

NCASI's Environmental Footprint Comparison Tool (EFCT):

www.PaperEnvironment.org

...an Online Information Resource for Industry Stakeholders

NCASI Member Webcast
February 8, 2011

In preparation for Public Launch of Website: March 1, 2011
Kirsten Vice (Vice President, NCASI)

Achieving “sustainability” has truly begun affecting all of our personal choices, well beyond the traditional marketplace...

**It's influencing perception of
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Seafood News – Environment
Sustainability

Loblaw commits to sustainability

By Seafoodsource staff

4/9/2009 3:43:50 PM – Loblaw Cos. Ltd. on Wednesday released its second annual corporate social responsibility report, which details that the retailer launched 10 Marine Stewardship Council-certified seafood products in 2008.

Canada's largest retailer, with more than 1,000 stores nationwide, also announced that this year it will add to its mix of MSC-labeled seafood products and implement the [sustainable seafood](#) purchasing policy it has been developing since last year.



The policy will strengthen Loblaw's commitment to sourcing wild and farmed seafood from only sustainable sources and may even require the retailer to phase out seafood from unsustainable sources, according to the report. "Our policy will call for challenging decisions across all stores," said the report. [for www.seafoodsource.com...](http://www.seafoodsource.com...)

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Sea Watch International was built on traditional products like clam strips, clam chowder, chopped clams and clam juice. Now with a renewed devotion to the nutritional qualities of ...

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Hain Celestial calls for 'natural' food standards similar to NOP's organic standards

Company says all food producers need to adopt truth-in-labeling standards

by Sustainable Food News
October 29, 2009



Organic and natural food giant, The Hain Celestial Group, Inc., on Thursday called on all consumer packaged goods companies to adopt standards for natural food products that are similar to the U.S. Department of Agriculture's National Organic Program (NOP) standards.

The Melville, N.Y.-based company said it offers over 1,400 organic products that already meet the NOP labeling requirements, which require any product to be at least 95 percent organic before stating it is organic, and that the remaining ingredients to only be taken from the NOP approved list.

"Natural claims on products should follow suit," the company said.

The company sells organic and natural foods under the Celestial Seasonings, Earth's Best, Terra, Garden of Eatin', Rice Dream, Health Valley, Arrowhead Mills, Walnut Acres Organic, and MaraNatha brands, among others.

"With 'natural' being the second most widely used claim on new products introduced in 2008 in the United States ... and additional labeling programs being used to identify products with healthy attributes, it is time for companies to restrict the use

Related Stories

- [Martha Stewart, Hain Celestial j/v create retail food line](#)
- [Industry suspends Smart Choices food labeling program over FDA concern](#)
- [Attorney General investigates 'Smart Choices' food labels](#)

Latest Headlines

- [Chipotle Mexican Grill announces share repurchase agreement](#)
- [FDA issues 2009 Food Code](#)
- [Organic Valley to take over sales of Stonyfield Farm's organic milk brand](#)
- [Restaurant chain goes cage-free in Massachusetts](#)
- [Dean Foods apologizes for organic soy milk controversy](#)
- [Grand jury considers indictment of former organic dairy CEO for fraud](#)
- [Cinnamon compounds reduce brain swelling from stroke](#)
- [Supermarket chain touts statewide reusable shopping bag campaign](#)
- [Nations join forces to develop global halal standards](#)
- [Folding animal welfare standards into nat'l organic standards](#)
- [Report: 25% of U.S.](#)

...our cities...

Sustainable Montreal

Finding and Implementing Sustainable Solutions

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Building a Better Chicken Coop

Author: Mark Berger

• Thursday, October 29th, 2009

Back yard chicken coops are illegal in Montreal and all boroughs, but here is an example of bringing sustainable thinking to an old structure:

Course: [Transition Times](#)

“The black chicken coop on display inside the Boulder Museum of Contemporary Art is sleek, like a chicken-house-of-the-future. The air slats that ring the wooden coop are perfectly parallel, and the square nest boxes that line the back are uniform.

Even the tiny ladder that allows the chickens to climb up to the ledge where they'd sleep looks like it was made with precision — which it was.

But the idea behind University of Colorado senior





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Shaping and protecting Seattle's built and natural environment

Diane Sugimura, Director

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SUSTAINABLE COMMUNITIES
urban design & neighborhood planning

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City Green Building

Design Tools & Strategies

Interest in developing more sustainable communities has grown both nationally and internationally. In response, a number of new programs have been developed to provide design guidance or establish a standard for sustainable community development. New strategies and technologies are also being developed to address one or more goals of sustainable community development.

