

GREENPEACE

The Forest Friendly Guide For University Sustainability Administrators

This guide is designed to help you make an impact on one of the most pressing environmental threats - tropical deforestation - by putting pressure on one of the world's most notorious forest and climate criminals: **Asia Pulp and Paper (APP)**. After providing a quick background on APP and the deforestation problem in Indonesia, this guide will help **you drop or avoid business with APP until the company ends its role in rainforest destruction**. Included are sample letters to APP and your paper products vendors as well as a sample sustainable paper buying policy.

Background

Tropical forest destruction is a major source of global greenhouse gas emissions (GHG) and a key contributor to climate change. Deforestation releases more climate pollution than all the world's cars, trucks, ships and planes combined. The destruction of carbon-rich peatlands and rainforest is the key reason why Indonesia ranks as the world's third largest greenhouse gas emitter. Ending deforestation is critical to preserving biodiversity and tackling climate change.

The Paradise Forests of Indonesia are currently under threat by Asia Pulp and Paper (APP), one of the world's largest paper companies. APP is driving the destruction of rainforests by chopping them up for disposable paper products, and to make way for their expanding pulpwood plantations. On the island of Sumatra, home to the critically endangered Sumatran tiger, APP is responsible for more forest destruction than any other company. APP is directly responsible for degrading wildlife habitat, driving conflicts with indigenous peoples and local communities, and large amounts of climate pollution.

Despite outcry from scientists, locals, and environmental groups, APP continues to threaten ecologically important areas, including that last habitat for the critically endangered Sumatran tiger. Only 400 Sumatran tigers remain in the wild.

Stopping APP's rainforest destruction is a critical step towards saving the Paradise Forests of Indonesia, preserving critically endangered animal habitat, and fighting global warming. Deforestation emissions from one threatened area, Riau, a province slightly larger than South Carolina, could exceed five years of emissions from all of the coal and gas power plants in the world combined. For wildlife and our climate, we must act now to reverse the trend of deforestation in Indonesia.

APP has stated that it plans to continue to destroy natural forests even as it seeks to expand its business in North America. Its "**Paseo**" brand toilet paper products have been the fastest growing brands in the U.S. for two years running. Its "away from home" brand, "**Livi**", is already established in many institutions -- like university campuses -- across the country.

In order to sell its products in the U.S., APP is depending on customers to remain in the dark about its role in rainforest destruction. Unless your university has a robust paper buying policy, your campus may be buying rainforest destruction. APP is increasingly trying to brand its products as "green" and "renewable," but on-the-ground investigations show a much different story.

For further information please read Greenpeace's investigative reports, "[Pulping the Planet](#)", "[Empires of Destruction](#)" and "[Toying with Extinction](#)".

As campus sustainability administrators you can work to make sure your campus avoids or drops business with APP in three simple steps:

- 1. Cut any contracts you may have with APP and do not buy Livi and Paseo products**
- 2. Send letters to your product distributors and vendors explaining your concern about APP paper products (sample letters provided)**
- 3. Implement a robust paper procurement policy (sample policy provided)**

Sample Letter to your paper distributor/vendor

In addition to informing APP, your campus should inform paper distributor and vendors that you work with. Please contact Dan.cannon@greenpeace.org for the most up to date list of distributors.

UNIVERSITY LETTER HEAD

[Distributor Name]

[Address]

Dear XXXXX:

I am writing to inform you of our campus's new procurement policy [attached]. Please take note that tissue products branded "Livi" and "Paseo", marketed by Oasis Brands, are not compliant with our policy.

Livi and Paseo products are owned by Asia Pulp and Paper (APP). Several NGOs have documented that APP is responsible for more natural rainforest loss than any other company Indonesia, including the destruction of the habitats of endangered species like the Sumatran tiger and orangutan. Despite years of empty pledges, APP is still driving the destruction of rainforests, chopping them up for paper, and converting them into monoculture pulpwood plantations. Independent lab analyses have confirmed that rainforest wood (Mixed Tropical Hardwoods) are often found in APP products. The legality, not to mention the sustainability of these products are questionable. Historically, APP has failed to improve its environmental record, delaying progress and compelling industry leaders such as Mattel, Kraft, Nestle and Staples (among others) to cut business ties with the company.

