



The voice of magazines and business media

The Hitchhiker's Guide to Sustainability

A Guide for PPA Members

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Background

Over the years the PPA and its membership has continuously demonstrated its commitment to environmental and social responsibility, participating in a variety of ground-breaking projects and initiatives.

In recent years the primary emphasis of the PPA's work with members, and central to the industry's responsibility deal with Defra, has been on understanding and reducing the carbon impact of publishing in all its forms.

However, the sustainability challenge is much broader than carbon footprinting alone. In recent years a plethora of environmental and social responsibility standards, tools and initiatives has emerged and new legislation has been enacted. Publishers of all sizes find it difficult to keep abreast of this potentially bewildering array. This *"Hitchhikers Guide to Sustainability"* has been produced for the PPA's members to help bring them up to speed and to act as a quick reference tool when queries arise.

The guide has been structured around some key themes, as shown in the mind map diagram overleaf. Those standards, tools and initiatives concerned with managing the organisation are placed at the centre, as this is essential for understanding and managing all material aspects of a business' sustainability performance.

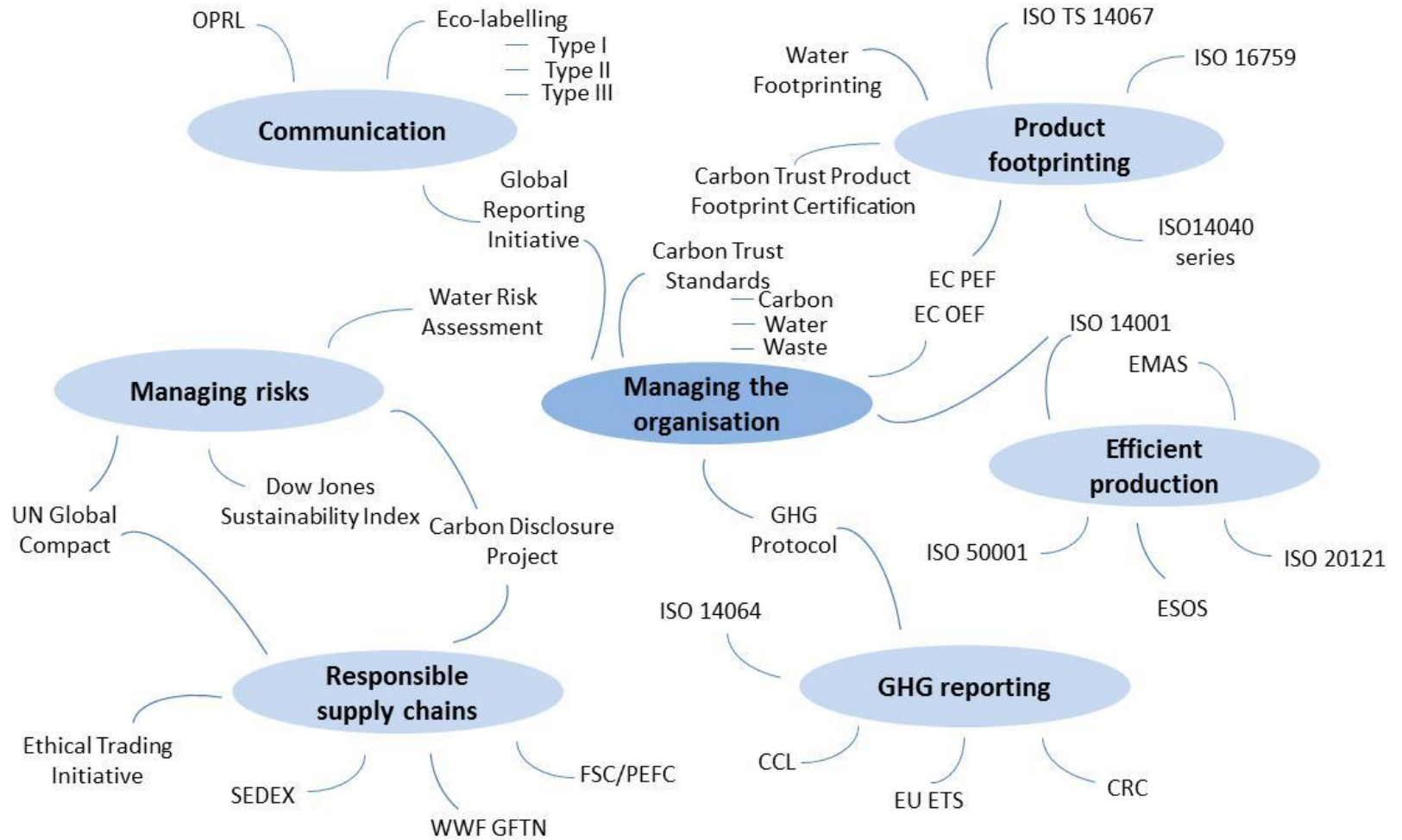
The standards, tools and initiatives identified in the mind map are then detailed in the tables that make up the rest of this document. In each case, a brief introduction or description is provided followed by a short explanation of how the standard, tool or initiative may be relevant to publishers and/or their supply chain.

