Sustainable Paper Procurement: New Tools and Strategies for Success

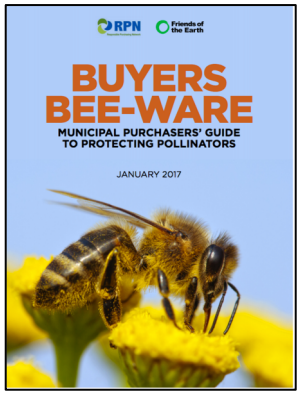
RPN Webinar

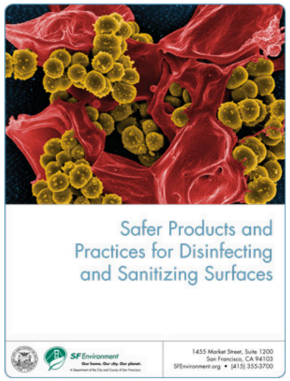
May 9, 2018

Today's Audience: 185+ Registrants

- **29%** - **Local Governments**
- **20% - Businesses** (buyers, sellers, consultants)
- **15% - Nonprofits**
- **13% - State Agencies**
- **11%** - **Higher Education**
- **7% - Federal Agencies** (EPA, USDA, DOE)
- **4%** - **Schools** (K-12)

Responsible Purchasing Network

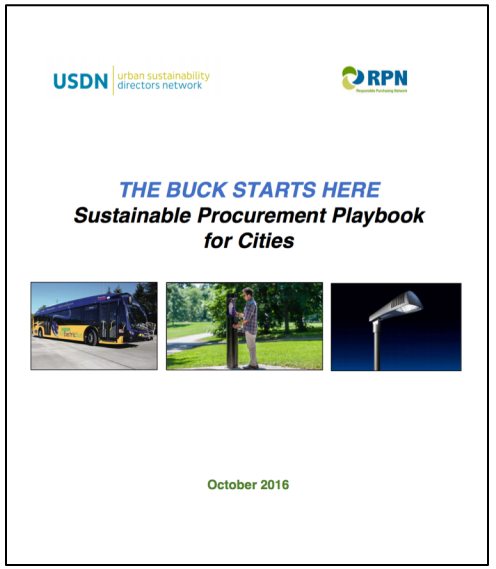




RPN is a nonprofit network that develops cutting-edge tools to help government agencies, public institutions, and businesses purchase sustainable products and services.

RPN Resources

- ~20 Responsible Purchasing Guides
- Webinars
- RPN newsletter
- Technical assistance
- Model specifications
- Sample purchasing policies



Presenters

Joshua Martin
Director, Environmental Paper Network
EPN's 2018 Global Paper Vision and Updated Paper Calculator

Alicia Culver
Executive Director, RPN
Successful Paper Reduction and Procurement Strategies

Julie Weiss
Project Manager, City of Palo Alto, CA
New Paper Reduction and Paper Purchasing Policy

Karen Cook
Sustainability Project Manager, Alameda Co., CA
2018 Paper Reduction & Purchasing Policy

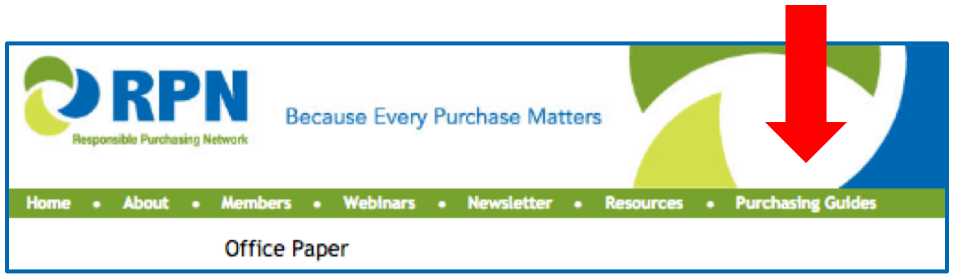
Audio and Recordings

- Participants are muted.
- This presentation will be recorded.

- The slides and recording will be posted on RPN's website.
- Please fill out the survey following the webinar.

Coming Soon:
RPN's New Paper WebPage

- Policies and specifications
- Case studies and best practices
- Link to EPN Paper Calculator
- Other tools and resources



Questions?

Submit questions for presenters or the moderator at any time by typing them into the GoToWebinar QUESTION BOX.

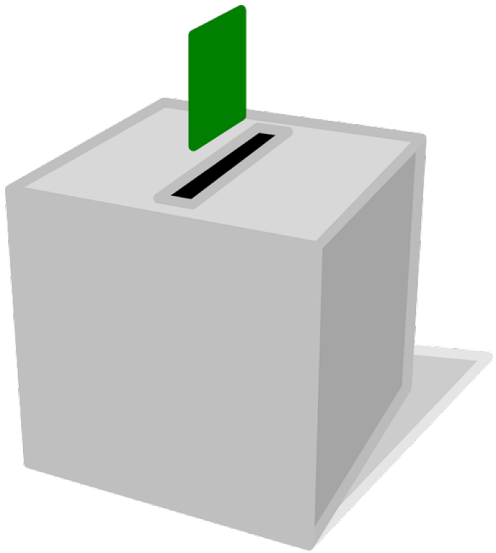
We will compile and answer the questions…

- **After each presenter and**
- **At the end of the webinar**

Polling Question #1

What is your biggest challenge when buying sustainable paper?

VOTE NOW



Environmental Paper Network

RPN
Responsible Purchasing Network

May 9, 2018

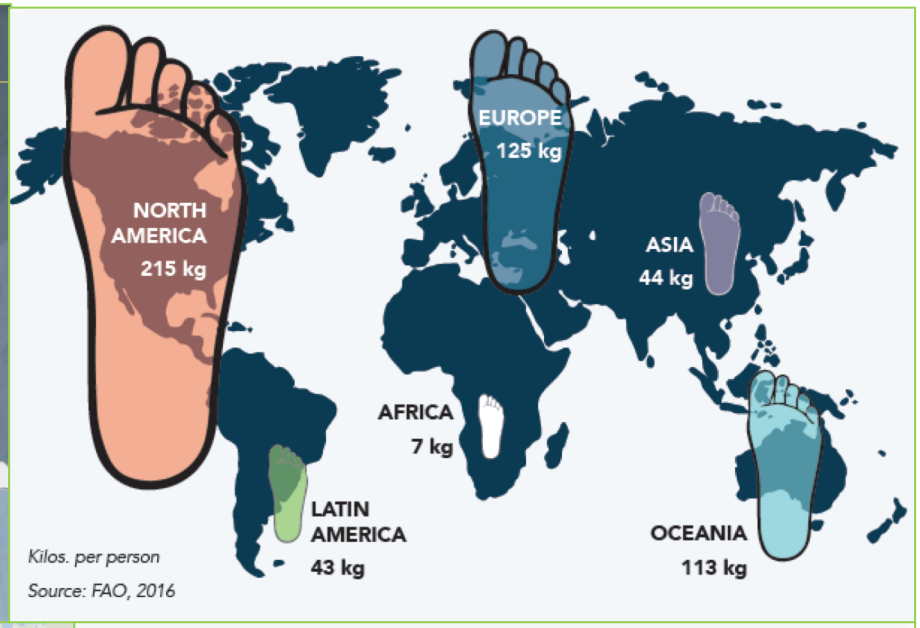
Environmental Paper Network

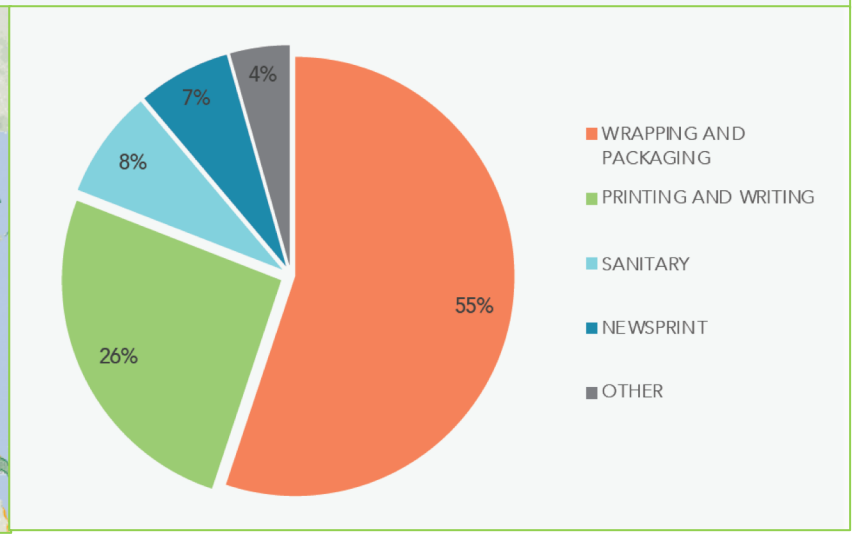
"We share a common vision of a forest, pulp and paper industry that contributes to a healthy, just and sustainable future for all life on earth."

Global Paper Vision – Priorities

We call upon the global paper industry, consumers, retailers, governments, investors and non- governmental organizations to commit to urgent actions encompassing the following priorities, addressing the entirety of the paper life-cycle:

- reduce global consumption and promote fair access to paper
- maximize recycled fiber content
- ensure social responsibility
- source virgin fiber responsibly
- reduce greenhouse gas emissions
- ensure clean production
- ensure transparency and integrity



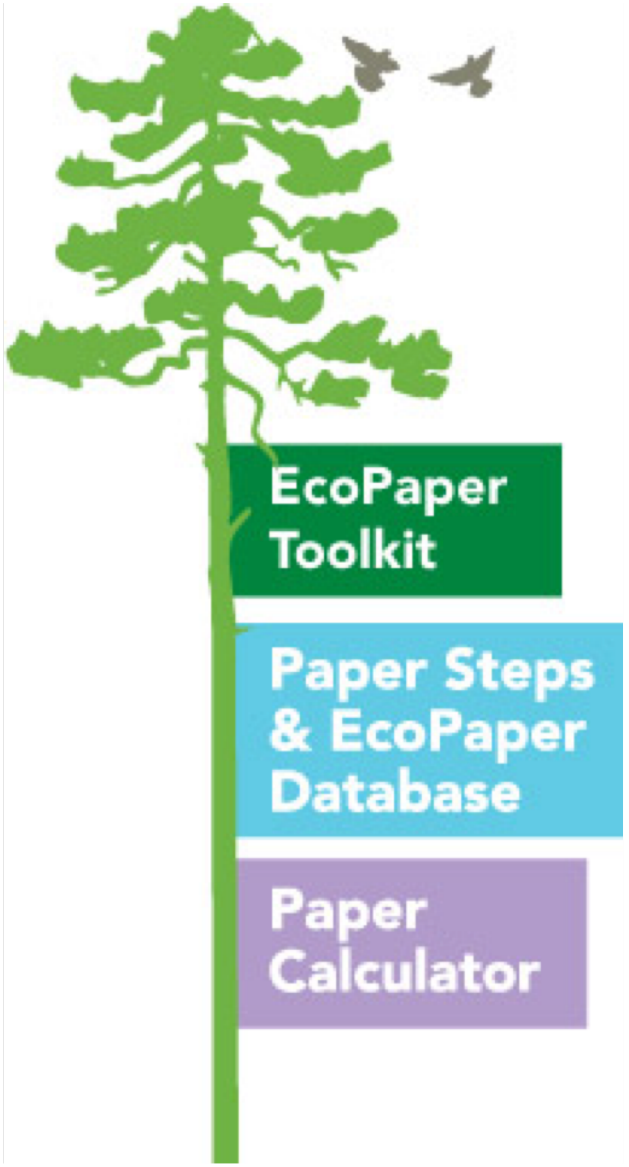


environmentalpaper.org/stateoftheindustry2018

With a commitment to ethical paper purchasing large institutions can:

- **implement their values and achieve internal goals.**
- **join a global conservation movement moving an entire industry toward marketplace solutions.**

EPN resources can help.



