



## RESPONSIBLE PROCUREMENT

An environmentally responsible and sustainable paper procurement policy can be just as beneficial to your business or organization as it is to the environment. Procuring FSC certified paper or wood will simultaneously advance corporate social responsibility efforts while protecting one of our most valuable environmental resources, our forests.

### WHY ARE FORESTS IMPORTANT?

Our forests provide clean water, purify the air, maintain biodiversity, provide habitat for species, and play a central role in reducing the impacts of climate change. Canada's forests are also vital for the livelihood of Aboriginal and other forest dependent communities. When managed responsibly, forests are also a source of renewable and recyclable products such as lumber, furniture, and paper.

### WHAT'S THE PROBLEM?

Over harvesting our forests or mismanagement of a forest could lead to loss of plants and animal habitat; soil erosion could lead to floods; people that work in the forest could lose their jobs; lead to a loss of Aboriginal homelands and cultural landscapes and many other effects. Yet at the same time forests are one of the best renewable resources if managed responsibly. This means forests can be replaced naturally and we can use them again and again for our everyday needs.

### HOW CAN FSC HELP?

FSC is an international certification and labelling system dedicated to promoting environmentally appropriate, socially beneficial and economically prosperous management of the world's forests. FSC was created in 1993 to help consumers and businesses identify products from responsibly managed forests. FSC has developed a system of forest certification and product labelling that enables people to identify responsibly sourced wood, paper and other forest products.

### WHY HAVE A PROCUREMENT POLICY?

Buyers of forest products could be contributing to deforestation. Many organizations have, or are now implementing procurement policies to help safeguard against this.

A wood/paper procurement policy is a good way to ensure everyone in your organization knows what wood/paper is acceptable for use. It can also help you make and meet corporate social responsibility targets.

## WHY SPECIFY FSC?



### 1. WE'RE GOVERNED BY OUR MEMBERS

We're democratically governed, and over 800 social, economic, and environmental members help us to set the right policies to protect the world's forests.



### 2. WE HAVE THE HIGHEST STANDARDS

We set higher standards than any other forest certification scheme, which gives users the best assurance that certified forests are being managed responsibly.



### 3. WE'RE RESPECTED AND CREDIBLE

We are the preferred certification scheme for business and the one most widely used by members of the Fortune 500.



### 4. OUR IMPACT IS FAR-REACHING

Operating in over 100 markets, we issue more certificates globally than any other forest certification scheme.



### 5. WE HAVE A POSITIVE IMPACT

Of any existing forest certification scheme, we provide the highest level of protection for endangered species and natural forests.



### 6. WE HAVE INFLUENTIAL SUPPORT

Our membership includes the world's largest and most respected environmental NGO's such as Greenpeace and WWF, both of which are vocal in their support of FSC over others.



### 7. WE'RE TRANSPARENT

Every process and decision we make is open to public review and our product claims are independently audited.



### 8. OUR STANDARDS ARE GLOBALLY CONSISTENT

Wherever we operate in the world, our standards are based on the same principles and criteria.



### 9. WE THINK LOCAL

Every FSC forest certification process is open to local consultation so the people who live there can always have their say.



### 10. WE'RE RECOGNISED

FSC is the only forest certification scheme member of ISEAL Alliance, the global association for sustainability standards.

## FSC CERTIFIED PAPER/WOOD

FSC certified paper/wood is derived from legally harvested forests that are managed to sustain their biodiversity, productivity and vitality, and to prevent harm to other ecosystems and any indigenous or forest-dependent people. Using FSC certified paper/wood will help your business or organization's bottom line through an improved public image, strengthened credibility with customers, free publicity and public relations, value added quality and integrity of products, and improved employee recruitment, satisfaction and retention.