Sustainable Community Standards and Programs

The following sustainable community standards, programs and initiatives are of particular interest to the City of Seattle as tools that can help us enhance our neighborhoods:

LEED for Neighborhood Development (LEED-ND)

LEED-ND is a national standard that combines the principles of smart growth, new urbanism, and green building. LEED-ND was developed through a partnership between the U.S. Green Building Council, the Congress for the New Urbanism, and the Natural Resources Defense Council. The standard encourages compact, transit-oriented, mixed-use neighborhoods that are pedestrian and bicycle-friendly. To learn more about LEED-ND and the partners that developed this new rating system visit the sites listed below:

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Certified as of 09.30.09

82 Commercial &
Multi-family
Including 15 City-Owned

53 LEED for Homes

Tools & Topics

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...our schools...

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Credit: Melissa A. Brashears

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About Us

Our Story

The concept for Journey Toward Sustainability (JTS) was conceived at a Sustainability Café in March 2009 sponsored by the NC Sustainable Business Council. Connie Harris and Marcia Brashears wanted a way to combine their passion for the environment and their desire to make a difference in the world. JTS was “born” through a desire to educate the next generation on how they could make a difference by doing small things.

Often children (and adults) are overwhelmed by the enormity of the problem; polar ice caps are melting, hurricanes are becoming more frequent and severe, and entire species are becoming extinct. How can they, as children, possibly make a difference?

Our desire is to empower them with simple choices they can make everyday that will have a positive impact on the environment. By teaching our next generation



FOR STUDENTS

Learning can be fun. Play games to learn more about the environment and what you can do to help preserve our world.



FOR PARENTS



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BSI Group > About BSI > News Room > GetGreenGo

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Careers at BSI Group

Business Standards Magazine

Talking Business Continuity

BSI British Standards sets sustainable challenge for UK schools

PRESS RELEASE

12 March 2008

Whether it's a school fete, a jumble sale or a sponsored walk – small events can have a big impact on the environment and society. BSI British Standards is inviting schools to GetGreenGo and create events which leave people with positive memories – not permanent scars on their surroundings. More information is available at www.getgreengo.com ↗

BS 8901:2007 Specification for a sustainable event management system with guidance for use is a new standard from BSI British Standards which provides events organizers with a framework within which to develop a system for managing the overall environmental, social and economic impact of an event. Potential results include saving through reduction of waste, lower energy use and re-use of equipment and infrastructure.

GetGreenGo is a chance for schools to apply the principles of BS 8901 to an existing event such as a sports day, parents' evening or school concert. This means making small changes to the sustainable nature of the event, such as sourcing local food and drink and encouraging visitors to use public transport or share cars to travel to the event. GetGreenGo is easily integrated into the schools curriculum in the UK, with guidance and hints available for teachers to download now.

BS 8901 was successfully trialled by Live Nation (Live Earth), Manchester International Festival and Lord's Cricket Ground and has been greeted enthusiastically by the UK events industry.

Mike Low, Director of BSI British Standards, said, "GetGreenGo is a fantastic opportunity for young people to learn how to manage a sustainable event. The

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Sustainable fashion

From Wikipedia, the free encyclopedia

Sustainable fashion, also called **eco fashion**, is a part of the growing design philosophy and trend of sustainability, the goal of which is to create a system which can be supported indefinitely in terms of environmentalism and social responsibility. Sustainable fashion is part of the larger trend of sustainable design where a product is created and produced with consideration to the environmental and social impact it may have throughout its total life span, including its "carbon footprint". According to the May 2007 *Vogue* appears not to be a short-term trend but one could last multiple seasons.^[1] While environmentalism used manifest itself in the **fashion** world through a donation of percentage of sales of a product to a charitable cause, fashion designers are now re-introducing eco-conscious methods at the source through the use of environmentally friendly materials and socially responsible methods of production.

