



Shrink – for EEPN

[www.shrinkpaper.org](http://www.shrinkpaper.org)

Shrink

# European Environmental Paper Network



# Common Vision

Environmental Paper Networks in Europe, North America (> 100 NGOs) and worldwide have a shared *Common Vision for Transforming the Pulp and Paper Industry*

- Reduce paper consumption
- Reduce reliance on virgin forest fibre
- Ensure social responsibility
- Source fibre responsibly (no endangered forests, only sustainable forest management)
- Ensure clean production

# EEPAN Steering Committee

- WWF – International (Harri)
- Greenpeace International (Sini H/Olli)
- Luonto-Liitto – Finland (Otto)
- Climate for Ideas (Jim)
- Terra (Sergio)

# Shrink context

# Climate impact of paper

- Carbon footprint in the forest is very large; Climate for Ideas estimates that European paper consumption alone uses carbon from forests equivalent to 7.4% of EU emissions annually, ~300 million tonnes CO<sub>2</sub> equivalent.



# Climate impact of paper

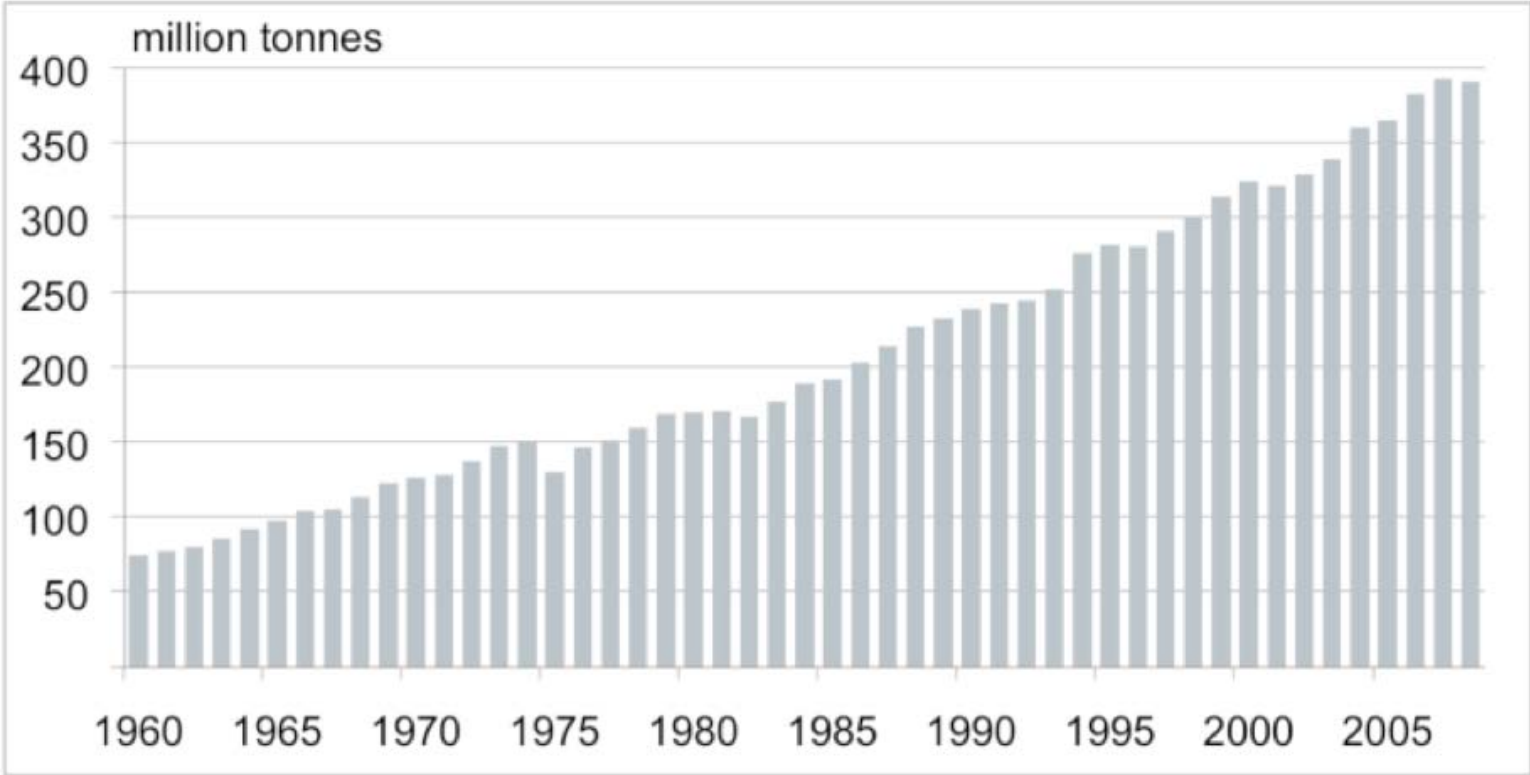
- Paper industry attempting to claim *carbon neutral paper*.
- Paper industry is reported as having ~1% of global emissions.
- Paper actually accounts for ~10% of global emissions.

