



NEWSPAPERS: A GREEN CHOICE

Newspapers and the Environment: What You Need to Know

Are newspapers environmentally friendly? Canadian consumers, advertisers and advertising agencies are seeking assurances that the paper products they are purchasing and the print medium they are using to promote products and market brands, are supplied by producers who are sustainable and environmentally responsible.

There are many myths about the newspaper industry, forestry, and the environment.

Here are some things you need to know.



Reading the newspaper is a greener choice than you might think.

We in the newspaper industry are committed to reducing our impact on the environment. We take our responsibility seriously, and our production processes are now more energy-efficient and environmentally friendly.

We recognize the importance of preserving and protecting Canada's forests, and we only use newsprint from responsible producers that embrace 5 widely accepted sustainability principles in their forestry operations. For Canadians, this means that the forest industry plants more trees than it takes and it has successfully reduced gas emissions by 10 times what is required under Kyoto!

And then, of course, there are your efforts. You've helped make newspapers a recycling success story by recycling over 80% of all newsprint in Canada. Thank you for your waste reduction efforts. We will continue to do our part to reduce our carbon footprint. There is more to do, and together, we can work toward sustainability.

Because sustainability isn't just another story to us. It's how we're shaping our future.

The Canadian newspaper industry's contribution to environmental sustainability is significant, and we're committed to doing more. Some common policies across the publishing industry reflect the progress we've been making toward meaningful sustainability objectives: We've looked at:

1. **The Source of our Raw Materials**
2. **Our Product**
3. **The End of the Chain: What happens to our product after the consumer has finished with it**
4. **What Experts have to Say**

Together with our suppliers, we have set in motion policies that reflect the real investments we are making to manage our product throughout its life cycle, from forest to breakfast table, and beyond.

Newspapers commit to supporting the five principles of sustainable fibre. Sustainable fibre is produced by companies that:

- **Harvest Legally**
- **Regenerate Promptly**
- **Promote Recycling and Recovery**
- **Welcome Independent Scrutiny**
- **Reduce Greenhouse Gases**

Sustainability isn't just a story to us – it's how we're shaping our future!



NEWSPAPERS: A GREEN CHOICE 1. THE SOURCE OF OUR RAW MATERIALS

Trees: Renewable by nature, sustainable by design

Canada has no illegal logging and the largest area of third-party certified forests in the world. Our newsprint comes from legal, certified, Canadian sources.

Canada is a responsible source of wood, pulp and paper products that meet the highest environmental credentials. Canada's tough forest regulations ensure that harvested areas are regenerated.

Canada's forest products sector is globally recognized for its environmental leadership, including efficient fibre use, reduced greenhouse gas emissions and the use of clean energy. Canada's forest industry is pledging to become carbon neutral through the lifecycle of its products by 2015, without purchasing carbon offset credits.

Consumers, advertising agencies and advertisers can be confident that today's Canadian forestry products don't come at the expense of tomorrow's forests

- Forest Products Association of Canada (FPAC) <http://www.fpac.ca/>

CANADIAN FOREST INDUSTRY SIGNS THE WORLD'S LARGEST CONSERVATION AGREEMENT

In an effort to protect the boreal forests of Canada, the Canadian forest industry (21 members of the Forest Product Association of Canada [FPAC]) and nine Environmental Groups (ENGOS) signed the world's largest conservation agreement on May 18th, 2010. This agreement protects more than 72 million hectares of public forests licensed to FPAC members, from the provinces of British Columbia to Newfoundland.



Under the Agreement FPAC members, who manage two-thirds of all certified forest land in Canada, commit to the highest environmental standards of forest management within an area twice the size of Germany. Conservation groups commit to global recognition and support for FPAC-member efforts.

- <http://www.fpac.ca/index.php/en/press-releases-full/440/>

DID YOU KNOW? Canada still has 90% of its original forest cover (CCFM 2006b, WRI 2007); land for roads, agriculture, urban development and other non-forestry purposes makes up the remaining 10%. Since 1990, Canada's rate of deforestation is virtually zero (NRCan 2008a).