According to Earth Pledge^[2], a non-profit organization (NPO) committed to promoting and supporting sustainable development, "At least 8,000 chemicals are used to turn raw materials into textiles and 25% of the world's pesticides are used to grow non-organic cotton. This causes irreversible damage to people and the environment, and still two thirds of a garment's carbon footprint will occur after it is purchased."^[2]



Organic cotton yarn

Contents [hide]

- 1 Materials
 - 1.1 Natural fibers
 - 1.2 Cellulose
 - 1.3 Protein
 - 1.4 Manufactured
- 2 Designers
- 3 Controversy
- 4 See also
- 5 References
- 6 External links

Materials

[edit]

There are many factors when considering the **sustainability** of a material. The renewability and source of a **fiber**, the process of how a raw fiber is turned into a **textile**, the **working conditions** of the people producing the **materials**, and the **materials' total carbon footprint**.

OrganicClothing.blogs.com

All about organic, natural & sustainable clothing and eco-fashion



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Fashion Photography

Check out fine art prints and fashion photography images from the Conde' Nast collection.

Ads by Google

Designer Organic Clothing

at Juno & Jove.
Sustainable
Fashion for Men,
Woman & Home...
www.JunoAndJove.com

baby on the hip
offering unique and

[« Jordan: A River of Garment Worker Dispair](#) | [Main](#) |

[Latex or Lycra? Facts behind the fibers »](#)

Sustainable Clothing - Emerging Standards

Recent public awareness of the escalating problems due to diminishing natural resources are helping focus attention on the need to adopt sustainable and healthy lifestyles. Even Wal-Mart, the Sultan of PR hype and hyperbole, has undertaken a major campaign to introduce organic foods and organic clothing along with sustainable business practices. Sustainable clothing and green eco fashion have entered mainstream consumer consciousness with a barrage of recent media attention. But what really is sustainable clothing and is it different from organic clothing?

While concepts of "sustainable clothing" and "organic clothing" share many similarities, they have different roots and history. Where organic clothing grew and evolved out of the organic agriculture movement, sustainable clothing is a product of the environmental movement. They are both working towards the same ends but one has the feel of the farm and the other has the feel of the lab. One of the most apparent differences between the organic approach and the sustainable approach is the emphasis that the sustainable approach places on reuse and recycling of manufactured products. For example, Milliken & Company's Earth Square Renewal Process allows used carpet tiles to be reused by deconstructing the used carpet tiles and then reconstructing

S E A R C H

[OrganicClothing.blogs.com](#)

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P R E V I O U S P O S T S

[Clothing, Fashion and Fiber Glossary](#)

[Permanent Press: Facts behind the Fabrics](#)

[How to Keep Natural Fiber Clothes from Wrinkling](#)

[Why Natural Fiber Clothes Wrinkle](#)

[Bamboo Sprouting Green Myths](#)

[Regenerated Cellulose Fabrics: Facts Behind the Fibers](#)

[The New Cotton Debate: What is sustainable cotton?](#)

[Dreaming of a Green Wedding](#)

[The Diversity of Green Jewelry](#)

[Eco-Jewelry: Green Sustainable Gold & Ethical Diamonds](#)

[Jewelry: Troubles with Baubles](#)

[Chopper Eco Couture ... and Screen Printing](#)

As part of this trend,
expectations from governments
and stakeholders have
changed...

1970s – 1980s: Overt Environmental Challenges, Straightforward Solutions

- Measurable, and at times visible, releases to environment
- Heightened environmental awareness within electorate and establishment of (and trust in) government agencies
- Solutions were:
 - Oriented towards meeting command/control regulations
 - Technology-driven
 - Focused on reducing individual pollutants
 - Enforced by government

Today: Ongoing Environmental Progress, Perception Trumps Facts

- 30+ years of intensified environmental research has substantially increased knowledge
 - Most overt environmental challenges have been addressed, contained and/or controlled, *but*
 - Number of environmental concerns has expanded (science keeps advancing, which makes it hard to come to any “final” solutions)
- Internet has enabled networking on common causes
 - Exponential growth of ENGOs since 1970s
 - Populace is informed in more persistent, consistent fashion
 - As informal collectives within society, no formal oversight of their use of science (or lack thereof) as it relates to environmental concerns
- Perception of environmental health has plummeted

Today: Ongoing Environmental Progress, Perception Trumps Facts

- Societal wish that industry should ideally have no effect on the environment
 - Ideal is for all pollutant releases to simultaneously be zero
 - Push-back on the achievability of this seen as arrogant, selfish, and deceptive
- Electorate no longer trusts governments to manage issues, and have turned to NGOs as perceived honest broker
- Solutions are increasingly:
 - Oriented towards meeting stakeholder perception as well as regulatory compliance
 - Focused on many, frequently low level, pollutants simultaneously
 - Technically challenging
 - Met with skepticism in the marketplace

