



WWF

2011

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CELEBRATES  
THE UN  
INTERNATIONAL  
YEAR OF THE  
FORESTS

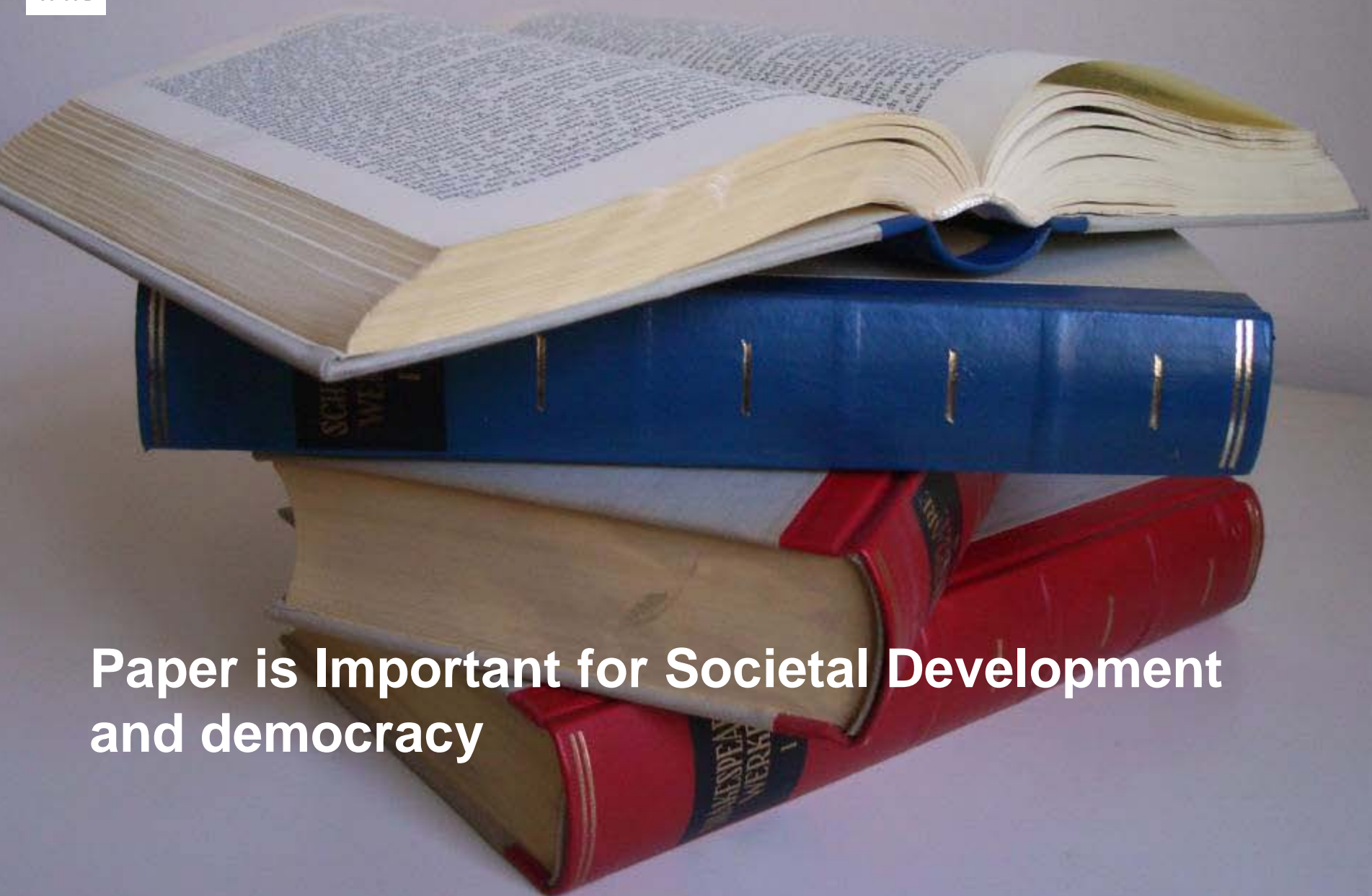


# CHECK YOUR PAPER

[checkyourpaper.panda.org](http://checkyourpaper.panda.org)

