

Saving the Planet, One Paper Towel at a Time: Responsible Janitorial Tissue & Towel Purchasing



RPN Webinar

December 5, 2012



www.ResponsiblePurchasing.org



Questions?

Submit questions by typing them into the Questions box in your GoToWebinar application.

We will compile and answer them during the Q&A at the end of the webinar.





Agenda

- 1. Welcome and Introduction**
- 2. Linda Walker, World Wildlife Fund**
- 3. Susan Kinsella, Conservatree/RPN**
- 4. Karl Bruskotter, City of Santa Monica**
- 5. Q&A**

Introduction



Alicia Culver
Executive Director
Responsible Purchasing Network

Janitorial Tissue & Towel Purchasing • Dec 5, 2012



www.ResponsiblePurchasing.org



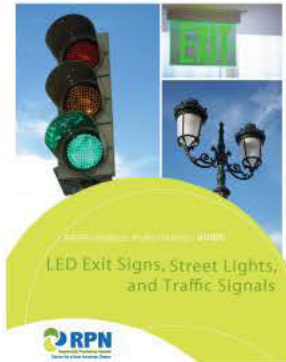
Who is RPN?

International Network

- State and local governments
- Federal agencies
- Colleges and universities
- School districts
- Businesses
- Nonprofit organizations
- Faith-based organizations



RPN Resources



- *Responsible Purchasing Guides* for 15 product categories
- Webinars on “green” procurement issues
- Quarterly newsletter highlighting “green” purchasing activities and resources
- Sustainable purchasing policies and specifications
- *Model Responsible Purchasing Report*
- Calculators and other tools





Join RPN

Because Every Purchase Matters.

Membership Benefits:

- ▶ **Model policies and specifications**
- ▶ **Green purchasing webinars**
- ▶ **Certified green products database**
- ▶ **Expert sustainability speakers**
- ▶ **Responsible Purchasing Awards**

Consulting Services:

- ▶ **Custom green specifications**
- ▶ **Green purchasing policies**
- ▶ **Life Cycle Analyses**
- ▶ **Green office audits**
- ▶ **Cost-saving green practices**

Questions?
Comments?