ENGO Influence on Marketplace Affects Customer Questions

- ENGOs have created their own environmental initiatives
 - Unregulated scorecards and labels now supplanting government standards as the indicator of a “good” product
- Customers now initiating sustainability studies and programs
 - ENGO disappointment in industry accomplishment and perception of lack of government effectiveness has led to direct pressure on customers
 - Government studies still relevant, but inherent bureaucracy slows down ability to influence action
- Customers now demanding details on substances in products, not only how they are made
 - For both regulatory & non-regulatory “hot button” chemicals

What the Industry is Facing

- General population swept up in increased imagery of irresponsible industry
- Stakeholders that view science with skepticism, and who increasingly identify objective terms like “chemical” with “deadly”
- ENGOs designing marketplace tools that overly simplistically portray environmental decision-making
- Customers under pressure from ENGOs to demand “good” products
- Politicians and governments under pressure to regulate industry beyond what might be technically or economically feasible
- Practical and operational constraints, given that all environmental releases cannot simultaneously be reduced to zero
- Communication challenges, given that industry-generated information is deemed untrustworthy
- Financial constraints, given the state of embedded capital in the industry

NCASI has built an online tool
to help members respond to today's
perception-driven
stakeholder questions
– using facts –
in a manner that allows
the stakeholder to better understand
the opportunities and constraints to
environmental solution
development.

Minimizing a Facility's Environmental Footprint...

...requires understanding the interactions between environmental parameters

- Co-benefits:
 - Concurrent reductions in environmental parameters when another parameter is reduced
 - Trade-offs:
 - Concurrent increases in environmental parameters when another parameter is reduced
- The most effective decisions will balance these two aspects

Example: Greenhouse Gases

- Most of the industry's manufacturing facilities require fossil fuels, and these fuels generate greenhouse gases when burned
- The industry obtains much of its energy, however, from biomass fuels, which have a short-term renewable life cycle and are thus a low-carbon source of energy

Example: Greenhouse Gases

- In terms of Air Emissions,
 - Switching to biomass or natural gas from coal can significantly *reduce* emissions of certain air pollutants, SO₂ in particular – i.e., a *Co-benefit*; however,
 - GHG reductions accomplished via switching to biomass fuels can *increase* particulate emissions if the switch is from liquid or gaseous fossil fuels – i.e., a *Trade-off*.