## FSC VS RECYCLED PAPER

FSC-certified papers contain a combination of post-consumer waste/recycled fibre; FSC-certified fibre from well-managed forests; and fibre from controlled sources. Although recycled fibre is often considered the only alternative for responsible papers, it can only meet a small percentage of current paper consumption, and due to quality requirements not all paper can be 100% recycled. There is also no verification process for most recycled papers; you don't know whether the paper is actually made from the fibre it claims to be made from. With FSC papers you know; the recycled/post-consumer waste content is verified, and all other fibre comes from forest-friendly sources that meet the highest international standards.

## HOW DO YOU DEVELOP A PROCUREMENT POLICY?

### ESTABLISH EXECUTIVE COMMITMENT AND DEVELOP AN ORGANIZING COMMITTEE

- It is important that commitment to change procurement and purchasing practices be initiated from senior management.
- Those charged with the purchasing decisions are instrumental for evaluating and bringing about change
- Include members from every level of the organization in the committee. This will help ensure goals are perceived as reasonable and attainable as well as increase program buy-in.
- Companies and organizations often seek out the help of independent non-profit or non-governmental organizations such as the World Wildlife Fund (WWF) to help navigate the social, political and technical landscape and lend credibility to their environmental initiatives.

### DEFINE BENEFITS AND RATIONALE

The second step involves clarifying and explaining why your company or organization wants to pursue green procurement. This is an opportunity to evaluate how environmental and social values fit within your company's objectives and focus.

- Document why your company/organization is undertaking a green procurement policy
- Document what you want to achieve by implementing this policy
- Learn the issues – what are environmental performance criteria of paper/wood?
- Outline the various environmental efforts you have considered and will be supporting with this procurement policy
  - What environmental issues should be considered? An environmentally friendly paper/wood can include any of the following characteristics:
    - FSC-certified (FSC recycled, FSC Mixed Sources, FSC 100%)
    - Recycled, reclaimed or post-consumer waste
    - Endangered or ancient forest friendly
    - Derived from responsibly managed forests

### PERFORM A SELF-EVALUATION

Completing a self-evaluation is an exercise to analyze current purchasing and consumption behaviour and will help in later stages when developing the implementation plan.

Purchasing:

- Who purchases paper/wood?



- What types of paper/wood are being purchased?
- In what quantities?
- At what costs?
- What purchasing policies exist?
  - Are there preferential contracts?
  - Do we receive volume discounts?
  - Is there centralized buying?
  - Who has the authority to change current policies?
- Who are our current suppliers?
  - Do they currently offer green paper/wood alternatives?
  - Would they be open to providing such alternatives?
  - Ask them to provide the environmental specifications of the products they are currently offering.
  - Evaluate these specification against green paper/wood characteristics

#### Consumption:

- Who are the major users?
- What quantity of paper/wood is being used?
- What types of paper/wood are being used?
- For what purposes?
- What are the environmental specifications for these papers/wood?
- Are there any efforts in place to reduce paper/wood use? If so, can they be improved? If not, what can be done to reduce paper/wood use?
- Are there any efforts in place to reuse paper/wood? If so, can they be improved? If not, what can be done to reuse paper/wood?
- Are there any efforts in place to recycle paper/wood? If so, can they be improved? If not, what can be done to recycle paper/wood?

## DEVELOP SPECIFICATIONS AND IDENTIFY SUPPLIERS

In this step you must clearly specify what characteristics you will be seeking in your paper/wood, then identify suppliers who can meet these requirements.

- Discuss the key areas of environmental performance you are committed to seeking out. For example:
  - Recycling and Pollution Reduction
  - Responsible Forest Management and Conservation
  - Reduction of Energy Use
- Specify and document what characteristics are required of the various types of paper/wood your organization consumes (e.g. copy paper should contain a minimum 30% post-consumer waste content, FSC certified etc.)