NEWSPAPERS: A GREEN CHOICE 1. THE SOURCE OF OUR RAW MATERIALS

- **More than 600 million seedlings are planted annually** to help forests regenerate. Canada has the largest area of certified forest in the world - more than 148 million hectares, double the size of Alberta (see following page)
- **Sawmill residues and recycled paper now provide 87% of the fibre** used to make new paper and paperboard. Sawmill residue that is not suitable for making paper is used as biomass energy.
- Canada's pulp and paper firms have raised their production levels by 8% while **reducing absolute greenhouse emissions by 57% below 1990 – 10 times Kyoto targets.**
- Trees are a **renewable resource**. When they are harvested, their wood is used mostly for heating and cooking, and to produce close to 5,000 products, including homes and furniture.

- Forest Product Association of Canada <http://www.fpac.ca/index.php/en/our-commitments/>

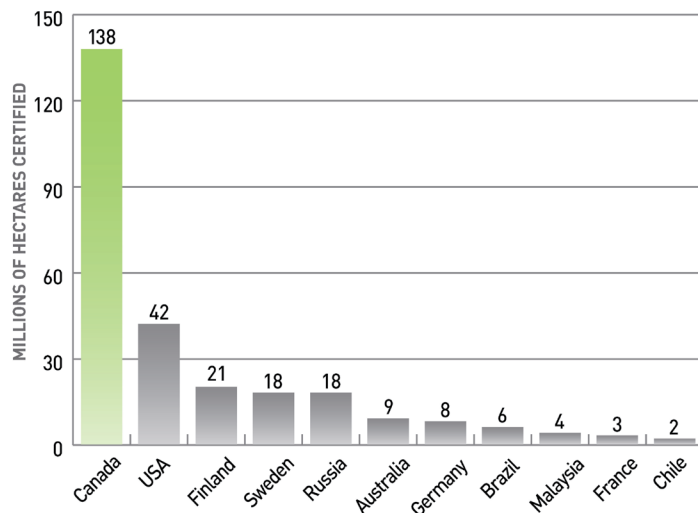
CANADA: MOST CERTIFIED FOREST IN THE WORLD

Our newsprint suppliers are subject to rigorous, independent, third-party scrutiny and verification of their sustainable forest management practices. In most cases, Canadian newspapers' procurement policies require sourcing from certified suppliers.

WHAT IS FOREST CERTIFICATION?

Forest management certification is a voluntary tool available to forestry organizations who want to demonstrate corporate responsibility by having their forest management planning and practices independently certified against a sustainable forest management standard. These standards set high thresholds that forest companies must clear – above and beyond Canada's tough regulatory requirements.

CERTIFIED HECTARES BY COUNTRY



As of January 2008, Canada had 138 million hectares (341 million acres) of lands certified to one of three credible third-party programs – the Canadian Standards Association, the Forest Stewardship Council and the Sustainable Forestry Initiative.

- Forest Products Association of Canada





NEWSPAPERS: A GREEN CHOICE 1. THE SOURCE OF OUR RAW MATERIALS

WHAT FOREST CERTIFICATION TELLS US

Third-party certification provides assurance that a forest company is operating legally and sustainably and in compliance with world-recognized standards for sustainable forest management. Forest certification has different benefits for different groups:

1. Consumers can consider certification as a factor in their buying decisions
2. Certification can help companies demonstrate that they are responsible forest managers
3. The public can value certification for its role in improving forest practices around the world

- Natural Resources Canada

2009 SUSTAINABLE FOREST MANAGEMENT (SFM) CERTIFICATION STATUS IN CANADA – 148,947,963 HECTARES!

Standard Used	Area Certified (hectares)
Canadian Standards Association	72,754,642
Forest Stewardship Council	32,228,294
Sustainable Forestry Initiative	50,495,563
Total Certified for all SFM Combined: (some areas double counted)	155,478,499
Total Area Certified: (double counting removed)	148,947,963

- Certification Canada



NEWSPAPERS: A GREEN CHOICE 2. OUR PRODUCT

The Naked Truth: Newspapers have no packaging; no PET, no BPA, no glass, no aluminum, no cardboard, no foam, no tape.