Responsible Purchasing Network

510-547-5475

info@responsiblepurchasing.org



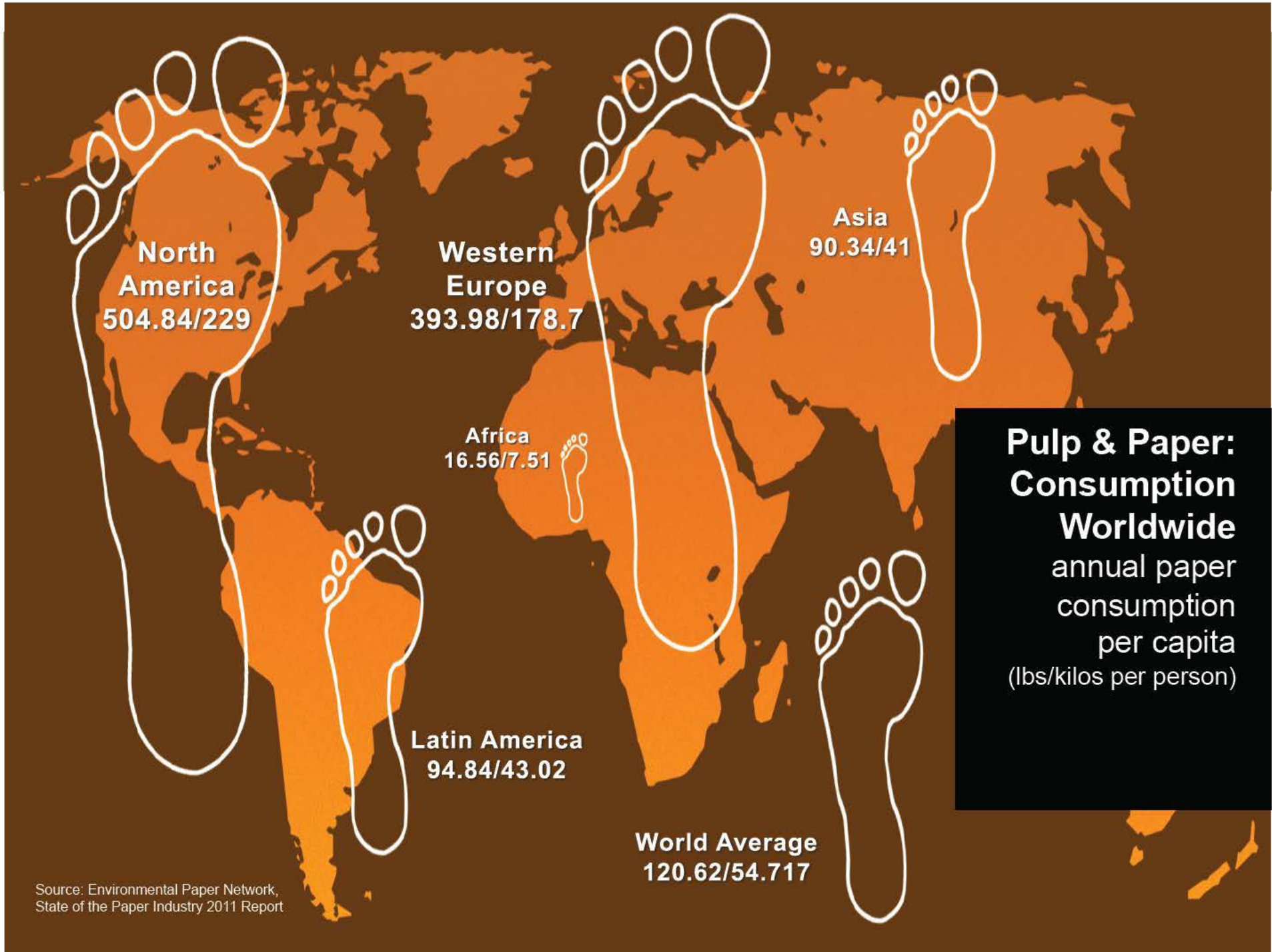
Forests and Responsible Paper Sourcing

Linda Walker
World Wildlife Fund
RPN Webinar, Dec 5, 2012

Our Mission

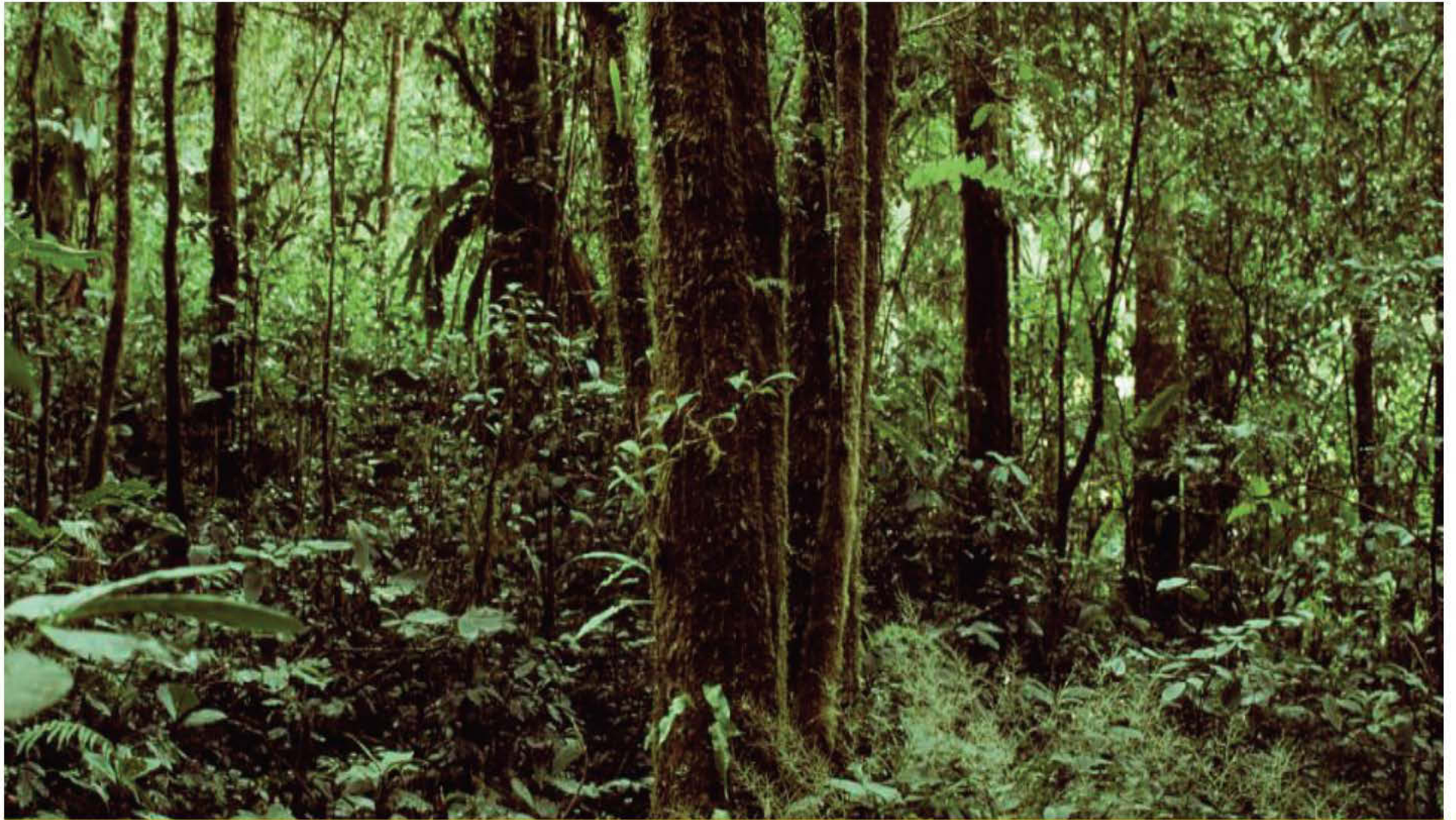


Conserve nature
and reduce the most
pressing threats to the
diversity of life
on Earth.



**Pulp & Paper:
Consumption
Worldwide**
annual paper
consumption
per capita
(lbs/kilos per person)

Source: Environmental Paper Network,
State of the Paper Industry 2011 Report



Forests are vital to life on Earth



Forests under threat: 25 million acres/yr lost globally



Even in North America...

Focus on critical regions for conservation



- 1. Amazon
- 2. Amur-Heilong
- 3. Arctic
- 4. Borneo & Sumatra
- 5. Chihuahuan Desert
- 6. Coastal East Africa

- 7. Congo Basin
- 8. Coral Triangle
- 9. Eastern Himalayas
- 10. Galapagos
- 11. Gulf of California
- 12. Madagascar

- 13. Mekong
- 14. Mesoamerican Reef
- 15. Namibia
- 16. Northern Great Plains
- 17. Southern Chile
- 18. Yangtze

Current (blue) and expanding (red) paper production



Poll Question #1

Forests in what country are being most damaged by logging for pulp and paper?

