprint, catalogue and magazine papers, book paper, lumber, pulp	Operating in Grassy Narrows First Nation Territory. Logging and tenures in intact areas and Endangered Forests.
Weyerhaeuser	AB, BC, NB, ON, SK	Copy paper, lumber, other printing and writing papers	Logging and tenures in intact areas and Endangered Forests in Ontario, Saskatchewan and Alberta.
Bowater	NB, ON, PQ	Newsprint, book paper, catalogue and magazine paper, market pulp, lumber	Logging and tenures in intact areas and Endangered Forests in Ontario and Quebec.
Tolko	AB, BC, MB	Market pulp, lumber, OSB	Threatening the northern region of the Chinchaga in Alberta and the Wolverine Endangered Forests, Alberta.
Kruger	BC, NF, ON, PQ	Catalogue and magazine papers, disposables, newsprint, lumber	Logging and tenures in intact areas and Endangered Forests. Actively logging Main River Endangered Forest and the northern peninsula of Newfoundland. Threatening the Ile Rene-Lavasseur as well as the northern frontier in Quebec.
Louisiana Pacific	BC, MB, ON, PQ	Oriented Strand Board, lumber	Logging and tenures in intact areas and Endangered Forests.
Canfor Corporation ¹	AB, BC	Lumber, market pulp, chips	Logging in Little Smoky Endangered Forest, Alberta, and other Endangered Forests of Alberta and British Columbia. Signatory and participant in the Great Bear Rainforest Joint Solutions Project.
Buchanan Industries ²	ON	Lumber, chips	Logging and tenures in intact areas and Endangered Forests in Ontario.
International Paper (Weldwood, Sunpine)	BC, AB	Copy paper, catalogue and magazine papers, book paper, lumber, pulp, packaging	Logging in the Little Smoky and Bighorn Endangered Forests of Alberta
Uniforet	PQ	Lumber, chips	Logging and tenures in intact areas and Endangered Forests in Quebec.
Kimberly-Clark	NS, ON	Pulp and disposable paper products	One of the world's largest companies; turning old-growth forests into Kleenex brand toilet paper and facial tissue. Logging in intact areas and on the northern frontier, and in Endangered Forests in Ontario.
Diashowa Marubeni	AB	Pulp and disposable paper products	Logging and tenures in intact areas and Endangered Forests. Logging in the Chinchaga and Wolverine Wilderness, AB.
Millar Western	AB, SK	Lumber, pulp, chips	Logging old-growth in Athabasca and Clearwater

¹ Includes Slocan Forest Products, recently merged with Canfor

² Includes Atitokan, Long Lake, McKenzie, Dubreuil Forest Products and Great West Timber

			River Valleys
Fraser Papers/ Nexfor/Norbord	NB, ON, PQ	Catalogue and magazine papers, market pulp, other papers, panelboards and lumber	Logging and tenures in intact areas and Endangered Forests. Controversial logging at Balck Duck Lake Endangered Forest, Quebec.
Alberta Pacific	AB	Market pulp	Actively pursuing FSC certification for all their holdings as well as alternative fibers for their pulp mill
Domtar Inc.	BC, ON, PQ	Catalogue and magazine paper, lumber, copy paper, market pulp, specialty papers and packaging	Have promised to pursue FSC certification for all of their holdings in Canada.
Tembec Industries	ON, QC, BC, MB	Newsprint, catalogue and magazine paper, lumber, market pulp, paperboard	Have promised to pursue FSC certification for all of their holdings in Canada. Working with stakeholders on a protected areas strategy for their source regions.

4.2 APPENDIX 2: Examples of sustainable procurement policies

There are two example procurement policies in this appendix. The first is a corporate policy, the second is a university policy.

1. Corporate paper procurement policy

The following policy is a real corporate policy. The company name has been changed to avoid unintended publicity.

Acme Forest Products Stewardship Model

Effective Date: August XX, 2004

Acme is a supplier of information technology systems to customers all over the world. It uses information technology and the Internet to communicate with customers, take orders, and provide order status updates and general service and support. By doing so and conducting the majority of its business online or by telephone, Acme not only streamlines processes and saves customers time and money, it has also substantially reduced the use of paper in many steps of the supply chain globally. Today, where the use of paper is necessary, Acme endeavors to manage cost, quality and environmental concerns in its selection of paper products for catalogues, product packaging and office use. In this regard, Acme supports the environmental Non-Governmental Organization (NGO) community and responsible suppliers in their efforts to reduce the use of paper by business and increase the availability and use of commercially-viable and environmentally-friendly paper and alternatives

MEASURING AND TRACKING

To ensure that Acme continues to make progress on its paper stewardship goals, Acme will:

- Establish base-line starting points and set time-bound goals and benchmarks for achieving measurable outcomes in all key areas, especially virgin fiber reduction, elimination of sourcing wood and fiber from endangered forests, increased use of recycled and alternative fiber, as well as increased use of wood and fiber independently certified as sustainable, with a preference for wood and fiber certified by the Forest Stewardship Council (FSC);
- Report annually on its environmental progress and release this information publicly to increase transparency and the participation of all stakeholders;
- Encourage innovation in our paper supply chain to improve Acme's environmental performance and that of other catalogue producers.