Our product is the news - what's going on in the world and in our neighbourhood, created by professional journalists – on newsprint – and online.

Wood is the most abundant renewable material on earth. Paper is renewable, recyclable, biodegradable and sustainable.

Newspapers have long been recognized as an integral part of any democratic process and the public's right-to-know. In providing this public benefit, they make a significant contribution to public education on waste diversion.

A large portion of the newsprint produced worldwide is based on mechanical pulp (a by-product fibre, which remains after sawmills have optimized the cutting of logs into lumber) and increasing amounts are made, partly or entirely, from recovered fibre, such as old newspapers and old magazines. Depending on the type of mechanical pulp used, some chemical pulp may be added to strengthen the sheet.

- Pulp and Paper Products Council

DID YOU KNOW? Newspapers use vegetable-based instead of chemical inks and eliminate harmful Volatile organic compounds from the production process – this is now standard.

Newspapers are committed to supporting the five principles of sustainable fibre (Harvest Legally Regenerate Promptly, Promote Recycling and Recovery, Welcome Independent Scrutiny, Reduce Greenhouse Gases) and reducing our environmental impact through measures including and not confined to:

- Waste reduction and paper recovery programs in production and internal business process
- Green House Gases reduction through efficiencies in reducing power consumption
- Use of vegetable-based instead of chemical inks and elimination of harmful volatile organic compounds from the production process – this is now standard. Some newspapers are exploring the use of non-wood agricultural residues;
- Reduction of our page formats, while preserving content and readability;
- Increase in recycled content;
- Creation and expansion of “Environmental” and “Green Guide” sections devoted to environmental issues;
- Continuation of providing online content;

... the story's not over – there's still more to do!

POLICE LINE DO NOT CROSS **THE NEWS IS IMPACTFUL. THE PAPER IT'S PRINTED ON ISN'T.**

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CANADIAN NEWSPAPER ASSOCIATION CANADIAN NEWSPAPER ASSOCIATION



NEWSPAPERS: A GREEN CHOICE 3. THE END OF THE CHAIN - RECYCLING

Newspapers are managing their product throughout its life-cycle – from forest to breakfast table and beyond

Recycling may be a relatively new phenomenon in some communities, but it has been a paper industry tradition in Canada for 200 years from the time when paper was made from rags. In 1805, linen and cotton rags were collected in Montreal and Québec City then shipped to Canada's first paper mill in St. Andrew's, Québec to be used in the production of newsprint and wrapping paper.



DID YOU KNOW? Canada is a global leader in waste paper recovery, with some of the highest rates of waste diversion of old newspapers in the world. Canadians recycle 80% of their newsprint. In many provinces, newspapers partner with governments and waste management agencies to get the job done - a planet-smart strategy!

Newspapers will continue to play an important role in the community as champions of recycling, not just for old newspapers, but for new materials as they are added to the waste diversion stream.

SOME NEWSPAPER RECYCLING FACTS:

- The Blue Box program began as a pilot project in Kitchener, Ontario, in 1981;
- Ontario 1986: the provincial government reimbursed municipalities for a portion of their operation costs (labour, gasoline, etc.) for their Blue Box Programs;
- Ontario, October 1998: the Minister of the Environment announced his plan to call on industry (producers) to contribute to the Blue Box Program costs;
- Early in 2000, governments across the country were legislating waste recovery (and recycling) programs and approaching industry to contribute to the costs of recovering materials. Municipalities wanted “stewards”, the producers of materials that ended up in the waste stream, to contribute financially to the programs;
- As the green movement took on steam, there was a significant increase in the number of government initiatives on recycling and waste diversion. The number of materials entering waste recovery and recycling programs increased exponentially (electronics, hazardous waste, tires, etc.), resulting in increased program costs and municipalities moving towards “Extended Producer Responsibility” requesting industry to cover up to 100% of costs.

In Canada, all levels of government have been involved in waste diversion and recycling, although the timelines and tactics vary considerably from province to province.

