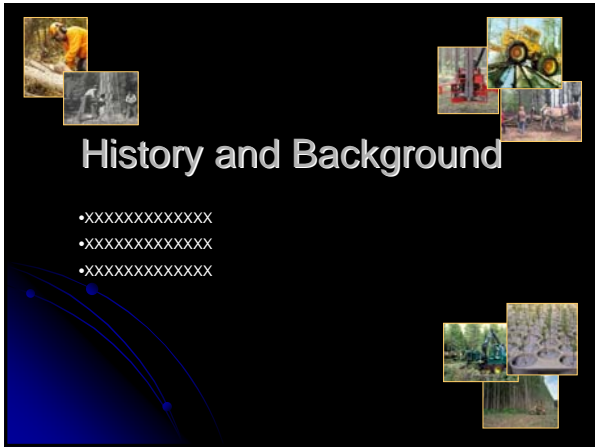


Certified Paper in Maine

Presented by:
Gary Higginbottom
Betty Lamoreau
Mike Wenzel



History and Background

- XXXXXXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXX



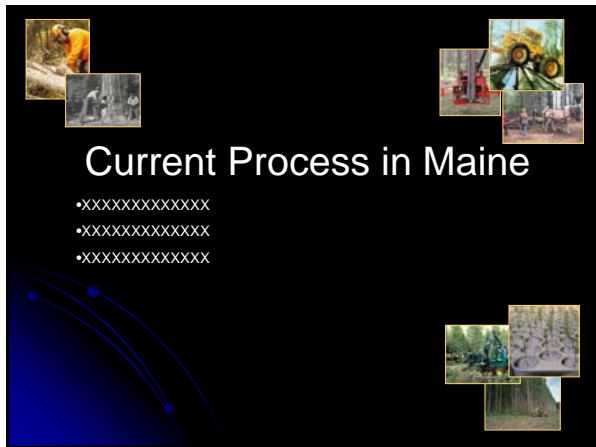
Certification Infrastructure

- XXXXXXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXX



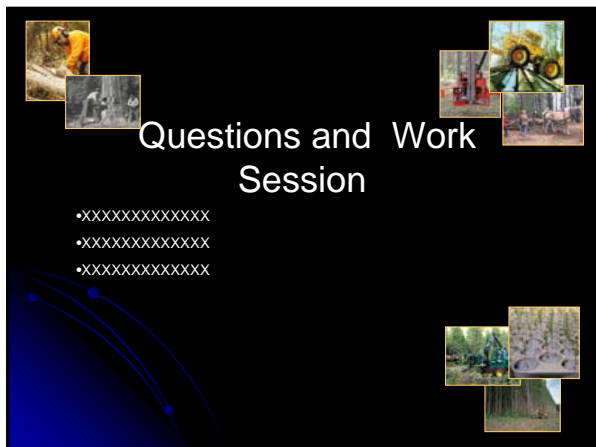
Background: Maine's Division of Purchases – Certified Paper Policy Development

- XXXXXXXXXXXXX
- XXXXXXXXXXXXX
- XXXXXXXXXXXXX



Current Process in Maine

- XXXXXXXXXXXXX
- XXXXXXXXXXXXX
- XXXXXXXXXXXXX

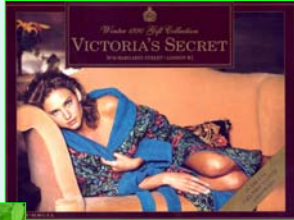


Questions and Work Session

- XXXXXXXXXXXXX
- XXXXXXXXXXXXX
- XXXXXXXXXXXXX

**Certified Paper Products
Sustainable Resources**

**Maine Division of Purchases
Maine Forest Service**



What's the
connection
here?



VICTORIA'S SECRET
Some companies get a tree for the holidays.
Victoria's Secret is taking a whole forest.

Every day, Victoria's Secret multiplies more than a million catalogs—most of which are printed on paper that comes from Endangered Forests, not recycled fiber.

To you, all these catalogs are probably annoying. To the environment, they've been devastating.