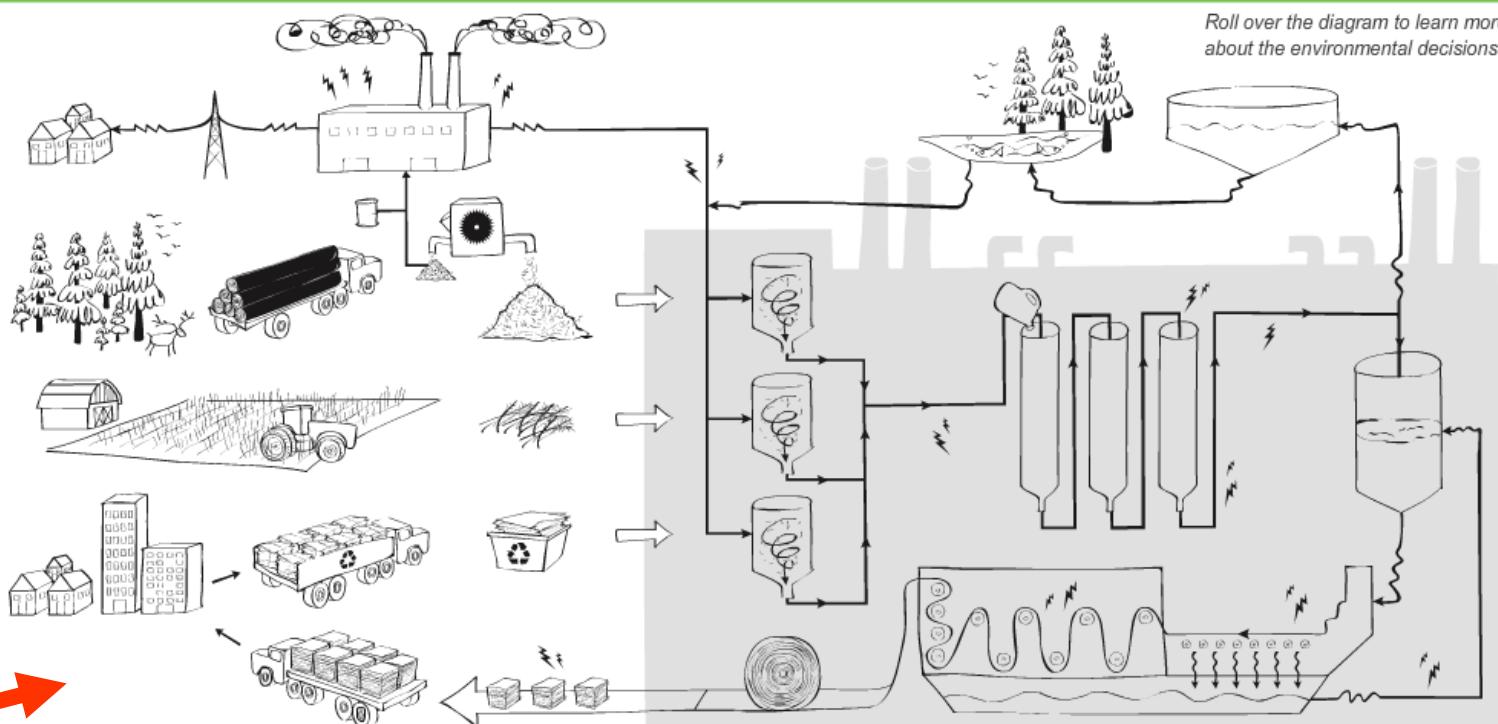
How to Understand these Issues Better?

- NCASI's new *Environmental Footprint Comparison Tool (EFCT)*
 - Available at www.PaperEnvironment.org
 - To be publicly announced on March 1, 2011
- Provides increasing levels of detail on a variety of important environmental parameters, for specific subjects
- Allows user to select desired level of detail
- Primary focus is pulp & paper, but certain aspects relevant to wood products, and this will grow in future

[RECYCLED FIBER](#) [WATER](#) [SOx & NOx](#) [ENERGY](#) [GHGs](#) [CHLORINATED COMPOUNDS](#) [NON-WOOD FIBER](#) [BOD / COD / TSS](#)

ENVIRONMENTAL FOOTPRINT COMPARISON TOOL

A tool for understanding environmental decisions
related to the pulp and paper industry



*Please use a 32-bit browser to view content on this site.



HOW SHOULD
I USE THIS
INFORMATION?



WHAT ARE
CO-BENEFITS &
TRADE-OFFS?



WHAT DOES THIS
RESOURCE DO?

ncasi

WHAT IS
NCASI?

WELCOME TO THE ENVIRONMENTAL FOOTPRINT TOOL BROUGHT TO YOU BY NCASI.

Minimizing the environmental footprint from pulp and paper manufacturing requires understanding the interactions between various parameters. There are a number of releases to the environment associated with manufacturing, recycling, and

– or it may find that other types of environmental releases become larger (trade-offs). Environmental decisions therefore become something of a balancing act, seeking to maximize co-benefits while minimizing trade-offs. This tool will help you understand these

ENVIRONMENTAL FOOTPRINT COMPARISON TOOL

A tool for understanding environmental decisions related to the pulp and paper industry

GREENHOUSE GASES

The connections between the climate change issue and the forest products industry are more complex than for any other industry. The forests that supply the industry's raw material remove carbon dioxide from the atmosphere and store the carbon in the forest ecosystem and ultimately in forest products.

Most of the industry's manufacturing facilities require fossil fuels, and these fuels generate greenhouse gases when burned. The industry obtains much of its energy, however, from biomass fuels, which are carbon neutral due to their short-term renewable life cycle. This characteristic contrasts with that of fossil fuels, which when burned undergo a one-way transfer to the atmosphere from geologic reserves.

For more information, use the grid below. Hover over the bubbles to see possible effects of decreasing greenhouse gas emissions (co-benefits and trade-offs). Click on a column header to go to a page dedicated to that subject.

How should I use this information?



