

Responsible Purchasing Trends: Recycled Paper

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Responsible Purchasing Trends 2009

- ▶ 135 RPN members surveyed
- ▶ Spend >\$60b annually & employ >300,000
- ▶ 2/3 have 'responsible purchasing policies'
- ▶ At least \$4-10b in actual green spend
- ▶ Green standards & certifications are widely recognized and used
- ▶ 9/10 will do more responsible purchasing in next 2 years

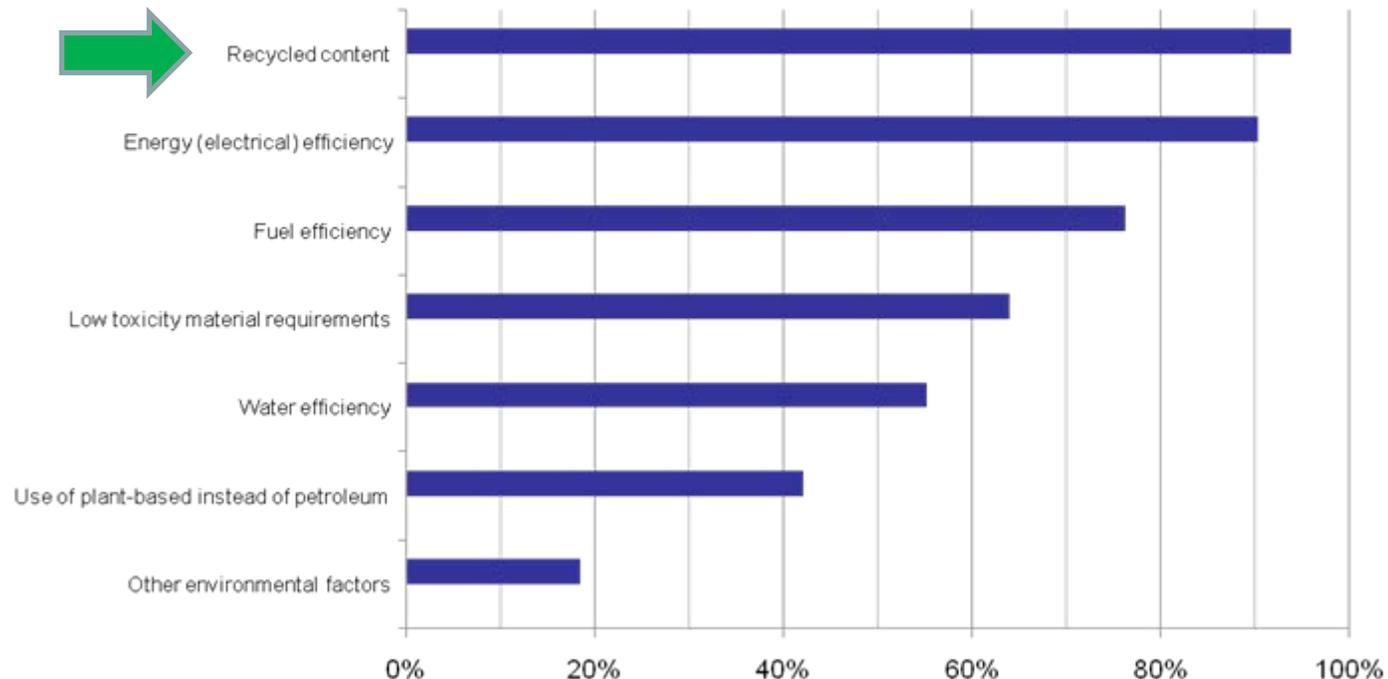


Important Social & Environmental Issues

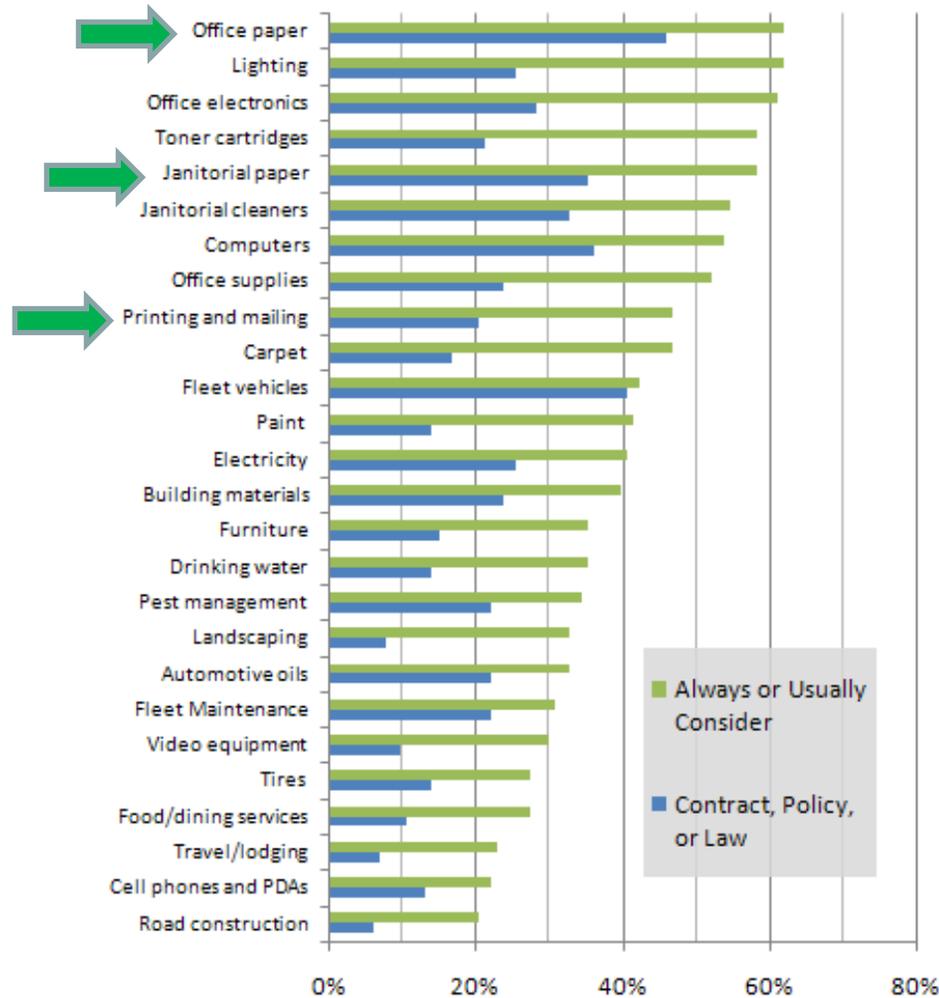
Issue	% Saying Important or Very Important	% Saying Very Important
Energy conservation	93%	64%
Recycled content	91%	54%
Recyclability	88%	45%
Human health	87%	47%
Toxics	83%	41%
Greenhouse gas	80%	45%
Water pollution	78%	34%
Sustainability	78%	38%
Air pollution	78%	29%
Water conservation	78%	29%
Reduced packaging	77%	30%
Reusability	72%	26%
Indoor air quality	71%	26%
Climate change	71%	39%
Bio-based alternatives	71%	23%
Volatile organic compounds	71%	27%
Biodegradable/ compostable	71%	26%
Remanufactured	68%	22%
Sustainable forestry	64%	18%
Wildlife habitat	61%	21%
Ozone layer protection	57%	21%
Impact on marine environment	57%	19%
Biodiversity	56%	14%
Ancient forests preservation	54%	12%
Locally-owned supplier	52%	20%

Responsible Purchasing in Practice

Percentage of Organizations Including These Criteria in Purchasing Decisions



Require & Consider Social & Eco Factors



Most Utilized & Recognized Ecolabels

Standard	Utilized / Recognized
Energy Star	93% / 100%
LEED	70% / 91%
Green Seal	66% / 90%
EPEAT	61% / 81%
FSC (Forest Stewardship Council)	46% / 76%
EcoLogo (Environmental Choice)	46% / 87%
Chlorine-Free	45% / 90%
EnergyGuide	36% / 77%
GreenGuard	29% / 71%
USDA Organic	28% / 76%
Fair Trade Certified	28% / 72%
CRI Green Label	23% / 58%
C2C (Cradle-to-cradle)	20% / 70%
SFI (Sustainable Forest Institute)	19% / 59%
Green-e	19% / 51%
SCS (Scientific Certification Systems)	15% / 47%