Media Mundo  
Düsseldorf, April 8, 2011





**Paper is Important for Societal Development  
and democracy**

# WWF Living Planet report 2010: We are using 1.25 planets & rising ...



**Paper is one key commodity  
we need to think our footprint!**

## By 2050

**Population—3 billion more**

**Income—2.8 times increase**

**Food—demand could easily  
triple**

**Paper Consumption- double?**

# Increasing market demand for food, fiber and fuel seriously impacts ecosystems

## WWF's PRIORITY COMMODITIES



Wild-caught  
Farmed



Timber  
Fibre  
Bio-energy



Sugarcane,  
Cotton  
Livestock  
Palm oil  
Soy

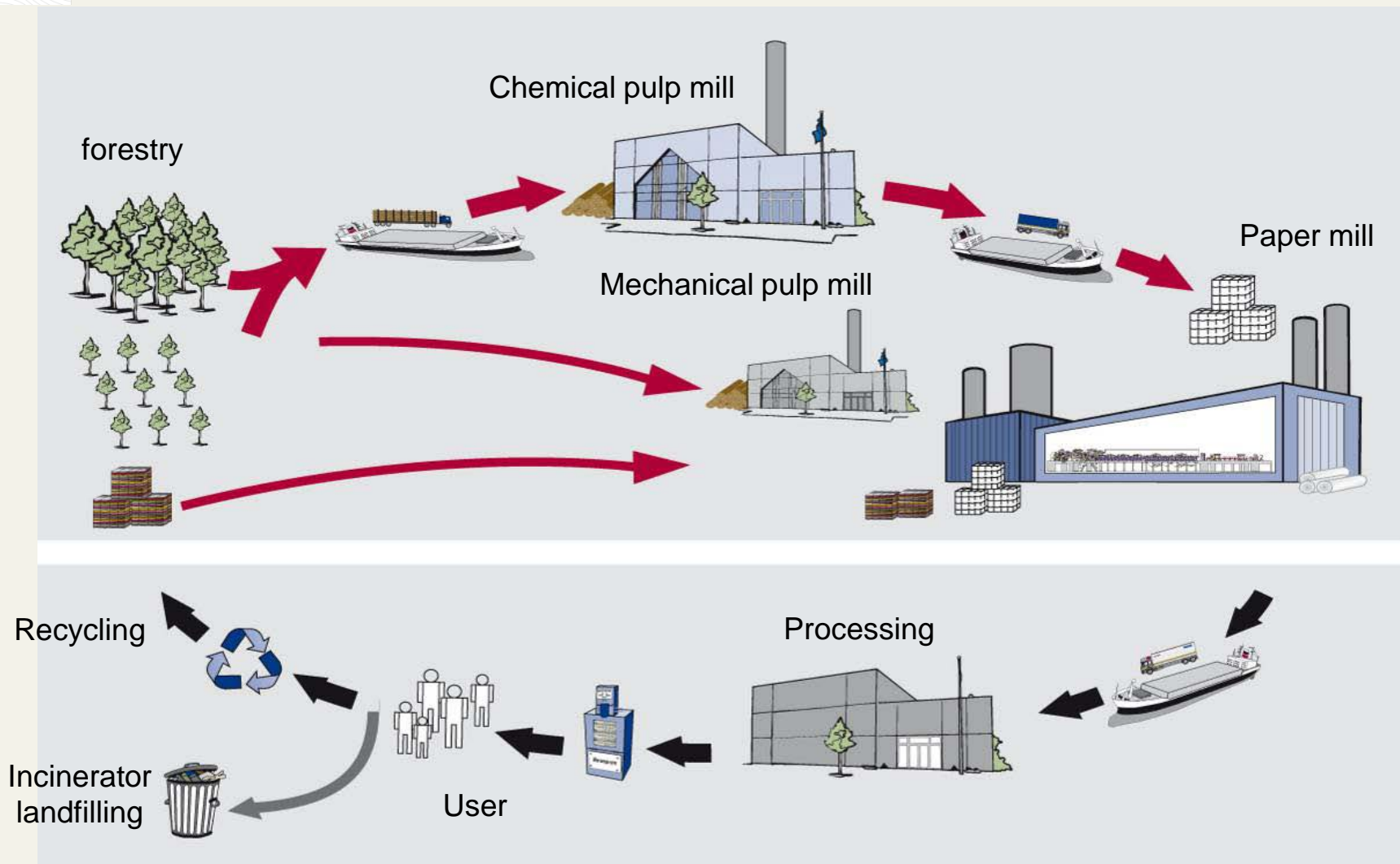


***Companies and  
supply chains drive  
global markets  
connecting  
environmental  
production impacts  
to final consumption  
products***





