



## WWF-UK Paper, Timber & Print Purchasing Policy

WWF-UK seeks long term solutions to the global threats to nature. We take a constructive and solutions orientated approach and work with civil society, governments and corporations as we strive to attain our mission. We recognise that we must practice what we preach.

### MINIMISING CONSUMPTION

WWF-UK promotes the use of the waste hierarchy to first and foremost challenge the need to procure physical products, to ensure that our procurement behaviour is consistent with our mission to reduce wasteful consumption and pollution. This also applies to timber and paper products.

Our communications materials play an important role within our organisation; however we recognise that they are responsible for our greatest demand on forest products. In order to minimise our paper consumption and ensure we do not use paper unnecessarily, we will ensure that a distribution plan has been properly considered before deciding upon the volumes of printed materials required.

Reports should not be printed as standard. Any report that needs to be printed must be done so via our Brand and Design team, with a clear rationale for hard copy format.

### SOURCING RESPONSIBLY

When we decide that procuring forest products is appropriate, WWF-UK is committed to the responsible purchase of these products. To ensure we continue minimising our environmental footprint, WWF-UK commits to monitor and report on the performance against its policy and procurement targets. A summary will be included in our annual Environmental Report.

We will never knowingly become involved in, collude with or purchase timber from illegal logging operations. To achieve this, we will accept only FSC certified timber or timber products with a complete chain of custody in place, and/ or those from verified recycled sources, or a verified mixture of these sources.

We will not knowingly source forest products from:

- Forests or forest product suppliers that do not comply with all relevant national and international legislation relating to the trade in forest products
- High Conservation Value Forests where these are recognised nationally or regionally, unless these forests are progressing towards credible forest certification in a time-bound, stepwise and transparent manner
- Protected areas, Parks or similar areas where harvesting operations are not complimentary to responsible forest management
- Forests which are currently being converted to other land uses, or forests that have been converted since 1994
- Forests which are in areas of armed conflict or civil unrest where there is a direct relationship between the forest products trade and the funding of such conflicts

To ensure that these goals are achieved we will:



- Scrutinise all suppliers of forest products for all purchases of goods for resale, not-for resale and in all new construction activities prior to any order being placed
- Seek precise and verifiable information as to the source of all forest products and evaluate this information against our stated policy

## PROCUREMENT CRITERIA

### Timber

Must be:

- FSC certified, or
- Recycled with third party verification, such as ‘Smartwood Rediscovered Wood Certification’ or ‘FSC Recycled’

### Paper & Board

Must be (in order of preference):

- 100% recycled (we prefer recycled material from post-consumer waste and certified products such as Blue Angel or EU Ecolabel), or
- Certified as **FSC Recycled**, or
- Certified as FSC 100%, or
- Certified as FSC Mix

In addition, all our printed publications and communications materials must be:

- Totally chlorine free (TCF) (it may not be possible to guarantee post-consumer waste material is TCF, however processed chlorine free (PCF) items should be sought where products are made from recycled material)
- Sourced in the UK where possible, or from within Europe
- Listed on the WWF Check Your Paper website<sup>1</sup>, achieving a minimum rating of ‘good’ and be 3<sup>rd</sup> party audited

## RESPONSIBLE PRODUCTION

WWF-UK will promote environmentally responsible pulp and paper processing that minimizes emissions of pollutants and greenhouse gases by:

- Minimising the release of fossil CO<sub>2</sub> caused by our paper consumption
- Switching to unbleached paper and/ or TCF or PCF bleached paper
- Using ECF bleached paper with low emissions of AOX where TCF or PCF is not yet available
- Choosing manufacturers that minimize their COD/ BOD emissions and waste to landfill
- Giving preference to manufacturers that implement third-party verified environmental systems such as ISO-14001 or EMAS and that practice good environmental reporting

To deliver on the above commitments, WWF-UK will choose products that score highly on the WWF Check your Paper database<sup>1</sup>. We will ask paper suppliers of any products we source that are not already listed on Check Your Paper, to use Check Your Paper to score the environmental performance of their products.

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<sup>1</sup>[checkyourpaper.panda.org/](http://checkyourpaper.panda.org/)



## **ALTERNATIVE MATERIALS**

Additionally, WWF-UK will consider the use of paper and board products made from the following non-wood materials, on a case by case basis according to available information on key sustainability issues:

- Alternative fibres which are considered agricultural by products, e.g. bagasse, straw, hemp
- Sustainably produced material such as bamboo fibre
- Other materials made from post-consumer waste, such as cotton rags

## **PRINTING**

WWF-UK will transparently communicate the environmental credentials of all the paper used in our paper-based communications:

- A logo or statement must be printed on all paper products, which identifies the environmental credentials of the chosen paper
- Information or an appropriate logo should be printed on all paper products wherever possible, which identifies the recyclability of the product

Printing as a process adds further environmental impacts. All print companies producing work for us (including all our communications and fundraising materials) must:

- Be certified to ISO 14001 or EMAS
- Hold valid FSC Chain of Custody certification
- Use vegetable based printing inks for all lithographic printing (where practically possible for the type of lithographic printing)
- Use other vegetable based products in other types of printing wherever available
- Effect printing press cleaning without the use of Volatile Organic Compounds (VOCs) wherever possible, or demonstrate strict minimisation and control where they are used
- Under no circumstances use UV varnish or varnishes containing endocrine disrupting chemicals to coat our printed materials: where coatings are used they must be water-based
- Not laminate our printed work, as even biodegradable lamination and the adhesives used to apply them can cause recycling problems
- Use binding that does not affect the recyclability of the product

## **TIMBER TREATMENT**

- Paints, varnishes and treatments containing VOCs or any other chemical listed on WWF-UK's hazardous chemicals list are not acceptable as they can be toxic and bio-accumulative
- WWF-UK seeks to use water-based paints, varnishes and treatments

## **POLICY CONTEXT**

The parent policy for this document is the WWF-UK Environmental Policy which is part of our ISO 14001 Environmental Management System.