[Click for overview >](#)

[Download full text >](#)

DECREASED GREENHOUSE GAS EMISSIONS

Please roll over a bubble or click a header for more information

POSSIBLE EFFECTS



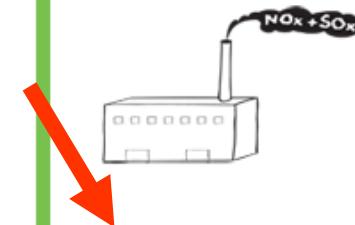
ENVIRONMENTAL FOOTPRINT COMPARISON TOOL

A tool for understanding environmental decisions
related to the pulp and paper industry

EFFECTS OF DECREASED GREENHOUSE GAS EMISSIONS ON EMISSIONS TO AIR

The effects on emissions of various air pollutants that occur when you reduce greenhouse gas emissions depend on how the emissions are reduced. Increasing carbon storage, either in the forest or in products, is not expected to impact sulfur dioxide (SO₂), nitrogen oxides (NOx), or particulate emissions.

Click on links to the right to find out how other activities may affect emissions to air.



More information:

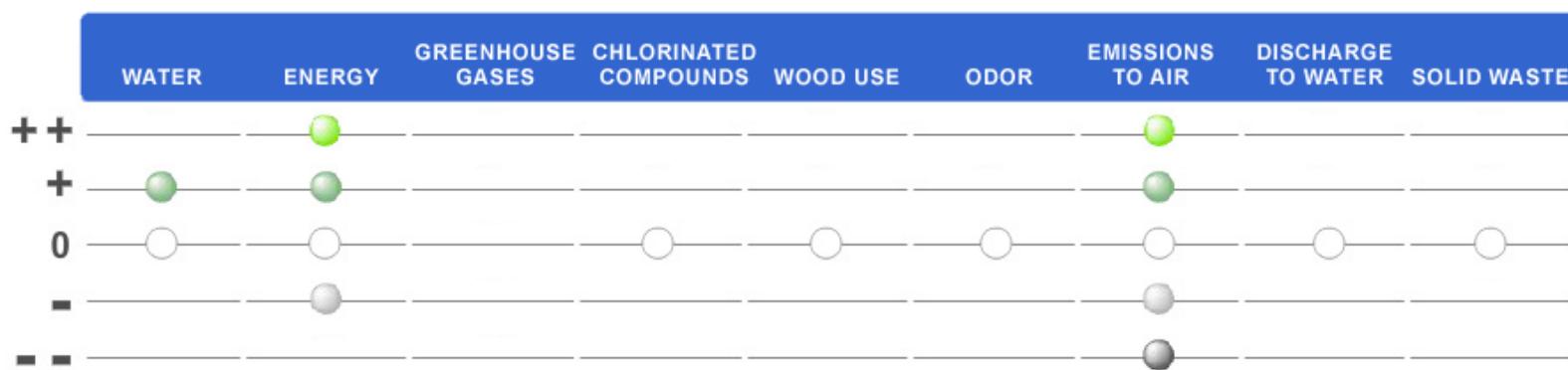
[Emissions from energy use in manufacturing](#)

[Avoiding emissions elsewhere in society](#)

DECREASED GREENHOUSE GAS EMISSIONS

Please roll over a bubble or click a header for more information

POSSIBLE EFFECTS



Marketing Tools

Corporate Website Hyperlink



Recycle Bin
Scanned Documents

Share-to-Web
Upload Folder

Google Earth

My DocsToGo

R
R 2.12.0

Current Projects

NCASI WORK

OpenOffice...
3.2

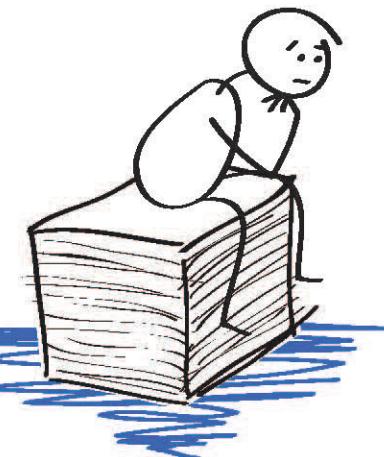
Pictures

EFCT



Desktop Shortcut

Marketing Brochure



WHICH PAPER
PRODUCTS ARE
ENVIRONMENTALLY
PREFERABLE?