# Paper GHG emissions estimates

- Current 1% figure is for fossil fuel emissions at paper mills only (as cited by WRI).
- Biomass emissions, opportunity cost of land accounts for additional  $\sim 2 - 3\%$ .
- Transportation accounts for additional  $\sim 1\%$ .
- Methane accounts for additional  $\sim 2\%$ .
- Other emissions: printing, chemicals, energy production, black carbon, other.

# Global paper consumption nearly 400 million tonnes

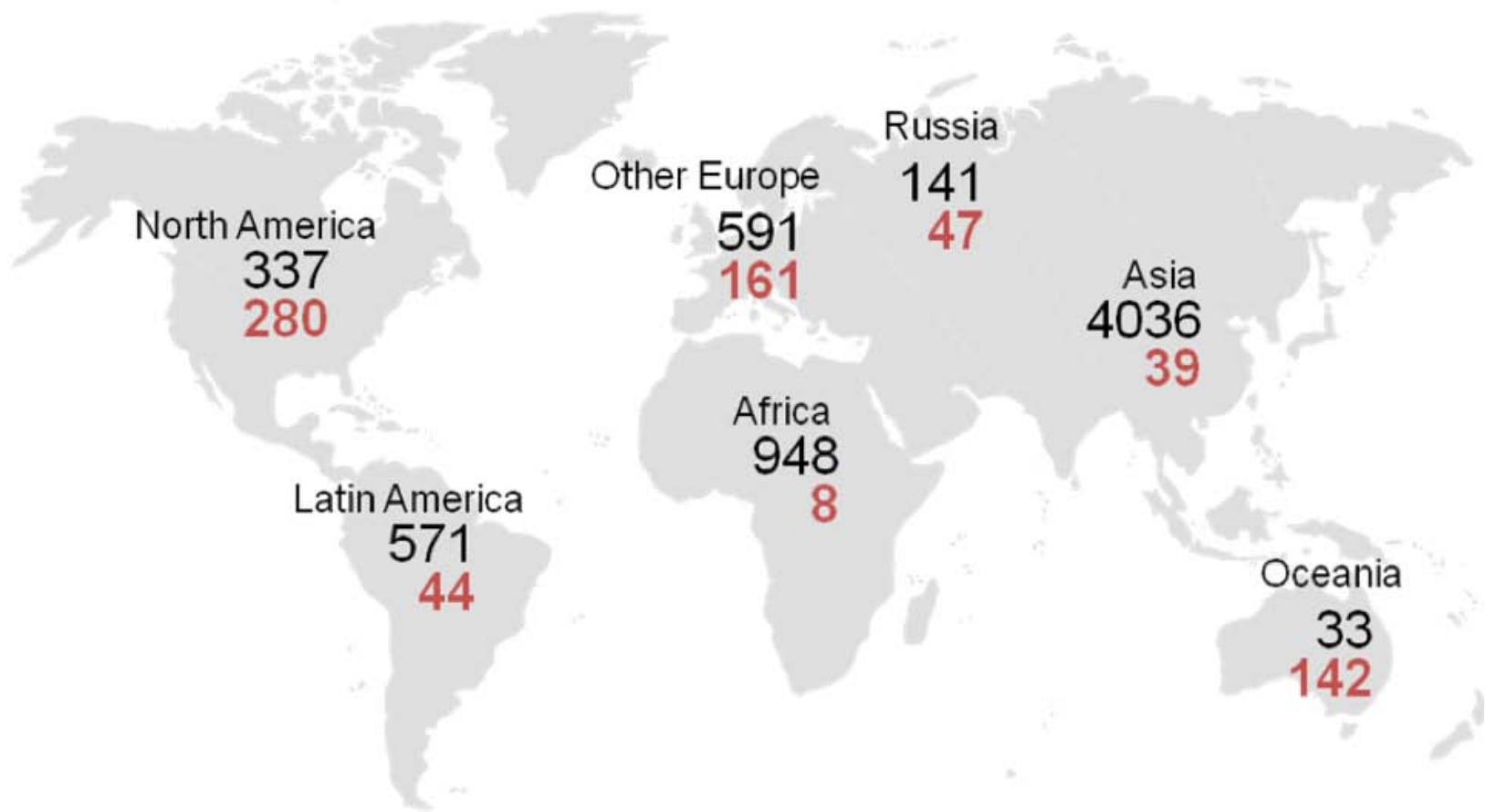
The world average per capita consumption was 58 kg in 2008