Where a specific standard, tools or initiative is lined to multiple themes it is only described once, with details presented within the table deemed most relevant.

It is stressed that while this guide has taken a broad approach it should not be considered as complete. Whilst the authors have tried to include as many of the most pertinent and/or common standards, tools and initiatives as possible there are undoubtedly others that have been overlooked in this document, and new ones will emerge after publication. However, it is anticipated that this guide will at least provide PPA members with a broad overview of the sustainability landscape and added confidence when considering their own environmental and social responsibility policies and programmes.



The Sustainability Initiatives Mind Map





Managing the Organisation

Tool, Initiative or Standard	Overview	Relevance to Publishers and their Supply Chain
Global Reporting Initiative (GRI)	A leading non-profit organization in the sustainability field. GRI promotes the use of sustainability reporting as a way for organizations to become more sustainable and contribute to sustainable development. The GRI guidelines are used to establish what sustainability aspects a company should measure and report on and provides a framework for disclosing sustainability results in a sustainability report.	Any business, large or small, can adopt the principles set out in the GRI framework and guidance in order to integrate sustainability into their organisation. The guidance shows how to decide what is relevant to the business ("materiality assessment") so resources can be focused on genuine impacts and issues. Even if sustainability reporting is not an aim, the framework can be applied to focus thinking and maximise benefits. Many magazine paper suppliers, such as Stora Enso and UPM, already apply the GRI guidelines for their sustainability reporting.
Carbon Trust Standards	The Carbon Trust is an organisation established by the government to accelerate the move to a sustainable, low carbon economy. Carbon Trust produces a wide range of standards, tools, guides and reports to help businesses quantify and manage their carbon impacts. They have subsequently expanded their remit to cover other environmental topics e.g. there are now Carbon Trust standards for waste and water.	The Carbon Trust standards can be applied help businesses measure, manage and reduce carbon, water and waste year-on-year. Certification against the standards demonstrates commitment and ensures that robust systems are in place to drive continuous improvement. These are aims that could and should also be addressed through an effective environmental management system. The Carbon Trust standards provide an extra incentive to the business and improve visibility/priority of these three important environmental issues.
GHG Protocol	The most widely used international accounting tool for government and business leaders to understand, quantify and manage GHG emissions. It provides the accounting framework for nearly every GHG standard and programme in the world as well as hundreds of GHG emission inventories prepared by individual	The de facto standard for carbon accounting. As well as providing the framework for determining a company's GHG inventory (covering Scope 1, Scope 2 and Scope 3 emissions), the protocol also publishes guidelines on how to determine GHG savings from projects. Publishers and their



	companies.	suppliers can use the GHG Protocol as the basis for estimating their own GHG inventory and for determining GHG savings from targeted projects.
EC Organisational Environmental Footprint (EC OEF)	In response to the proliferation of standards and methods for determining footprints, DG Environment has developed a technical guide for the calculation of the environmental footprint of organisations (including carbon). The method builds on existing standards and guidance and is designed to provide a common framework.	Currently still at pilot stage. To date, the Commission has struggled to establish pilot projects to test the methodology. May become an important tool in the future, but for now no more than a watching brief is required.
ISO14001 Environmental Management Systems	Sets out the criteria for an environmental management system and can be certified to. It does not state requirements for environmental performance, but maps out a framework that a company or organization can follow to set up an effective environmental management system. It can be used by any organization regardless of its activity or sector. Using ISO 14001:2004 can provide assurance to company management and employees as well as external stakeholders that environmental impact is being measured and improved.	An environmental management system (EMS) underpinned by an environmental policy and senior management backing is the logical basis for delivering continuous environmental improvement. An effective EMS focuses on material impacts and delivers both environmental and cost savings. Certification adds credibility to an EMS and the subsequent regular audit programme maintains momentum. For smaller companies where external assurance may appear prohibitive, both ISO14001 and EMAS can still be applied to provide an underlying framework for continuous improvement. It should be noted that even for SMEs external support can be a cost-effective solution through the identification of additional cost-saving opportunities.
EMAS Eco-Management and Audit Scheme	A management instrument developed by the European Commission for companies and other organisations to evaluate, report, and improve their environmental performance. EMAS is open to every type of organisation eager to improve its environmental performance. It spans all economic and service sectors and is applicable worldwide.	