- Consider the various uses and purposes of the paper/wood your company/organization consumes. Different uses may be better suited to different papers (e.g. internal paper can have a higher grade of recycled content than published documents etc.)
- Provide a glossary for environmental terms used in your specifications to clearly communicate your intentions (e.g. Post-consumer waste is considered by this policy to be paper products used by the end consumer and then reclaimed through recycling programs).
- To ensure best practices are being employed, stipulate requirements for suppliers to possess third party FSC certification in all tenders (e.g. “Tenderer shall be third party certified to FSC standards and offer FSC certified paper/wood. Samples of each item for which the tenderer intends to quote shall be submitted in a separate envelope/cover superscribing “Technical Tenders” “)
- Comparison shop amongst existing and prospective suppliers to determine the degree to which they can offer products or employ practices consistent with the environmental specifications you have set out.

## SET GOALS

- Set goals using a two-pronged approach
  - First set the final goals (with timelines) you wish the policy to achieve (e.g. 100% use of environmentally preferable paper/wood by January 1, 2025)
- Second, set incremental milestones (with timelines) that work towards the ultimate goals (e.g. Use of environmentally preferable paper/wood for all public documents by June 1, 2020)
- Ensure targets are SMART (specific, measurable, achievable, realistic, and time-bound)
- This approach allows all the stakeholders to understand it takes many small, measurable actions to achieve overall program success
- These goals should be based on:
  - The breadth of the change (i.e. company-wide, department-wide, regional level, national level, etc.)
  - Amount and purpose of current paper/wood consumption
  - Existing contracts with suppliers
  - The availability of satisfactory green paper/wood alternatives
  - In addition to purchasing environmentally friendly paper/wood, set goals to reduce overall paper/wood use and improve recycling.

## IMPLEMENTATION AND EVALUATION

- Develop and document a detailed action plan based on the goals you have set out above



- Establish an internal feedback and monitoring system to ensure continual improvement and adherence to the policy
- Periodic review of the procurement program should be carried out to ensure that goals and objectives are being met.
  - Assess what changes in consumption have been made:
    - What products are being purchased?
    - Do these products meet the specifications set forth in the policy?
    - What is the level of employee knowledge and/or commitment to the policy?
  - Conduct regular supply vendor reviews requiring all forest product suppliers to submit annual performance reports detailing their progress in environmental management and forest certification programs.

## COMMUNICATE THE POLICY

When communicating an initiative it is important to explain to all stakeholders how the set goals will be reached as well as why the program is being launched.

To Suppliers:

- Inform current suppliers of your new policy, why you have adopted it, and work with them to implement it.
- Encourage them to obtain FSC Chain of Custody (CoC) certification and inform them as to how they can do it.

To Employees:

- Communicate to employees why your company/organization has adopted this procurement policy
- Educate them as to how they fit into the process (through paper/wood consumption, purchasing etc.)

To Customers:

- Communicate to customers that you have adopted a green procurement policy in an effort to reduce the environmental impacts of your company/organization. Make your procurement policy publicly available to further communication with employees, customers and stakeholders and to ensure transparency.



## PROCUREMENT POLICY TEMPALTE

[Organization name] is committed to the responsible sourcing of forest products. Our long-term intention is that all wood and paper used in the products that we purchase or specify is sourced from responsibly managed forests and/or recycled sources.

### CRITERIA

[Organization name]'s Wood/Paper Procurement Policy requires that all paper and wood-derived products must have Forest Stewardship Council (FSC) Chain of Custody certification. [Organization name] believes that the FSC currently represents the highest standard for responsible forest management.

### GOALS

[Organization's name] has a preference for FSC-certified paper/wood and our goal is to achieve a minimum of x% FSC-certified paper/wood for all of our paper/wood needs.

### LABELLING

Printed paper/wood materials should carry an FSC label whenever possible. The label should be applied under a valid chain of custody certificate in line with the requirements of the certification scheme.

### EVIDENCE

When requested, suppliers must be able to provide evidence to [Organization name] that the wood or paper products they supply are from responsible sources. Products supplied as FSC-certified will only be accepted as such if accompanied by an invoice which confirms the FSC status of the products and the FSC certificate number of the immediate supplier.

