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
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

www.ResponsiblePurchasing.org
Join RPN  
Because Every Purchase Matters.

<table>
<thead>
<tr>
<th>Membership Benefits</th>
<th>Consulting Services</th>
</tr>
</thead>
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<tr>
<td>▶ Model policies and specifications</td>
<td>▶ Custom green specifications</td>
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<tr>
<td>▶ Green purchasing webinars</td>
<td>▶ Green purchasing policies</td>
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<td>▶ Certified green products database</td>
<td>▶ Life Cycle Analyses</td>
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<td>▶ Expert sustainability speakers</td>
<td>▶ Green office audits</td>
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<tr>
<td>▶ Responsible Purchasing Awards</td>
<td>▶ Cost-saving green practices</td>
</tr>
</tbody>
</table>

www.ResponsiblePurchasing.org
Questions?  
Comments?

Responsible Purchasing Network  
510-547-5475  
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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)

North America: 504.84/229
Western Europe: 393.98/178.7
Asia: 90.34/41
Africa: 16.56/7.51
Latin America: 94.84/43.02
World Average: 120.62/54.717

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

1. Amazon
2. Amur-Heilong
3. Arctic
4. Borneo & Sumatra
5. Chihuahuan Desert
6. Coastal East Africa
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14. Mesoamerican Reef
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17. Southern Chile
18. Yangtze
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”

“Certified and legal wood”

“Rapidly renewable sources”

“Wood residues from degraded lands”

Claims?
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
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
Thank You!

Contact:
Linda K. Walker
World Wildlife Fund
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

<table>
<thead>
<tr>
<th>Item</th>
<th>Postconsumer Fiber (%)</th>
<th>Recovered Fiber (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bathroom Tissue</td>
<td>20-60</td>
<td>20-100</td>
</tr>
<tr>
<td>Paper Towels</td>
<td>40-60</td>
<td>40-100</td>
</tr>
</tbody>
</table>
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
+ Certifications: Green Seal

- Verifying Certificate Holders

http://www.greenseal.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

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Brand Name</th>
<th>Product Name</th>
<th>Product SKU</th>
<th>Description</th>
<th>Licensee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toilet Tissue</td>
<td>TS1635S</td>
<td>TORK</td>
<td>TS1635S</td>
<td>Tork Universal Bath Tissue Roll</td>
<td>SCA Tissue North America LLC</td>
</tr>
<tr>
<td>Toilet Tissue</td>
<td>Capri by White Swan</td>
<td>White Swan</td>
<td>061328361129</td>
<td></td>
<td>Kruger Products (formerly Scott Paper)</td>
</tr>
<tr>
<td>Toilet Tissue</td>
<td>Toilet Tissue</td>
<td>NetChoice</td>
<td>511293</td>
<td>27.0 18.125 x 7.875</td>
<td>National Paper &amp; Plastics Company</td>
</tr>
</tbody>
</table>

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)
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: \ldots 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

<table>
<thead>
<tr>
<th>Product</th>
<th>Total Recovered Fiber</th>
<th>Postconsumer Fiber</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper Towels</td>
<td>100%</td>
<td>40%</td>
</tr>
<tr>
<td>Bathroom Tissue</td>
<td>100%</td>
<td>20%</td>
</tr>
<tr>
<td>Seat Covers</td>
<td>100%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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

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![Facial Tissue Table]

<table>
<thead>
<tr>
<th>Facial Tissue</th>
<th>Percent Recycled</th>
<th>Percent Post-Consumer</th>
<th>Bleaching Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>365 (Whole Foods)</td>
<td>100</td>
<td>80</td>
<td>PCF</td>
</tr>
<tr>
<td>Fluff Out</td>
<td>100</td>
<td>40</td>
<td>PCF</td>
</tr>
<tr>
<td>Green Forest</td>
<td>100</td>
<td>90</td>
<td>PCF</td>
</tr>
<tr>
<td>Hankies</td>
<td>100</td>
<td>40</td>
<td>PCF</td>
</tr>
<tr>
<td>Marcal</td>
<td>100</td>
<td>40</td>
<td>PCF</td>
</tr>
<tr>
<td>Natural Value</td>
<td>100</td>
<td>80</td>
<td>PCF</td>
</tr>
<tr>
<td>Seventh Generation</td>
<td>100</td>
<td>80</td>
<td>PCF</td>
</tr>
<tr>
<td>Small Steps</td>
<td>100</td>
<td>30</td>
<td>PCF</td>
</tr>
<tr>
<td>Kleenex</td>
<td>AVOID</td>
<td>0</td>
<td>ECF</td>
</tr>
<tr>
<td>Puffs</td>
<td>AVOID</td>
<td>0</td>
<td>ECF</td>
</tr>
</tbody>
</table>
Thank You!

Susan Kinsella
Executive Director
Conservatree

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415-883-6264
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

- Environment
- Social
- Price, Performance, & Availability

City of Santa Monica Office of Sustainability and the Environment
Thank You for Attending RPN’s Webinar: Saving the Planet, One Paper Towel at a Time!

Questions? Comments?