

Can Your Product Claim Zero Deforestation?



Zero Deforestation

Since the industrial age, about half of the world's forests have been destroyed. Deforestation simply means "the action or process of clearing of forests, or the state of having been cleared of forests." Despite improvements in education and public awareness of the importance of forests, there is still clearing of natural forests across the globe for economic gains. In the Amazon alone, around 17% of the forest has been lost in the last 50 years, mostly due to forest conversion for cattle ranching. Some 58,000 square miles of forest are lost each year—equivalent to 36 football fields every minute.*

Solaris Paper, in cooperation with our strategic fiber supply partner, Asia Pulp and Paper (APP), continues to make sustainability a consistent priority. In 2013, APP adopted a new **Forest Conservation Policy**, announcing an immediate end to all natural forest clearance throughout APP's entire supply chain. APP is working in cooperation with environmental groups such as The Forest Trust and the Rainforest Alliance to ensure this commitment is followed through.

Effects of deforestation include:

- Soil erosion and destruction
- Water cycle is negatively affected
- Loss of biodiversity
- Climate change

And on September 23, 2014, APP endorsed and signed the **New York Declaration on Forests** during the **United Nations Climate Summit 2014**. The UN Climate Summit brought together country leaders from around the world, civil societal groups and leading global companies to discuss emissions reduction, strengthening climate resilience and mobilizing political will for a meaningful and effective agreement in the coming year.

Zero Means Zero

The declaration highlights that reducing emissions from deforestation and increasing forest restoration are crucial to climate change, and the Endorsing Partners are committed to:

- At least halve the rate of forest loss globally by 2020 and strive to end natural forest loss by 2030
- Restore 150 million hectares/ 371 million acres of degraded forestlands by 2020, significantly increase the rate of global restoration thereafter, restoring an additional 200 million hectares/ 494 million acres by 2030.
- The collective target of achieving a reduction in emissions by 4.5-8.8 billion tons per year by 2030 (~current US emissions).

RENEW. RESTORE. REPEAT.

As an industry, we will see a movement from focusing only on the *Recycle. Re-use.* mantra to the progressive *Renew. Restore. Repeat.* way of thinking.

Innovative buyers will recognize the benefits of shifting to high quality Rapidly Renewable Fiber (RRF) paper towel & tissue products that can be assured of Zero Deforestation—along with the accompany carbon emissions reduction and climate benefits.

Zero Deforestation and RRF provide a path for innovation, smart change and a new way of thinking. Solaris Paper is a smarter paper choice.

The market will begin to have a new conversation that sounds like this:

- "Our supply chain has Zero Deforestation."
- "We prefer products that don't contribute to deforestation"
- "Can your product claim Zero Deforestation?"



See more information regarding Solaris Paper and APP's Zero Deforestation commitment at SolarisPaper.com/sustainability.

* Source: Merriam-Webster; WWF



Top 10 Reasons to Eliminate Deforestation from Your Supply Chain—Right Now



- 1 Zero Deforestation is a high power sustainability claim for early adopters.**

Zero Deforestation is a global movement embraced by top brands that will make a material difference in the mitigation of climate change—and your brand and organization can be a part of it.
- 2 Reforestation has been determined to be the most cost effective climate mitigation strategy.**

This conclusion was formed out of a McKinsey & Company study (2007, 2009) for United Nations IPCC 2 (Intergovernmental Panel on Climate Change) on preserving and restoring forests. It has been identified and validated by an independent authority, with business credibility and political support, as the best available carbon mitigation strategy. This can be a part of your supply chain story.
- 3 The New York Declaration on Forests shows leading companies are committed to a Zero Deforestation supply chain.**

Zero Deforestation has gained the support of corporate sustainability leaders because they know it can be accomplished by any company, and is then a good indication of your genuine and progressive commitment to corporate social responsibility.
- 4 Use of fiber from natural forests is becoming obsolete as plenty of land is available to grow rapidly renewable plantation fiber crops.**

A commitment to Zero Deforestation demonstrates that a company recognizes that protecting and restoring forests is of primary importance to human civilization, and that destruction of forests is an outdated and misguided practice that needs to stop.
- 5 Forests are slow-growing sources of fiber that take decades to regrow; Rapidly Renewable Fibers (RRF) replenish themselves in less than 10 years.**

Your choice of plantation-grown RRF demonstrates a sophisticated understand of how your supply chain can make economically sound, high quality purchasing decisions while supporting sustainable sources.
- 6 When your top customers ask you what portion of the fiber in your supply chain originates from natural forests, “Zero!” is a very good answer.**

Unlike conversion to alternative renewable energy or waste diversion, you have a real opportunity to achieve 100% Zero Deforestation. You can completely eradicate deforestation from your supply chain quickly and without a negative economic impact.
- 7 Carbon taxation is a cost; reforestation is an opportunity.**

What’s better for your wallet? Zero Deforestation simply requires smarter choices among the available products that already meet your quality and economic parameter. If you are concerned that carbon taxes may be incorporated into manufacturing costs and passed along as part of your products’ purchase price, Zero Deforestation may present an alternative mitigation option.
- 8 Some alternative fibers have excellent performance properties, and functionality is equal or better as a result of conversion.**

Making your supply chain free of deforestation will not require sacrifice, but simply updated policy and informed choices.
- 9 When any one of 61 social nonprofits who support Zero Deforestation contact you regarding your environmental commitment—you will be prepared.**

Or better still, you notify them that in 2018 you will achieve a Zero Deforestation Supply Chain.
- 10 Demanding alternative fibers will stimulate growth in new technologies that will ultimately lead to better, more cost-effective solutions for you.**

There is plenty of opportunity for the expansion of high quality, economically attractive, RRF alternatives if responsible supply chains demand them.