

# Company A

## DRAFT Paper Policy

Prepared by Green Press Initiative  
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### Vision

Company A recognizes that business leadership carries a responsibility to the community at large and the environment. As an industry leader, Company A is committed to leveraging its influence in the marketplace to conserve natural resources, protect and restore forests, and reduce the emission of greenhouse gases. As a cornerstone of that commitment, Company A has developed this paper policy to improve Company A' and the newspaper industry's ecological and carbon footprint.

Toward these ends, Company A hereby establishes the following policy goals:

### Our Commitments

1. Company A will reduce, and within 3-5 years of date of this policy, will eliminate its purchase of paper products that originate in Endangered Forest or High Conservation Value Forest regions in any part of the world.
2. Company A will promote the appropriate and efficient use of resources in all of its paper-based products.
3. Company A will give purchasing preference for and seek to maximize its use of recycled paper. Where viable and economically feasible, Company A will make its best efforts within 3-5 years to have transitioned operational protocols such that 50% of annual fiber used consists of recycled fiber measured in tons or lbs [with postconsumer fiber representing a significant portion or all of the fiber]. *If this target has already been achieved:* Company A will make its best efforts within 3-5 years to have transitioned operational protocols in order to increase by 10% the use of recycled fiber measured in tons or lbs to support the US industry target of 50% recycled fiber by 2012.
4. Company A will give purchasing preference to papers that are processed chlorine free.
5. Company A will give purchasing preference to papers with virgin fiber content that is derived from forests that are credibly and independently certified according to the most rigorous sustainability principles. Currently the Forest Stewardship Council (FSC) certification meets this objective<sup>1</sup> and as such, our goal is to use FSC certified paper for at least 20% of our paper purchases by 2012.
6. Company A will require that all vendors and suppliers demonstrate compliance with all legal requirements for forest management, harvest and manufacturing.
7. Company A will seek to maintain open communications and collaborative relationships with all stakeholders interested in our environmental performance. To this end we will publish and distribute to all interested stakeholders an annual environmental report, which will detail progress in implementing this policy and any other activities related to our impact on the environment.

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<sup>1</sup> [At this time, we are preferencing the FSC standard because it ensures forests are managed according to the best practices in forestry, including, but not limited to: \(1\) the highest protections for Endangered and High Conservation Value Forests, \(2\) natural forests are not converted to single-species tree farms or plantations, \(3\) concerns of indigenous and local communities are adequately integrated into forest plans and assessments and \(4\) biodiversity and landscape integrity are maintained. If competing certification standards are improved to reflect those of the FSC, our preference for FSC will be re-evaluated.](#)

## **Implementation Measures**

In order to fulfill the commitments of this Paper Policy, Company A will:

1. Make our best effort to implement our policy in a manner that is consistent with accepted standards for responsible paper use. (Green Press Initiative and Environmental Paper Network Guidelines)
2. Develop and execute an action plan to coordinate the implementation of this initiative and to inform stakeholders regarding implementation progress.
3. Communicate our policy goals and intentions with current and future business partners and include environmental paper specifications in all relevant pricing solicitations and contracts.
4. Conduct a supply vendor audit, with vendor data reviewed by an independent third party, to determine the forest(s) of origin of paper products with virgin fiber content.
5. Establish targets and timelines for phasing out products from Endangered and High Conservation Value Forest regions, increasing the use of FSC certified forest products, post-consumer recycled content paper products, other ecologically sustainable alternative products, and increasing paper efficiency over time.
6. Institute an internal monitoring and feedback system to assure continuous quality improvement of this initiative.
7. Require all paper suppliers to submit annual performance reports detailing their progress in meeting environmental objectives.
8. Determine pilot projects and partnerships that can visibly stimulate market development, and extend the reach of this initiative.