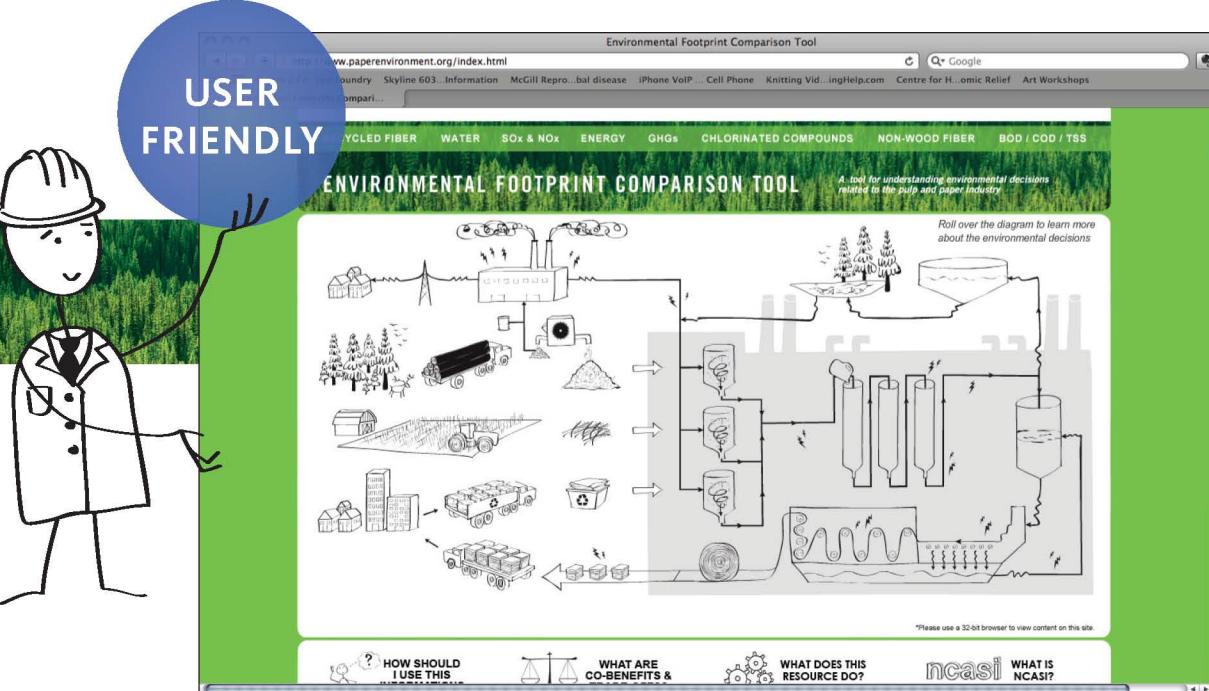
WHAT IS
THE CARBON
FOOTPRINT OF
PAPER?

WHY CAN'T ALL PAPER
BE MADE OF 100%
RECYCLED FIBER?

WOULDN'T IT BE GREAT
IF THERE WERE A TOOL
THAT COULD HELP ME
DETERMINE SOME ANSWERS?

I THINK I CAN HELP
YOU WITH THAT.





LEFT: screenshot of the home page showing interactive diagram of the paper-making process.

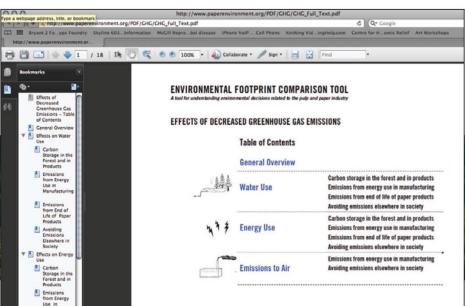
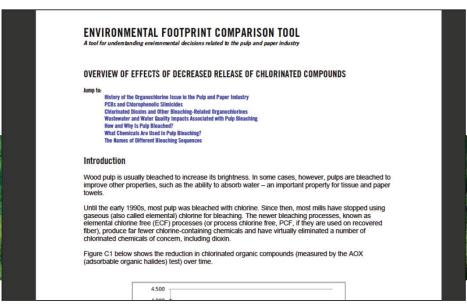
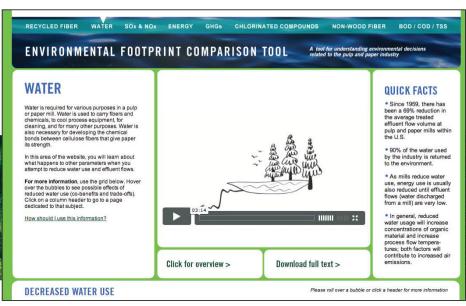
INTRODUCING THE ENVIRONMENTAL FOOTPRINT COMPARISON TOOL {WWW.PAPERENVIRONMENT.ORG}