The Paper Steps

To Environmentally Responsible Paper

In the Steps below, 'Environmental Fiber Attributes' are defined as:

- Post-consumer Recycled Fiber
- Pre-consumer (or deinked) Recycled Fiber
- Agricultural Residue Fiber[1]
- Forest Stewardship Council certified and free of Endangered and High Conservation Value Forest fiber[2]

- Cleaner Bleaching Production Technologies are also included in each Step.

ENVIRONMENTALLY INFERIOR PAPER

This paper has no, or very minor, environmental attributes

MEETS **NO** MINIMUM CRITERIA:

- Has no or minimal recycled content
- Virgin tree fibers not FSC-certified and may be from intact, endangered and or high conservation value forests

TRANSITIONAL PAPER

At least 10% of the fiber has environmental attributes and meets the minimum criteria below

MINIMUM CRITERIA:

- 10% post consumer OR FSC Mixed Sources certified[4] OR 10% agri-cultural residue[1] content
- Virgin tree fibers can not be from controversial sources[5]
- Bleaching: Can not be Elemental Chlorine (EC) pulp bleaching process

ENVIRONMENTALLY IMPROVED PAPER

At least 50% of fiber has environmental attributes and meets the minimum criteria below

MINIMUM CRITERIA:

- Minimum 30% post consumer recycled if the paper contains virgin tree fiber
- FSC certification required on papers with more than 50% virgin tree content
- Virgin tree fibers can not be from controversial sources[5]
- Bleaching: Must be EECF[6], TCF, PCF pulping and bleaching processes only; excludes Elemental Chlorine Free (ECF) bleaching

ENVIRONMENTALLY SUPERIOR PAPER

All fiber (100%) has environmental attributes and meets the minimum criteria below

MINIMUM CRITERIA:

- Minimum 50% post consumer recycled content if the paper contains virgin tree fiber
- Virgin tree fiber can not have controlled wood content[4] or controversial sources[5]
- Bleaching: Must be processed Chlorine Free (PCF) or Totally Chlorine Free (TCF)

Calculate and Build Reports on Your Positive Impact! Use the Paper Calculator at **www.papercalculator.org**

What's in Your Paper?

presented by environmental paper network

To find a list of Environmentally Improved and Environmentally Superior Papers visit **www.WhatsInYourPaper.com.**

ECOPAPER DATABASE

http://epd.canopyplanet.org

Brand Name	Manufacturer	Paper Type	Coated/ Uncoated	Ancient Forest Friendly	Paper Step	Post-Consumer Recycled Content	Agricultural Residues/Alternative Fibers	Bleach Method	Recognized Certifications
Boise ASPEN 100 Multi-Use Recycled Paper	Boise Paper	Copy Paper	U	No	Transitional	100%		ECF	
Husky Copy 100	Domtar	Copy Paper	U	Yes	Superior	100%		PCF	
JAM Paper® Bright Color Legal Paper	JAM Paper & Envelope/Hudson Envelope Corp	Copy Paper	U	No	Transitional	30%		ECF	
Mohawk Color Copy Paper	Mohawk	Copy Paper	U	Yes	Superior	100%		PCF	
Neenah Paper Classic® Writing Imaging Paper	Neenah Paper	Copy Paper	U	Yes	Superior	100%		PCF	
New Leaf Copy Paper 85 bright	New Leaf Paper	Copy Paper	U	Yes	Superior	100%		PCF	
New Leaf Copy Paper 92 bright	New Leaf Paper	Copy Paper	U	Yes	Superior	100%		PCF	FSC
New Leaf® Copy Paper	New Leaf Paper	Copy Paper	U	Yes	Superior	100%		PCF	FSC Recycled, Process Chlorine Free (PCF)
Office Depot® Brand 100% Recycled Envirocopy	Office Depot Private Label	Copy Paper	U	Yes	Superior	100%		PCF	FSC
ReproPlus	Rolland Enterprises Inc.	Copy Paper	U	No	Transitional	30%		ECF	FSC, EcoLogo, Laser Guaranteed
Rolland Enviro Copy	Rolland Enterprises Inc.	Copy Paper	U	Yes	Superior	100%		PCF	FSC, EcoLogo, Processed Chlorine Free

Forestry Certification

	FSC	SFI
Overall	Prescriptive & performance-based	Flexible & systems-based
Max. clearcut size	In the U.S., varies by region from 10 to 80 acres	120 acres <u>average</u> across N. America
Pesticide use	Prohibits use of atrazine and other persistent, bioaccumulative, and toxic chemicals	Shorter list of the most hazardous chemicals prohibited, “except where no other viable alternative is available”
Old-growth forests	Explicitly recognizes the rarity of old-growth forests in the U.S. and prohibits harvesting or road construction in them	Requires “support of and participation in plans or programs for the conservation of old-growth forests in the region of ownership or forest tenure”
Indigenous peoples’ rights	Requires outreach to tribal representatives + protection of indigenous peoples’ rights, both legal and traditional, on public + private lands	No requirements on private lands On public lands, requirement to confer with affected indigenous peoples

info@environmentalpaper.org

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Paper Calculator

presented by environmental paper network

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CALCULATE YOUR IMPACT

Calculate the ENVIRONMENTAL IMPACTS of your paper.

COMPARE THE IMPACTS of different papers and varying amounts of recycled content.

Identify ways to REDUCE YOUR IMPACTS and your paper expenses.

GET STARTED!

STEP 1: CHOOSE YOUR CALCULATION TOOL

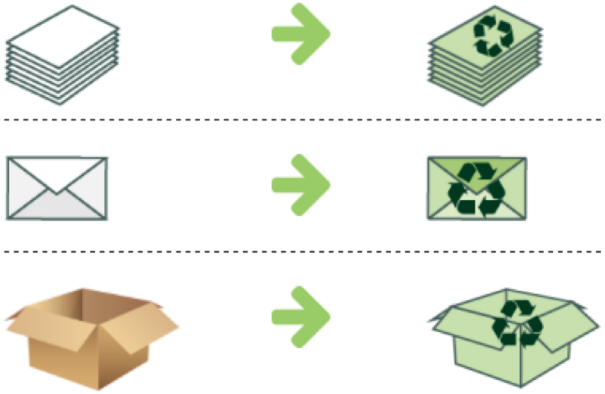
CALCULATE IMPACTS OF 1 TYPE OF PAPER OR GROUPS OF PAPER

INDIVIDUAL CALCULATIONS

Calculate the impacts of a specific paper you're already using or wish to use:

Wood Use
Net Energy
Greenhouse Gases
Water Usage
Solid Waste
Etc...

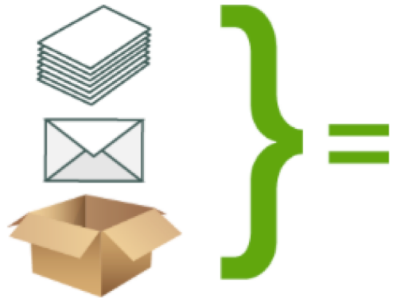
Or compare the impacts of one specific paper to alternatives with higher recycled content



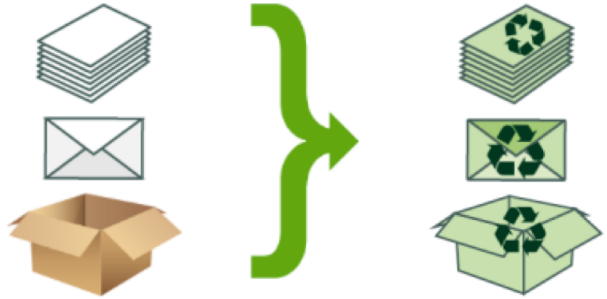
Start an Individual Calculation

GROUP CALCULATIONS

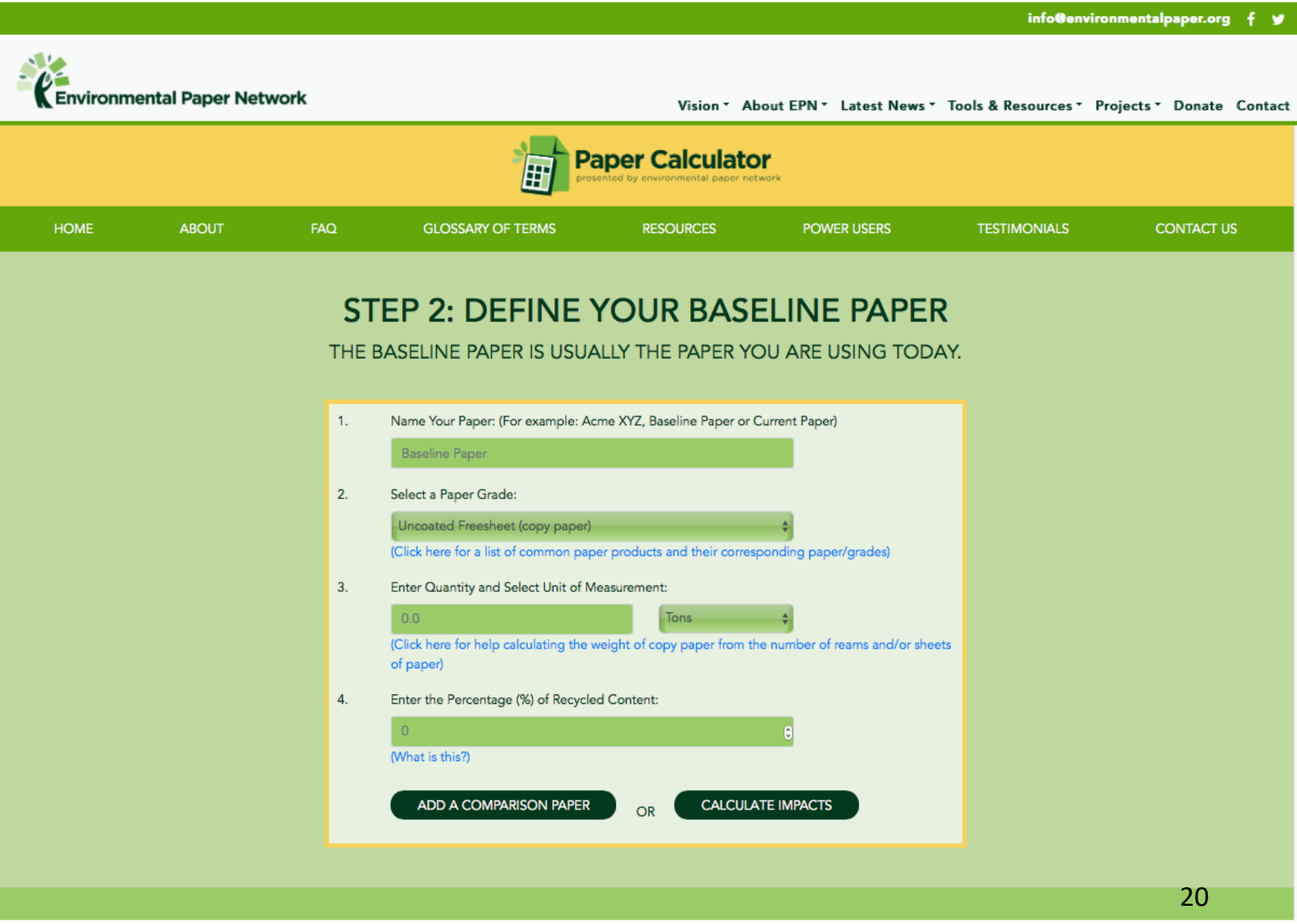
Calculate or compare the combined impacts of several different papers you use today to one or more sets of recycled alternatives you wish to use.