12.10.2009

SOURCE: RISI Annual Review





31.12.2008

# Shrink resources

- Case studies for companies or institutions taking action on paper reduction.
- Tips and tools for individuals, savings at home.
- Pledge section and calculator of savings.
- Paper Planet Blog

# Shrink company focus

- Four sectors:
  - Magazines
  - Catalogues
  - Supermarkets
  - Banks / insurance
- Asking for 50% reduction in paper consumption
- Produced scorecard of companies
- Held seminars for institutions (companies, governments, agencies....)

# Haymarket (magazine company)

- Reduced office paper by 23% in two years 2005 – 2007.
- From a starting point of 16,227 reams, reduced 10% and 13% over the next two years, down to 12,706 reams.
- (We assumed 3.5 lbs. of paper per ream and no recycled content.)

# Haymarket savings

- ~200 tonnes of CO<sub>2</sub>e
- 124,600 gallons of water
- 14,880 pounds of solid waste
- 157 trees

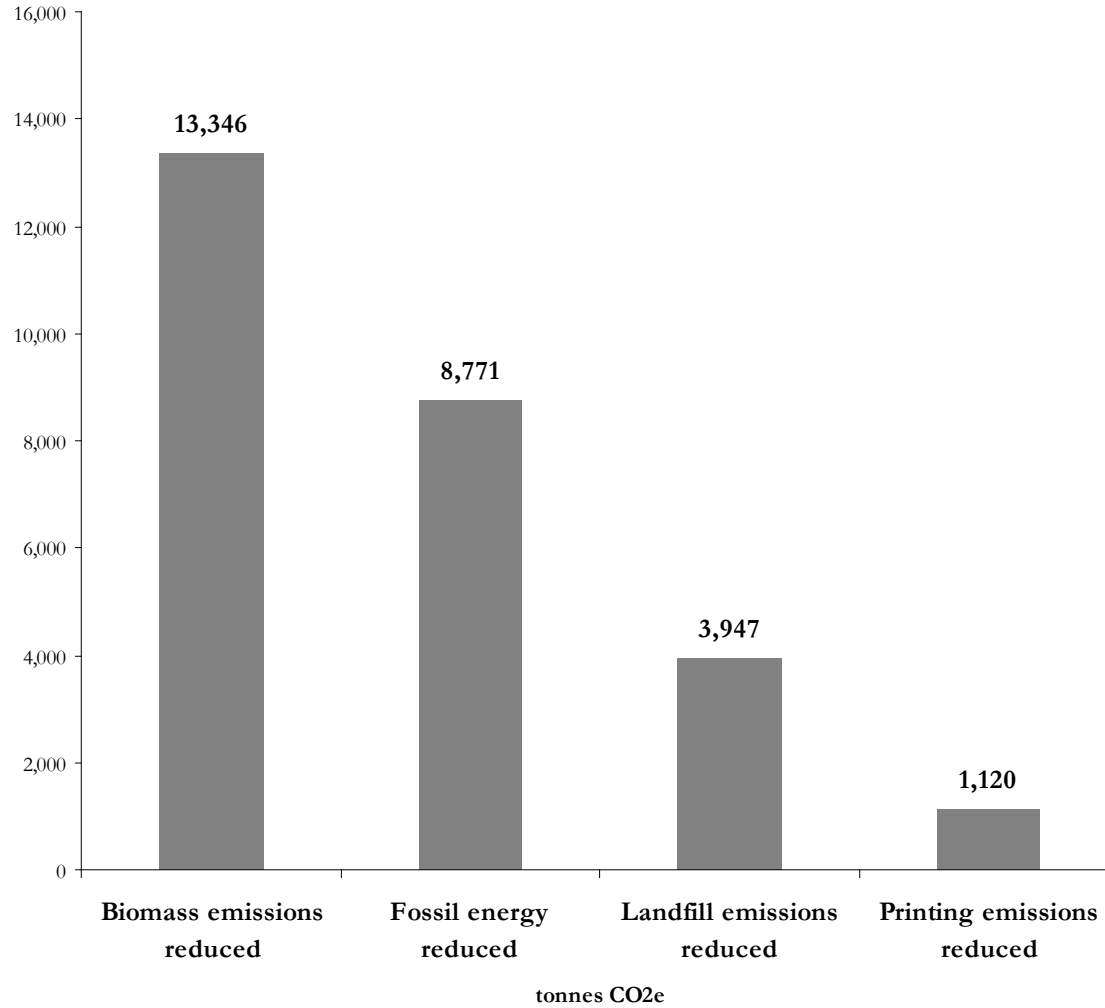
# IPC Media (magazine company)

- Reduced 9,600 tonnes of magazines over three years.
- We assumed 3,200 tonnes of annual magazine reduction,  $\sim 21\%$ .

# IPC Media savings

- Almost 60 million gallons of water, enough to fill 91 pools
- 69,300 trees
- 37 million pounds of solid waste
- ~27,000 tonnes of CO<sub>2</sub>e

## IPC Media - Estimated CO2e Reductions



# Duchy Originals (luxury food company)

CASE STUDY

