



WWF

FOREST  
PRACTICE

POLICY

2018

## WWF:

# POLICY ON THE PURCHASING AND USE OF PAPER PRODUCTS

### **WWF works globally to reduce the ecological footprint of paper**

- Forests have been at the heart of WWF's work for half a century and today are an essential component of various GIs. WWF works with paper producers and buyers around the world to reduce and minimize the forest, climate and water impact of paper production and use.
- As renewable material it also tends to have a lower footprint than fossil based alternatives if coming from responsible sources and used sparingly.

### **Environmental Problems to address**

- 40 per cent of the world's industrial timber harvest (that is outside harvest for bioenergy) is used for paper and the world's paper use is projected to double by 2050.
- Unsustainable practices, illegal logging and forest conversion are a fact in many regions around the world. Paper production is also energy intensive and cumulative emissions to air and water can be significant.

### **WWF must lead by example – paper must not be used wastefully and should have the best environmental credentials.**

- WWF is a major user of paper. We use paper in our offices, but particularly for our communication and awareness raising efforts to a wide range of target audiences (publications, mailings etc.).

## SCOPE OF THE POLICY

This policy statement covers

1. Efficiency of paper use
2. Responsible purchasing and specifying of paper
3. printing by WWF

It covers the following paper types: office paper, stationery, paper for publications, tissue paper, and paperboard products (packaging).

This policy is a model for WWF offices and implementation will be monitored periodically by WWF International. A checklist guidance document will be provided by WWF International.

## SECTION 1: EFFICIENCY OF PAPER USE

WWF is committed to

- Efficient paper use and minimizing wasteful paper uses;
- Contributing to extending the lifecycle of paper products through good recycling practices

### Steps for WWF staff on paper efficiency:

- Considering carefully before printing: why, for whom, how often and how much – and whether it is needed at all.
- Promoting WWF's paper saving tips internally and externally.  
[www.panda.org/savepaper](http://www.panda.org/savepaper)
- Facilitating collection and re-use of paper/cardboard after use
- Setting paper use reduction targets

Example office paper use at WWF International secretariat:

*The Secretariat was able to reduce the per capita paper consumption from 23'000 in 1996 to 5'200 in 2012. Future target for paper use: 4'000 sheets per capita by 2014 (the European average is 10 000 sheets per capita)*

## SECTION 2: RESPONSIBLE PURCHASING, SPECIFYING, PRINTING

WWF is committed to:

- Excluding fibres associated with controversial practices such as illegal harvesting, forest conversion, violations of traditional and civil rights, destruction of High Conservation Value Forests etc.
- Contributing to extending the lifecycle of paper products through the use of recycled paper;
- Ensuring that virgin wood fibre used comes from well managed forests, credibly certified according to the highest environmental and social standard on the market (currently only FSC).
- Ensuring the paper used minimizes polluting impacts on climate and water;
- Promoting supply chain transparency and continual improvement.

## A stepwise approach to responsible paper sourcing/specifying for WWF staff

### Step 1: Ensure Transparency

Ensure the paper used comes from known sources and from a transparent supplier:

- Ask your supplier to use WWF's database of eco-rated papers ([checkyourpaper.panda.org](http://checkyourpaper.panda.org)) to evaluate their paper publicly on its forest, climate and water footprint. The Check Your Paper database, created by WWF, allows the self-evaluation of paper products by suppliers with a simple and effective method. It is an online, free and easy to use tool which facilitates information sharing between responsible buyers and producers.<sup>1</sup>
- Choose products rated over 70 per cent. If your supplier resists a listing on WWF's Check Your Paper database, consider changing your supplier. Contact the WWF International Paper team for support [hbrandlmaier@wwfdcp.org](mailto:hbrandlmaier@wwfdcp.org), [eneyroumande@wwfint.org](mailto:eneyroumande@wwfint.org)

### Step 2: Ensure the paper you use is credibly certified, both for recycled fibre and virgin fibre

#### For publications, packaging and office paper:

- a) First preference: FSC recycled paper. If you are in a country where FSC recycled is not available opt for 100 per cent postconsumer recycled paper.



#### **FSC Recycled**

All timber or fibre in the product is post-consumer reclaimed material

- b) If virgin fibres need to be used: use 100 per cent FSC certified virgin paper or a mix between post-consumer recycled and FSC certified virgin fibers.



#### **FSC 100%**

All timber or fibre in the product comes from an FSC-certified forest



#### **FSC Mixed Sources**

The timber or fibre in the product is Mixture of some/all of the following:

- Timber from an FSC – certified forest
  - Post-Consumer reclaimed material
  - Controlled Sources, which exclude unacceptable forestry
- c) If you are in a country where neither a) nor b) are available check the rating of the paper you use in WWF's Check Your Paper database. Choose products rated over 70 per cent. If the paper you use reaches below 70 per cent of points and/or less than three stars on forest performance please contact the WWF International Paper Team for next steps [cecilia.alcoreza@wwf.cl](mailto:cecilia.alcoreza@wwf.cl)

<sup>1</sup> Check your Paper is WWF International's online tool to evaluate the environmental footprint of paper products. WWF's Check Your Paper database of eco-rated papers evaluates paper brands on the most important environmental parameters (impacts on forest, climate, water). Find out more on <http://checkyourpaper.panda.org>

### **For tissue paper:**

- All tissue paper used by WWF should be from 100 per cent recycled fibres as they have reached the end of their lifecycle.
- As above - first preference: FSC recycled paper.
- If you are in a country where FSC recycled is not available opt for 100 per cent postconsumer recycled tissue paper.
- If that is not available, opt for pre-consumer recycled tissue paper or a mix of FSC recycled and FSC virgin, as in the FSC Mixed sources label.
- If nothing of the above is available your last choice should be FSC certified 100 per cent virgin fibres.

### **Step 3: Ensure correct printing and labelling of your paper products**

- Select a printing company which holds a valid FSC Chain of Custody Certificate (to be verified on [www.fsc-info.org](http://www.fsc-info.org) ) and is ISO 14001 certified or any equivalent initiative.
- Transparently disclose the type of paper used on all WWF publications with correct logo use (e.g. correct FSC logo use), and with a “please recycle” on documents with a short life span.

### **Step 4: Promote continual improvement and transparency**

- Encourage your paper suppliers to post all the papers they sell on WWF’s Check Your Paper database ([checkyourpaper.panda.org](http://checkyourpaper.panda.org))
- Work with your supplier towards improvements of their score on Check Your Paper

**More on environmentally friendly printing:** vegetable inks should be used where possible. Avoid UV varnishes, PVC or coatings containing endocrine disrupting chemicals for coated print-materials.

References for WWF’s policy on paper:

- <http://checkyourpaper.panda.org/paperbuyingtips>
- [www.panda.org/paper](http://www.panda.org/paper)
- <http://Checkyourpaper.panda.org>

For questions related to paper footprint issues contact the WWF International Paper Team: [cecilia.alcoreza@wwf.cl](mailto:cecilia.alcoreza@wwf.cl)