VOTE NOW

Indonesia: the island of Sumatra



Sixth-largest island in the world



Sumatra Is Like Nowhere Else on Earth
Priceless forests harbor untold species



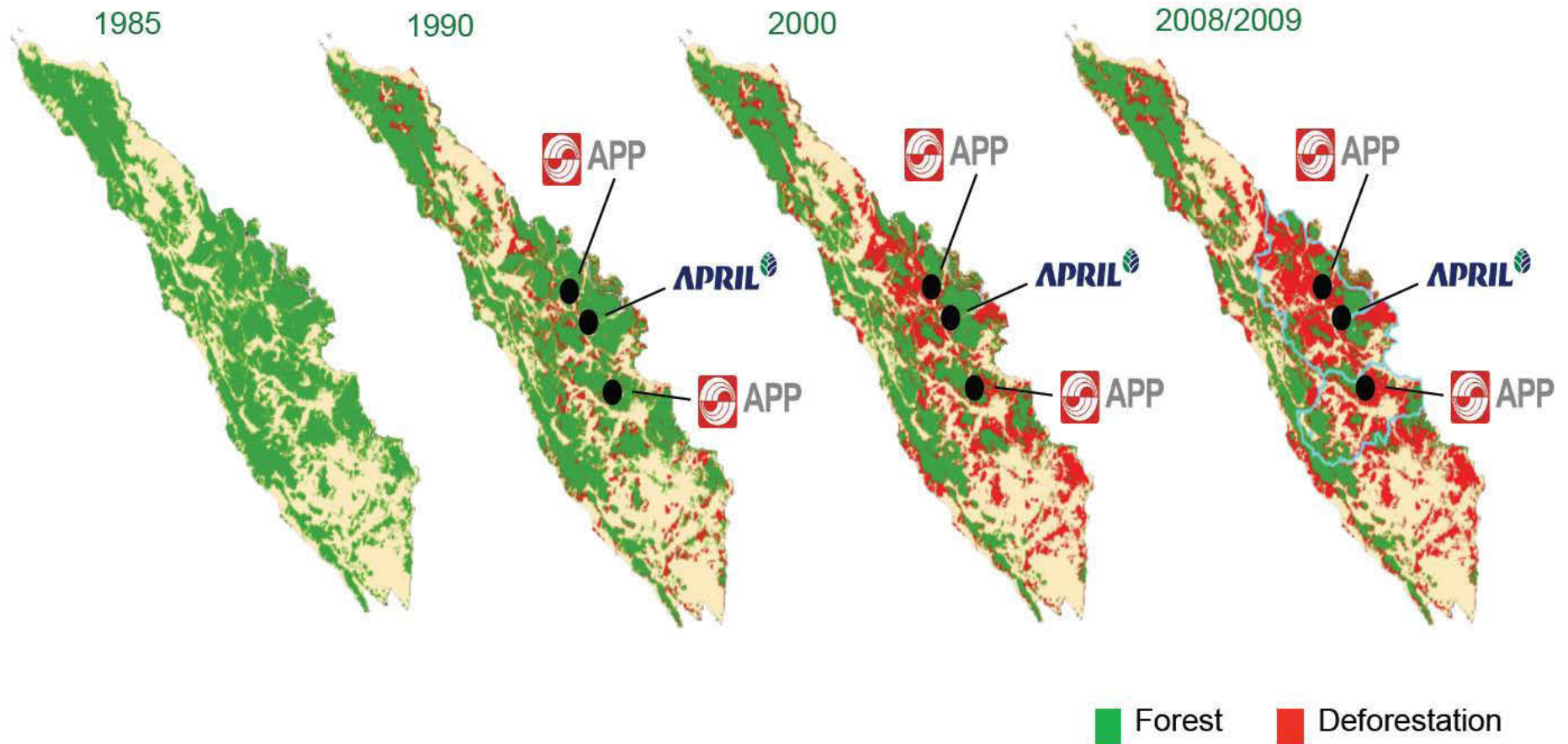


Sumatra is the only place on Earth where these animals co-exist



Rampant Forest Clearing for Pulp & Paper
Sumatra has one of the highest rates of deforestation on Earth

Only 30% of Sumatra's Forests Remain



Two companies – APP and APRIL – most responsible for forest loss



Clearing and Draining Rainforests on Deep Peatlands



Local communities at risk

Products made with APP fiber reaching the US Market



Products made by APRIL reaching the US Market



“Virgin
plantation
grown”

“High conservation
value forest
protection”

“Protecting
wildlife”

Claims?

“Certified and
legal wood”