# Paper's production chain is long and complex with multiple environmental impacts



# Check Your Paper – Key environmental impacts addressed

Negative Impact on Environment

Low Impact on Environment



**Unsustainable  
forestry**



**High Water  
Pollution**

**Waste to  
landfill**



**High GHG  
emissions**

**Powered by  
fossil fuels**

**Well-  
managed  
forests**

**Recycled  
Fibre**



**Zero Water  
Pollution**

**Zero  
Waste**



**Low GHG  
emissions**

**Powered by  
renewables**





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## Paper Product's Total Rating: Categories

**Excellent** (90-100 points): These products are environmental forerunners in the market, and highly recommended by WWF.

**Good** (60-89 points): These products are a good environmental choice.

**Fair** (40-59 points): These products represent 'better than the average' environmental performance.

**Passable** (10-39 points): These products narrowly meet the minimum environmental requirements defined by WWF.



# How were the parameters selected?

How important the parameter is in terms of the environmental impact, i.e. threat to human and/or ecosystem health and vitality?

What parameters are most commonly reported by transparent pulp and paper companies (CSR reports; Paper Profiles; EPAT)

What parameters are most commonly applied by the leading certification/eco-labelling schemes?

AOX   COD   Recovered fibre   Virgin fibre  
BOD   N  
P   TSW   TRS   NOx  
Fossil CO2   TTS   SOx   PM  
Color   EMS   VOC



Recovered fibre   Virgin fibre  
Fossil CO2   TSW   AOX  
EMS   COD

How significant the parameter is of the paper industry's contribution to the global environmental footprint?

Is it a 'signal-parameter' – is the performance of one parameter usually linked with performance in other parameters?

Is there reliable data available for WWF to establish credible threshold performance values for rating?

Feedback from more than 30 key paper sector players



## Weighting of Impacts

The inevitable subjectivity involved in the weighting of impacts has been kept to a minimum by using a simple and transparent structure where each aspect is allocated a maximum of either 10 or 20 (40) points

Known and Legal origin  
Controversial sources eliminated  
Credibly certified/recycled



Fossil CO2 emissions from  
manufacturing  
Waste to landfill  
Fibre (recycled/certified)



Pollution from  
bleaching (AOX)  
Organic water  
pollutants (COD/BOD)



EMS in pulp  
and paper mills



# Rating Scales for Responsible Fibre

- Rating consistent with WWF's Global Forest and Trade Network's stepwise approach
- All papers featured on the official list must come from legal sources



Virgin Fibre -Credibly certified (FSC)  
Post-consumer recycled 20 pt

Virgin Fibre -Controversial sources eliminated  
Post/Pre-consumer recycled 10 pt

Virgin Fibre -Known and Legal origin  
Post/Pre-consumer recycled 10 pt



# WWF Check Your Paper

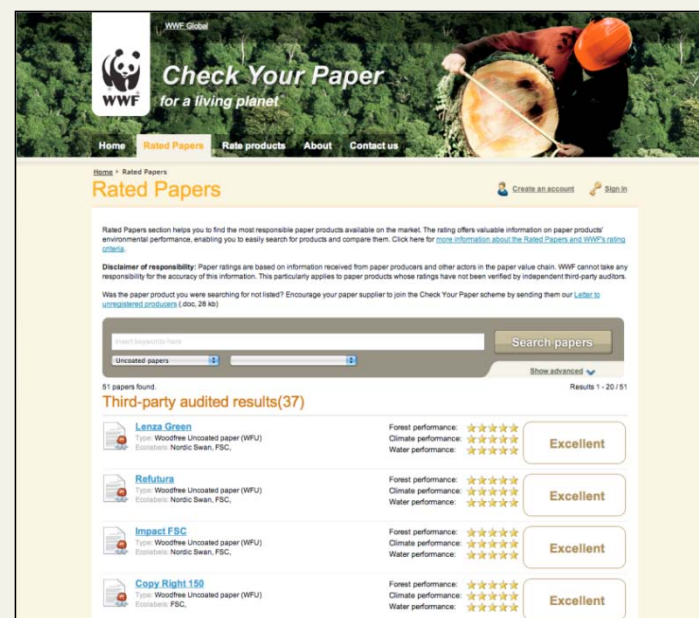
## [checkyourpaper.panda.org](http://checkyourpaper.panda.org)