For more information on newspaper recycling in Canada visit:
<http://www.cna-acj.ca/en/public-affairs/recycling>





NEWSPAPERS: A GREEN CHOICE

3. THE END OF THE CHAIN - RECYCLING

DID YOU KNOW? Recycling is an integral part of newsprint production. Raw materials are used to create newsprint: wood chips (fibre), recycled newspapers and virgin fibre from sustainable sources. Residual wood chips (fibre), are by-products which remain after sawmills have optimized the cutting of logs into lumber.

Newsprint cannot be produced by using recycled fibre alone. Each time paper is recycled, the fibres become progressively shorter and weaker and after two to seven cycles, are no longer useful. Therefore, a key component of North America's paper fibre cycle is fresh (or virgin) fibre from sustainably managed forests. Newspapers are also exploring the use of non-wood agricultural residues.

DID YOU KNOW? Most people, and perhaps most local officials, assume that all recycled items go to their best use. They are shocked to learn that about 35 per cent of the materials they dutifully put in a recycling bin in fact wind up in a landfill, due to contamination from broken glass and liquid waste from food and drink containers.

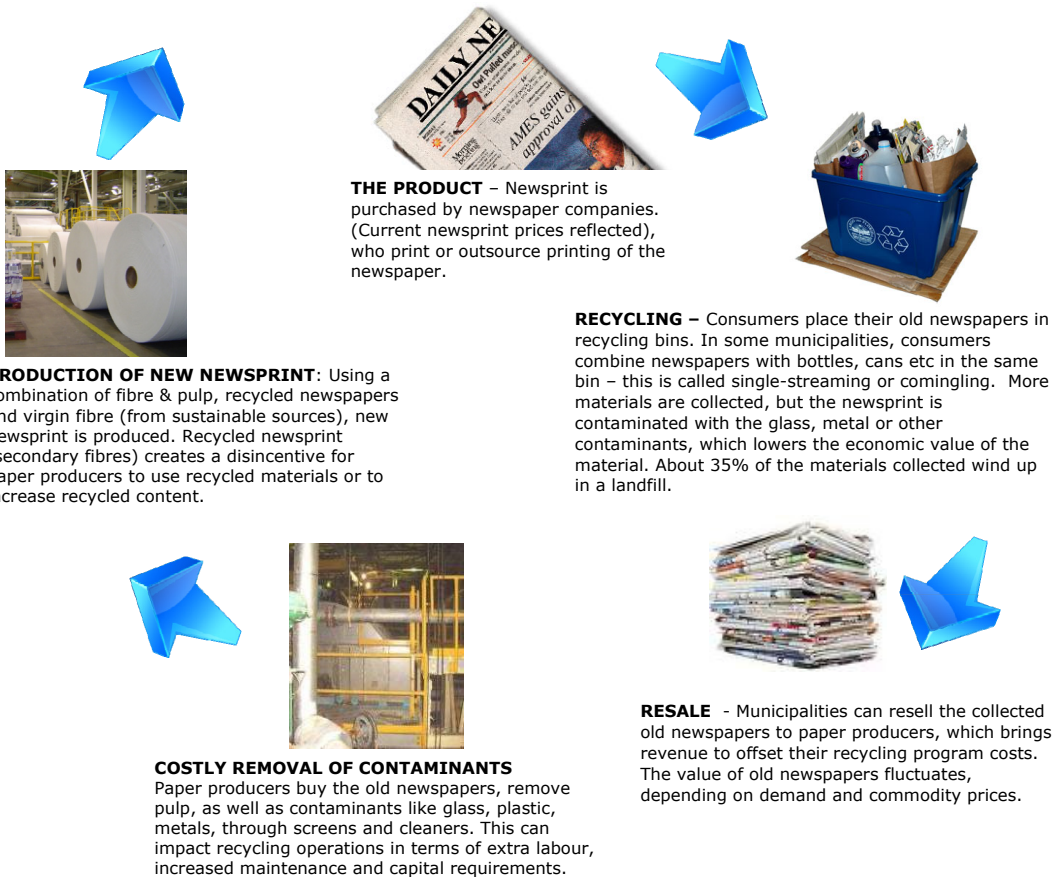
- **The key to achieving the environmental and economic benefits of recycling is to keep the material circulating for as many product lives as possible.** This is the closed loop that reduces the need for virgin materials, thus avoiding the energy consumption and greenhouse gas emissions associated with primary materials extraction, transportation and processing.
- **The quality of recovered paper is a critical element in any successful recycling program.** The paper must be free of contaminants such as food, plastics, metals and wax. The presence of these contaminants results in higher costs to the recycling mills, municipalities and paper stock dealers.
 - "Understanding economic and environmental impacts of single-stream collection systems", Container Recycling Institute, December 2009
- **A successful recycling program is dependent upon securing markets for the recovered paper.** The market can be a mill using recovered paper to manufacture recycled-content paper, newsprint or a paper stock dealer acting as an intermediary between the municipality and the consuming mill.
 - Paper Recycling Association