“Rapidly renewable”
sources

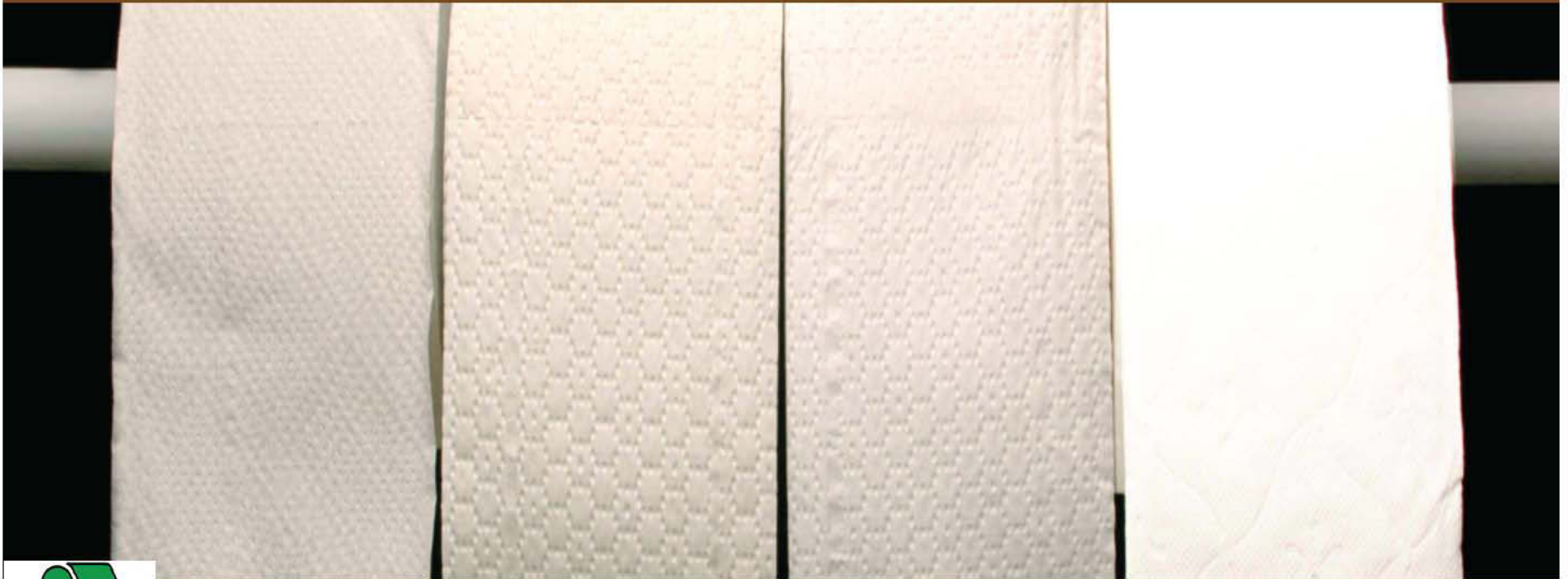
“Wood residues”
from degraded lands

A vibrant rainbow arches over a dense, green forest. The rainbow is positioned on the right side of the frame, with its colors transitioning from red at the top to purple at the bottom. The forest is lush and green, with many trees visible. The overall scene is bright and colorful.

Recommendations

Your procurement decisions can help avoid risks and protect forests

You Can Make a Difference



Decrease pressure on natural forests
Buy tissue and paper towels with high recycled content

You Can Make a Difference



For virgin fiber content, ask for FSC certification



Why Forest Stewardship Council?

FSC is the most rigorous system for:

- Avoiding risky illegal and unsustainable sources
- Ensuring traceability
- Protecting biodiversity, old growth, rare species and high conservation values
- Protecting wetlands and water quality
- Integrating social concerns
- Avoiding forest conversion
- Minimizing chemical use



FSC for well-managed natural forests and plantations




Finding FSC-certified suppliers

www.marketplace.fsc.org

The screenshot shows the top navigation bar with links: Help & support, About FSC Marketplace^{Beta}, Advertising on FSC Marketplace, Contact us, My Marketplace, and a REGISTER / LOGIN button. Below the navigation is a breadcrumb trail: You are here: Home. The main header features the FSC logo and the text: Welcome to the Forest Stewardship Council[®] Marketplace^{BETA}. A language selection dropdown is set to English. The main content area has a world map background made of colored dots. On the left, it says: Creating connections for FSC[®] certified businesses worldwide. Below this is a call to action: If you are an FSC certificate holder, please get involved, fill in your Marketplace profile and start finding customers or suppliers to build your FSC business. At the bottom left is a REGISTER NOW link. On the right, there is a search bar with the text: Search for FSC-certified Products & Suppliers (e.g. 'oak', 'chairs', 'mycompany'). Below the search bar is a SEARCH button and a link to Advanced Search...

Help & support About FSC Marketplace^{Beta} Advertising on FSC Marketplace Contact us My Marketplace REGISTER / LOGIN

You are here: Home

 Welcome to the Forest Stewardship Council[®] Marketplace^{BETA}

Select language English

Creating connections for FSC[®] certified businesses worldwide.

If you are an FSC certificate holder, please get involved, fill in your Marketplace profile and start finding customers or suppliers to build your FSC business.

[REGISTER NOW](#)

Search for FSC-certified Products & Suppliers (e.g. 'oak', 'chairs', 'mycompany')

 SEARCH [Advanced Search...](#)