Combined Total:
Wood Use
Net Energy
Greenhouse Gases
Water Usage
Solid Waste
Etc...



Start a Group Calculation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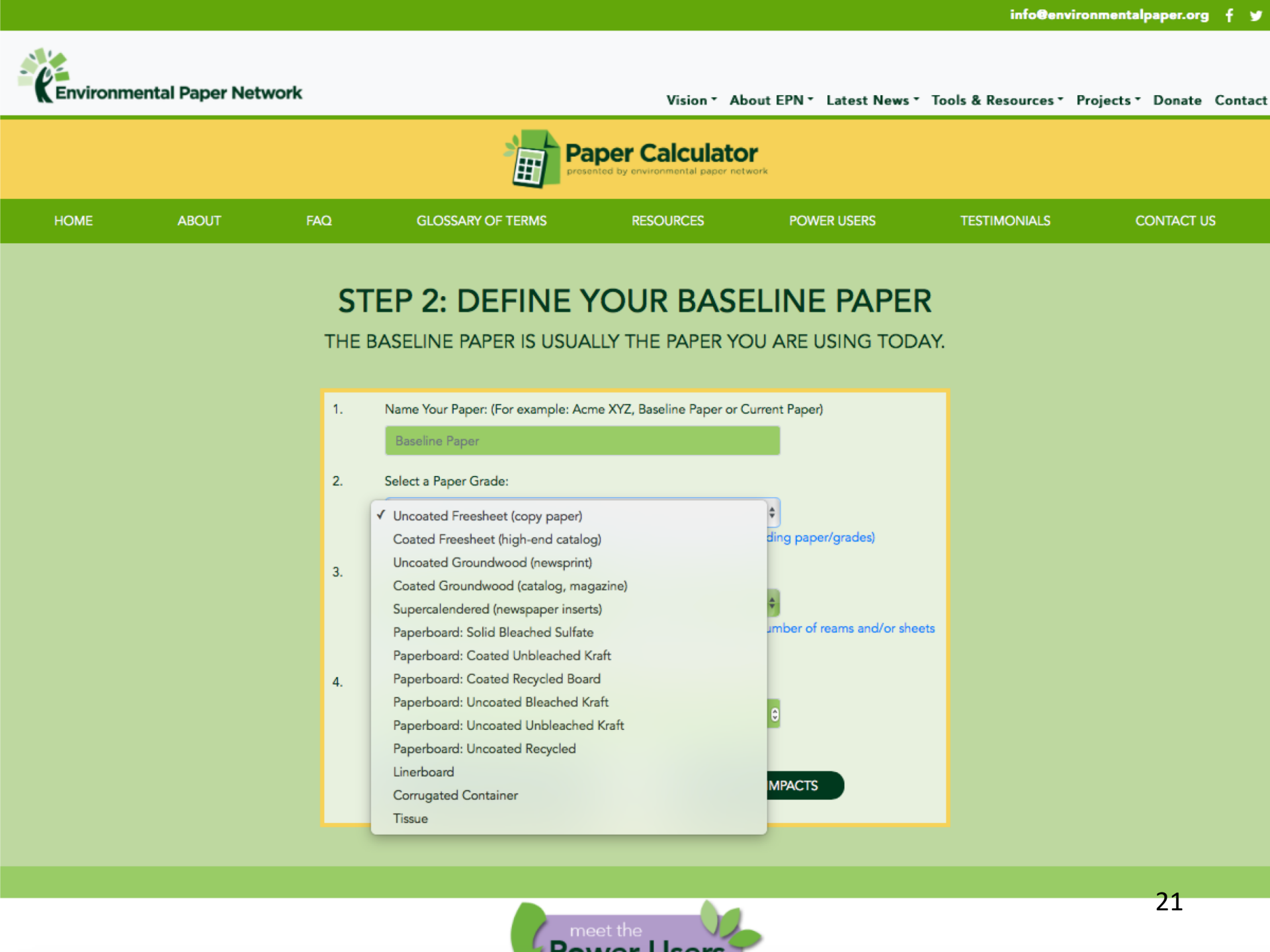
STEP 2: DEFINE YOUR BASELINE PAPER
THE BASELINE PAPER IS USUALLY THE PAPER YOU ARE USING TODAY.
1. Name Your Paper: (For example: Acme XYZ, Baseline Paper or Current Paper)
Baseline Paper
2. Select a Paper Grade:
Uncoated Freesheet (copy paper)
(Click here for a list of common paper products and their corresponding paper/grades)
3. Enter Quantity and Select Unit of Measurement:
0.0
Tons
(Click here for help calculating the weight of copy paper from the number of reams and/or sheets of paper)
4. Enter the Percentage (%) of Recycled Content:
0
(What is this?)
ADD A COMPARISON PAPER
OR
CALCULATE IMPACTS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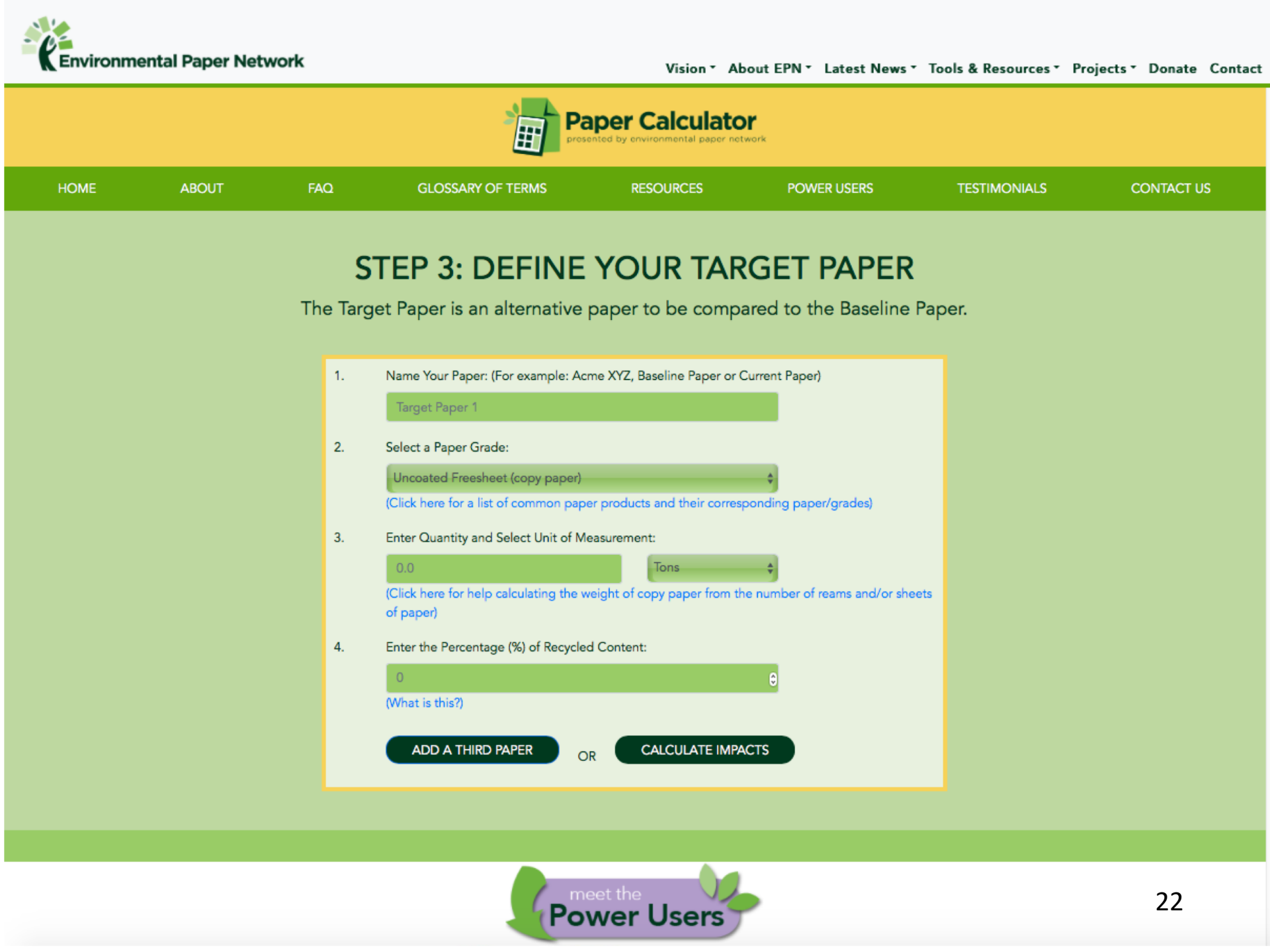
STEP 2: DEFINE YOUR BASELINE PAPER
THE BASELINE PAPER IS USUALLY THE PAPER YOU ARE USING TODAY.
1.
Name Your Paper: (For example: Acme XYZ, Baseline Paper or Current Paper)
Baseline Paper
2.
Select a Paper Grade:
Uncoated Freesheet (copy paper)
Coated Freesheet (high-end catalog)
Uncoated Groundwood (newsprint)
Coated Groundwood (catalog, magazine)
Supercalendered (newspaper inserts)
Paperboard: Solid Bleached Sulfate
Paperboard: Coated Unbleached Kraft
Paperboard: Coated Recycled Board
Paperboard: Uncoated Bleached Kraft
Paperboard: Uncoated Unbleached Kraft
Paperboard: Uncoated Recycled
Linerboard
Corrugated Container
Tissue
ding paper/grades)
3.
umber of reams and/or sheets
4.
MPACTS
meet the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STEP 3: DEFINE YOUR TARGET PAPER
The Target Paper is an alternative paper to be compared to the Baseline Paper.
1. Name Your Paper: (For example: Acme XYZ, Baseline Paper or Current Paper)
Target Paper 1
2. Select a Paper Grade:
Uncoated Freesheet (copy paper)
(Click here for a list of common paper products and their corresponding paper/grades)
3. Enter Quantity and Select Unit of Measurement:
0.0
Tons
(Click here for help calculating the weight of copy paper from the number of reams and/or sheets of paper)
4. Enter the Percentage (%) of Recycled Content:
0
(What is this?)
ADD A THIRD PAPER
OR
CALCULATE IMPACTS
meet the
Power Users

Lifecycle Environmental Impacts

These are the estimated environmental impacts of the paper you entered into the calculator. Data is based on averages from the North American paper industry.