NEWSPAPERS: A GREEN CHOICE

3. THE END OF THE CHAIN - RECYCLING

THE LIFE CYCLE OF A NEWSPAPER THAT IS RECYCLED WITH GLASS AND PLASTIC





NEWSPAPERS: A GREEN CHOICE 4. WHAT DO EXPERTS SAY?

TREES ARE THE ANSWER: Dr. Patrick Moore, chairman of Vancouver environmental communications Greenspirit Strategies

The following excerpts are from “Trees are the Answer” New and revised 10th anniversary edition www.treesaretheanswer.com

“Anyone wanting to help the environment should promote forestry by using as much wood as possible. ... An anti-forestry campaign is an anti-environmental campaign.”

“As a lifelong environmentalist, I say trees are the answer to many of the world’s sustainability challenges. Forestry is the most sustainable of all the primary industries that provide us with energy and materials. Rather than cutting fewer trees and using less wood, true environmentalists ought to **promote the growth of more trees and the use of more wood.**”

Forestry results in reforestation, and deforestation is caused by the conversion of forests to cities, farms and industrial sites. **The only way to stop forests from growing back is by purposefully interfering with the process of renewal:**

- by plowing the land every year and planting crops
- by setting so many livestock on it they eat every tree seedling that tries to grow
- by covering the land with concrete and buildings.

FORESTRY FIRMS REGENERATE MORE TREES THAN THEY FELL

“From 1990 to 2005, Canada’s forests absorbed nearly 900 million tonnes of CO₂ from the atmosphere, according to the Canadian Forest Service - the equivalent of taking nearly a quarter of the world’s cars off the road. So if reducing greenhouse gas emissions is the objective, growing trees is a big part of the solution. The way to make that happen in Canada is by cutting them down, Dr. Moore says, since forestry firms, with an incentive to increase their supply and following regulations, regenerate more trees than they fell.”

DID YOU KNOW? Only about “30 percent of the wood harvested globally is manufactured into pulp and paper products for printing, packaging, and sanitary uses. Half of this fibre is waste wood obtained from the sawmills which produce the solid wood products for building. Most of the balance comes from pulp plantations or tree farms. A small percentage comes directly from natural forests such as the aspen forests of northern Canada. Nowhere is permanent deforestation occurring specifically to make paper products.”

“It comes as a surprise to many people that over half the wood used every year is not for building things but for burning as energy. **About 55 percent of global wood consumption is used as fuel for cooking and heating primarily in the tropical developing countries.** About 2.5 billion people depend on wood as their primary source of energy. There is no substitute for most of this wood, as the people who need it for basic survival cannot afford to purchase alternative fuels. The main alternatives to wood for energy are coal, oil and natural gas, all non-renewable fossil fuels.”





NEWSPAPERS: A GREEN CHOICE 4. WHAT DO EXPERTS SAY?

“About 15 percent of global wood consumption is utilized for solid wood products such as lumber, plywood, and particle board. Most of this is used for construction and furniture. The difficulty with reducing lumber consumption is not due to a lack of potential substitutes. Cement, steel, plastic and brick are readily available alternatives for many applications. The problem is the alternatives are all non-renewable, involve severe environmental impacts of their own, and require much more energy to produce than wood. More energy invariably results in more fossil fuel consumption and increased emissions.”

