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The WWF Paper Scorecard

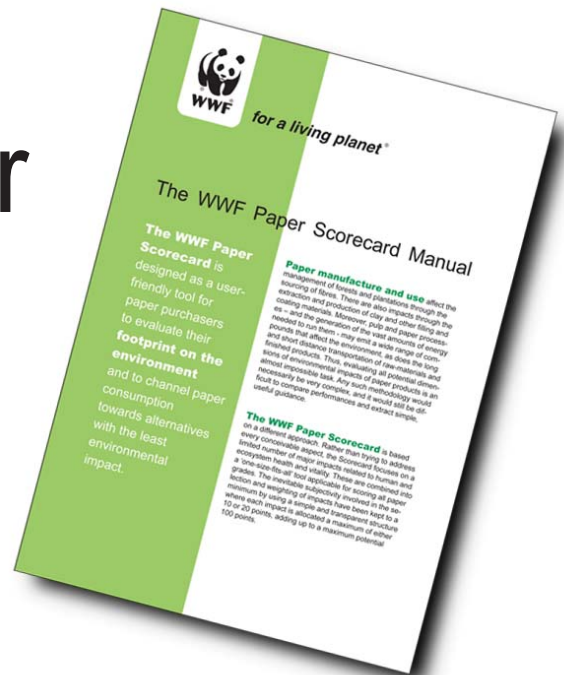
A new tool promoting transparency about responsibly produced paper products

What is the WWF Paper Scorecard?

WWF's new Paper Scorecard has been designed to facilitate transparency on environmental performance in the paper industry. It assists paper purchasers to make a judgement on the environmental footprint of the papers they buy – and allows responsible paper producers to demonstrate what they are doing to minimise negative environmental impacts of the papers they sell.

What is new/unique about the Paper Scorecard?

Suitable for self-scoring by producers of all paper grades from high-quality business paper to packaging, it is the first user-friendly holistic tool available to evaluate the environmental impacts of paper production. The parameters are weighted according to WWF's assessment of their relative importance.



Who is the Paper Scorecard for?

1) Paper producers and suppliers: The Scorecard provides paper producers with a simple self-evaluation of their environmental risk profile. Through the Scorecard they can demonstrate to their customers that their paper products are responsibly manufactured. For producers willing to improve their corporate social responsibility record, the Scorecard can also be used to measure environmental performance over time and show buyers that progress is being made.

Although the ultimate goal is for producers to score well across all parameters, it is not only about coming out best in the Scorecard. The first criteria for WWF's global guidance to buyers later in the year will be the transparency of producers. A WWF website, www.panda.org/paper/toolbox, will provide a platform for responsible paper buyers and producers to network and "meet". Producers will be invited to post their third-party verified scores in order to communicate their environmental performance across all paper grades to current and potentially new buyers.

2) Paper buyers: The Scorecard allows buyers to evaluate the environmental footprint of the papers they buy. Paper buyers should ask their suppliers to rate themselves using the Scorecard and share the results.

Is it difficult for producers to fill out the Paper Scorecard?

The Scorecard relies on the voluntary participation of responsible producers who have an interest to show how they minimise their environmental footprint. Responsible paper producers already monitor most or all performance parameters included in the Scorecard. The tool addresses impacts caused by both pulp and paper mills. This approach is similar to 'Paper profiles' and other industry self-evaluation methods. Filling out the Scorecard should be no undue burden for a producer.

What do the scores cover?

The Paper Scorecard focuses on aspects of paper manufacturing that may have major impacts on human and ecosystem health and vitality. The ones that WWF considers to be the environmentally most important are included in the Scorecard: use of recycled fibres; responsible sourcing of virgin fibres; minimising emissions of fossil CO₂ that contribute to climate change; proper management and processing techniques that minimise water pollutants like chlorinated compounds and organic materials; and minimising waste to landfill. An easy to use point system allows a company to tally its performance in each area and achieve a sum total grade. To keep the tool user-friendly, not all environmental and social aspects of paper production are included in the Scorecard.

What scores are good enough?

The Scorecard is designed as an integrated point system to give buyers more clarity about what they buy. The Scorecard has a certain threshold built in to gain any points at all. However, initially few papers may achieve, or even come very close to, the maximum score of 100 points. Although the ultimate goal is for producers to score well across all parameters, it is not only about coming out best in the Scorecard, but also a test of transparency. WWF will reward the transparency of producers who score their paper products through its paper website, www.panda.org/paper/toolbox.

Additional guidance for paper buyers

The Scorecard is the first of several tools WWF is producing in conjunction with a "think tank" of major paper buyers, aimed at creating easy-to-use guidance on paper sourcing. While the Scorecard is geared towards paper producers, later in 2007 WWF will publish The WWF Guide to Buying Paper, a practical purchasing guide, to support paper buyers in sourcing responsibly produced paper products.

Why did WWF develop the Paper Scorecard?

The need for relevant guidance on fibre sourcing as well as the impacts of pulp and paper processing emerged from a "think tank" where WWF worked together with major paper buyers. WWF, with years of experience developing responsible purchasing strategies for paper and wood products through the WWF Global Forest & Trade Network (GFTN), has developed the Paper Scorecard as a response to this need.

Why does WWF work on paper purchasing and use?

WWF believes that Paper is a valuable product that has been an integral part of our cultural development. Paper is made from mostly renewable resources and is an essential part of modern life, helping to increase levels of literacy and democracy worldwide.

However, around the world we use around 1 million tonnes of paper every day. And since paper manufacture and use also have negative impacts on the environment, it is important to understand how we can minimise them. The Scorecard allows:

- 1) Responsible paper buyers to promote good fibre sourcing and mill processing practises through their choice of papers and suppliers; and
- 2) Responsible paper producers to demonstrate their environmental performance to their customers.

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