### ALTERNATIVES

Wood or paper from other certified sources with a complete chain of custody, will be accepted only in situations where a particular type of product or wood species is needed and it is not possible to source FSC-certified products. The following criteria must be met within the certification scheme:

- Compliance with all applicable laws, regulations, treaties, conventions and agreements;
- Recognition of long-term tenure and use rights;
- Recognition of indigenous peoples rights;
- Maintenance of forest workers' and local communities' social and economic well-being;
- Maintenance of the ecosystem, its biodiversity, resources and landscapes;
- A documented, implemented, monitored forest management plan;
- Maintenance of high conservation value forests;
- Long-term responsible forest management
- Regular monitoring and a chain of custody scheme to track products.



## EXAMPLES OF PROCUREMENT POLICIES

### SCHOLASTIC CANADA

Scholastic Canada Ltd. requires compliance with all local, provincial and federal regulations in each community where our paper suppliers have operations. We will not knowingly do business with companies that collude with or purchase wood products from illegal logging operations.

We expect all paper manufactured for Scholastic product to be free of unacceptable sources of fiber as described by the Forest Stewardship Council (FSC) controlled wood standard.

Scholastic has a preference for FSC certified paper and Scholastic's goal for publications paper purchases continues to be for a minimum of 35% to be FSC-certified.

Our suppliers are required to possess independent third party certification of sustainable forestry practices for all forests they own or manage. A third party audit of the paper company's forestry practices should be performed at regular intervals according to the guidelines set forth by the certification system adopted by the company. Suppliers who source wood from third-party suppliers will provide proof that third-party sources of wood are harvested in an environmentally sound manner in accordance with the conditions outlined earlier in this policy. The detailed audit report should be provided to Scholastic's Sr. Director of Paper Procurement upon completion of certification audits. [Source: [Scholastic Canada](#)]

### IKEA

#### A strategic approach to forestry challenges

Our long-term goal is that all wood used in IKEA products should be recycled or come from forests verified as responsibly managed, according to a system recognised by IKEA. Today, Forest Stewardship Council (FSC), including Forest Management (FM) and Chain of Custody (CoC) standards, is the only certification scheme recognised by IKEA as a "preferred source"

#### Criteria for Ikea preferred wood sources

Wood certified according to Forest Stewardship Council (FSC) Forest Management (FM) and Chain of Custody (CoC) standards meets the IKEA requirements for preferred sources. In order to count towards the preferred wood objective, suppliers must have a valid FSC CoC, covering in its scope the production for IKEA. \*As of 2012, the definition of preferred wood sources will also include recycled wood. [Source: [Ikea](#)]

### STAPLES

#### Our Commitments

The commitments described below provide the framework for continually improving the sustainability of our paper products while taking into account market conditions (i.e. existing and expected future product availability and demand) and the constraints of good business



practices. As described in more detail in the rest of the policy, our long term goals are to only procure paper products that are:

- Certified under the Forest Stewardship Council (FSC) standard, or if market conditions do not support sourcing of FSC certified paper products, certified to an alternative certification standard listed in this policy;
- Made with post-consumer recycled or sustainable alternative fibers where market conditions allow, and;
- Harvested, manufactured, and distributed to minimize life-cycle environmental and social impacts. We will annually report on our progress toward achieving the commitments described below within the environmental section of our web site(s) and in our corporate responsibility reporting.

### **Protect Global Forest Resources and Forest Dependent Communities**

Staples is implementing this policy in a step-wise approach to progressively increase the proportion of paper products we sell that are certified under the FSC standard. Step 1: We will ask our suppliers to confirm the sources of their fiber and indicate if the wood fiber they use has been legally harvested and traded. Step 2: We will seek to have our suppliers demonstrate that they provide paper products from non-controversial sources, meaning:

- Wood that is not harvested in violation of traditional and civil rights;
- Wood that is not harvested in forests where high conservation values are threatened;
- Wood that is not harvested in forests being converted to plantations or non-forest use;
- Wood that is not harvested in forests that contain species that have been genetically modified.