You Can Make a Difference



Prefer suppliers with lower chemical use, emissions and effluents

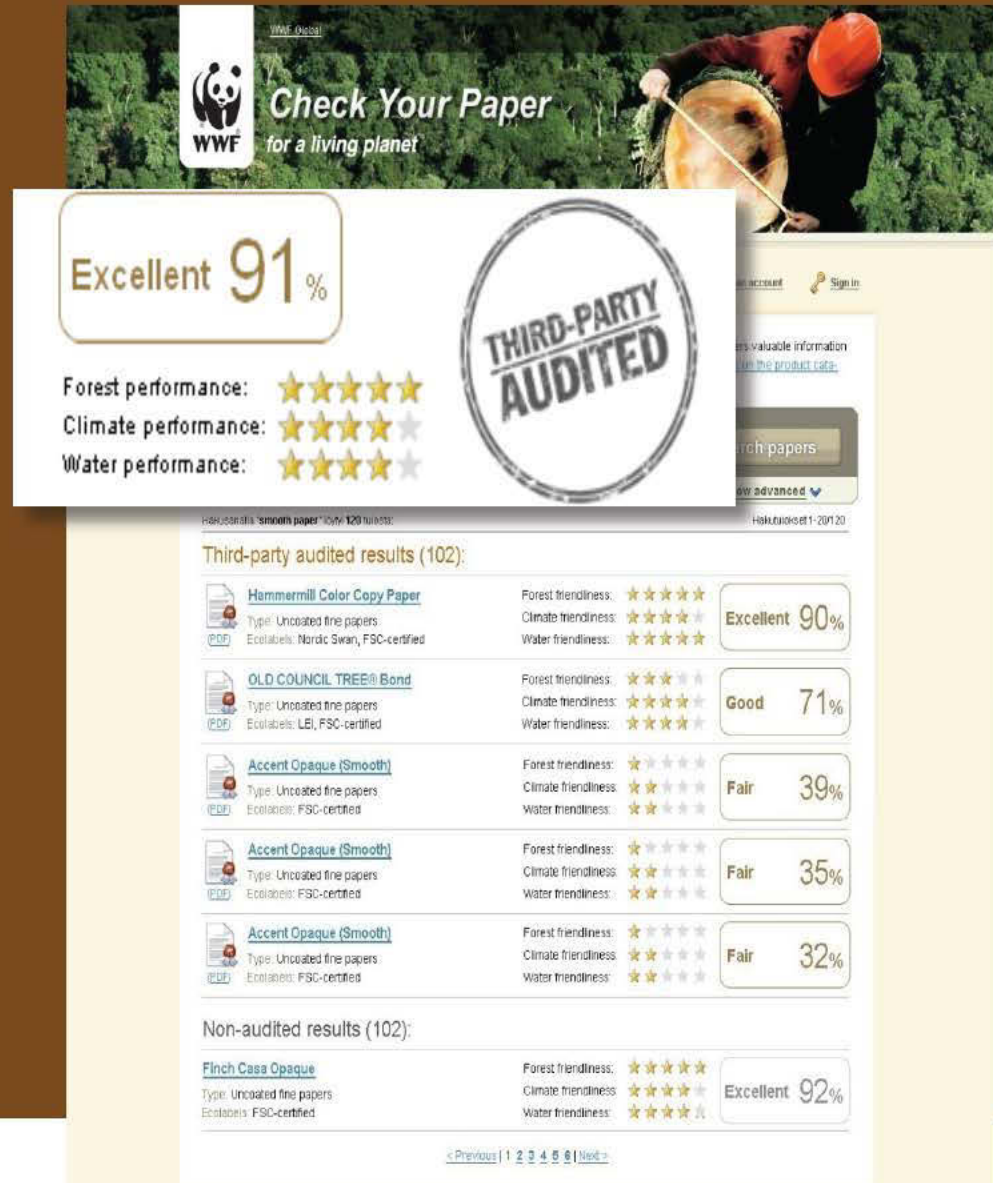
Environmental Rating Tool – WWF’s “Check Your Paper”

Environmental rating – for paper products (previously Paper Scorecard)
<http://checkyourpaper.panda.org>

- Forest impact
- Climate impact
- Water impact

Tool for paper buyers – user-friendly tool to search for paper alternatives with lowest environmental impact

Tool for manufacturers – efficient way to present products in credible way and gain competitive advantage



WWF (panda) **Check Your Paper** for a living planet

Excellent 91%

THIRD-PARTY AUDITED

Forest performance: ★★★★★
Climate performance: ★★★★★
Water performance: ★★★★★

Third-party audited results (102):

Product	Forest friendliness	Climate friendliness	Water friendliness	Overall Rating
Hammermill Color Copy Paper Type: Uncoated fine papers Ecolabels: Nordic Swan, FSC-certified	★★★★★	★★★★★	★★★★★	Excellent 90%
OLD COUNCIL TREE® Bond Type: Uncoated fine papers Ecolabels: LEL, FSC-certified	★★★★★	★★★★★	★★★★★	Good 71%
Accent Opaque (Smooth) Type: Uncoated fine papers Ecolabels: FSC-certified	★★★★★	★★★★★	★★★★★	Fair 39%
Accent Opaque (Smooth) Type: Uncoated fine papers Ecolabels: FSC-certified	★★★★★	★★★★★	★★★★★	Fair 35%
Accent Opaque (Smooth) Type: Uncoated fine papers Ecolabels: FSC-certified	★★★★★	★★★★★	★★★★★	Fair 32%

Non-audited results (102):

Product	Forest friendliness	Climate friendliness	Water friendliness	Overall Rating
Finch Casa Opaque Type: Uncoated fine papers Ecolabels: FSC-certified	★★★★★	★★★★★	★★★★★	Excellent 92%

< Previous | 2 3 4 5 6 | Next >

Thank You!