Click any impact below to reveal its description or scroll to the bottom for a full list of descriptions.

YOUR DATA		OLD PAPER USE	NEW PAPER CHOICE
	Paper Type	Uncoated Freesheet	Uncoated Freesheet
	Quantity	100 Tons	100 Tons
	% Recycled	0%	100%
PRIMARY IMPACTS	Wood Use	399 tons of wood	0 tons of wood 399 tons less
	Total Energy	2,550 million BTUs	1,540 million BTUs 1,010 million BTUs less
	GHG	1,800,000 pounds CO_2 equiv.	761,000 pounds CO_2 equiv. 1,039,000 pounds CO2 equiv. less
	Water Usage	2,140,000 gallons	1,950,000 gallons 190,000 gallons less
	Solid Waste	118,000 pounds	110,000 pounds 8,000 pounds less

EXTENDED IMPACTS	NITROGEN OXIDES (NO_x)	98,000 persons × hrs. × pounds O_3 equiv/m^3	89,200 persons × hrs. × pounds O_3 equiv/m^3 8,800 persons × hrs. × pounds O_3 equiv/m^3 less
	PURCHASED ENERGY	1,450 million BTUs	1,540 million BTUs 90 million BTUs more
	PARTICULATES	31,900 persons × hrs. × pounds $PM_{2.5}$ equiv/m^3	25,100 persons × hrs. × pounds $PM_{2.5}$ equiv/m^3 6,800 persons × hrs. × pounds $PM_{2.5}$ equiv/m^3 less
	SULFUR DIOXIDE	820 pounds SO_2 equiv.	764 pounds SO_2 equiv. 56 pounds SO_2 equiv. less
	VOLATILE ORGANIC COMPOUNDS (VOCs)	14.6 pounds	7.8 pounds 6.8 pounds less
	REDUCED SULFUR	12.5 pounds	9.0 pounds 3.5 pounds less
	HAZARDOUS AIR POLLUTANTS (HAPs)	160 pounds	139 pounds 21 pounds less
	CHEMICAL OXYGEN DEMAND (COD)	1,910 pounds	2,630 pounds 720 pounds more
	BIOCHEMICAL OXYGEN DEMAND (BOD)	907 pounds	1,090 pounds 183 pounds more
	TOTAL SUSPENDED SOLIDS (TSS)	1,720 pounds	1,540 pounds 180 pounds less
	FOREST DISTURBANCE	37.2 acres	0 acres 37.2 acres less

Explanation of Data Values

Wood use measures the amount of wood required to produce a given amount of paper. Results are reported in fresh/green tons of wood. The methodology does not include the forest residues left behind during pulpwood harvest in the forests (i.e., slash, roots). If forest residues were included it could be twice the number, as roughly 50% of biomass is left after harvest.

- Old Paper Use uses 399 tons of wood, made from about 2,390 trees
- New Paper Choice uses 0 tons of wood, made from about 0 trees

Total energy measures all energy required over the paper's life cycle, including all renewable and nonrenewable resource use, including black liquor and all wood sources.

- Old Paper Use uses 2,550 million BTUs, equivalent to 3,030 residential refrigerators operated/year
- New Paper Choice uses 1,540 million BTUs, equivalent to 1,840 residential refrigerators operated/year

Greenhouse gases/climate change impacts measures carbon dioxide or CO2 from burning fossil fuels and methane from paper decomposing in landfills and short-lived climate pollutants (includes black carbon and organic carbon) which contribute to climate change by trapping energy from the sun in the earth's atmosphere. This impact category also includes forest carbon storage loss from logged forests.

- Old Paper Use produces 1,800,000 pounds of carbon dioxide, equivalent to 163 cars/year
- New Paper Choice produces 761,000 pounds of carbon dioxide, equivalent to 69.1 cars/year

Water consumption measures the amount of process and cooling water that is consumed or degraded throughout the life cycle of the paper product.

- Old Paper Use uses 2,140,000 gallons, equivalent to 1,540 clothes washers operated/year
- New Paper Choice uses 1,950,000 gallons, equivalent to 1,400 clothes washers operated/year

Solid waste measures sludge and other wastes generated during pulp and paper manufacturing, and used paper disposed of in landfills and incinerators.

- Old Paper Use produces 118,000 pounds of solid waste, equivalent to 29,400 people generating solid waste/day
- New Paper Choice produces 110,000 pounds of solid waste, equivalent to 27,400 people generating solid waste/day

Nitrogen oxides/ground level ozone (NO_x, which includes NO and NO_2) measures products of the combustion of fuels that contain nitrogen. NOx can react with volatile organic compounds and sunlight in the lower atmosphere to form ozone, a key component of urban smog. NOx forms ozone and can also, in parallel, lead to acid rain.

- Old Paper Use produces 98,000 persons x hrs. x pounds O_3 equiv/m^3, equivalent to 124 gasoline powered passenger cars/year
- New Paper Choice produces 89,200 persons x hrs. x pounds O_3 equiv/m^3, equivalent to 113 gasoline powered passenger cars/year

Purchased energy is a subset of total energy, and measures how much energy comes from purchased electricity and other fuels.

- Old Paper Use consumes 1,450 million BTUs, equivalent to 1,730 residential refrigerators operated/year
- New Paper Choice consumes 1,540 million BTUs, equivalent to 1,840 residential refrigerators operated/year

New in the Paper Calculator 4.0

- Tissue products included
- Expanded impact categories, including forest impacts
- Better user interface, including tool for determining paper volume based on number of sheets/reams of paper.
- Updated methodology and new data sources previously unavailable

Have our collective efforts made a difference?

- Hundreds of stakeholders engaged in green innovation and sustainable supply chains
- Progress on achieving zero deforestation for pulp and paper products
- Many responsibly made and certified products available
- Strong paper recovery rates, less toxics, innovative uses of “waste” byproducts and increasing energy efficiency per unit

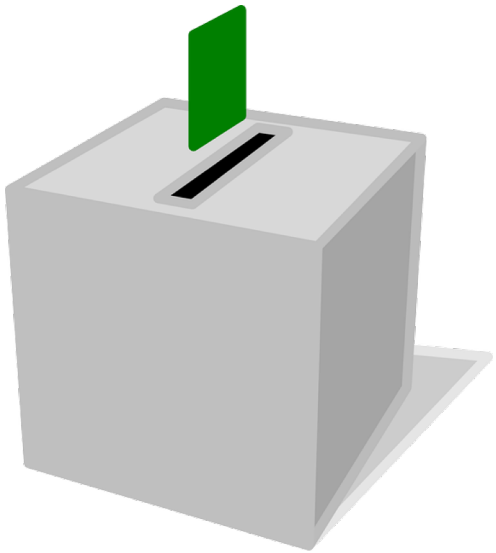
Thank you.

Joshua Martin: joshua@environmentalpaper.org

Polling Question #2

What steps has your organization taken to purchase sustainable paper?

VOTE NOW



Successful Sustainable Paper Procurement Strategies

Alicia Culver
Executive Director
RPN

May 9, 2018

Sustainable Paper Procurement Strategies

- Adopt sustainable procurement policy
- Establish paper reduction procedures (e.g., paperless communications, duplex printing, etc.)
- Establish standards for environmentally preferable paper, printing services, and imaging equipment

- Specify/purchase imaging equipment that reliably scans, emails, and prints double-sided using 100% recycled-content paper
- Negotiate discounts for environmentally preferable paper
- Track and report cost savings and environmental benefits

Types of Sustainable Paper Policies

- Stand-alone Sustainable Paper Policy
- Section of an EPP/ Sustainable Procurement Policy

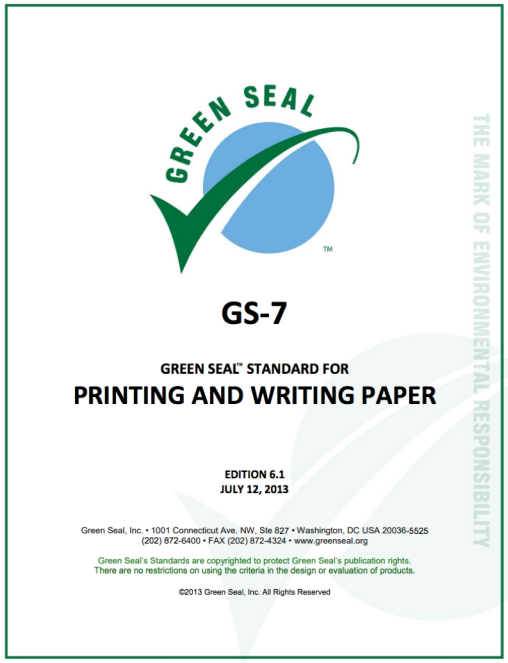
- Section of a Green Electronics Policy
- Paper Reduction Goals in a Climate Action/Sustainability Plan
- Administrative Procedures

Multi-Attribute Third-Party Certifications for Copy Paper

- **Green Seal**
  GS-07: Green Seal Standard for Printing and Writing Paper (2013)

- **UL EcoLogo**
  UL 2771: Sustainability Standard for Paper (2011)