Our goal is to source all paper products from non-controversial sources. In those cases where suppliers use wood fiber from forest areas or regions that have been identified as potentially controversial by appropriate national or international science-based organizations (such as the FSC, United Nations Environment Programme (UNEP), Food and Agriculture Organization of the United Nations (FAO), International Union of Conservation of Nature (IUCN), World Wildlife Fund (WWF), and/or Rainforest Alliance), we will ask suppliers to Staples Inc. Sustainable Paper Procurement Policy Last revised: January 28, 2010 2 demonstrate through credible third party certification that their sourcing practices are non-controversial and work with them to achieve our goals. [Source: [Staples](#)]

## **PROCTOR & GAMBLE**

Forest Certification We give preference to pulp from Forest Stewardship Council (FSC) certified forests when it is available, meets product performance requirements and competitive market conditions. We will utilize FSC controlled wood in a stepwise approach to progressively increase the amount of pulp from FSC certified sources. P&G will actively participate in ongoing discussions concerning FSC standards, including becoming an FSC member. As a minimum



standard, P&G requires that any wood pulp supplier ensure that their Forest certification system are consistent with the following generally accepted criteria for sustainable forest management:

- A commitment to forest regeneration and reforestation.
- Protection of soil quality, riparian zones and water quality.
- Protection of ecologically and culturally unique forest areas.
- Maintenance and conservation of biological diversity.
- Participation of interested and affected stakeholders.
- Continuous improvement in forestry practices.
- Compliance with legislation, agreements and accords.
- Support of universal human rights and respect for ownership and use rights of local communities and indigenous people.
- Avoidance of unwanted wood sources.
- Multi-stakeholder governance and transparency in decision making and reporting.
- Independent third-party verification of forestry practices and chain of custody for wood fiber.

Forest Conversion P&G may use wood fiber harvested from recently converted forest lands only if the supplier can demonstrate that they have protected HCV forests using standards and tools developed through multi-stakeholder efforts (e.g., [www.hcvnetwork.org](http://www.hcvnetwork.org)) and that the forestry practices meet the minimum criteria previously discussed. [Source: [P&G, 2009](#)]

## HP

### **Ecologically sustainable forestry practices and responsible forest management**

The foundation of any environmentally conscious paper cycle must start with the initial harvesting from responsibly managed forests and the recognition that deforestation is a contributor to climate change, loss of biodiversity and ecosystem services. We prefer suppliers that demonstrate environmental values and a commitment to sourcing from responsibly managed forests. In addition, we require all of our suppliers to eliminate the use of wood fiber from any unwanted sources, high conservation value (HCV) forests, and endangered forests. The HP principles for responsibly managed forestry practices include:

- Maintaining or enhancing ecological integrity, biodiversity, and other HCVs
- Maintaining productivity of the forest through harvesting, growing, and regeneration or reforestation
- Preserving soil, air, and water quality
- Respecting the ownership and use rights of local communities and indigenous peoples in alignment with local and international law In support of these principles, we:
- Seek to understand the source of wood fiber, including compliance with legal due diligence requirements.
- Develop appropriate timelines and benchmarks to phase out the use of fiber from any unwanted sources, HCV forests, and endangered forests.



- Rely on widely-recognized forest certifications, with preference given to those providing the most robust ecological and social criteria and integrate controlled wood standards within the chain-of-custody certification or otherwise provide assurance of the protection of HCVs, as a tool to help validate fiber sources. The certification standard that currently provides such assurance is the Forest Stewardship Council (FSC).
- Expect suppliers to ensure indigenous and forest peoples have provided their free and prior informed consent for activities on their ancestral lands or lands affecting their livelihoods. [source: [HP](#)]