Contact:

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Linda.Walker@wwfus.org
202-495-4693

Or visit:

www.panda.org/paper
www.worldwildlife.org/toiletpaper





Responsible Janitorial Tissue & Towel Purchasing

Susan Kinsella, Conservatree

Responsible Purchasing Network, 12/5/12

+ Background



- Nearly 30 years working with environmental papers
- 1976-1994 – Conservatree Paper Company partnered with paper mills, introduced the first recycled versions of most printing & writing grades in North America, including first recycled copy paper
- 1994-1998 – Editor, Conservatree Information Services, newsletter following environmental developments – recycled, sustainable forestry, bleaching, tree free
- 1998 – Present – Director, Conservatree, environmental nonprofit – Website paper listings, started Environmental Paper Network, collaborate with Responsible Purchasing Network on greening government and business procurement



+ Presentation Overview

- Tissue market overview
 - Source reduction
 - Recycled content
 - Other attributes
- Certifications and Standards
- Recommended specifications
- Bidding tips
- Tracking and reporting



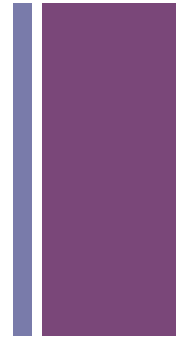
+ U.S. Tissue Overview

- Annual production – 8 million tons +
- Approximately 8% of U.S. paper production
- Among most profitable paper industry sectors
- Manufacturing throughout U.S., but Southeast dominates
- Fewer competing imports than other paper industry sectors
- Half of tissue content is recycled fibers, although concentrated in commercial sector



+ U.S. Tissue Overview

- Contrary to other U.S. paper industry sectors, tissue manufacturers have been adding investments in paper machines and pulping systems, including deinking
- “At-home” consumer retail tissue products – 2/3 of market, interest in sustainable products growing but most are unlabeled
- “Away from home” commercial tissue products – 1/3 of market, very strong recycled fiber use
- 15 manufacturers represent 92% of North American tissue capacity (2011)



+ Tissue Industry Structure

- Major manufacturers – Georgia Pacific, Kimberly-Clark, Procter & Gamble (61% of North American capacity)
- Smaller manufacturers include Cascades, SCA, Marcal, Wausau
- Many “rewinders” – converters that buy large rolls of tissue from manufacturers and cut them down into rolls
- Many “private label brands” from rewinders
- Some imports, especially from Asia, including Solaris Paper and Livi



+ Poll Question #2

- What environmental attributes are you currently including in your specs for janitorial paper products?

VOTE NOW



+ Environmental Tissue Priorities

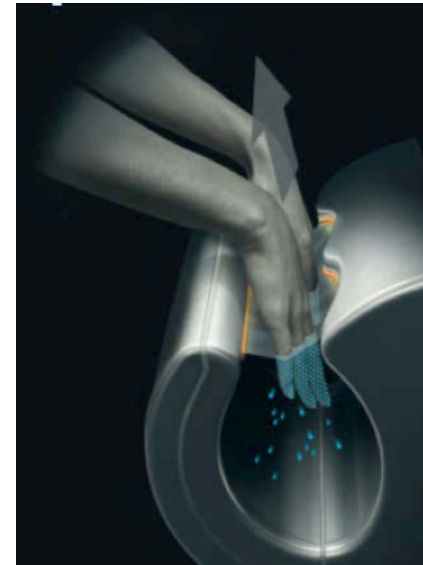


- Source reduction
- Recycled fiber
- Other environmental attributes
 - sustainable forest fibers
 - non-chlorine bleaching
 - nonwood fibers
- Certifications



+ Source Reduction: Electric Hand Dryers

- Industry literature says:
- Energy costs are more than 90% less than the cost of paper towels
- Eliminate costs of ordering, storing, replenishing dispensers, collecting and disposing of paper towels
- Dry hands within 10-15 seconds
- Hygienic, with a HEPA filter removing nearly 100% of bacteria from the air used to dry hands



+ Source Reduction: Roll Towels vs. Sheets

Roll Towels

- People use roll towels differently from sheets
- Reduce:
 - Paper waste 24-29%
 - Packaging waste by one-third
 - Maintenance labor by half
- Length of sheet produced from roll is adjustable
- Hands-free and Battery-free options



+ Source Reduction: Toilet Tissue

- Coreless rolls
 - Up to twice the sheet capacity
 - Reduced labor
 - Reduce stub roll waste
 - Special thin spindle fits traditional dispensers
- Small-core and Split core



+ Source Reduction: Packaging and Composting

- Reducing Packaging
 - Eliminate roll wraps
 - Eliminate corrugated boxes
 - Reduce inventory space requirements
- Composting paper towel
 - Provide separate receptacles for paper towels vs. other trash

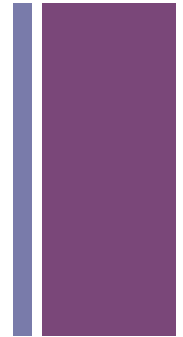


+ Recycled Fiber

- Pulp for Tissue is the same type of pulp as for printing and writing
= Most Environmentally Demanding
- Using Recycled Fiber:
 - Reduces demand on forests, saves trees
 - Reuses resources
 - Reduces energy requirements (even when including transportation)
 - Reduces water requirements
 - Reduces toxics and pollution
 - Reduces greenhouse gas production
 - Saves landfill space
 - Maximizes opportunity for processed chlorine free (PCF) bleaching



+ Recycled Fiber



U.S. EPA [Comprehensive Procurement Guidelines](#) (CPG)

- “Standard,” not certification
- Bathroom Tissue (also Seat Covers) = minimum 20% postconsumer recycled fiber
- Paper Towels = minimum 40% postconsumer recycled fiber

Item	Postconsumer Fiber (%) :	Recovered Fiber (%) :
Bathroom Tissue	20-60	20-100
Paper Towels	40-60	40-100



+ Certifications: Green Seal

- GS-1, Sanitary Paper Products (September 2011)
- Recycled fiber
 - Paper towels –100% recycled, 50% postconsumer
 - Bathroom tissue –100% recycled, 25% postconsumer

OR

- Up to 85% agricultural residues, with balance postconsumer fiber

AND

- Processed Chlorine Free (PCF), non-toxic production, no heavy metals, biodegradable additives



**Paper Towels,
Napkins & Tissue
Paper (GS-1, GS-9)**



+ Certifications: Green Seal

■ Verifying Certificate Holders



Rochester Midland Corp.