- Moved from 51.5 grams of packaging to 16 grams on 250,000 units of product.
- Saved 8.875 tonnes of packaging.
- Saved:
  - 267 tonnes of CO<sub>2</sub>e
  - 108,300 gallons of water
  - 18,500 pounds of solid waste
  - 200 trees

# Standard Life (insurance)

- Saved 205 tonnes of paper for letterhead, marketing and photocopies.
- Moved to 100% recycled for copy paper.
- Moved to 50% recycled, 50% FSC for marketing literature.

# Standard Life savings so far

- 12 million gallons of water
- 1.7 million pounds of solid waste
- 27,000 trees
- 19,770 tonnes CO<sub>2</sub>e
- Energy enough for 261 American homes...  
probably twice that number of UK homes!

# Next steps

- Paper utility scale
- State of the European paper industry
- Case studies on social and environmental impacts of paper production in the South
- European version of paper calculator
- <http://www.shrinkpaper.org>
- <http://www.environmentalpaper.eu>
- <http://www.whatsinyourpaper.eu>

http://www.environmentalpaper.eu



## European Environmental Paper Network: Turning the Page in Paper Industry

ADMIN ON 28 MAY 2010

The European Environmental Paper Network (EEPN) represents more than 50 non-governmental organisations from 21 countries that are signatories to the Common Vision for Transforming the European Paper Industry.

We are working together to accelerate social and environmental transformation in the pulp and paper industry.