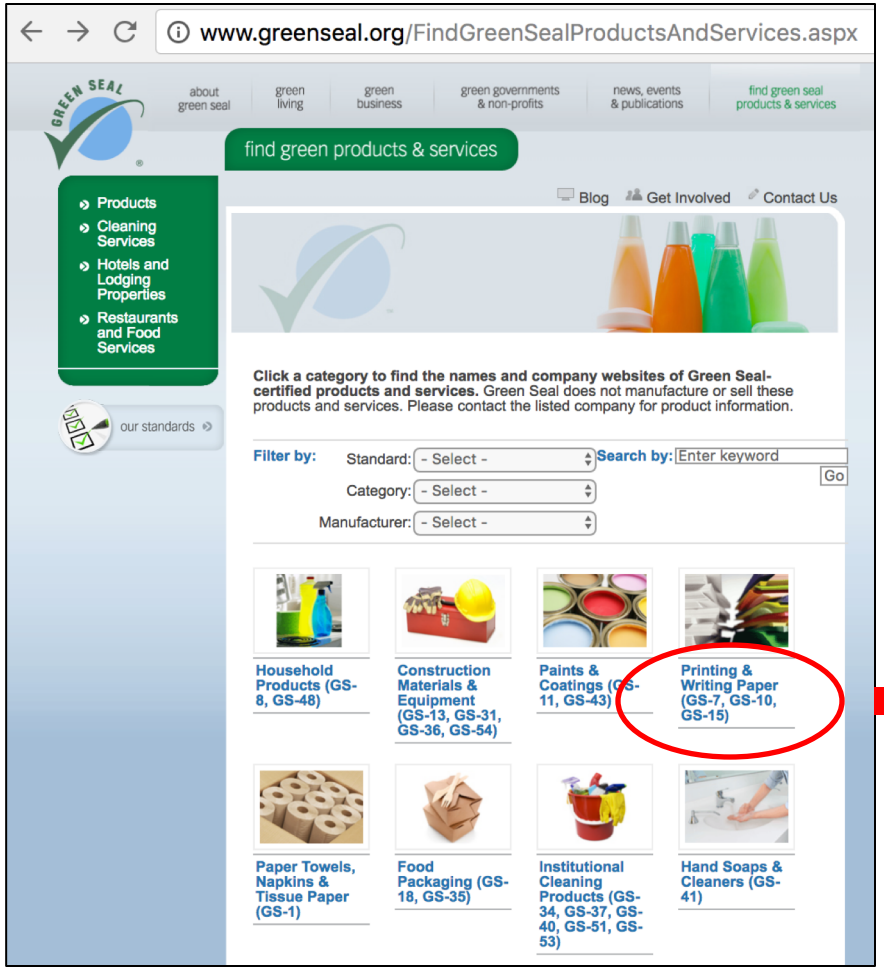
Green Seal Standard for Office Paper (GS-07)

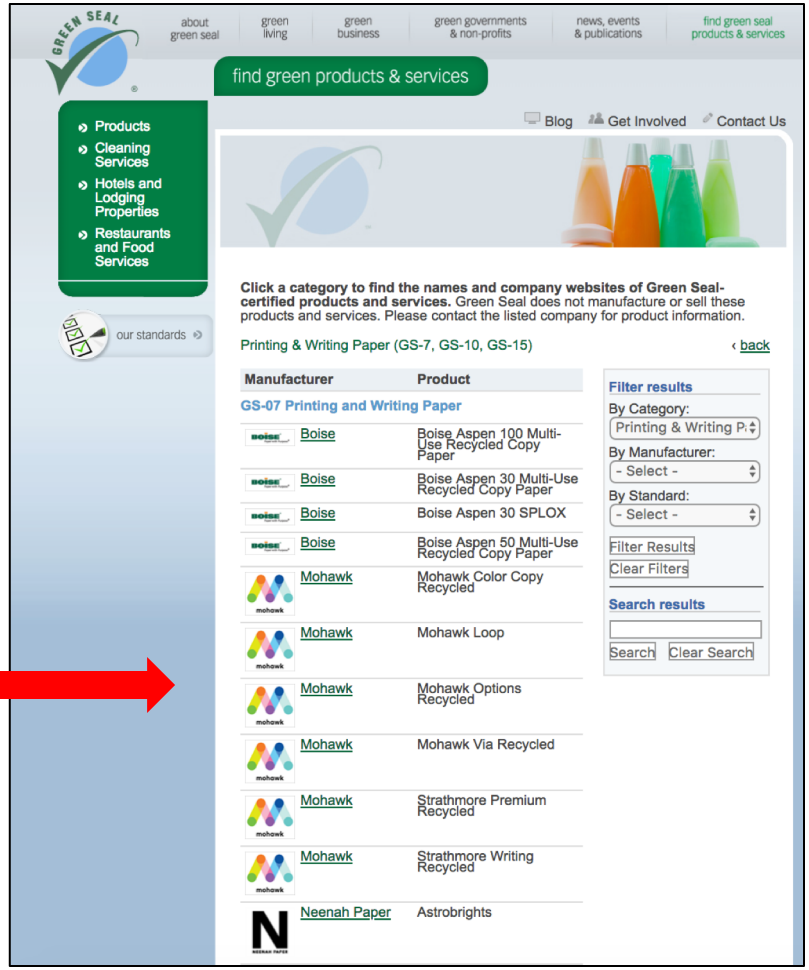


- **Product must have at least 30% post-consumer recycled content**
- **Product must be process chlorine-free**

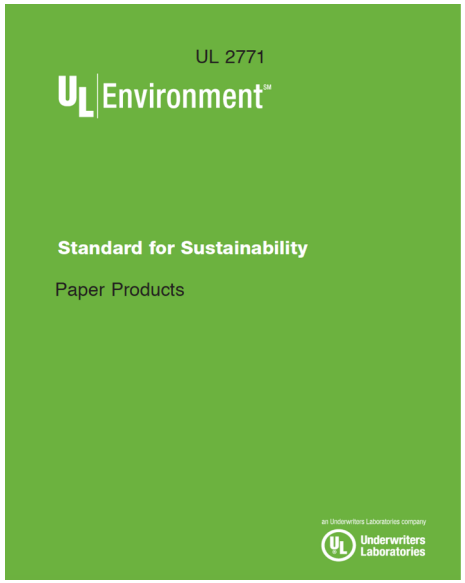
www.greenseal.org/Portals/0/Documents/Standards/GS-7/GS-7_Ed6-1_Printing_and_Writing_Paper%202018.pdf

Find Green Seal-certified Products



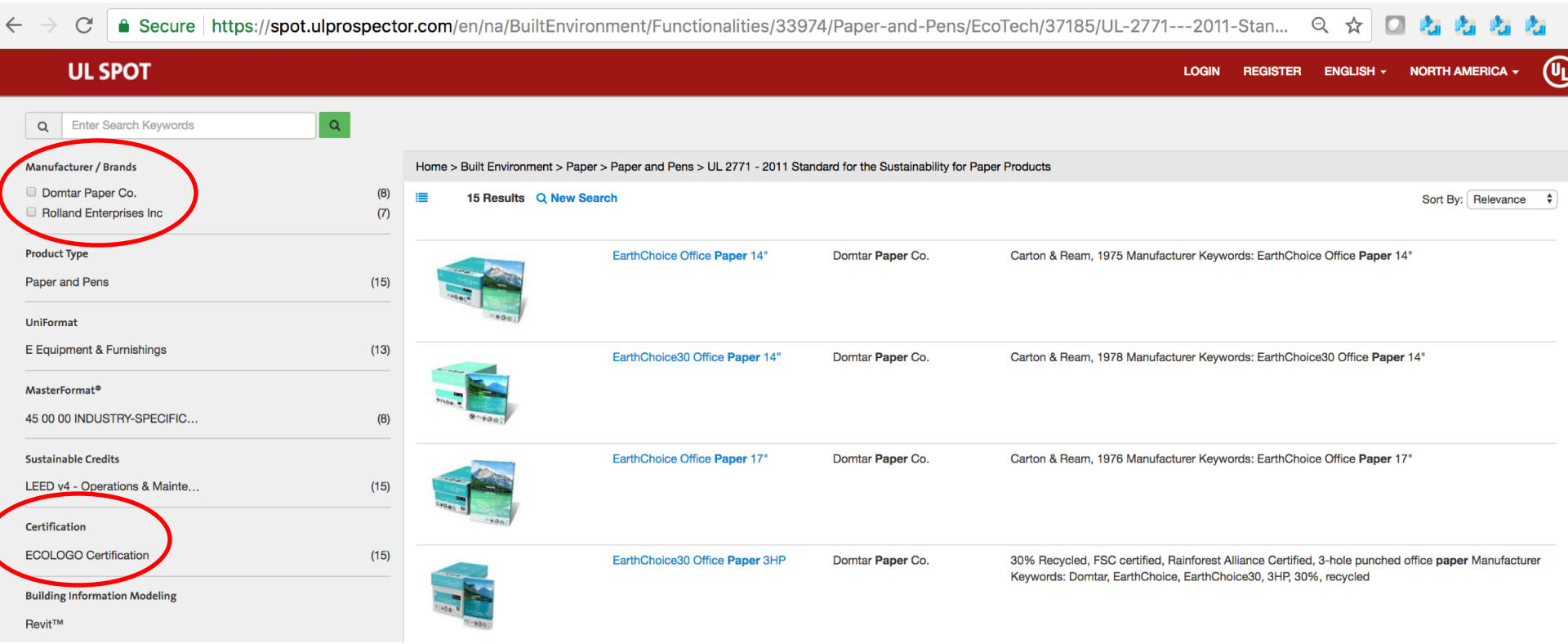


UL EcoLogo Standard for Paper



- **Product must come from sustainable forest**
- **Points given for recycled content (no requirement) and other attributes**
- **Product must not use "elemental" chlorine (may use chlorine dioxide during product manufacture)**
- **Certified products listed on the UL SPOT Database**