Protecting Endangered Forests

- It is Acme's intent not to source paper from companies that are known to log endangered forests. For example:
 - I. **Landscape integrity.** Acme will avoid sourcing from intact forest landscapes, forest restoration areas, remnant forest landscapes, and forest landscapes that provide ecological connectivity.
 - II. **Biodiversity.** Acme will avoid sourcing from rare forest types, forests exhibiting significant levels of species richness, rare ecological and evolutionary areas, the core

habitat of conservation species, and areas which are home to high concentrations of rare and endangered species.

III. Ecosystem services. Acme will avoid sourcing from forest landscapes that provide key carbon storage and clean drinking water.

- Acme will actively research its own paper and wood supplies and will require its paper suppliers to identify endangered forests in the regions where they source paper and wood.
- Acme will work with a variety of stakeholders including the NGO community and its suppliers to identify and eliminate endangered forest fiber from their supply chains. Pursuant to this, Acme will:
 1. Identify its fiber supply chain for all forest products including, but not limited to, paper for catalogues and other marketing materials, internal office paper, corrugated packaging, and wood used in retail products. Wherever commercially-viable, Acme will use environmentally responsible suppliers.
 2. Work with stakeholders to prioritize reduction of impacts on endangered forests in key regions (see below). Acme will solicit information regarding on-the-ground practices from both its suppliers and the NGO community and will assist in researching potential improved sources of wood and paper.
 3. Use reasonable efforts to first influence changes within and, if not successful, seek alternatives and/or phase out doing business with companies within 6 months where the supplier's practices are proven to be inconsistent with Acme's values and environmental goals, and which result in damage or destruction of endangered forests.
- Acme will seek partnerships with other catalogueers and related paper buyers (e.g. printers, magazines) to maximize commercially viable alternatives to paper milled from endangered forests. Acme is committed to sharing best practices with other catalogueers and will seek to positively influence its customers and suppliers through its leadership role.
- Acme recognizes the following priority regions for its paper conservation efforts:
 - The Canadian Boreal Forests
 - U.S. National Forests
 - The Inland Temperate Rainforests of British Columbia, Indonesia, Chile
 - The southern region of the U.S

Improving Forest Practices

- Acme prefers paper suppliers that use a significant mix of fiber certified to sustainable forestry standards and endorsed by a broad spectrum of environmental and social NGOs which incorporate credible science into their approaches. Currently the only standard that is broadly endorsed by NGOs is the Forest Stewardship Council (FSC) standard. Acme adopts a preference for certified products over non-certified products in general and will work to increase purchases of FSC (or similarly recognized) products for its paper purchases. It will encourage suppliers to aggressively

pursue FSC (or similarly recognized) certification for all operations. Acme's long-term goal is to have all of its forest product suppliers certified to FSC or similarly recognized standards.

- Acme will use reasonable efforts to first influence changes within and, if not successful, seek alternatives and/or phase out doing business with companies that violate FSC principles (e.g., on the conversion of natural systems to tree plantations, or the use of genetically modified organisms).
- More specifically, Acme's goals with respect to virgin fiber used in our catalogues are as follows:
 - During 2004, source 2.5% from FSC certified sources;
 - During 2005, source 5% from FSC certified sources;
 - During 2006, source 10% from FSC certified sources;
 - By the end of 2010, source at least 25% from FSC certified sources.

Should FSC markets mature more aggressively than expected we will strive to achieve these goals in a reduced timeframe.