Global benchmarking tool and database for eco-rating of paper products

All the main pulp and paper categories:

- Coated and uncoated papers
- Newsprint
- Tissue
- Packaging and board papers
- Speciality papers
- Pulp

Easy-to-use, virtual and free







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**Check Your Paper**  
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## Check Your Paper – tool for responsible manufacturers and paper buyers

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**For Paper Buyers** – purchasing tool helping to find, compare and buy products with the lowest environmental impact

**For Paper Manufacturers** – transparency tool to communicate in credible way on paper products' environmental performance

**For WWF** – virtual marketplace to promote trade of responsible paper products & transform paper markets "greener"



## User-Friendly, Credibility Through 3<sup>rd</sup> Party Audits

**A single percentage score** for a product that indicates the quality of its production in terms of reduced environmental impact



**Star-rating** breaks this down into impact mitigation performance specific to forests, climate change and water ecosystems.

Paper products posted on the official list shall be audited by **third-party certification bodies** to ensure high credibility



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**Check Your Paper**  
[checkyourpaper.panda.org](http://checkyourpaper.panda.org)

These companies have already checked a selection of their papers







# Check Your Paper

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## Check Your Paper

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The Check Your Paper scheme is WWF's global benchmarking tool for responsible producers and buyers of paper products. It also provides a virtual meeting place for organisations who want to act sustainably and transparently when producing or buying paper products.

Paper production has a huge ecological footprint. It affects the future of the world's forests, endangered species, water resources, climate — and people. Check Your Paper can help you to be part of the solution to such issues. The scheme enables you to:

- [Identify environmentally sound paper products](#)
- [Rate paper products](#)

Check Your Paper is part of WWF's successful work on pulp and paper. Find out [more about this work](#).

### News

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- Coated papers
- Newsprint
- Tissue
- Packaging papers and boards



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## Rated Papers

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Rated Papers section helps you to find the most responsible paper products available on the market. The rating offers valuable information on paper products' environmental performance, enabling you to easily search for products and compare them. Click here for [more information about the Rated Papers and WWF's rating criteria](#).

**Disclaimer of responsibility:** Paper ratings are based on information received from paper producers and other actors in the paper value chain. WWF cannot take any responsibility for the accuracy of this information. This particularly applies to paper products whose ratings have not been verified by independent third-party auditors.

Was the paper product you were searching for not listed? Encourage your paper supplier to join the Check Your Paper scheme by sending them our [Letter to unregistered producers](#) (.doc, 28 kb)

[Search papers](#)[-- All papers --](#)[-- Choose by category --](#)[-- All papers --](#)[Uncoated papers](#)[Coated papers](#)[Newsprint papers](#)[Tissue papers](#)[Packaging papers and board](#)[Speciality papers and board](#)[Pulp](#)[Show advanced](#)

Insert key words here

Search papers

Uncoated papers

Show advanced

64 papers found.

Results 1 - 20 / 64

## Third-party audited results(50)



### Lenza Green

Type: Woodfree Uncoated paper (WFU)

Ecolabels: Nordic Swan, FSC,

Forest performance:



Climate performance:



Water performance:



Excellent



### Refutura

Type: Woodfree Uncoated paper (WFU)

Ecolabels: Nordic Swan, FSC,

Forest performance:



Climate performance:



Water performance:



Excellent



### Impact FSC

Type: Woodfree Uncoated paper (WFU)

Ecolabels: Nordic Swan, FSC,

Forest performance:



Climate performance:



Water performance:



Excellent



### Copy Right 150

Type: Woodfree Uncoated paper (WFU)

Ecolabels: FSC,

Forest performance:



Climate performance:



Water performance:



Excellent



### Impact Pure FSC

Type: Woodfree Uncoated paper (WFU)

Ecolabels: Nordic Swan, FSC, Blue Angel,

Forest performance:



Climate performance:



Water performance:



Excellent



### Copy Right 133 FSC

Forest performance:





# Steinbeis Trend White

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Origin of manufacture:	Germany
Manufacturer	Steinbeis Papier GmbH
Mill	Steinbeis Papier GmbH
Product category:	Uncoated papers
Grade:	Woodfree Uncoated paper (WFU)
Uses:	Printing papers Office papers Fine papers
Sheets:	Yes
Reel:	Yes
Grammage:	80.00 - 80.00 g/m2
Whitness (ISO 11475):	85 %
Opacity (ISO 2471):	94 %
Smoothness:	20
Bulk:	1.24 - 1.24 cm3/g
Surface:	Matt
Bleaching:	Process Chlorine-free (PCF)
Fibre content:	Recycled
Eco-labels:	Blue Angel Nordic Swan
Additional information:	<a href="http://www.stp.de">www.stp.de</a>