NEWSPAPERS ARE GREENER THAN WEB NEWS, SAYS ENVIRONMENTAL EXPERT

“Unlike paper, computer components do not lend themselves well to recycling and reuse because ‘you have this really complex waste combined with not enough value in the materials to pay for responsible recycling ...If everybody stops reading newspapers then perhaps we stop growing trees’.”

- Sarah Westervelt, e-stewardship director at the Basel Action Network and panelist on MEDIASHIFT, 5 Across: Environmental Impact of Newspapers, Books, e-Waste, January 22, 2010
<http://deadtreeedition.blogspot.com/2010/02/newspapers-are-greener-than-web-news.html>

TREES BUILD HOMES - NEWSPAPERS USE RECYCLED PAPER AND FIBRE

“Most surprisingly, I learned that newspaper publishers use mostly recycled paper, as well as ‘virgin paper’ that comes from the refuse generated by saw mills when creating lumber for houses. Could it be that over time newspapers are actually the greener option versus using electronic devices?”

- Mark Glaser – Host, MEDIASHIFT, 5 Across: Environmental Impact of Newspapers, Books, e-Waste, January 22, 2010
<http://www.pbs.org/mediashift/2010/01/5across-environmental-impact-of-newspapers-books-e-waste022.html>

PAPER HAS A FUNDAMENTAL, VITAL CONTRIBUTION TO A SUSTAINABLE FUTURE

“Paper will always win – It’s convenient, you can recycle it, it’s strong, it’s light and it’s a sustainable thing. We need these products, we will be using these products and they have a tremendous amount to offer our future world.”

- Dr. Patrick Dixon – Futurist: Paper Packaging, Energy, Waste, Recycling, Sustainability Conference, SPCI (Swedish Association of Pulp & Paper Engineers) 2008 conference, Stockholm
<http://www.youtube.com/watch?v=djswpet40ro>

PRINT GROWS TREES

In an effort to dispel the misconception that by using less print on paper, trees are saved, the “Print Grows Trees” campaign shows that supporting print on paper actually gives landowners the financial incentive they need to keep America’s woodlands safe from development and managed in a sustainable manner to contribute important ecosystem benefits such as water, wildlife and carbon sequestration.

- <http://www.largeformatreview.com/green-policy/1335-print-grows-trees-campaign-earns-positively-print-exemplary-award-at-graph-expo>





NEWSPAPERS: A GREEN CHOICE 4. WHAT DO EXPERTS SAY?

PAPER IS GOOD – PASS IT ON

Domtar has launched the PAPER BECAUSE campaign – to highlight the key role paper plays in our lives and the reasons why it’s an environmentally sound choice.

Through this campaign, we are excited to address the common misperceptions about paper and showcase the reasons why paper is a truly fantastic product. Learn more on our campaign web site,

- <http://www.paperbecause.com/>

READING AN ONLINE NEWSPAPER FOR 30 MINUTES IS MORE HARMFUL TO THE ENVIRONMENT THAN PRINTED NEWSPAPERS IN EUROPE

“Regarding the global warming potential of printed newspapers, Web-based newspapers and tablet e-paper newspapers, reading an online newspaper for 30 minutes is more harmful to the environment than printed newspapers in Europe, according to a KTH Centre report. In Sweden, where the report was created and where digital usage is high compared to the worldwide average, printed newspapers’ global warming potential was higher than reading online.”

- *Going Green – World Association of Newspapers, April 2010*

http://www.wan-press.org/IMG/pdf/SFN_9.4_-_Executive_Summary.pdf

http://www.csc.kth.se/sustain/publications/reportfiles/sus_2007_1_moberg_et_al_report_updated.pdf

IS DIGITAL MEDIA WORSE FOR THE ENVIRONMENT THAN PRINT?

“If your goal is to save trees or do something good for the environment, the choice to go paperless may not be as green or simple as some would like you to think.