Reducing Demand on Forests

- Acme will seek to maximize the use of recycled paper in all its purchases of paper products. Specifically, Acme will pursue the following goals, as measured from the Effective Date.
 1. Achieve 10% post-consumer recycled content in its catalogues within 12 months, 20% within 24 months, and 50% within 5 years.
 2. Achieve 20% post-consumer recycled content in Acme's circulars, inserts, and other marketing publications within 36 months, and 50% within 5 years.
 3. Maintain a minimum average of 25% post-consumer recycled content for office supplies used in Acme's operations and encourage suppliers and contractors to match this percentage on work produced on behalf of Acme.
 4. Within 3 years increase to 50% the average post-consumer recycled fiber for office supplies.
 5. Within 12 months achieve 30% post-consumer recycled in its corrugated packaging materials.
- Acme will explore and encourage paper suppliers in the development of agricultural waste as an input to paper.
- Acme will benchmark and begin measuring its efforts to reduce fiber usage. Toward this end Acme will continue its efforts to reduce demand for paper, for example, by utilizing the most advanced methods available to the catalogue industry (e.g., list hygiene, basis weight reductions, reduction in catalogue size, increased use of and migration to online shopping).
- Acme will develop a scorecard for each type of paper consumed in its operations so that its commitment to sustainability and responsibility can be measured over time. Specifically, this scorecard will measure:
 - Recycled Content
 - Use of Alternative Fibers
 - Forest Management Practices
 - Manufacturing Process

-
- Fiber Consumption Trends over the previous timeframe

During 2005 Acme will benchmark the scorecard for all US consumption and will develop improvement goals for each paper type on a rolling 3 year basis. The scorecard and improvement goals will be made available to NGOs and suppliers as evidence of Acme's commitment to progress and leadership.

Forest Impacts – Other Company Operations

Acme seeks to minimize its impacts on forests through all of its operations. Toward this end, Acme commits to develop overarching wood and paper products practices, where applicable, to ensure that it is not impacting endangered forests, and to promote the procurement of FSC certified products, throughout its operations, including but not limited to: merchandise, packaging, store construction and remodeling.

Industry Association

- Acme will challenge the industry to build upon its progressive practices in all of these key areas – Protecting Endangered Forests, Improving Forest Practices, and Reducing Demand on Forests.
- Acme will leverage its relationships with customers and suppliers, through work with stakeholders and participation in industry associations to encourage additional research and education highlighting best practices in the industry on these issues to reduce its overall ecological footprint.
- Acme believes that there is a business case for sustainable procurement practices. This business case will be further enhanced with an ever increasing adoption of similar principles by other companies.

For further information:

External resources

<http://www.forestethics.org/>

<http://www.forestethics.org/pdf/commonvision.pdf>

<http://www.fsc.org/fsc>

2. University paper procurement policy (giving an example of what you want them to pass is great, keep this, the rest on the website)

The following policy was adopted by Evergreen State College, in Oregon, USA.

General Use Paper Purchasing Policy

Date Approved: November 1998

Policy Statement

The Evergreen State College is committed to using environmentally benign products and technologies whenever possible. The College supports protecting forest ecosystems and wildlife habitat and using manufacturing processes that minimize erosion and replenish soil nutrients. The General Use Paper Purchasing Policy promotes these principles. Because bioaccumulative and persistent toxic effluent resulting from the chlorine bleach used in pulp and paper processing damage aquatic ecosystems and human health, the College endorses the production and use of paper that is not bleached with chlorine and chlorine derivatives and will, whenever possible, purchase 100% post-consumer recycled paper

and/or paper made without trees. This policy will apply to paper used in College offices, in copy machines campus-wide and in student computing laboratories.

Purchasing

When purchasing paper the College will consider these factors.

Environmental sustainability as outlined in the policy statement.

Economic sustainability. The cost of the paper will not be more than 10% higher than other standard papers available.

Supply sustainability. Stock will be readily and consistently available from a local supplier.

Technological sustainability. The paper will work effectively in copy machines and printers.

Goals and Alternatives

At the earliest opportunity, chlorine-free 100% post-consumer recycled paper will become the standard for general campus correspondence including laser printing and copy machine use. If the goal cannot be reached, continuing attempts will be made to approach the goal as closely as possible.

Other types of paper, including colored paper, will continue to be available through the Copy Center, Bookstore and Purchasing.

Review Committee

A committee will be composed of one representative each from the Copy Center, Bookstore, Computer Services, Purchasing, and Publications, as well as one faculty member and at least one student. The committee will maintain a current list of paper options and prices, will test potential papers, and will notify the Evergreen community every time a new paper is selected. This notification will include an educational component so that campus awareness will not diminish over time.

The committee will: report to the Vice President for Finance and Administration; be responsible for selecting a chairperson from within its membership; meet quarterly to select paper (and may need to meet more often the first year to establish standards and working procedures for the testing and selection processes).

Annually the Vice President for Finance and Administration will select the student representative/s from among students in the Environmental Resource Center and in the Environmental Studies Program.

For more information:

<http://www.evergreen.edu/policies/g-paper.htm>