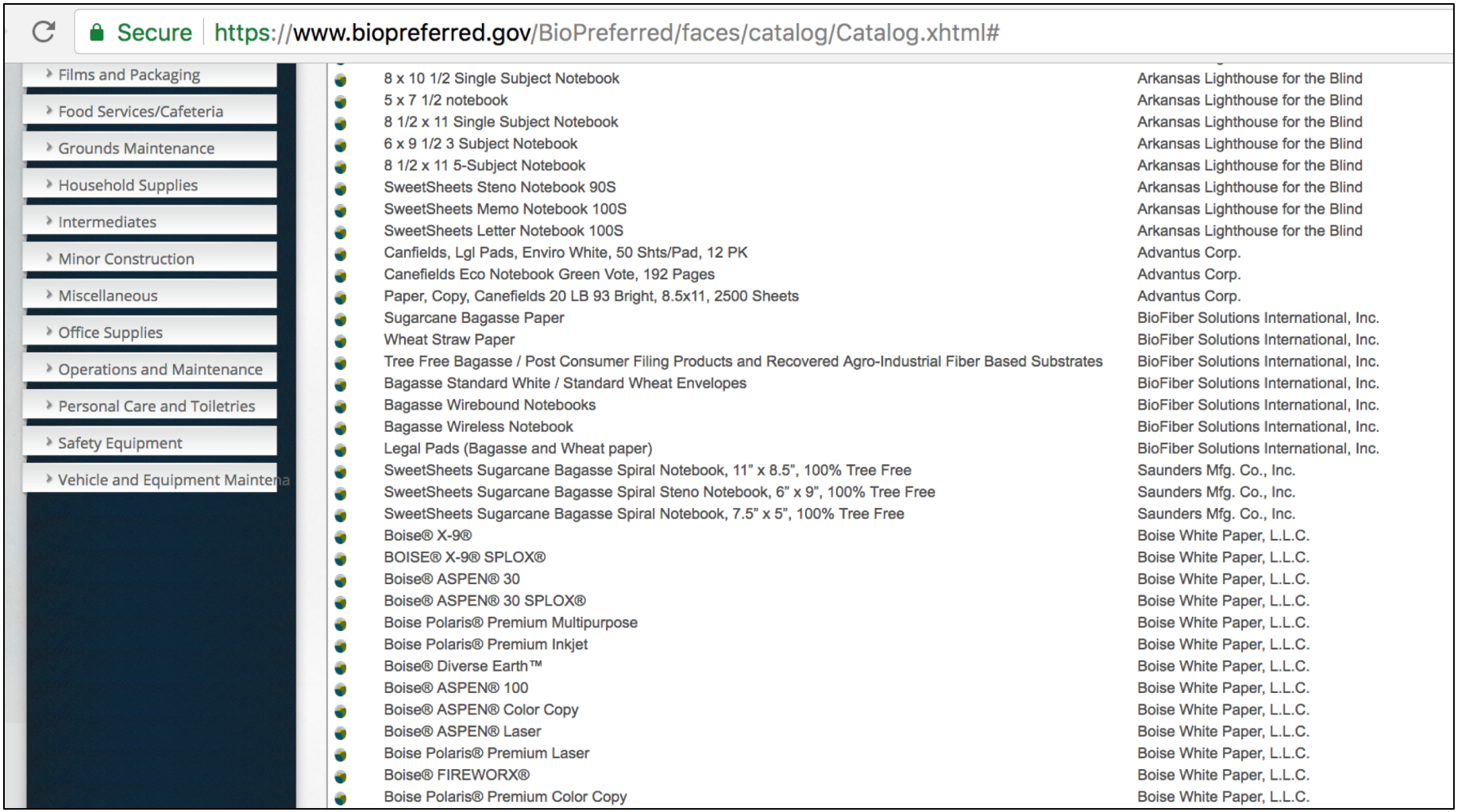
Find UL EcoLogo-certified Products



Single-Attribute Third-Party Certifications for Copy Paper

- **Forest Stewardship Council (FSC)**
- **Sustainable Forestry Initiative (SFI)**
- **Chlorine-free Products Association (Process Chlorine-free or Totally Chlorine-free)**
- **Green-e (Made with renewable energy)**
- **USDA Biobased**

USDA Biobased Paper?



8 x 10 1/2 Single Subject Notebook	Arkansas Lighthouse for the Blind
5 x 7 1/2 notebook	Arkansas Lighthouse for the Blind
8 1/2 x 11 Single Subject Notebook	Arkansas Lighthouse for the Blind
6 x 9 1/2 3 Subject Notebook	Arkansas Lighthouse for the Blind
8 1/2 x 11 5-Subject Notebook	Arkansas Lighthouse for the Blind
SweetSheets Steno Notebook 90S	Arkansas Lighthouse for the Blind
SweetSheets Memo Notebook 100S	Arkansas Lighthouse for the Blind
SweetSheets Letter Notebook 100S	Arkansas Lighthouse for the Blind
Canfields, Lgl Pads, Enviro White, 50 Shts/Pad, 12 PK	Advantus Corp.
Canefields Eco Notebook Green Vote, 192 Pages	Advantus Corp.
Paper, Copy, Canefields 20 LB 93 Bright, 8.5x11, 2500 Sheets	Advantus Corp.
Sugarcane Bagasse Paper	BioFiber Solutions International, Inc.
Wheat Straw Paper	BioFiber Solutions International, Inc.
Tree Free Bagasse / Post Consumer Filing Products and Recovered Agro-Industrial Fiber Based Substrates	BioFiber Solutions International, Inc.
Bagasse Standard White / Standard Wheat Envelopes	BioFiber Solutions International, Inc.
Bagasse Wirebound Notebooks	BioFiber Solutions International, Inc.
Bagasse Wireless Notebook	BioFiber Solutions International, Inc.
Legal Pads (Bagasse and Wheat paper)	BioFiber Solutions International, Inc.
SweetSheets Sugarcane Bagasse Spiral Notebook, 11" x 8.5", 100% Tree Free	Saunders Mfg. Co., Inc.
SweetSheets Sugarcane Bagasse Spiral Steno Notebook, 6" x 9", 100% Tree Free	Saunders Mfg. Co., Inc.
SweetSheets Sugarcane Bagasse Spiral Notebook, 7.5" x 5", 100% Tree Free	Saunders Mfg. Co., Inc.
Boise® X-9®	Boise White Paper, L.L.C.
BOISE® X-9® SPLOX®	Boise White Paper, L.L.C.
Boise® ASPEN® 30	Boise White Paper, L.L.C.
Boise® ASPEN® 30 SPLOX®	Boise White Paper, L.L.C.
Boise Polaris® Premium Multipurpose	Boise White Paper, L.L.C.
Boise Polaris® Premium Inkjet	Boise White Paper, L.L.C.
Boise® Diverse Earth™	Boise White Paper, L.L.C.
Boise® ASPEN® 100	Boise White Paper, L.L.C.
Boise® ASPEN® Color Copy	Boise White Paper, L.L.C.
Boise® ASPEN® Laser	Boise White Paper, L.L.C.
Boise Polaris® Premium Laser	Boise White Paper, L.L.C.
Boise® FIREWORX®	Boise White Paper, L.L.C.
Boise Polaris® Premium Color Copy	Boise White Paper, L.L.C.

Federal Recycled Content Guidelines for Paper

Recommended Recovered Fiber Content Levels for Uncoated Printing and Writing Papers[1]

Product	Postconsumer Fiber (%)	Total Recovered Fiber (%)
Reprographic Paper (e.g., mimeo and duplicator paper, high-speed copier paper, and bond paper)	30	30
Offset Paper (e.g., offset printing paper, book paper, and bond paper)	30	30
Tablet Paper (e.g., offset paper such as note pads, stationery, and other writing papers)	30	30
Forms Bond (e.g., forms, computer printout paper, and ledger)	30	30
Envelope Paper		
Wove	30	30
Kraft, white, and colored (including manila)	10-20	10-20
Kraft, unbleached	10	10
Excludes custom envelopes		
Cotton Fiber Paper (e.g., cotton fiber papers, ledger, stationery and matching envelopes, and other writing papers)	30	30
Text & Cover Paper (e.g., cover stock, book paper, stationery and matching envelopes, and other writing paper)	30	30
Supercalendered	10	10
Machine Finish Groundwood	10	10
Papeteries	30	30
Check Safety Paper	10	10

www.epa.gov/smm/comprehensive-procurement-guidelines-paper-and-paper-products#01

RPN-Recommended Specifications for Copy Paper

Minimum 30% post-consumer recycled content (EPA CPG-compliant)

AND

Certified by Green Seal, UL EcoLogo or Forest Stewardship Council (FSC)

Read Product Specs Carefully

EarthChoice®30 Recycled Office Paper

EarthChoice®50 Recycled Office Paper

EarthChoice® Office Paper

Usage

- Office uses
- Photocopiers
- Printers

Attributes and Certifications

100%

FSC
www.fsc.org
FSC® C009908
The mark of responsible forestry

ECOLOGO

PROCESSED CHLORINE FREE
CHLORE • PROCÉDÉ SANS

BIOGAS ENERGY

Ancient Forest Friendly™

LASER GUARANTEED

PERMANENT

Use a ton of Rolland Enviro Copy rather than a virgin paper and save the equivalent of:

- **17** trees
- **16,399** gallons of water
- **5,512** lb of greenhouse gas emissions
- **1,678** lb of solid waste

Strategies to Secure Better Pricing for Sustainable Paper

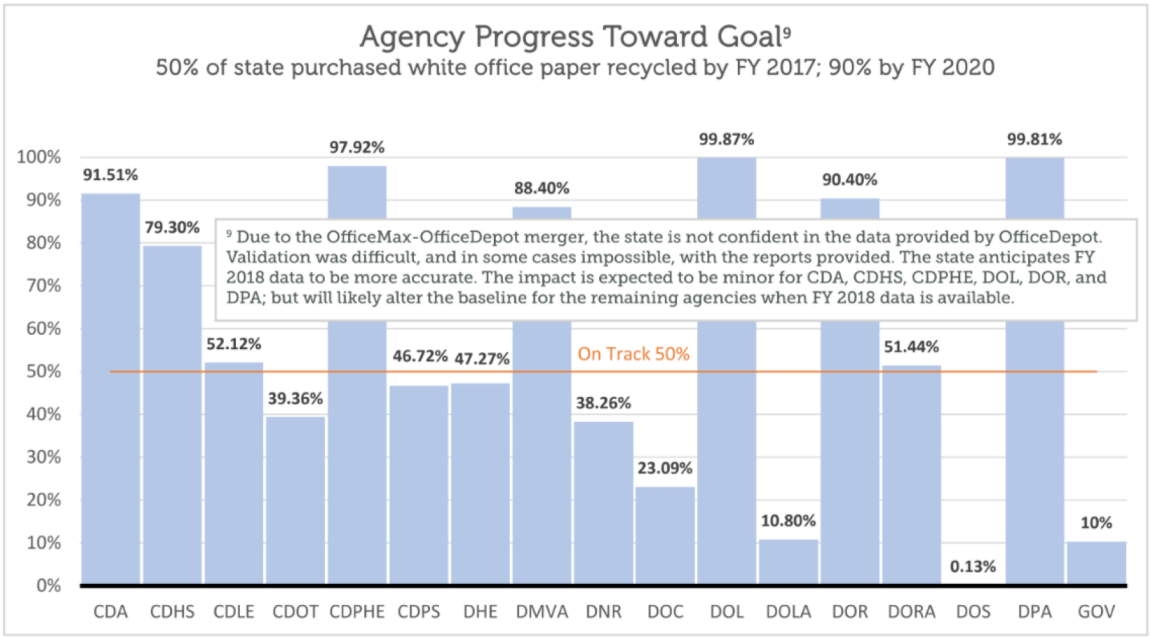
- Negotiate a SEPARATE CONTRACT for sustainable paper
- Check pricing on COOPERATIVE purchasing agreements
- Utilize state and local government contracts
- Add sustainable paper to your CORE/market basket list
- REMOVE virgin paper from your core/market basket list
- BLOCK unsustainable paper products from your contract
- Ask EXISTING vendors for better pricing on sustainable paper

Paper Tracking Options

- **$ Spent on Paper Products Over Time**
- **% of Compliant Products Purchased**
  (Compared to Goal or Over Time)
- **Cost Impacts**
- **Environmental Benefits**
  (using EPN Paper Calculator)

ENVIRONMENTALLY PREFERABLE PURCHASING (EPP) GOAL

COLORADO
Greening Government Leadership Council



Environmentally Preferable Purchasing (EPP)

The state is at 73.25% for recycled white paper, meeting the annual goal.

The state is behind in developing the additional EPP baselines, goals and directives as directed by the executive order.