Efficient Production

Tool, Initiative or Standard	Overview	Relevance to Publishers and their Supply Chain
ISO20121 Event Sustainability Management System	<p>Describes the building blocks of a management system that will help any event related organisation to continue to be financially successful, become more socially responsible, and reduce its environmental footprint. ISO 20121 applies to all types and sizes of organisation involved in the events industry – from caterers, lighting and sound engineers, security companies, stage builders and venues to independent event organisers and corporate and public sector event teams. Organisations that successfully implement the standard will be able to seek independent certification.</p>	<p>Events represent an increasing share of business for many PPA Members. Applying this standard will help Members manage the overall impact of their events business activities.</p>
ISO50001	<p>ISO 50001 is based on the management system model of continual improvement also used for other well-known standards such as ISO 9001 or ISO 14001. This makes it easier for organizations to integrate energy management into their overall efforts to improve quality and environmental management. ISO 50001:2011 provides a framework of requirements for organizations to:</p> <ul style="list-style-type: none"> -Develop a policy for more efficient use of energy -Fix targets and objectives to meet the policy -Use data to better understand and make decisions about energy use -Measure the results -Review how well the policy works, and -Continually improve energy management 	<p>For larger publishers, an ISO50001 energy management system will provide a sound structure for achieving energy efficiency. Suppliers (printers, paper makers) may also adopt ISO50001 energy management systems. Could be used to demonstrate compliance with ESOS (see entry below).</p>
ESOS (Energy Savings Opportunity Scheme)	<p>ESOS is a mandatory energy assessment scheme for organisations in the UK that meet the qualification criteria. Organisations that qualify for ESOS must carry out ESOS assessments every 4 years. These</p>	<p>An organisation qualifies for ESOS if it carries out a trade or business which either:</p> <ul style="list-style-type: none"> • employs at least 250 people • employs less than 250 people but has an

	<p>assessments are audits of the energy used by their buildings, industrial processes and transport to identify cost-effective energy saving measures. Organisations must notify the Environment Agency by a set deadline that they have complied with their ESOS obligations.</p>	<p>annual turnover in excess of 50 million euro, and an annual balance sheet in excess of 43 million euro Some publishers will call into this category. Some suppliers (printers, papermakers, wholesalers, distributors) will qualify.</p>
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GHG Reporting

Tool, Initiative or Standard	Overview	Relevance to Publishers And Their Supply Chain
ISO14064-1: Specification with guidance at the organization level for quantification and reporting of greenhouse gas emissions and removals	Specifies principles and requirements at the organization level for quantification and reporting of greenhouse gas (GHG) emissions and removals. It includes requirements for the design, development, management, reporting and verification of an organization's GHG inventory.	Can be used by any organisation wishing to compile an organisational GHG inventory.
Climate Change Levy (CCL)	A tax on energy delivered to non-domestic users in the United Kingdom. Its aim is to provide an incentive to increase energy efficiency and to reduce carbon emissions.	The levy applies to most energy users. A reduction of up to 90% from the levy may be gained by energy-intensive users provided they sign a Climate Change Agreement.
Climate Change Agreements (CCAs)	Climate Change Agreements (CCAs) are voluntary agreements that allow eligible energy-intensive sectors to receive up to 90% reduction in the Climate Change Levy if they sign up to stretching energy efficiency targets agreed with government. A total of 53 industrial sectors across more than 9,000 sites have signed up to targets. Targets apply to participating sectors from 2013 to 2020, with the scheme running until 2023.	The UK paper industry has agreed a 7% energy efficiency target under their CCA – this will be significantly influencing their environmental and sustainability activities and influencing their costs and production decisions The UK print industry has agreed an 8.4% energy efficiency target under their CCA – this will be significantly influencing their environmental and sustainability activities and influencing their costs and production decisions
EU Emissions Trading Scheme (EU ETS)	The EU ETS puts a cap on the carbon dioxide (CO2) emitted by business and creates a market and price for carbon allowances. It covers 45% of EU emissions, including energy intensive sectors and approximately 12,000 installations. The 'cap' will decline by at least 1.74% a year, so that emissions in 2020 will be at least 21% below their level in 2005.	Not directly applicable to publishers, but applies to paper makers and this will be significantly influencing their environmental and sustainability activities and influencing their costs and production decisions.
Carbon Reduction Commitment (CRC)	The Carbon Reduction Commitment (CRC) Energy Efficiency Scheme is a UK government scheme. It's designed to improve energy efficiency and cut	Your organisation or group qualifies for CRC if, between 1 April 2012 and 31 March 2013, it met both of the following criteria:



