

# FROM TREE TO CORPORATE COMMUNICATIONS – PAPER AND THE ENVIRONMENT

For over a thousand years, paper has been a fundamental part of everyday life. From newspapers, magazines and books to packaging, tissue and stationery, today there are almost as many types of paper as there are uses for it.

Even in this ‘paperless’ age, our paper consumption is increasing. But at what cost? From the forest to the end-user, we must work together to ensure that availability of this vital natural resource thrives for generations to come.

With over 84 million hectares of forest and woodland already under certification worldwide, the Forest Stewardship Council (FSC) is founded on inclusive and shared responsibility for proactively managing and sustaining the environment on which we all depend.

## FSC – THE FUTURE OF TIMBER AND PAPER PRODUCTION

The Forest Stewardship Council (FSC) is an independent, not-for-profit, non-governmental organisation – an association of members from environmental and social groups, the timber trade and the forestry profession, community forestry groups and other organisations from around the world. Its membership includes The National Trust, the Forest Management Foundation, Friends of the Earth, Greenpeace UK, The Woodland Trust, WWF UK and a number of international retailers.

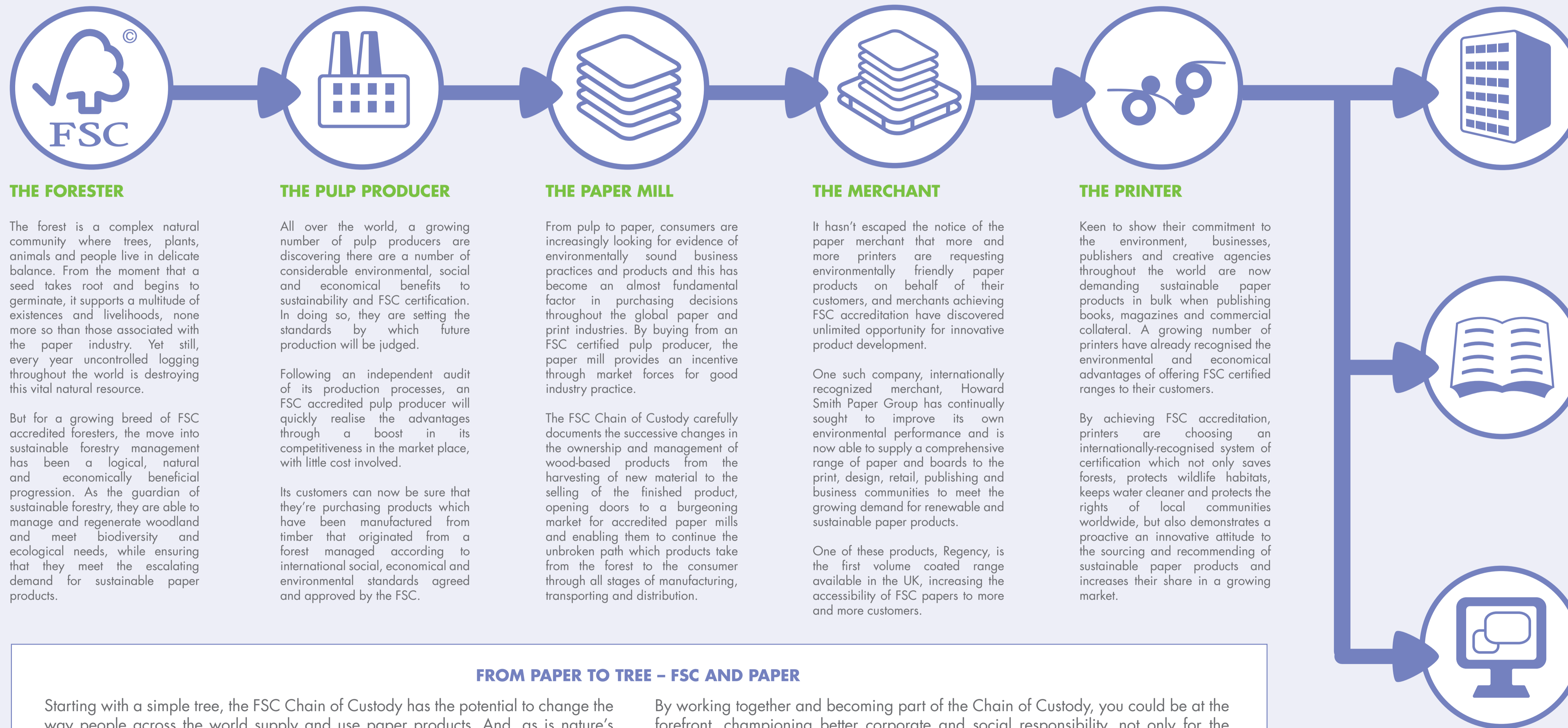
Half of the world’s commercial timber is needed to make paper products but as timber certification in the UK moves into the mainstream, participation in the FSC Chain of Custody scheme enables consumers to trace the paper from its roots, from the forest of origination, through the supply chain to the end-user. The FSC stamp provides assurance that timber-based products are manufactured from material sourced from forests certified according to strict environmental, social and economical standards.

## OUR RESPONSIBILITY

From the forester to the executive board, we all have a responsibility to protect and sustain the natural environment and the power to influence the way in which our forests are managed and our paper-based products are supplied. The FSC Chain of Custody scheme is a unique monitoring and tracking system which follows wood-based products, including paper, from sustainable managed woodlands around the world through the supply chain to the end-user.