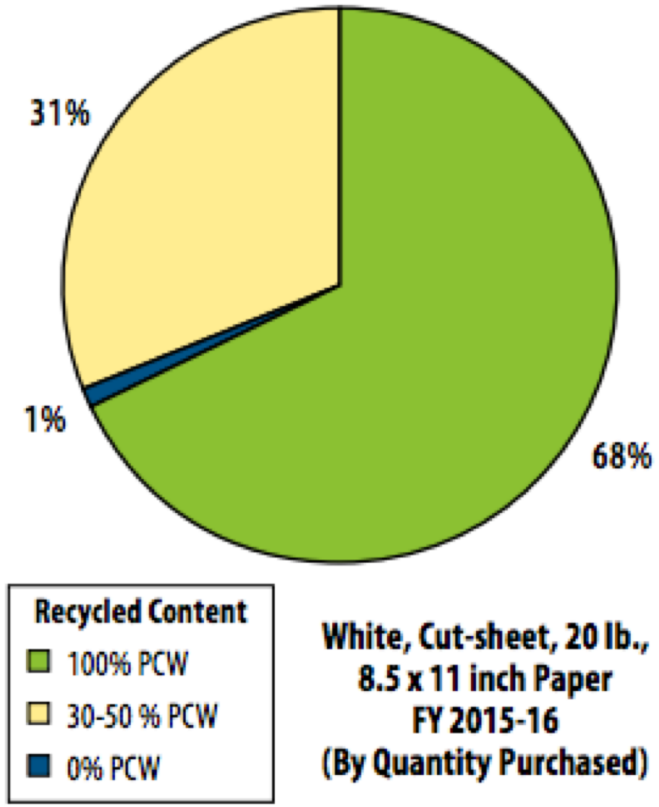
Paper Purchasing: Portland, OR

- **Goal**

  At least 30% post-consumer recycled content (PCRC) for all paper purchases

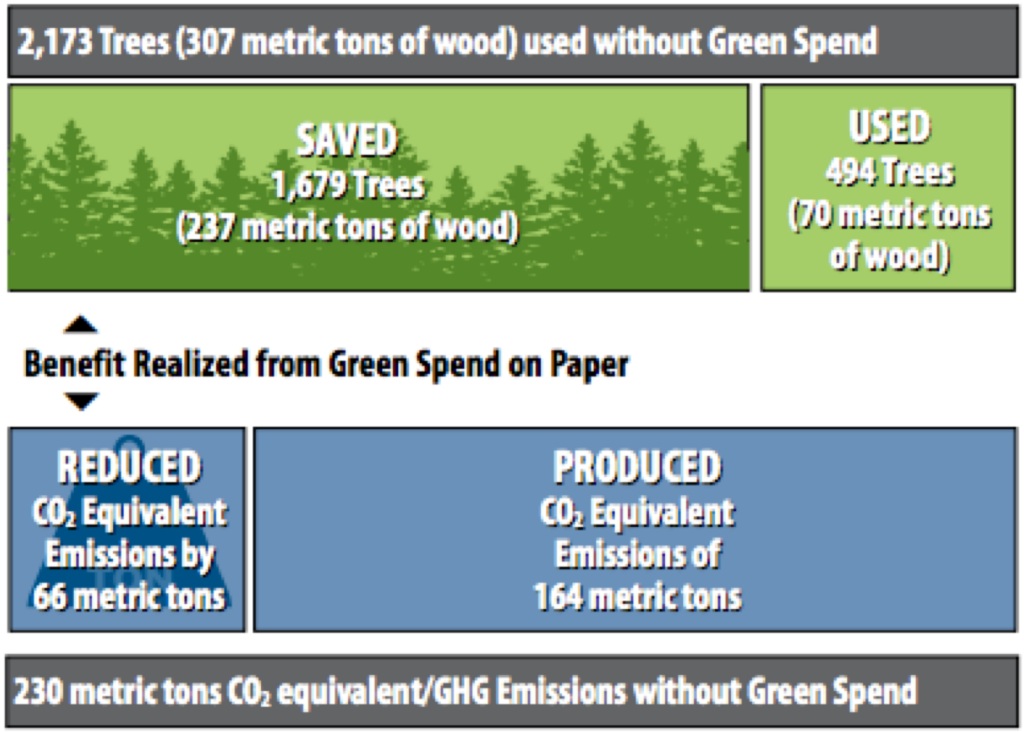
- **Results**

  For FY 2015-16, 99% of paper purchases had 30% or higher PCRC



Environmental Benefits: City of Portland, OR

Environmental Benefits Realized from Office Paper Green Spend, FY 2015-16



Environmental impact estimates were made using the Environmental Paper Network Paper Calculator Version 3.2.
For more information visit www.papercalculator.org.

King County Sustainable Purchasing Strategies for Copy Paper

Copy Paper

King County has purchased recycled content copy paper since implementing its original buy recycled policy in 1989. King County established an updated policy in 2012 to buy 100 percent recycled content copy paper and to reduce copy paper consumption by 20 percent. In late 2016, a new contract was executed that only makes available 100 percent recycled content copy paper. The reduction in the purchase of copy paper paired with the new pricing saves the County money.

Goals

King County's Strategic Climate Action Plan

- Buy 100 percent recycled-content copy paper
  - 2017 status – 97% compliance
  - Reduce copy paper purchases by 35 percent by 2020
- 2017 status – 25% reduction
  - 2017 - $26,000 cost savings

Choose	Avoid	End of Life
• high recycled content • FSC-certified paper • chlorine free • send documents electronically instead of printing	• virgin paper • low recycled content • single-sided printing • printing extra copies and meeting agendas	• recycle

Questions/Contact Info

Alicia Culver
Executive Director
Responsible Purchasing Network
510-367-3676
alicia@responsiblepurchasing.org

City of Palo Alto

Paper Reduction and Paper Purchase Policy

May 9, 2018

Julie Weiss
City of Palo Alto, Public Works
Julie.weiss@cityofpaloalto.org
650.329.2117
cleanbay@cityofpaloalto.org

CITY OF
PALO ALTO

Home to:

- Stanford University
- “Birthplace of Silicon Valley”
- 67,000 residents

Palo Alto's Green Purchasing Program

First green purchasing effort was paper policy was in 1991 before there was a green purchasing program.

Overview

- Paper policy was revised in 2003 and in 2018
- Green Purchasing Program is led by Public Works–Watershed Protection
- Driven initially by pollution prevention goals, e.g.,: paper (dioxin concerns), less-toxic pest management, and custodial products, zero waste;
- Green Purchasing Policy adopted 2008

Why we care

- Pollution and Waste Prevention
- City Policies that intersect with paper use and procurement
  - Paper policy in 1990s, 2003
  - Mercury and Dioxin Reduction Policy, 2001
  - Support for Sustainability, 2007
  - Green Purchasing Policy, 2008
  - Zero Waste by 2021 Directive
  - Climate Action Plan--Default to Green" aspirational goal
- Paper is a visible sustainability signal to the organization
- Paper Reduction=Cost Savings

Who else buys 100% recycled-content papers?

- San Jose
- Santa Clara County
- City of San Francisco
- Alameda County
- City of Portland OR)
- King County, WA
- Minnesota Pollution Control Agency
- US EPA Region 3 (Philadelphia, PA)
- US EPA Region 9 (San Francisco, CA)

Highlights of Paper Policy

Full policy at cityofpaloalto.org/sustainability

- 25% paper reduction target from 2016 levels (5% year)
- Standards for recycled content office and custodial papers:
  - Copy paper, letterhead, utility bill inserts are 100% recycled content, PCF
  - 30% for note pads, notebooks, manila file folders, calendars, mailing labels, sheet dividers, sticky notes and easel pads;
- Vendors must comply with policy and report on paper use upon request;
- Imaging equipment must be compatible with and only use 100% recycled content paper
- Provides guidance on getting best price for paper products
- City does not have to exclude competition or purchase products or services that do not perform adequately or are not available at a reasonable price in a reasonable period of time (Zero Waste Program can waive the requirement);

Policy Implementation Status

Goal	Current	What's Next
Maximize recycled content for office papers	• Copy paper • City letter head • Utility bill inserts • Most vendor printing • Standards for custodial papers 100% PCRC, PCF in most cases	• Look at smaller-use office papers for minimum 30% (manila folders, note pads, labels) • Encourage FSC products
Paper Reduction (5% per year target)	• Managed Print Services contract • Paperless Campaign • Junk Mail Reduction • Some electronic billing, filing, forms and contracts • Zero Waste Outreach • Vendor Reporting	• **Deploy Abacus software** on copiers in 2018 (prompts users to reduce paper, tracks paper use); • **Paper Reduction Plan/ expand paperless culture:** electronic billing, filing, forms, contracts, document review

Less Paper=Money Saved

Palo Alto's 25% reduction target (copy paper only)=$95K annual savings

- Total spend: $379,827
- Average monthly spend: $34,530
- Cost per sheet b/w: 9 cents (22 cents for color)

Assumes just copy paper via ARC managed print service contract from February-December 2017. Does not include paper use from external printing vendors or desk top printers.

Environmental Benefits Of 100% Recycled Copy Paper

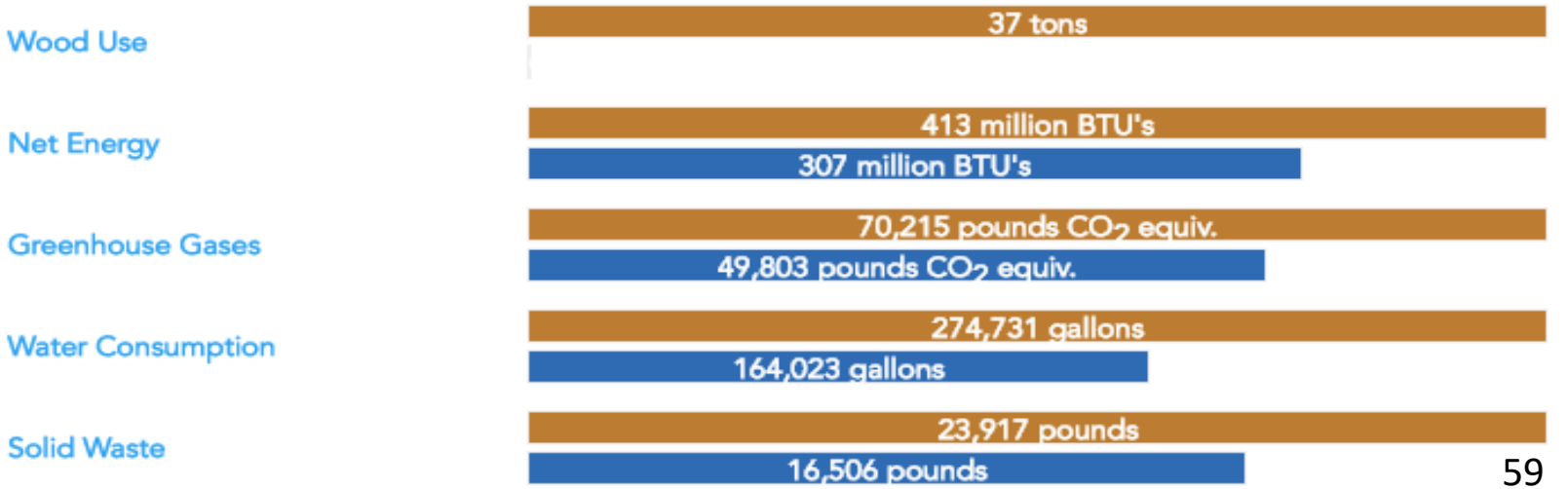
237 fewer trees, energy savings equivalent to 5 homes/year, reduced CO2 equivalent to six cars/year.