carbon dioxide (CO₂) emissions in private and public sector organisations that are high energy users.

In each compliance year, an organisation that has registered for CRC needs to do the following:

- collate information about its energy supplies .
- submit a report about its energy supplies
- buy and surrender allowances equal to the CO₂ emissions it generated
- tell the Environment Agency about changes to its organisation that could affect its registration (designated changes)
- keep records about its energy supplies and organisation in an evidence pack

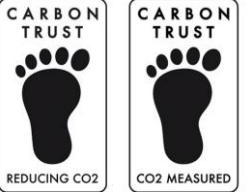
1. Having at least one settled half hourly electricity meter (sHHM).

2. Using 6,000 megawatt hours (MWh) or more of qualifying electricity supplied through settled half hourly meters.

Some larger publishers may be subject to this legislation. Printers may be captured.



Product footprinting


Tool, Initiative or Standard	Overview	Relevance to Publishers and their Supply Chain
ISO TS 14067 – Carbon Footprint of Products	Specifies principles, requirements and guidelines for the quantification and communication of the carbon footprint of a product (CFP)	The PPA carbon calculator has not been developed specifically against this technical specification, but the general rules and principles have been applied
ISO16759 - Quantification and communication for calculating the carbon footprint of print media products	Specifies the requirements for quantifying the carbon footprint of those processes, materials and technologies required to produce print media products using any form of printing technology and that are within the user's knowledge and control.	The PPA carbon calculator has not been developed specifically against this standard. The general rules and principles have been applied, but to be fully compliant some modifications may be required.
PAS2050 - Specification for the assessment of the life cycle greenhouse gas emissions of goods and services	Builds on existing life cycle assessment methods by giving requirements specifically for the assessment of GHG emissions within the life cycle of goods and services.	Now largely superseded by ISO TS 14067.
Carbon Trust Product Footprint Certification	<p>The Carbon Trusts Footprint Label can be used to publicly brand footprinted products to communicate their sustainability credentials, build reputation and drive sales</p>  <p>For both labelling options Carbon Trust offers certification against PAS 2050 and/or the WRI/WBCSD GHG Protocol Product Standard. Certified carbon footprints must also meet the requirements in the Carbon Trusts own Footprint Expert™ Guide and their Product Carbon Footprint Protocol (PDF).</p>	<p>Previously Marketing Week and the Ends Report carried the Carbon Trust product footprint, but this is no longer the case.</p> <p>In 2012, Tesco backed down on a commitment to use the label on all of its own brand products due to the amount of effort and cost involved.</p>
ISO14040 series – Life cycle	Series of standards that described the process for	Potentially a more complete measure of





Assessment	<p>conducting a life cycle assessment (LCA) study. LCA is similar in principle to carbon footprinting, but encompasses a wide range of additional environmental impacts such as ozone depletion, photochemical smog, acidification, nitrification, human toxicity, aquatic toxicity, and others depending on the choice of impact assessment methodology.</p>	<p>environmental impact than a carbon footprint. Already used by many papermakers and printers, something that may become more relevant to publishers in the future, although for now the focus is firmly on understanding and managing carbon emissions.</p>
Water Footprinting	<p>The Water Footprint of a product is the volume of freshwater appropriated to produce the product, taking into account the volumes of water consumed and polluted in the different steps of the supply chain. The Water Footprint Network has produced a methodology for calculating the water footprint of organisations or of individual products.</p>	<p>Water scarcity and pollution are significant environmental risks. Water footprinting could be a future topic for publishers, particularly as paper production is often described as a water intensive operation.</p>
EC Product Environmental Footprint (EC PEF)	<p>In response to the proliferation of standards and methods for determining footprints, DG Environment has developed a technical guide for the calculation of the environmental footprint of products (including carbon). The method builds on existing standards and guidance and is designed to provide a common framework.</p>	<p>Currently, there is a pilot project running to develop product category rules for intermediate paper products. CEPI is involved in this work. If the pilot projects are successful and EC PEFs gain acceptance, then this may in the future become a standard source of environmental information for the papers that publishers use.</p>



