



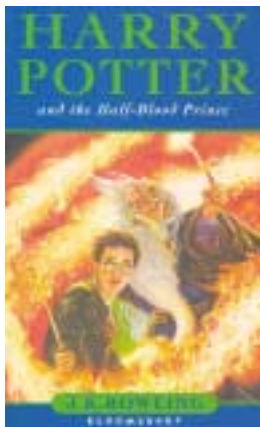
# FSC's impact on the ground:

## *FSC Pulp and Paper Make Headlines the World Over*

NGO and Commercial Drivers Increase Use of Certified Paper

Just a decade ago, the pulp and paper sector was stigmatized as being one of the most detrimental to our forests, in large part because of its reliance on ancient forests for raw material. At that time, no possible solution could be seen. Today, pulp and paper companies from Europe, North America, South Africa and Brazil are trying to change that image – moving toward more responsible use of the forests resources by becoming FSC certified.

The impact of pulp and paper production on the world's forests is profound. About 40 percent of all commercially traded timber is used for paper production. Paper consumption is projected to grow by about 50 percent by 2010. How, and from which kind of forests, will the future demand be met?



The good news is that a growing portion of the demand will be met with FSC-certified pulp and paper. The growth of the certified sector has been nothing short of remarkable. In 2000, the FSC-certified paper list for Europe included just 10 entries: three for graphic paper, four for agents and three for pulp and carton producers in Sweden. According to the FSC German Working Group, the number of FSC certified companies in Europe had grown to 41 as of September 2005. The number of printers certified under FSC Chain of Custody has increased from 20 to over 73 in just two years. These increases come as a result of demand – more books, annual reports, office paper, paper products and magazines are being printed on FSC-certified stock than ever before. FSC paper is on the shelves of consumer stores, and is cropping up in some rather unexpected places.

Over the last five years, there has been a noticeable shift in the publications industry toward FSC paper. Support from FSC's stakeholders, such as Greenpeace's book campaign, GFTN and Forest Ethics, has been key to this success.

In the 1990s, in the United Kingdom BBC Magazines made the first move in the editorial sector, committing to using FSC paper for its edition of BBC Wildlife. Currently, BBC Wildlife, BBC Music Magazine, Radio Times, Songs of Praise and the teen title It's HOT! are all printed in FSC paper. Their combined circulation amounts to about one quarter of a million copies.

"BBC Magazines' commitment to FSC remains as strong as ever and we continue to urge our colleagues throughout the magazine industry to follow our lead," said BBC Magazines' Managing Director, Peter Phippenen, announcing that its teen magazine It's HOT! was to be printed on FSC-certified paper. "The issue of environmental awareness is becoming ever more important to consumers and the FSC logo lets our readers know how seriously we at BBC Magazines take this subject."

The rapid adoption of FSC paper now gives consumers the opportunity to choose FSC at their neighborhood bookstore. Greenpeace's book campaign has convinced major publishers in Canada and Europe to make the switch to papers that maximise post-consumer recycled content with any virgin fibre coming from FSC certified sources.



### FOREST STEWARDSHIP COUNCIL

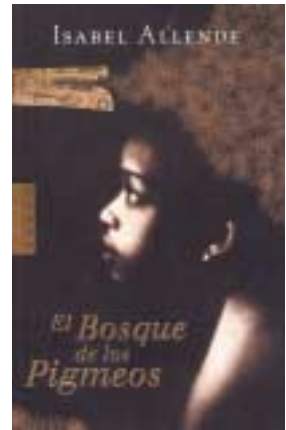
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European book publishers, backed by the growing support and the demand of high-profile authors, are responding to the call to print on FSC-certified paper. In the prologue to the Spanish edition of the novel by Isabel Allende, *Forest of the Pygmies*, the Chilean author asked publishers to use FSC certified paper and support Greenpeace's activities to protect ancient forests.

"I support the U.S. campaign demanding that Chilean timber sold in that country is certified according to the social and environmental requirements of the ecological label FSC, with the aim of preventing industrial pine plantations from replacing the native forests of my country, which are still covered by virgin forests that contain great biodiversity and cultural richness," states Isabel Allende in the *Forest of the Pygmies* prologue.



Harry Potter's magic has touched his publishers, and the German, French and British editions of the latest book are printed on FSC-certified paper.

The latest novel by José Saramago, winner of the Nobel Prize for Literature, also is printed on FSC-certified paper, "I have asked all my publishing houses around the world to launch FSC certified editions of my new book. I

believe that this could be a first step to protect ancient forests and stop deforestation. And from now on all new editions of my books will be certified. I think if all authors around the world also decide to support this campaign, it will be a revolution in the way books are made today," said José Saramago .

Michael Morpurgo, author of the *Kenuke's Kingdom*, said: "I am so pleased that this book is printed entirely on paper certified by the FSC, one of only a small number of books in the world to have achieved this standard," said Morpurgo.

#### FSC: In some very familiar places

FSC paper is showing up in some remarkably ordinary places, an indication of how "mainstream" FSC has become. Deutsche Post, the German postal service and one of the world's largest logistic corporations, now prints 100 million "Plusbrief" pre-stamped envelopes and postcards per year on FSC-certified paper. Germany's Deutsche Bahn rail company uses FSC-certified paper for the roughly 32 million self-serve tickets it prints annually at station locations, and is using FSC-certified paper for its travel plan documents and payment confirmations.

Rabobank, the biggest bank in the Netherlands, has committed to using FSC paper in their administrative activities. FSC has become a symbol for companies practicing Corporate Social Responsibility (CSR). Environmental reports released by Coca-Cola, Vodafone, Arvato, Neckermann and Global Compact have been printed on FSC paper.

The growth in use of FSC paper can be attributed in no small part to the influence of NGOs that call commercial entities to greater responsibility. But commercial interests themselves – particularly those seeking to demonstrate their corporate social and environmental responsibility – are becoming an increasingly significant driver of the certified pulp and paper market. Whatever the source of the motivation, the result is greater incentive for responsible management of forests worldwide.

With information from FSC Germany, Greenpeace and BBC press releases.



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