For example, 25% of that paper comes from North America's Great Boreal Forest. The Boreal is a vital line of defense against climate change—and it's being logged at a rate of two acres per minute, 24 hours a day.

The worst part is this: the destruction is completely unnecessary. Major catalog companies like Williams-Sonoma, Dell and Home Depot's OfficeMax have proven that. They've found that it's possible—and economically feasible—to make significant improvements to the environmental quality of their paper.

Even Victoria's Secret knows it's possible. Because of our campaign, they've switched to recycled paper for all of their clearance catalogs. Unfortunately, that's less than 10% of their catalog production—leaving 900,000 catalogs a day still printed on paper that's destroying our forests.

So we'll keep exposing Victoria's Dirty Secret—and you can help. Go to www.VictoriasDirtySecret.net and send Victoria's Secret CEO Leslie Wexner a fax. Tell him that taking down an entire forest for the holidays just isn't very merry.

FOREST ETHICS

Because protecting forests is everyone's business • One Market Street • San Francisco, California 94102 • 1.800.725.0087 • www.ForestEthics.org

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A Catalog Industry Survey in 2001 by Environmental Defense Fund:

- 17 billion catalogs sent in the U.S.
- Most printed on “virgin” paper - not recycled
 - 6.8 million tons of trees



Forest Ethics vs. Limited Brands (Victoria’s Secret) - 2005

- 1 million catalogs per day
- Canadian Boreal forests (25% of world's contiguous, road-less forest)
- Important global carbon storage resource
- Caribou habitat - Alberta and British Columbia
- New York Times ad 2005



VS/FE Agreement - Dec. 2006:

- Eliminate pulp from boreal forest (Canada)
- 10% post-consumer or 10% certified - 2007
- Shift suppliers mills (4) to FSC certification
- Catalog paper volume reduction
- Audited environmental improvement - paper process
- Phase out paper from endangered forests
- \$1 million - protection of Endangered Forests
- “Standard for the catalog industry”



Impact?

- *“Our relationship with Forest Ethics is a true partnership, a true collaboration”* - Tom Katzenmeyer, Sr. VP, Limited Brands.
- Catalog paper buyers scrambling.
- Paper suppliers and forest landowners reacting.
- Other paper purchasers waking up.
- Forest certification broadly publicized.



Help me sort it out -- recycled vs. certified vs. ??

1. “Post-consumer” recycled
2. “Recovered” recycled
3. “Virgin” fiber from certified land
4. “Virgin” fiber from “mixed” or “controlled” sources
5. Mixed recycled and certified virgin content
6. Content from ??



Just when I thought recycled paper policies would keep the environmentalists off our backs...

- Forest certification
- What is it?
- Certification of what? By whom?
- Why should I care?



What Gets Certified?

- Land ownership
- Forest management plans
- Harvesting plan impacts
- Logging operations
- Processing operations
- Tracking of wood products - forest to customer -“chain of custody”



What is supposed to be protected by certification?

- Quality of water, soil and air resources
- Rare and endangered species
- Diversity of plant and animal species
- Continued regeneration and growth of trees
- Forestland and timber ownership rights
- Human communities and cultures
- Forest product economies



Who does the “certification”?

- FSC - 1993 - Forest Stewardship Council (Bonn)
- SFI - 1998 - Sustainable Forestry Initiative (Arlington, VA)
- PEFC - 1999 - Programme for the Endorsement of Forest Certification (Geneva)
- ATF - 1941 - American Tree Farm program (Washington, DC)
- Authorized third-party auditors



Forest Stewardship Council (FSC)

- 1992 Earth Summit - Rio de Janeiro
- What is sustainable forestry?
- Loggers, foresters, environmentalists, sociologists - 1993
- World-wide scope - 57 nations
- HQ - Bonn, Germany
- 1995 - FSC-US – bio-geographic regions



Sustainable Forestry Initiative (SFI)

- 1994 - American Forest and Paper Association (AF&PA)
- “Sustainable Forestry Initiative Principles and Implementation Guidelines”
- Certification in 1998
- 2007 - Independent from AF&PA (SFI, Inc. and Board of Directors)
- U.S. and Canada only
- PEFC-affiliated certification in U.S.



