

Sustainable Paper



*Presentation to EPP Paper Forum
by Susan Kinsella,
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(Text in Notes below)

Susan Kinsella



- ⌘ *Conservatree Paper Company*
- ⌘ *Californians Against Waste - statewide Buy Recycled campaign*
- ⌘ *Consulting on policy, procurement issues*
- ⌘ *Conservatree - nonprofit*
- ⌘ *Initiated Environmental Paper Network*
- ⌘ *Forest Stewardship Council - recycled standards*
- ⌘ *Single Stream Best Practices Manual*
- ⌘ *PIRA Int'l - chain-of-custody certified papers*
- ⌘ *Green Purchasing Institute - consulting with local governments*

Comparisons between virgin and recycled mills must be parallel



- ⌘ *Integrated vs. non-integrated mills - even virgin non-integrated mills will show many of these impacts*
- ⌘ *More than a dozen recycled mills have closed since 2000*
- ⌘ *Only 16 deinking mills left that make pulp for printing/writing*
- ⌘ *Only 6% of fiber in printing/writing is recycled content (3% is postconsumer)*

Paper production is not carbon neutral



- ⌘ *Former capacity levels of forest sequestration cannot be re-achieved for decades, if ever.*
- ⌘ *Burning biomass in mills adds GHGs, even though lower than coal.*
- ⌘ *Paper is ephemeral - cannot embody carbon for long.*
- ⌘ *Paper in landfills, instead of recycled, creates methane - 25 times GHG impacts of carbon dioxide*

FSC-certified pulp is great, but still virgin pulp



- ⌘ *Provides needed virgin pulp to production*
- ⌘ *Misses critical environmental impact reductions that are provided by recycled paper*
- ⌘ *100% recycled paper: 45% less energy, 36% less GHG, 47% less wastewater, 47% less solid waste, 100% fewer trees, plus less bleaching, fewer chemicals, less harsh chemicals, less pollution*
- ⌘ *Virgin kraft paper mills use the greatest amount of natural resources*

Virgin paper uses more trees, has lower fiber efficiency rating

Tons of Fiber Input Required to Make One Ton of Pulp

Type of Pulp	Volume of Required Material	Efficiency
Virgin Kraft (chemical)	4.4 tons of fresh trees	23%
Virgin mechanical (groundwood)	2.2 tons of fresh trees	45%
Recycled Kraft	1.4 tons of recovered paper	71%

*Source: EDF Paper Task Force 2002,
Conservatree and EDF Capacity Study 2001*

FSC-certified paper is not entirely from FSC-certified forests



- ⌘ *Significant amounts of “controlled wood”
and “noncontroversial sources”*

Increasingly greater demand for forests



- ⌘ *Bloomberg: “Wood is the new coal!”*
- ⌘ *Paper mill biorefineries*
- ⌘ *General biomass biorefineries*
- ⌘ *Paper production in major population countries without forest reserves*
- ⌘ *Plantations do not replicate natural forests*

Recycling is a just-in-time system, needs continual demand



- ⌘ *Not a process that can be started and stopped without havoc to other parts such as community collection programs*
- ⌘ *Customers have created the demand for recycled papers, keep the system going*

Consistent specifications are critical



- ⌘ *Paper industry: “We must have consistent national standards to develop more recycled paper and bring down costs.”*
- ⌘ *1993 federal Executive Order set standard for federal agencies*
- ⌘ *Adopted as de facto national standard by state and local governments, corporate purchasers*

Purchasers need consistent, straightforward specifications



- ⌘ *Very few can evaluate every paper option independently*
- ⌘ *Local government purchasers cannot be expected to do LCIA on all their paper options*
- ⌘ *Specs like 30% postconsumer ensure the health of the recycling system*

Recycled paper mills cannot change the national power grid system

- ⌘ *Integrated virgin kraft mills burn biomass because they can only use half the tree, must put the waste to use*
- ⌘ *Recycling mills, non-integrated virgin mills, newsprint mills and others don't have waste to burn, use electricity from the grid*

Environmental paper specs should be built on recycled content, not compete with it



⌘ *Don't fracture what are still very small environmental paper markets*

Future world paper markets require drastically reduced industrial footprints



- ⌘ *RECYCLED CONTENT IS KEY - the fastest way to dramatically reduce resource demand for high quality papers*
- ⌘ *Don't undermine recycled - we need it for a sustainable paper production future*

In Summary



- ⌘ *Support and improve recycled printing & writing paper, don't undermine it*
- ⌘ *Comparisons between mills must be fair*
- ⌘ *Specs should be clear, straightforward, nationally consistent*
- ⌘ *Policy decisions must be transparent, open to discussion and vetting*

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