Communication

Tool, Initiative or Standard	Overview	Relevance to Publishers and their Supply Chain
OPRL (On-Pack Recycling Label)	<p>Based on WRAP's recycle now logo, the OPRL recycling label indicates which materials are collected for recycling by local authorities in the UK rather than the principle of whether or not they can be technically recycled.</p>  <p>The image shows two labels side-by-side. The left label is white with a green box containing the text 'RECYCLE WITH CARRIER BAGS AT LARGER STORES' and 'NOT AT KERBSIDE'. The right label is white with a black box containing a crossed-out recycling symbol and the text 'FILM' and 'PLASTIC not currently recycled'.</p>	<p>PE magazine packaging (polybags or polywraps) can be recycled with PE carrier bags at supermarket recycling points. PPA's best practice guidance recommends that publishers sign up to and use the OPRL for directing customers to recycle their PE packaging in this way (see left hand image), whilst indicating that all other films cannot be recycled (see right hand image).</p>
Eco-labelling – Type I	<p>A voluntary, multiple-criteria based, third party program that awards a license which authorises the use of environmental labels on products indicating overall environmental preferability of a product within a product category based on life cycle considerations, for example the EU Eco-label sometimes known as the eco-flower. Other widely recognised labels include the Nordic Swan and Blue Angel.</p>	<p>There is an EU Eco-label for printed materials which covers extended supply chain parameters. A UK printer has certification and could produce magazines carrying the EU Ecolabel logo.</p> <p>Another UK printer also has Nordic Swan certification and could produce magazines carrying the Nordic Swan logo.</p>

	 	
<p>Eco-labelling – Type II</p>	<p>Informative, self-declared labels.</p>	<p>Some paper merchants have developed their own environmental labels.</p>
<p>Eco-labelling – Type III</p>	<p>Voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party.</p>	<p>The paper profiles which provide the basis for the paper carbon footprint data used in the PPA carbon calculator are Type III environmental declarations.</p>

Product Arctic Matt
 Company Arctic Paper S.A.
 Mill Arctic Paper Grycksbo AB

Information gathered from Jan 1, 2013 to Dec 31, 2013
 Date of issue May 30, 2014

Environmental product declaration for paper

Environmental Management

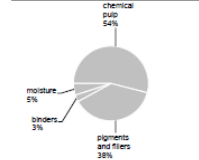
Certified environmental management system at the mill since
ISO 14001 and EMAS-registration since 1997
 Company systems ensure traceability of the origin of wood
FSC Chain-of-Custody Certificate No. DNV-COC/CW-000002
PEFC Chain-of-Custody Certificate No 2008-SiM-PEFC-31

Environmental parameters

The figures are based on methods and procedures of measurement approved by the local (or national) environmental regulators at the production site. The figures include both paper and pulp production.

Water	CO ₂	5.7	kg/tonne
	AOX	0.03	kg/tonne
	N _{tot}	0.14	kg/tonne
	P _{tot}	0.02	kg/tonne
Air	SO ₂	0.5	kg/tonne
	NO _x	0.8	kg/tonne
	CO ₂ (fossil)	60	kg/tonne
Solid waste landfilled		8	Ekkg/tonne
Purchased electricity consumption			
Volume of final product		682	kWh