Programme for the Endorsement of Forest Certification Schemes (PEFC)

- Paris - 1999 - forestry reps from 11 European countries
- Now - “umbrella” organization for “national” certification systems 34 countries
- U.S. and Canada: PEFC = SFI



American Tree Farm System (ATFS)

- “World’s oldest sustainable forest and certification program” (1941)
- 90,473 Tree Farmers in U.S. - 24 million acres (= average of 265 acres)
- Group certification - viable for small acreage owners



So what?

- Regardless of recycling, paper still comes from trees!
- Bio-diversity
- Water
- Aesthetics and recreation
- Forest region economies and cultures
- Climate moderation
- Trees = carbon sequestration




The tricky issue of certified product terms and labels

- 100% from certified land
- X% from certified land
- “Controlled” wood or sourcing
- “Mixed sources”
- Recycled - “recovered” vs. “post-consumer”




The Issue in Maine

- Forest products in Maine: \$13 billion
- Most heavily forested state -- 90%
- \$ for forest management = industry or park
- Maine's paper markets - magazine and catalog
- Certification is necessary
- Mixed sizes of private ownership
- State policy = Certified wood production and employment




Maine Economic/Political reality:

- Management of Maine forest requires industry
- Industry supplies magazine and catalog paper
- Magazines and catalogs require certified
- Goal: 60% of forest certified (42% now)
- Governor asked to "walk the walk... buy what you are demanding"
- Different from other Northeast states



Procurement issues for Maine state government:

- What paper products are we buying?
- Who do (can) we buy them from?
- Fiber sources for current paper suppliers?
- Fiber sourcing policies of suppliers?
- Availability and cost for certified content?
- How to treat recycled vs. certified?
- How to treat different certification labels?



What constitutes the lion's share of paper procurement?

- Paper purchases: \$2.3 million per year
- 40% printer/copier paper
- 38% purchased printing services
- 14% "coarse" - tissue, towels, napkins, industrial wipes
- 3% envelopes and mailers
- 5% other - file folders, labels, special items



The (t)issue becomes manageable...

- Suppliers strongly "committed" to recycled/certified
- 95% of paper \$ purchases - 4 product types:
 - Copier/printer paper
 - Purchased printing
 - Coarse paper products
 - Envelopes and mailers



Maine Paper Procurement Policy:

- Governor's Executive Order (June 2008)
- Goals re. recycled (PC) or certified content
- Market-recognized certification systems
 - ATFS, FSC, PEFC, SFI
- FY2010 fiber-content goals for 4 paper products (95%)
- Paper procurement policy document
- Paper procurement bid specifications





What was the process?

Stimuli: Gary Higginbottom contacted us looking to develop a certified wood policy in with a short turn around.

Reaction: OMG how will we find time to do this additional work.



Process Step One

Meet with Gary and develop a vision of policy we needed to develop and what would work practically.



Process Step Two

We discovered that we needed to have a better understanding of our current certified paper procurement practices.



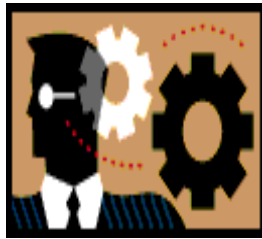
Process Step Three

Define the paper commodities that we purchase and the quantity, Develop aggregate spreadsheet with data



Process Step Four

Analyze data and finding out what percentage of our existing paper procurements were certified.



Process Step Five

We contacted our vendors to see where they were in with moving certified paper into their products.



Process Step Six

We used the following data sets to construct and shape our policy:

- Our present paper procurement practices
- Our vendor's current investment in using certified paper
- An policy template from a attempt to develop a certified paper policy



Process Step Seven

Combine the following to get the completed policy:

- 3 motivated people
- 2 data sets
- Several phone calls
- 1 incomplete policy template = Governors Executive #XXXX