DfE (Design for Environment)	15% / 61%
WaterSense	9% / 48%



Leading Green Standards Require Recycled



USGBC LEED recycled content credits

- Materials & Resources: recycling paper; min. 10% post; min. 50% FSC



Green Seal Copy Paper (GS-07) recycled criterion

- Min. 30% post by weight



FSC paper standards

- 100% recycled
- Mixed sources
- 100% FSC certified responsible forestry



EcoLogo paper standards

- Recycled content is incorporated into resource consumption and solid waste production. Performance in these areas improves as the amount of recycled material increases.



CFPA Processed Chlorine Free standard

- Min. 30% post

Recycled Paper Has Clear Benefits

Lifecycle Environmental Impact

The following is a break down of the environmental impact of your choices for different grades of paper.

	100% virgin	30% PCR	100% PCR
<u>Wood Use</u>	373 tons	261 tons 112 tons less	0 tons 373 tons less
<u>Net Energy</u>	4,028 million BTU's	3,486 million BTU's 542 million BTU's less	2,221 million BTU's 1,806 million BTU's less
<u>Greenhouse Gases</u>	574,108 lbs CO ₂ equiv.	511,769 lbs CO ₂ equiv. 62,339 lbs CO ₂ equiv. less	366,311 lbs CO ₂ equiv. 207,796 lbs CO ₂ equiv. less
<u>Wastewater</u>	1,994,960 gallons	1,712,972 gallons 281,988 gallons less	1,055,000 gallons 939,960 gallons less
<u>Solid Waste</u>	230,864 pounds	197,981 pounds 32,883 pounds less	121,255 pounds 109,609 pounds less

Source: Environmental Defense Fund Paper Calculator

But 'Green Paper' Messages Are



Conclusion

- ▶ RPN members, e.g. green leaders, require PCR paper
- ▶ Green standards require or encourage PCR
- ▶ These standards are widely recognized and used
- ▶ PCR reduces: water, waste, toxics, energy, & GHG emissions
- ▶ **KEEP IT SIMPLE: MAXIMIZE POST CONSUMER RECYCLED**

CONTENT.

Responsible Purchasing Network

Membership & Consulting Available

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