Rest Assured Toilet Seat Cover
RA-200-Q (GS-1, 2011)



Royal Corporation

Royal Premium Green Multifold towel

Royal Paper
Converting, Inc.

Earth First 1-Ply Bath Tissue

[http://www.green seal.org/
FindGreenSealProductsandServices/Products.aspx?
vid=ViewProductDetail&cid=0&sid=25](http://www.green seal.org/FindGreenSealProductsandServices/Products.aspx?vid=ViewProductDetail&cid=0&sid=25)



+ Certifications: UL/EcoLogo

- Current standard in update process, will become UL/EcoLogo 175
- Load point calculation (no more than 4 points allowed)
 - Resource Consumption
 - Energy Consumption – excludes transportation, biomass (bark, sawdust, etc.)
 - Water Effluent Quality
 - Net Solid Waste



+ Certifications: UL/EcoLogo

■ Verifying Products and Certificate Holders

	<u>Product Type</u> ^	<u>Brand Name</u>	<u>Product Name</u>	<u>Product SKU</u>	<u>Description</u>	<u>Licensee</u>
<input type="checkbox"/>	Toilet Tissue	TS1635S	TORK	TS1635S	Tork Universal Bath Tissue Roll	SCA Tissue North America LLC
<input type="checkbox"/>	Toilet Tissue	Capri by White Swan	White Swan	061328361129		Kruger Products (formerly Scott Paper)
<input type="checkbox"/>	Toilet Tissue	Toilet Tissue	NetChoice	511293	27.0 18.125 x 7.875	National Paper & Plastics Company

http://www.ecologo.org/en/seeourcriteria/details.asp?ccd_id=307



+ Additional Environmental Attributes

Sustainable forest fibers – Forest Stewardship Council (FSC)



+ Additional Environmental Attributes

Non-chlorine bleaching – Processed Chlorine Free (PCF)

- Ozone, Oxygen, Peroxide
- Certification –
Chlorine Free Products Association
- Unbleached (but some brown papers have been dyed)



+ Additional Environmental Attributes

Nonwood Fibers



- Agricultural residues
- On-Purpose Crops (sustainably grown)
- Kimberly-Clark 2025 Goal – reduce natural forest fiber by half, transition to alternate fibers



+ Cooperative Purchasing Opportunities



- WSCA Janitorial Supplies (Waxie)
- WSCA Office Supplies (Staples and OfficeMax)
- WSCA Maintenance, Repair and Operations (Grainger)
- The Cooperative Purchasing Network (Office Depot)

The screenshot shows the WSCA website interface. At the top is a blue header with the WSCA logo and a search bar. Below the header is a navigation menu with links for WSCA Home, NASPO, FAQ, Cooperative Purchasing, Vendor FAQ, and WSCA Members Only. The main content area features a red banner for "CURRENT COOPERATIVE CONTRACTS" and a section for "JANITORIAL SUPPLIES AND INDUSTRIAL PAPER (WSCA-OR) W20-2007". Underneath, there is a "BASIC CONTACT INFORMATION - LEAD STATE" section. This section includes a map of the United States with participating states highlighted in blue (CA, HI, UT, CO, AZ, NM, TX, OK, AR, LA, MS, AL, GA, SC, NC, VA, PA, NY, NJ, DE, MD, VA, DC). To the right of the map is a table of contact information.

Affiliation:	WSCA
Lead State:	Oregon
Lead State Contract Number:	102-5031-5
Contact person:	Pam Johnson
Phone:	(503) 378-4731
Fax:	(503) 373-1626
Email:	pam.johnson@state.or.us

At the bottom of the screenshot is a link: [LINK TO LEAD STATE WEBSITE](#)



+ LEED Credit: Purchasing “Green” Janitorial Paper Products



- Sustainable purchases (for janitorial paper products) meet one or more of the following criteria to qualify for LEED EB O&M Materials and Resources Credit:

- contain at least 10% postconsumer and/or 20% postindustrial material.
- contain at least 50% rapidly renewable materials.
- consist of at least 50% Forest Stewardship Council (FSC)–certified paper products.



+ Beware of “Rapidly Renewable” Claims

- LEED: . . . May “Contain at least 50% rapidly renewable materials”
- Paper industry considers all trees to be “renewable”
- “Rapidly renewable” language could mean any forest fiber, especially plantations, without regard for how they were established
- Are purchasers assuming that “renewable” means the same as “recycled”?
- Insist on high recycled content



+ Recommended Mandatory Specifications

1. Recycled Content

Product	Total Recovered Fiber	Postconsumer Fiber
Paper Towels	100%	40%
Bathroom Tissue	100%	20%
Seat Covers	100%	20%

2. Certifications – Green Seal or UL/EcoLogo

3. Processed chlorine free (PCF)



+ Applicable Product Types

- Paper Towels
 - Roll
 - Center-pull
 - Folded – multi-fold, C-fold
- Bathroom Tissue
 - Jumbo rolls
 - Individual rolls
 - Coreless
- Seat Covers
- Exceptions – talk to vendors to make sure options in all categories



+ Exceptions

- **Sheeted Toilet Tissue – Can meet recycled content requirements but not much certification**
- **Single-fold Paper Towels – possibly limited competition**
- **Corrections Facilities**
 - **Avoid products that could be weaponized (e.g., spindles for coreless toilet paper rolls)**
 - **Fit into cell storage areas**



+ Green Your Market Basket List, Negotiate Low Prices for EPPs

- Add “green” products to your core/market basket lists so they become eligible for vendor’s deepest discounts



- Remove non-green products from core/market basket list (or contract) to get better price breaks on green products



+ Pilot Testing

- Pre-Bid – Determine specific products to require on bid
 - “Touch and Feel” test
 - Vendor presentations
 - Sample installations, staff feedback
- Post-Bid – Test options for best choice
 - Announce in solicitation that bids are subject to approval and pilot testing
 - Require samples
 - Limits number of options to test



Survey #1

Please take a survey inside!