By achieving certification, foresters, pulp producers, paper mills, merchants, printers, publishers, creative agencies and members of the wider business community alike can demonstrate their commitment to the environmental, social and economical concerns of their stakeholders. And through their participation, they can encourage their suppliers to follow their lead. It provides independent assurance to everyone, throughout the Chain of Custody and beyond, that the forests of origin are proven to the very highest social and environmental standards.

## The Forest Stewardship Council Chain of Custody



### THE FORESTER

The forest is a complex natural community where trees, plants, animals and people live in delicate balance. From the moment that a seed takes root and begins to germinate, it supports a multitude of existences and livelihoods, none more so than those associated with the paper industry. Yet still, every year uncontrolled logging throughout the world is destroying this vital natural resource.

But for a growing breed of FSC accredited foresters, the move into sustainable forestry management has been a logical, natural and economically beneficial progression. As the guardian of sustainable forestry, they are able to manage and regenerate woodland and meet biodiversity and ecological needs, while ensuring that they meet the escalating demand for sustainable paper products.

### THE PULP PRODUCER

All over the world, a growing number of pulp producers are discovering there are a number of considerable environmental, social and economical benefits to sustainability and FSC certification. In doing so, they are setting the standards by which future production will be judged.

Following an independent audit of its production processes, an FSC accredited pulp producer will quickly realise the advantages through a boost in its competitiveness in the market place, with little cost involved.

Its customers can now be sure that they’re purchasing products which have been manufactured from timber that originated from a forest managed according to international social, economical and environmental standards agreed and approved by the FSC.

### THE PAPER MILL

From pulp to paper, consumers are increasingly looking for evidence of environmentally sound business practices and products and this has become an almost fundamental factor in purchasing decisions throughout the global paper and print industries. By buying from an FSC certified pulp producer, the paper mill provides an incentive through market forces for good industry practice.

The FSC Chain of Custody carefully documents the successive changes in the ownership and management of wood-based products from the harvesting of new material to the selling of the finished product, opening doors to a burgeoning market for accredited paper mills and enabling them to continue the unbroken path which products take from the forest to the consumer through all stages of manufacturing, transporting and distribution.

### THE MERCHANT

It hasn’t escaped the notice of the paper merchant that more and more printers are requesting environmentally friendly paper products on behalf of their customers, and merchants achieving FSC accreditation have discovered unlimited opportunity for innovative product development.

One such company, internationally recognized merchant, Howard Smith Paper Group has continually sought to improve its own environmental performance and is now able to supply a comprehensive range of paper and boards to the print, design, retail, publishing and business communities to meet the growing demand for renewable and sustainable paper products.

One of these products, Regency, is the first volume coated range available in the UK, increasing the accessibility of FSC papers to more and more customers.

### THE PRINTER

Keen to show their commitment to the environment, businesses, publishers and creative agencies throughout the world are now demanding sustainable paper products in bulk when publishing books, magazines and commercial collateral. A growing number of printers have already recognised the environmental and economical advantages of offering FSC certified ranges to their customers.

By achieving FSC accreditation, printers are choosing an internationally-recognised system of certification which not only saves forests, protects wildlife habitats, keeps water cleaner and protects the rights of local communities worldwide, but also demonstrates a proactive an innovative attitude to the sourcing and recommending of sustainable paper products and increases their share in a growing market.

### THE CORPORATE CUSTOMER

Corporate & Social Responsibility policies are now a fundamental part of a company’s business strategy – corporate governance, health and safety, diversity and opportunity – but an increasing number of business leaders are concerned about their company’s impact on the environment and in particular, their use of paper products.

Annual reviews, brochures, reports, strategy documents, even the simple memo – they all use paper. What better way for a business to show its commitment to the sustainability of natural resources than showing employees, stakeholders, customers and the general public that they can trace every sheet of paper back to its roots – literally.

### THE PUBLISHER

With a number of global publishing houses already flying the FSC flag, it’s clear that the FSC Chain of Supply is having a profound influence. By balancing profit with the environmental concerns of its readers, stakeholders, the industry and wider public, recognition and approval often lead to an increase in sales.

As an intensive purchaser of paper products, the publisher is ideally placed to lead the way in the future of publishing. By changing its purchasing policy and printing its books, magazines and newspapers on FSC certified paper, it not only enhances the company’s production and environmental credentials but also influences its suppliers to do likewise.

### THE DESIGNER, AGENCY & PRINT MANAGER

In an increasingly environmentally aware and stakeholder-conscious business world, the creative industry is tasked with portraying client credibility in a positive light in all areas of its policy and strategy, particularly when it comes to the use of paper.

Today, more and more designers, agencies and print managers are recommending ranges from the ever-increasing number of FSC certified stocks as material which carries the FSC logo. It not only demonstrates commitment to minimising the client’s environmental impact, the socially responsible sourcing and use of natural resources, it also makes perfect marketing and economic sense without any compromise to profit or quality.

### FROM PAPER TO TREE – FSC AND PAPER

Starting with a simple tree, the FSC Chain of Custody has the potential to change the way people across the world supply and use paper products. And, as is nature’s way, the FSC Chain of Custody comes full circle, so what is sewn, whether it be a seed or a thought, will regenerate and grow. So with your involvement, sustainable practice in the industry will quickly become the standard.

By working together and becoming part of the Chain of Custody, you could be at the forefront, championing better corporate and social responsibility, not only for the future of the environment but also for the people like you and industries like yours which depend on the widespread and ongoing availability of timber and paper.

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