[Institution] aims to not only educate students about environmental stewardship, but to lead by example with best practices on our campus. Given APP's environmental record is inconsistent with our sustainability goals, it is not possible for [Institution] to purchase nor sell any paper or tissue products sold by Oasis Brands, including their "Livi" and "Paseo" branded products and "Nvi" dispensers.

I hope that you will support our commitment to developing [Institution] as a learning institution dedicated to the pursuit of environmental sustainability.

Sincerely yours,

Sample Letter to Asia Pulp & Paper (APP)

This letter is for university sustainability offices to send to APP US subsidiaries communicating concern over APP's environmentally destructive practices and statement to avoid business until APP stops deforesting Indonesia.

UNIVERSITY LETTER HEAD

Philip Rundle,
Chairman and CEO

Nathan Hanson
President and COO

Oasis Brands
Mercury Paper
Solaris Paper
495 Radio Station Road
Strasburg, VA 22657

Dear Philip Rundle and Nathan Hanson:

I am writing to express my concern about the environmental record of your parent company and supplier, Asia Pulp & Paper (APP).

Investigations have shown APP continues to be responsible for natural forest loss in Indonesia. On the island of Sumatra, habitats of endangered species such as the Sumatran tiger continue to shrink in the wake of expanding APP pulpwood plantations. APP statements confirm that it will continue to source natural forest until at least 2015. As you are doubtless aware, APP's poor environmental record has compelled many businesses to cut ties with the company, and many NGOs to campaign against it.

[Institution] aims to not only educate students about environmental stewardship, but also enable them to experience stewardship through sustainable best practices implemented on our campus. Given that the APP environmental record is inconsistent with our sustainability goals, it is not possible for [Institution] currently to purchase nor sell paper sold by Oasis Brands, including Livi and Paseo products.

[Institution] will be unable to consider buying these products until APP stops driving the conversion of natural forests, including the rainforests and peatlands in Indonesia.

I hope that you will understand and support our commitment to environmental sustainability.

Sincerely yours,

Cc: please contact Dan Cannon (dcannon@greenpeace.org) for the most current listing of Solaris, Mercury, Oasis executives and latest version of this letter.

Sample Purchasing Policy

When developing or grading your campus's procurement policy, it is key to ask some of the following questions:

- Does the procurement policy require recycled paper products? Does it specify percentage?
- If the policy allows for virgin fiber, does it have a policy to prevent paper products from Endangered Forests, High Conservation Value Forests, or companies with poor environmental records?
- If the policy relies on a certification system, does it avoid "greenwash" schemes and set a clear preference for the Forest Stewardship Council (FSC)? Note that certification systems like SFI, the Sustainable Forestry Initiative aren't effective standards.
- What implementation timelines and goals can the university commit to?

Sample Procurement Policies:

There is no "one size fits all" model policy for a university. Below are excerpts from forest-friendly procurement policies from universities that highlight important issues and best practices. Please contact Dan Cannon (dcannon@greenpeace.org) with any questions.

Stanford has a sustainable procurement checklist that they ask their sources:

- **"Material source:** Are recycled materials used in the product? If so, what percentage? What percentage of post-consumer materials is used? If wood is used in the product, what is its source and how is it harvested? Is the product manufactured from tropical rainforest wood?"
- **"Supplier environmental record:** Is the company producing the product in compliance with all environmental laws and regulations? What is the company's record in handling environmental and safety issues? Can the company verify all environmental claims? Does the manufacturer/supplier have a company environmental policy statement? What programs are in place/planned for promoting resource efficiency? Are printed materials available documenting these programs? Has the company conducted an environmental or waste audit? Is the product supplier equipped to bid and bill electronically? Has an environmental life-cycle analysis of the product (and its packaging) been conducted by a certified testing organization, such as Green Seal?"