The procurement department is evaluating new environmentally friendly bathroom products.

We are currently evaluating the following products in this bathroom:

- Paper Towels
- Bathroom Tissue
- Hand Soap
- Toilet Seat Covers



+ Track and Report Achievements and Cost Savings

Meet reporting requirements

Measure success!

- **Determine quantity of “sustainable” goods & services used by your facilities**
 - **Document progress for LEED, policy goals**
 - **Identify challenges and opportunities**
 - **Plan for future efforts**
- **Identify cost impacts**
 - **Measure cost savings and increases**
 - **Demonstrate the financial case for a Responsible Purchasing Program**



+ Resources

- Conservatree's *Tissue Overview and Guide to Environmentally Sound Papers*:

<http://www.conservatree.org/paper/PaperTypes/tissueoverview.shtml>

(currently being updated)

- Resources Defense Council (NRDC) *Shoppers Guide to Home Tissue Products*: www.nrdc.org/land/forests/qtissue.asp

Facial Tissue

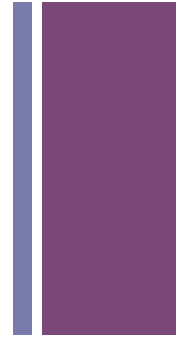
If every household in the United States replaced just one box of virgin fiber facial tissues (175 sheets) with 100% recycled ones, **we could save 163,000 trees.** [SEE THE FULL LIST](#)



		Percent Recycled	Percent Post-Consumer	Bleaching Process
365 (Whole Foods)	●	100	80	PCF
Fluff Out	●	100	40	PCF
Green Forest	●	100	90	PCF
Hankies	●	100	40	PCF
Marcal	●	100	40	PCF
Natural Value	●	100	80	PCF
Seventh Generation	●	100	80	PCF
Small Steps	●	100	30	PCF
Kleenex	AVOID	0	0	ECF
Puffs	AVOID	0	0	ECF



+
Thank
You!



Susan Kinsella
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RPN Webinar
Saving the Planet, One Paper Towel at a Time
Presented by
Karl Bruskotter, City of Santa Monica

December 5, 2012



Sustainable City Pan – Goal Areas

Goal represent commitments for both municipal operations and the community as a whole



www.smepd.org/scpr





Resource Conservation

Goals: Decrease consumption of non-local, non-renewable, non-recyclable energy, water, materials and fuels and promote renewable resource use



- Solid Waste
- Water Use
- Energy Use
- Renewable Energy
- Greenhouse Gas Emissions
- Ecological Footprint
- **Sustainable Procurement**
- Green Construction



Local vs. Global Environmental Issues



So what is a green product?

A truly green product has no negative environmental or human health impacts.

Goal is to buy the greenest product, but any shade of green is a good start.



To Avoid Greenwashing...

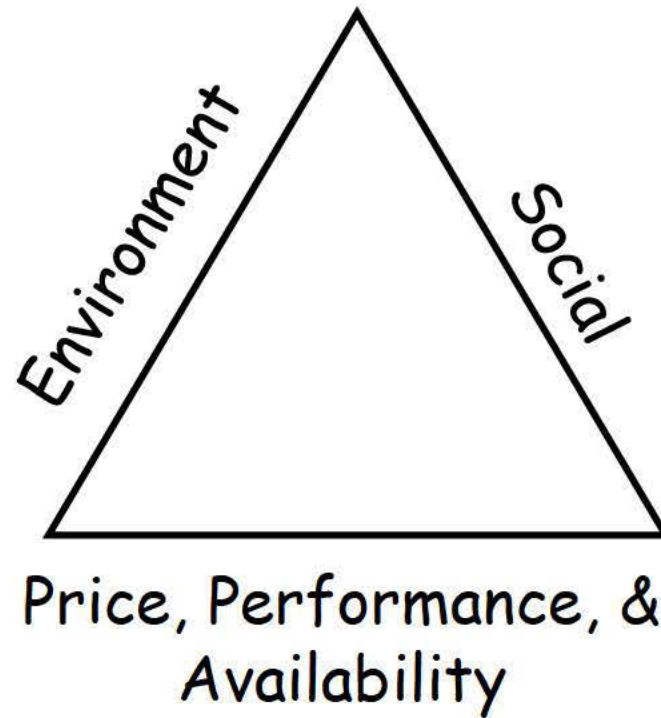



Current janitorial paper purchases

- Toilet paper – 100% recycled content (20-60% post-consumer) from manufacturer in New Mexico
- Paper towels – Green Seal certified
- Staff are instructed to purchase certified janitorial paper products or meet EPA comprehensive procurement guidelines for recycled content, and to not purchase any products with fiber coming from Indonesia
- Green Business Certification Program – businesses pursuing certification must purchase janitorial paper products meeting above requirements



Responsible Purchasing





**Thank You for Attending
RPN's Webinar: Saving the
Planet, One Paper
Towel at a Time!**

Questions? Comments?



www.ResponsiblePurchasing.org