The EFCT is a web-based information resource (www.PaperEnvironment.org) designed to help industry stakeholders understand the challenges faced in simultaneously meeting a broad array of environmental objectives. Minimizing the environmental footprint from pulp and paper manufacturing requires understanding the interactions between various parameters. There are a number of releases to the environment associated with manufacturing, recycling, and disposing of paper products. When a company explores ways to minimize one of

these releases, it may find that other types of environmental releases are minimized at the same time (co-benefits)—or it may find that other types of environmental releases become larger (trade-offs). Environmental decisions therefore become something of a balancing act, seeking to maximize co-benefits while minimizing trade-offs. This tool helps stakeholders understand these sometimes complex interactions that become the scientific backbone of decisions related to minimizing a company's or a facility's environmental footprint.

THE EFCT INCLUDES MATERIAL ON THESE MANUFACTURING-RELATED SUBJECTS:

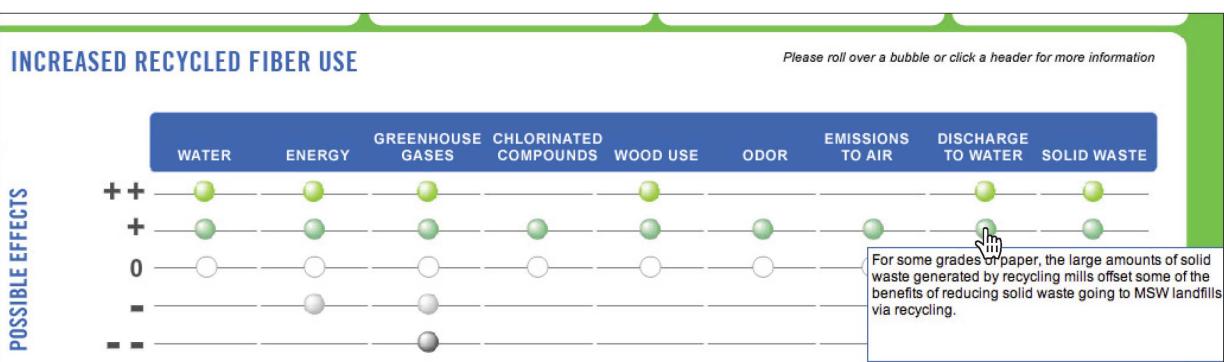
- Recycled Fiber
- Greenhouse Gases
- Water
- Chlorinated Compounds
- SOx and NOx
- Non-Wood Fiber
- Energy
- BOD/COD/TSS



ABOVE LEFT TO RIGHT: screenshot showing the first level of information including “quick facts” and video content in the Water section; screenshot of second level information—the overview from the Chlorinated Compounds section; screenshot third level of information—an interactive PDF from the Greenhouse Gases section; and a screenshot honing in on the video content from the Non-Wood Fiber section.

EACH SUBJECT IS EXPLORED by looking at increasing its use (in the case of Recycled Fiber and Non-Wood Fiber) or decreasing its release (in the case of all other subjects) in relation to associated environmental co-

benefits and trade-offs in the nine categories shown in the screenshot below: Water; Energy; Greenhouse Gases; Chlorinated Compounds; Wood Use; Odor; Emissions to Air; Discharge to Water; and Solid Waste.



ABOVE: screenshot of bubble grid showing co-benefits and trade-offs for “Increased Recycled Fiber Use”

THE WEBSITE INCORPORATES THREE LEVELS OF DETAIL. The first level includes video content, “quick facts”, and a grid that provides short statements on the environmental trade-offs and co-benefits for each subject area. The second level of the website provides an overview of basic facts (including a definition of the given subject area, current industry performance, opportunities for improvement, and challenges to future reductions). The third level of the website drills deeper into the co-benefits and trade-offs for each of the nine categories, for each subject area, with detailed text supported by published scientific references.

This layered system allows for use of the EFCT by various types of stakeholders—including those with no knowledge of the industry through to those with very detailed knowledge of the sector.



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Demonstration!