The **University of California System** policy states:

- The University will phase out the use of virgin paper and adopt a minimum standard of 30% Post Consumer Waste (PCW) recycled content paper for all office supplies.*
- For uncut paper uses, including but not limited to janitorial supplies, the University will adopt a standard of 100% PCW recycled content paper.*

c. The University will utilize its strategic purchasing program to negotiate better pricing for commodities with recycled content as compared to commodities without recycled content.

d. The University will continually work towards increasing the procurement of products with high recycled content.

Sample Forest-Friendly Procurement Policy

Preamble:

[Institution] [and its diverse parts and affiliated divisions] pledge to protect Endangered Forests and enact a responsible procurement policy for purchases of paper or wood products. Forests around the world act as the lungs of the earth, absorbing greenhouse gases that cause global warming. Forests provide livelihoods to forest communities around the world, are home to thousands of endangered and undiscovered species, and provide trillions of dollars worth of eco-system services to the world.

Too often, wood products purchased in the U.S. drive deforestation of Endangered Forests in places like the Boreal Forest of Canada and the Paradise Forests of Indonesia. This happens when paper companies either converting endangered forests directly into paper products, or when monoculture pulpwood plantations replace natural forests.

Thankfully, practical and sustainable alternatives exist. Buyers of paper and wood products can choose to reduce wood and paper pulp product use, promote re-use where appropriate, and maximize the use of post-consumer recycled content products. In instances when virgin fiber must be used, credible certification systems, namely the Forest Stewardship Council (FSC), can provide assurances to purchasers that the virgin fiber was not produced in an unsustainable manner.

Our institution of higher learning plays a key role in educating students about sustainability and enabling them to practice environmental stewardship. The purchasing decisions of institutions like [Institution], not only impact the environment, but they also impact the marketplace. Responsible purchasing decisions foster the growth of responsible production. Responsible purchasing of wood and paper pulp products promote the availability of alternatives and support the existence of Endangered Forests.

For these reasons, our institution pledges to support the protection of intact or Endangered Forests and support the use of alternative fibers to wood by adhering to the procurement policy outlined below:

Procurement:

[Institution] commits to not purchase from sources that are driving the destruction of Endangered Forests nor any forest area destroyed without the consent of local communities and stakeholders such as Indigenous People.

[Institution] shall cancel contracts immediately with paper product suppliers who do not follow an effective Endangered Forests policy or abide by a third party certification

standard that features adequate safeguards for Endangered Forests and Indigenous People.

In purchasing decisions, [Institution] commits to give first preference to paper products made from post-consumer recycled materials. [Institution] will give a secondary preference to pre-consumer recycled materials.

In cases where the use of recycled fiber is not possible or appropriate and virgin fiber or wood must be used, [Institution] shall give preference to wood products certified by the Forest Stewardship Council (FSC).

[Institution] will create and follow time-based targets for new purchase priorities. Within six months of implementing this policy, [date], [Institution] will have identified and published time-based targets for when it can source at minimum, 100%, 75%, and 50% of all of its fiber needs from recycled sources.

Implementation and Communication

[Institution] will inform our suppliers of its purchasing preferences and work with suppliers to enforce and fully implement this purchasing policy. Finally, as of [date], the following aspects of this purchasing policy will be officially enacted in all facilities owned or operated by [Institution].

[Institution] will publish this policy in an accessible location on its web site and incorporate reporting on the progress of this policy into [Institution]'s sustainability or environmental reporting.

Reduction of Consumption

[Institution] will reduce its internal consumption of paper products by enacting internal procedures encouraging conservation, as well as heightened efficiency.

Within six months of establishing this policy, [Institution] will develop time-based pledges to reduce [Institution]'s consumption of paper products.

Demonstrating Leadership

In addition to informing suppliers of this new procurement policy, [Institution] commits to exclude suppliers with poor social or environmental records or a pattern of environmental abuses. [Institution], when possible will communicate to these suppliers why they are excluded from supplying [Institution].

When the opportunity arises to voice its support for stronger forest protections, [Institution] should do so. [Institution], as a concerned citizen should communicate environmental concerns to wood and fiber suppliers. [Institution] should be vocal to the public, student body, community, press, and other similar institutions about its commitment to protect Endangered Forests.