**Excellent 94%**

Forest performance: ★★★★★  
Climate performance: ★★★★★  
Water performance: ★★★★★

[What does this mean?](#)

## Detailed Environmental Profile:

Fibre source:	40 / 40
Fossil CO2 emissions from manufacturing:	15 / 20
Waste to landfill:	10 / 10
Water pollution from bleaching:	10 / 10
Organic water pollution:	9 / 10
Environmental management systems:	10 / 10

[What does this mean?](#)

Sheets:

Smoothness (Bendtsen):

 - 

Reel:

Bulk:

 - 

cm3/g



Grammage:

 - 

g/m2

Origin of mill:

Whitness (ISO):

 - 

%



Manufacturer:

Fibre content:

☐ Wood-free☐ Mechanical pulp☐ Recycled

Mill:


Opacity:

 - 


%





Forest performance:

Climate performance:

Water performance:

Surface:

☐ Unglazed☐ Matt☐ Gloss☐ Semi-matt☐ Silk

Bleaching:

☐ Elemental Chlorine (EC)☐ Elemental Chlorine-free (ECF)☐ Process Chlorine-free (PCF)☐ Totally Chlorine-free (TCF)

Uses:

☒ Printing papers☒ Office papers☐ Digital papers☐ Food & Retail☐ Envelope papers☐ Fine papers☐ Label papers☐ Medical & Healthcare☐ Building & Utilities☐ Transportation☐ Household & consumer☐ Printing & Office☐ Other industries☐ Magazine papers

Certificates &amp; Ecolabels:

☐ Blue Angel☐ CSA☒ FSC☐ EU Eco-label☐ Green Seal☐ LEI☐ MTCS☐ Nordic Swan☐ PEFC☐ SFI☐ FSC Controlled Wood



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## Login

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### Already member?

Username:

Password:

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### Register as a new user

If you are a new user, please register to gain access to the website sections used for rating paper products.

[Sign up](#)

### Registration

Registration is required to help us guarantee the scheme's credibility and the high quality of its information. After registration, you can immediately start rating paper products.

The rating tool is mainly intended for **paper manufacturers**. However, if you represent some **other actor in the paper value chain**, such as a paper buyer, we also encourage you to register. You are also entitled to rate paper products as long as you have sufficient reliable and published data. Only paper manufacturers may list their products as third-party audited.

### Useful information on ratings

Please see the section "About" for useful background information on:

- [the rating system and its data requirements](#)
- [status classes](#)
- [third-party auditing](#)





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## Step 1: Basic information

Basic information

Fibre sources

Emissions

Quality control

Results

Before rating a new product, please check that nobody has rated the same product before. [Search the Product Catalogue](#)

\* required fields

1. Product name: \*

2. Origin of mill:

3. Manufacturer: \*

4. Mill:



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[Home](#) ▶ [About](#) ▶ What is Check Your Paper?

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## What is Check Your Paper?

### ■ What is Check Your Paper?

- Rating system
- Data requirements
- Status categories
- Third-party auditing
- Disclaimer of responsibility
- Users manual

Check Your Paper (CYP) has been designed to facilitate transparency on environmental performance in the paper industry. CYP assists paper purchasers in estimating the environmental footprint of the papers they buy — and allows responsible paper producers to demonstrate what they are doing to minimize negative environmental impacts of the papers they sell.

CYP is an updated version of the previously launched WWF Paper Scorecard. CYP is presented as an on-line paper rating scheme where paper producers are now able to insert the data easily, and pulp and paper buyers can search for products in various categories. As responsible paper producers already monitor most or all performance parameters included in CYP, filling in CYP online rating scheme should present no undue burden to a producer.

### Unique characteristics

WWF recognizes that there are other initiatives for measuring paper products' environmental impacts and values their contribution towards more sustainable paper production and use, as well as increased transparency across the pulp and paper sector. However, CYP includes characteristics that are not always considered in other approaches. It:

- allows comparison between different paper products
- reports on the relevant performance on individual parameters
- compares performance of mills