Digital media doesn’t grow on trees, but increased use of digital media is having a profoundly negative impact on our forests and the health of our rivers.”

- *Don Carli, MEDIASHIFT, March 31, 2010*

<http://www.pbs.org/mediashift/2010/03/is-digital-media-worse-for-the-environment-than-print090.html>

MORE THAN 140,000 TONNES OF ELECTRONICS ACCUMULATE IN CANADIAN LANDFILLS EACH YEAR

More than 140,000 tonnes of computer equipment, phones, televisions, stereos, and small home appliances accumulate in Canadian landfills each year. That’s equivalent to the weight of about 28,000 adult African elephants or enough uncrushed electronic waste to fill up the Toronto Skydome (Rogers Centre) every 15 years.

An estimated 4,750 tonnes of lead is contained in personal computers and televisions disposed each year in Canada.

- *ENVIROZINE, Environment Canada, 2003*





NEWSPAPERS: A GREEN CHOICE 4. WHAT DO EXPERTS SAY?

ELECTRONIC WASTE POSES A TISK TO HUMAN HEALTH AND THE ENVIRONMENT

All of this electronic waste does more than just take up land and space – it poses a risk to human health and the environment. Lead, cadmium, mercury and other heavy metals found in electronic equipment need to be properly managed to avoid polluting land and waterways.

Solutions to E-waste

Several major manufacturers have begun practising the concept of extended producer responsibility (EPR) to divert electronic waste from the landfills and make sure it's recycled. EPR places the responsibility on the producers to properly manage their products after consumers are through with them. Extended producer responsibility has the effect of stimulating producers to design products that last longer, and are less hazardous and more recyclable.

- *Green Learning Canada*

“The amount of electronic waste is becoming a growing problem for municipalities.”

- *Green Planet Communications*

ELECTRONIC AND ELECTRICAL WASTE GROWS THREE TIMES FASTER THAN THE GENERAL WASTE STREAM

Electronic and electrical waste grows three times faster than the general waste stream

As publishers plan eco-friendly strategies, they have more issues to take into account than ever before, as digital technologies, paper and ink are all important and intertwined resources for the publishing business. For example, electronic and electrical waste grows at a rate of 3 percent and 5 percent each year, three times faster than the general waste stream, according to the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal, a global treaty initiated by the Swiss government that took effect in 1992. E-waste includes mobile phones, computers, televisions, e-readers, servers and more.

- *Going Green – World Association of Newspapers*

http://www.wan-press.org/IMG/pdf/SFN_9.4_-_Executive_Summary.pdf





NEWSPAPERS: A GREEN CHOICE SO NOW YOU KNOW...

So now you know about the source of our raw materials and how the Canadian Forestry industry meets the highest environmental credentials.

You know that forestry results in reforestation, and deforestation is caused by the conversion of forests to cities, farms and industrial sites.

You know about our product, how it's produced from fibre, has no packaging and is an integral part of the democratic process and the public's right-to-know.

You know newspapers are recycling champions and our product is recycled at a rate of 80%.

You know that curbside collection using single-streaming (comingling) methods causes material contamination and increases costs for Material Recovery Facilities and newsprint producers.

You know how we're working towards sustainability and how we are working hard to fulfill our environmental obligations.

You know the newspaper industry is committed to managing its product throughout its life cycle, from forest to breakfast table, and beyond.

You know we will continue working with suppliers, non-governmental organizations and other stakeholders to protect endangered forests and improving forest management and production practices.

You know we will continue to strive to increase our recycled content; reduce our carbon footprint both at our print plants as well as in our offices.

You know that sustainability isn't just a story to us – it's how we're shaping our future.

And you know – newspapers are a green choice!

CNA/ CCNA continues to invest a large portion of its time on this file, on behalf of its members. For more information on provincial waste diversion programs, please visit our website www.cna-acj.ca. Please direct your questions to Adele Ritchie at aritchie@cna-acj.ca.




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NOTE: While we have taken all steps to ensure the accuracy of this document and its data, we cannot accept responsibility or be held liable for any sourced information that is inaccurate or incomplete.