Product composition



More information

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Responsible supply chains

Tool, Initiative or Standard	Overview	Relevance to Publishers and their Supply Chain
FSC/PEFC	<p>Leading not for profit organisations established to promote the responsible management of the world's forests. They provide forest certification and chain of custody certificates.</p>	<p>Jointly FSC and PEFC account for some 98% of the world's certified forests and chain of custody certificates. Publishers wishing to demonstrate their commitment to sustainable forests through the use of appropriately certified papers and printers are likely to be highly familiar with these schemes.</p>
WWF GFTN (Global Forest and Trade Network)	<p>The GFTN—a WWF-led partnership—links more than 300 companies, communities, NGOs, and entrepreneurs in more than 30 countries around the world. The goal is to create a new market for environmentally responsible forest products. Since 1991, market-driven demands from GFTN participants have increased the economic incentives for responsible forest management. This is helping to ensure that millions of acres of forests are independently and credibly certified, a guarantee that the forests are well managed and that their products come from legal and sustainable timber harvests.</p>	<p>Joining the GFTN provides:</p> <ul style="list-style-type: none"> -Improved ability to communicate with customers who increasingly demand to know the source of wood products and their sustainability -Links to new, dependable, and credibly certified producers and suppliers, as well as to those progressing toward credible certification -Assistance with procurement and purchasing policies -Credibility with diverse business partners -Increased potential for positive media coverage -Improved relations with NGOs, local forest users, and others -Information on non-traditional and lesser known woods and sources -Assistance encouraging existing suppliers to pursue credible certification -More efficient planning and management -Reduced business risks -Tools and frameworks for better risk management -Information and assurance to investors, employees, regulators, and others

SEDEX (Supplier Ethical Data Exchange)	A not for profit membership organisation dedicated to driving improvements in responsible and ethical business practices in global supply chains. It is a collaborative online platform for sharing ethical supply chain data	Publishers providing customer publishing services to corporations and government bodies may need to participate in SEDEX.
Ethical Trading Initiative	A leading alliance of companies, trade unions and NGOs that promotes respect for workers' rights around the globe.	Potentially very relevant for publishers sourcing covermounts from overseas and wishing to ensure that these are ethically produced.



Managing Risks

Tool, Initiative or Standard	Overview	Relevance to Publishers and their Supply Chain
UN Global Compact	<p>A strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. By doing so, business, as a primary driver of globalization, can help ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.</p>	<p>Publishers and their suppliers' CSR principles should be aligned to the ten principles detailed in the Global Compact.</p>
Dow Jones Sustainability Index	<p>The indices measure the performance of the world's sustainability leaders. Companies are selected for the indices based on a comprehensive assessment of long-term economic, environmental and social criteria that account for general as well as industry-specific sustainability trends. Only firms that lead their industries based on this assessment are included in the indices. The indices are created and maintained according to a systematic methodology, allowing investors to appropriately benchmark sustainability-driven funds and derivatives over the long term.</p>	<p>This initiative is only applicable to publicly listed companies, such as some papermakers and only the very largest publishers.</p>
Carbon Disclosure Project	<p>An international, not-for-profit organization providing a global system for companies and cities to measure, disclose, manage and share vital environmental information. Since its inception the scope of CDP has expanded to include disclosures on water risk and forest resources.</p>	<p>CDP was set up so that corporate investors could ascertain the carbon risks associated with the businesses in which they are investing. As such, the main emphasis on participation has been on stock-market listed businesses. Therefore, some papermakers supplying magazine papers will already be participating in CDP. Only very large, publicly listed publishers may be captured by the</p>



		<p>CDP investor questionnaire. However, businesses participating in CDP are required to encourage their supply chain to participate in CDP so that wider risks they may face can be understood. Publisher providing contract publishing services to large corporates may be asked to participate via this route.</p>
Water Risk Assessment	<p>Water risk (quality and quantity) is seen as a major sustainability risk (with significant social, environmental and economic implications). Businesses who rely on resources and suppliers from high water risk areas should be aware of the potential implications for their own business – e.g. availability of raw materials/goods, price implications, water-driven social instability in supplier countries, etc. Tools are available that allow a business to evaluate the water risk in their own water catchment and in the water catchment of their suppliers. Methods have also been developed which allow water footprints to be calculated (comparable to carbon footprints).</p>	<p>Water risk is particularly relevant to forest industry businesses. As such, papermakers supplying magazine papers should be aware of their exposure to water risk and should be taking actions to manage this risk.</p>

The logo for the Professional Planning Association (PPA), consisting of the letters 'PPA' in white, bold, sans-serif font, centered within a solid blue square.

This publication has been written in general terms and therefore cannot be relied on to cover specific situations, application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this publication. The PPA would be pleased to advise its members on how to apply or interpret any of the content contained in this publication.

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The logo for 'edge', consisting of the word 'edge' in a white, lowercase, sans-serif font, positioned on a solid red rectangular background.