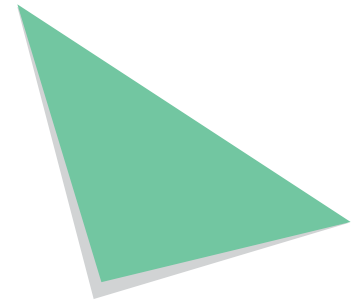


Two Sides Facts



**THE MYTH:
MAKING PAPER
IS BAD FOR THE
ENVIRONMENT.**

**THE FACT:
PAPER IS ONE
OF THE FEW
TRULY SUSTAINABLE
PRODUCTS.**

Paper is made from a natural resource that is renewable, recyclable and compostable. These features, combined with the U.S. paper industry's advocacy of responsible forestry practices and certification, use of renewable, carbon -neutral biofuels and advances in efficient papermaking technology, make paper a product with inherent and unique sustainable features.

“Paper has been an integral part of our cultural development and is essential for modern life. Paper helps to increase levels of literacy and democracy worldwide and plays an important role in protecting goods and foodstuffs during transit. Paper is made from renewable resources, and responsibly produced and used paper has many advantages over other, nonrenewable alternative materials.”¹

- Paper is recyclable and in the United States, paper is recycled more than any other commodity in the municipal solid waste stream, including plastics, glass and metals. The benefits of paper recycling include: extending the supply of wood fiber; reducing greenhouse gas emissions that can contribute to climate change by avoiding methane emissions (which are released when paper decomposes in landfills or is incinerated); contributing to carbon sequestration; reducing the amount of energy needed to produce some paper products; and savings considerable landfill space.²
- “Forest certification is widely seen as the most important initiative of the last decade to promote better forest management. It is a mechanism for forest monitoring, tracing and labeling timber, wood and pulp products and non-timber forest products [like paper], where the quality of management from environmental, social, and economic perspectives is judged against a series of agreed standards. The key to forest certification is the development of a system that combines auditing forest practices with tracing forest products.”³
- Globally, only about 10% of the world’s forests are certified— the majority of which are in North America. By sourcing certified products, from a variety of credible standards, buyers are sending a message that they support sound forestry and buy responsibly.⁴
- “Forest management certification is evolving rapidly in the United States. Forest management certification arose as a non-regulatory alternative for fostering the improved stewardship of working forestlands. While there are many regulations governing forest management—particularly in the United States—certification provides a private incentive to encourage landowner commitment to sustainable forest management. It also offers a stamp of approval for forest management practices that meet standards considered to be environmentally appropriate, socially beneficial, and economically viable.”⁵
- “Over the years, many of the issues that previously divided the [certification] systems have become much less distinct. The largest certification systems now generally have the same structural programmatic requirements.”⁶
- “The Sustainable Forestry Initiative, Forest Stewardship Council and American Tree Farm System all do an excellent job of making sure products from our forests continue to benefit the environment and our communities. The value of having more than one certification program is that they push each other to improve – and this improves forest management on the ground.”⁷



Print and Paper
have a great
environmental
story to tell



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Two Sides Facts



- “The biomass emissions from papermaking are part of the natural carbon balance and do not add to atmospheric concentrations of carbon dioxide, unlike emissions from fossil fuel. The forests that provide that biomass support key climate change mitigation technologies and practices currently commercially available including, afforestation; reforestation; forest management; reduced deforestation; harvested wood product management; use of forestry products for bioenergy to replace fossil fuel use; tree species improvement to increase biomass productivity and carbon sequestration; improved remote sensing technologies for analysis of vegetation/soil carbon sequestration potential and mapping land-use change.”⁸
- “The U.S. forest products industry is a leader in the production of renewable energy, with more than 65% of the on-site energy needed to produce paper products derived from carbon-neutral biomass. U.S. pulp and paper mill on-site fossil fuel use per ton of product decreased by 30 percent between 1990 and 2010, including a 3.8 percent reduction between 2008 and 2010.”⁹
- The forest products industry is the largest producer of renewable biomass energy in the United States, generating 77% of the nation’s industrial biomass energy. Additionally, the renewable energy generated by the forest products industry exceeds all of the nation’s solar, wind and geothermal energy generation combined.¹⁰
- “Virtually all U.S. pulp and paper mills that generate electricity on-site do so using combined heat and power technology, sometimes called co-generation,¹¹ [which recycles exhaust steam for use as manufacturing process heat or space heating]. CHP systems are highly efficient (up to 75% efficiency compared to 45% for traditional fossil-fuel powered systems) and have lower emissions than separate heat and power generation.”¹²
- Greenhouse gas (GHG) emissions intensity [for the U.S. forest products industry] in 2010 was 10.5% lower than in baseline year 2005. The 2005 baseline is 0.83 tons carbon dioxide (CO₂) equivalents per ton of production.¹³
- The print and paper industry accounts for only 1.1% of global carbon dioxide emissions.¹⁴ “At a global level, the greenhouse gas emissions from the forest products industry value chain are largely offset by sequestration in forests and forest products.”¹⁵
- “While carbon is stored in forest products like paper, it remains out of the atmosphere. Forest products store more than 3 billion tons of carbon globally.¹⁶ The net sequestration of carbon stored in forest products is estimated to be the equivalent of 540 million tons of carbon dioxide per year.”¹⁷



1 [World Wildlife Fund \(WWF\), 2010](#)

2 [U.S. Environmental Protection Agency \(EPA\), 2013](#)

3 [WWF, April 2010](#)

4 [Sustainable Forestry Initiative](#)

5 [U.S. EPA, 2013](#)

6 [United Nations Economic Commission for Europe, Food and Agricultural Organization \(UNECE FAO\), 2009-2010](#)

7 Society of American Foresters, Statement by Michael Goergen, Executive Vice President, Capitol Hill Briefing on Forest Certification, July 1, 2010

8 [Intergovernmental Panel on Climate Change \(IPCC\), 2007](#)

9 [American Forest and Paper Association \(AF&PA\), 2012](#)

10 [ibid., AF&PA](#)

11 [ibid., AF&PA](#)

12 [U.S. EPA, 2008](#)

13 [ibid., AF&PA](#)

14 [World Resources Institute \(WRI\), 2005](#)

15 [World Business Council for Sustainable Development & National Council for Air & Stream Improvement, 2007](#)

16 [United Nations Framework Convention on Climate Change, 2003](#)

17 [NCASI, Special Report 07-02](#)