Paper used February-November 2017 (28,195 lbs.) compared with 30% recycled content paper used in previous years. Including vendor paper used during this time increases beneficial impacts by approximately 30%.

Environmental Paper Network

Clear Values, Start Again

	Baseline Paper	Target I Paper
Paper	Uncoated Freesheet (e.g. copy paper)	Uncoated Freesheet (e.g. copy paper)
Quantity	28195 Pounds	28195 Pounds
% Recycled	30	100



Lessons Learned

1. Quality paper counts. Bad paper= Policy Death.
   Palo Alto currently uses:
   - New Leaf Pioneer, 100% PCRC, 20#, PCF, FSC (printing vendor)
   - Husky Copy 100% PCRC, 20#, PCF, SFI (copy paper via ARC managed print services contract)

2. Imaging equipment suppliers can be ill-informed about the quality of recycled paper. Read: *The Environmental Paper Listening Study by Conservatree/Susan Kinsella*

3. Let the largest/most scrutinizing paper users test any new papers for approval

4. Policy compliance is an ongoing process, not a project. Prioritize what you need to fix, you probably can't make your system perfectly water tight

Lessons Learned

5. Place requirements in all key contracts:
    - Managed Print Services contracts (copiers)
    - External printing services
    - Office supply and custodial contracts
    - Require reporting upon request
    - Place preferred paper in “Market Basket”

6. Build policy into the organization:
    - Educate people about how/why of policy
    - Place in Purchasing Manual
    - Use “blocking functions” to avoid incorrect paper purchase, e.g., web-based orders, P-cards, petty cash reimbursement
    - Have multiple department heads sign the policy to prevent unilateral decisions about your paper policy;
    - Use tech to track paper use and impacts (e.g., Abacus/similar);

Lessons Learned

7. Peer review your policy. Palo Alto's policy was peer reviewed by: Alicia Culver: Responsible Purchasing Network, and Susan Kinsella, Conservatree Paper (nonprofit);

8. Offer help to coworkers to locate appropriate substitute papers, waive requirements when the right paper cannot be found;

9. Stay in touch with organizations like RPN and EPN.

Challenges/Next Steps

1. **Reduce paper use**

   Potential solutions:

   - Draft Paper Reduction Plan (roles for different departments)
   - Expand and monitor current paperless efforts (automatic duplexing, DocuSign, electronic filing and business processes
   - Deploy Abacus software to track individual paper use and savings

2. **Institutionalize policy awareness/conformance**

   Potential solutions:

   - Expand use of EPN Paper Calculator for all paper types.
   - New enterprise resource planning software may flag priority items to green and prompt users on policy guidance;
   - Attend Purchasing staff meetings.
   - Staff outreach during Pollution Prevention Week and Earth Day
   - Ensure budgeting team is aware of policy.

For more information:

Julie Weiss, Watershed Protection Manager
City of Palo Alto, Public Works–Watershed Protection
Julie.weiss@cityofpaloalto.org
650.329.2117
cleanbay.org

Buy Less & Buy Better: Alameda County's Strategic Paper Initiative

Karen Cook, Sustainability Project Manager

May 9, 2018

Alameda County SUSTAINABILITY

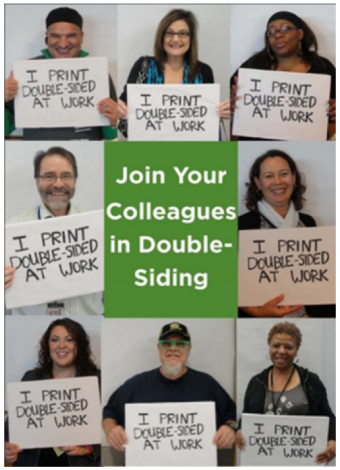
Local Action, Global Impact.

Goal: Buy Less

Strategy: Set 20% ⇩ target in climate action plan

Employee

Behavior change through campaigns



Agency

Process changes to adopted digital business

Countywide

Contract changes to require duplexing

Alameda County SUSTAINABILITY
Local Action, Global Impact.

Goal: Buy Better

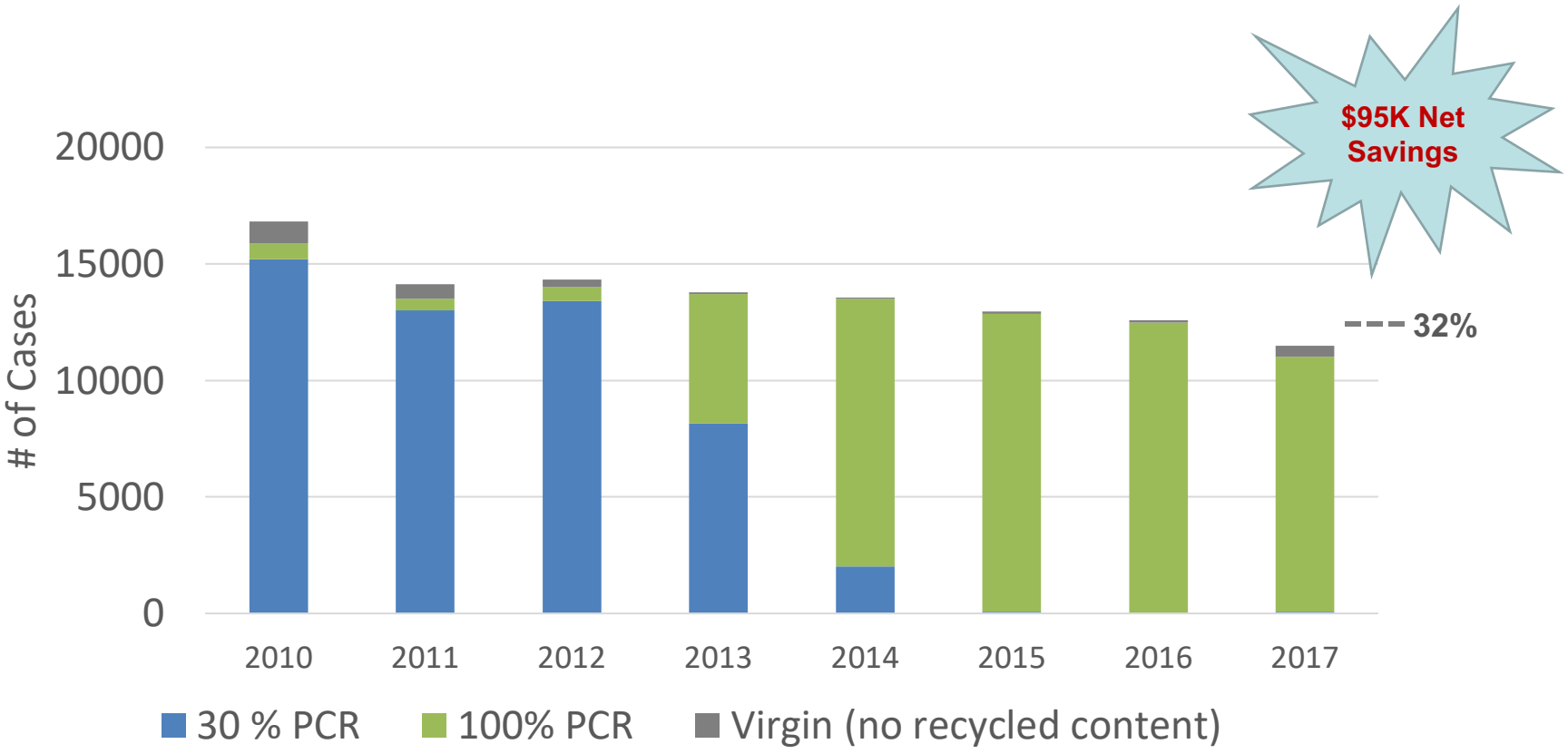
Strategy: Procure 100% PCR exclusively

1. Pilot test paper with key stakeholders
2. Bid only for 100% PCR for regular white copy paper

Savings of $3.80/case

Alameda County SUSTAINABILITY
Local Action, Global Impact.

Paper Reduction Progress



Alameda County SUSTAINABILITY
Local Action, Global Impact.

We're Making a Difference

Avoiding carbon pollution equivalent to

removing 94 cars from the road

for one year.

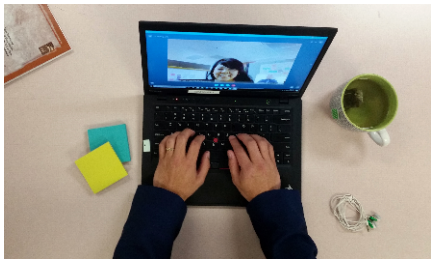
Using fewer trees equivalent to

102 football fields of forest.

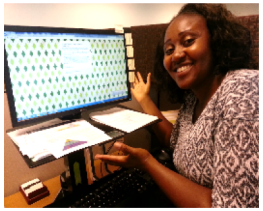
Environmental impact estimates were made using the Environmental Paper Network Paper Calculator Version 3.2.1. For more information visit www.papercalculator.org. Based on 2010-2017 paper use reduction, accounting for transition to 100% PCR.
Actual reductions over baseline are: 473 mtCO2e and 6639 fewer trees

Alameda County SUSTAINABILITY
Local Action, Global Impact.

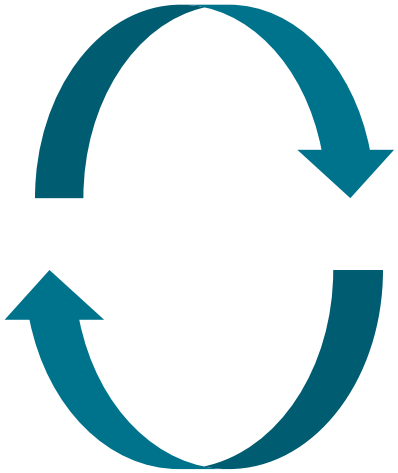
Modernizing Government Services



Mobile Work Environment



Digital Documents



Copy Paper

Offsite File Storage

Deskside Printers and Toner

Website

County Contractor for Office Paer:
Give Something Back
Contact : Louis Schuster
Phone: (800) 261-2619

www.acsustain.org

Thank You!

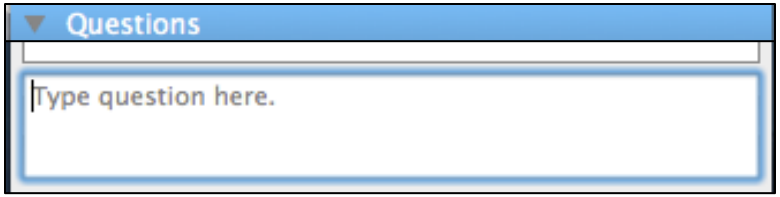
Karen Cook

Sustainability Project Manager

Karen.Cook@acgov.org

(510) 208-9754

Alameda County SUSTAINABILITY
Local Action, Global Impact.

Q&A

Submit questions at any time by typing them into the GoToWebinar QUESTION BOX.