*Turning the Page,  
a video produced by the Environmental Paper Network*

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- [Environmental Paper Network](#)
- [Pulp Watch](#)
- [RePaper](#)
- [Shrink](#)
- [Whats in Your Paper](#)
- [World's Intact Forest Landscapes](#)

PAGES

Shrink

# Shrink Paper

@ Office

Packaging

Printing

Stop Junk Mail

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Cccccccc

@ Home

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Written by Administrator  
Saturday, 07 July 2007 09:54

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## 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
  - Forest Stewardship Council certified and free of Endangered and High Conservation Value Forest fiber

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

### 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 OR 10%...

### 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

### ENVIRONMENTALLY SUPERIOR PAPER

All fiber (100%) is environmentally superior 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 or controversial...

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## News

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## Tools

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- Training
- Case studies
- Links & Resources

About Shrink

Network

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# Shrink → governments

- Letter to Ministries of the Env. of EU countries
- Posted results on [www.shrinkpaper.org](http://www.shrinkpaper.org)
- 6 responses, two reduction commitments (Sweden 5%, France 50% reductions, and Belgium, Austria, Czech Republic, Denmark, Greece, Ireland, Poland, Malta have responded to our inquiry).
- Case Study BMU (Germany)

# Answers from governments (so far)

- France: 50% reduction commitment
- Sweden: 5% reduction commitment
- Denmark: EPI 48% reduction
- Austria: Env Agency reduced dramatically paper consumption
- Finland: tax office
- Belgium, Czech Republic, Ireland, Greece, Malta and Poland: answers but still no commitment

# New letter to the Env. Mins

- Follow-up
- Activities
- Etc...

European Environmental Paper Network (Logo?)  
Address

Minister for Environment  
Country

Date

**Re: Reduction of your government administration's paper consumption**

Dear Minister

The over-consumption of paper in Europe has become a significant driving-force of climate change and natural forest destruction. Government administrations in particular belong to the largest consumers of paper products. We are therefore contacting you today to seek your commitment to take effective measures to reduce your government administration's paper footprint considerably. We believe that a reduction target of 50% is feasible for a modern public administration. We also believe that every public administration should use recycled paper exclusively.

The European Environmental Paper Network (EEPN) is a network of more than 50 environmental organisations from 21 countries, whose goal it is to reduce overall paper consumption in Europe and to transform the European paper industry to meet the highest standards of environmental and social sustainability. The Steering Group of EEPN currently consists of Greenpeace International, WWF International, Luonto-Liitto (Finland), Terra (Italy), Robin Wood (Germany) and Climate for Ideas (UK). Add country-specific sentence (or two) about the involvement of respective undersigned NGO.

We first contacted your office on this matter in 2009 (fill in date). (Fill in specific paragraph for each country: Unfortunately we never received a response to our first inquiry/ In your response you stated that... May we kindly ask you to update us on the progress of your government's efforts... etc.)

Your country is amongst those with the highest per capita consumption of paper in Europe (fill in number). We therefore think that your government has a particular responsibility to reduce its own paper consumption and to take effective measures to curb the paper consumption in its country. It is important to understand that saving paper can help bring down your government's spending significantly. Committing to a 50% reduction target could save your government millions of euros every year.

The need to reduce overall paper consumption in the industrialised world becomes ever more paramount in times of rapid loss of natural forests, climate change and globalized fibre flows that links our paper consumption to rampant deforestation in Southern Hemisphere. For example, one single ton of virgin copy paper could be responsible for the emission of over 2500 kg of CO<sub>2</sub> equivalent from fossil fuel use and chemical production. In the worst case, such copy paper consumption could be responsible for conversion of natural forests in tropical South, accounting for up to 4 to 5 additional tonnes CO<sub>2</sub> equivalent emissions from biomass, and accelerate the loss of critical habitats of globally threatened animal and plant species. By

# Candidate countries

Country	Paper consumption kg/p/yr
Austria	276,96
Denmark	243,67
France	178,72
Sweden	219,98
Germany	231,65
UK	201,2
Finland	324,97
Italy	205,71
Netherlands	227,38