

Can Your Product Claim 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 48 football fields every minute**.



Effects of deforestation include:

- Soil Erosion and Destruction
- Water Cycle is Negatively affected
- Loss of Biodiversity
- Climate Change

Solaris Paper, in cooperation with our strategic fiber supply partner, Asia Pulp & Paper Group (APP), continues to make sustainability a consistent priority. In 2013, APP developed and launched its **Forest Conservation Policy** announcing an immediate end to all natural forest clearance throughout its entire supply chain. APP is working in cooperation with environmental groups, such as The Forest Trust, and has completed the first-of-its-kind Forest Conservation Policy assessment by the Rainforest Alliance to ensure constant and transparent progress.



On September 23, 2014, APP signed the **New York Declaration on Forests** at the United Nations Climate Summit. 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 years.

A New Way of Thinking Sustainably

The declaration highlights that reducing emissions from deforestation and increasing forest restoration are crucial to climate change. The endorsing partners of the New York Declaration on Forests are committed to:

- 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 and thereafter, restoring an additional 200 million hectares/494 million acres by 2030.
- The full list of commitments under the New York Declaration on Forests have the collective target of achieving a reduction in emissions by 4.5 – 8.8 billion tons per year by 2030 (~current US emissions).

Zero Deforestation provides a path for innovation and a new way of thinking. Buyers will recognize the product quality and benefits of shifting to plantation-grown fiber for all paper towel & tissue products.

* Source: Merriam-Webster ** Source: World Wildlife Fund (WWF)



ZERO DEFORESTATION

Top Reasons to Eliminate Deforestation from Your Supply Chain:

- **Zero Deforestation is a strong sustainability claim.** 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.
- **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.
- **Managed forests in the equatorial band grow faster and can be harvested in under 10 years.** Your choice of plantation-grown fiber demonstrates a sophisticated understanding of how your supply chain can support sustainable sources.
- **When your top customers ask you what portion of the fiber in your supply chain originates from high-value forests, “Zero!” is a very good answer.** You have a real opportunity to achieve 100% Zero Deforestation and eradicate deforestation from your supply chain.
- **Plantation fiber from tropical forests have excellent performance properties.** Making your supply chain free of deforestation will enhance performance.
- **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 alternatives if responsible supply chains demand them.

Learn more about Solaris Paper and APP's Zero Deforestation commitment at SolarisPaper.com

