

RESPONSIBLE PAPER PROCUREMENT

INSIGHTS FROM
**SUSTAINABILITY-MINDED
ORGANIZATIONS** AND
EXCERPTS FROM THEIR
PROCUREMENT POLICIES



ROLLAND IS LEARNING FROM THE GREEN CHAMPIONS AND YOU CAN, TOO

Rolland's "Conversations with Green Champions" are interviews on the subject of environmental responsibility with sustainability-minded organizations – including the three named on the next page.

Two are businesses, one a university – so they represent a broad cross-section of leading North American attitudes and practices in this area.

The compelling nature of these 2017 interviews prompted Rolland to create this document. Your benefit: Learning how these Green Champions – customers and partners in Rolland's business ecosystem – are thinking about and acting on responsible purchasing practices and policies.

INSIGHT

Thoughtful insights on purchasing practices, responsible suppliers and sustainable paper supply chains – taken from Rolland's Conversations with Green Champions.

EXCERPTS

Carefully selected excerpts from responsible procurement policy documents show you how these leading organizations make environmentally-sound purchasing decisions.

MEET OUR GREEN CHAMPIONS

Patagonia works with suppliers to assess their social and environmental impacts, and taps into the work and capacity of sophisticated suppliers who help show the way.

Cirque du Soleil identified and selected the best eco-responsible office paper many years ago – and sees paper as a strong environmental symbol.

Colorado State University finds that the more it asks for sustainable purchasing options, like recycled paper or fair trade products, the more they are available.

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patagonia®



Patagonia – which makes outdoor wear for climbing, skiing, snowboarding, surfing, fly fishing, mountain biking and trail running – donates time, services and at least 1% of sales to hundreds of grassroots environmental groups worldwide.

Patagonia's mission: Build the best product, cause no unnecessary harm, and use business to inspire and implement solutions to the environmental crisis.

INSIGHT FROM GREEN CHAMPIONS INTERVIEW
with Patagonia's Paul Hendricks, Environmental Responsibility Manager, September 2017:

How do you maintain a sustainable supply chain?

That could be a full-day conversation, because the majority of our impacts as a business are in our supply chain. We have a fourfold process to evaluate any supplier: 1) environmental impacts, 2) social impacts, 3) quality, and 4) business capabilities (i.e. cost and on-time delivery). All four are on an equal playing field.

Patagonia has a team that works with suppliers to assess their social and environmental impacts, and helps move them along the responsibility path. If a supplier is out of whack with our environmental and social standards, we can move that business elsewhere.

We have great sophisticated suppliers who show us what we should be doing in many respects, so we tap into their work and capacity. They are central to our business model.

For example, Patagonia works closely with FSC®¹ because we value that partnership. Using FSC-certified paper is aligned with our commitment to inspire and implement solutions to the environmental crisis.

READ THE FULL INTERVIEW:

PATAGONIA STILL DOESN'T WANT YOU TO BUY THAT JACKET, BUT WILL SELL YOU A USED ONE

<http://www.rollandinc.com/en/blog/green-champions-patagonia-still-doesnt-want-you-buy-jacket>





EXCERPT FROM PATAGONIA DOCUMENT PAPER USE AND PROCUREMENT POLICY

The 4-page policy reflects Patagonia's mission, mindset and achievements in an easy-to-read conversational style. It features practical guidance on making environmentally-sound purchasing decisions, including the following:

Patagonia Paper Choices in Order of Preference

Our first choice is to buy paper that contains the highest level of **post-consumer recycled** fiber technically and economically feasible.

Our second choice is recycled paper made with **de-inked post-industrial recycled** fiber.

If we cannot source a paper that is 100% recycled, we specify papers that contain **virgin fiber from non-endangered forests**, and we give preference to papers that are **FSC® certified**.

If we discover that paper we use contains virgin fiber from endangered forests, we work to phase it out.

¹ Forest Stewardship Council® (FSC®) is an international certification and labeling system dedicated to promoting responsible forest management of the world's forests.

LEARN MORE ABOUT THE SUBJECT,
DIRECTLY FROM PATAGONIA

https://www.patagonia.com/on/demandware.static/Sites-patagonia-us-Site/Library-Sites-PatagoniaShared/en_US/PDF-US/Paper_Procurement_Policy_EN_051116.pdf



CIRQUE DU SOLEIL®



Cirque du Soleil stages more than 20 theatrical productions a year around the world.

Eleven million spectators attended Cirque du Soleil shows in 2016.

Headquartered in Montréal, and with a major presence in Las Vegas, it has a workforce of 4,000, including over 1,300 artists from around the world.

INSIGHT FROM GREEN CHAMPIONS INTERVIEW with Cirque du Soleil's Jean-François Michaud, Senior Advisor – Corporate Social Responsibility, March 2017:

What is the impact of the Responsible Procurement Policy at Cirque du Soleil?

It is part of our purchase order which applies to all suppliers. The policy works at two levels. First, internally, it helps promote purchasing of responsible products wherever possible – paper is an example. Second, in all calls for tender in excess of \$250,000, we include questions on sustainable development, so suppliers are evaluated on that, in addition to cost and quality.

How does Rolland measure up as a responsible supplier?

Rolland's product is quite exceptional in environmental terms. The Life Cycle Analysis to evaluate the environmental impact of Rolland paper is interesting as is your approach to energy usage at the paper mill.¹

We decided to make an eco-responsible choice with office paper for copiers and printers years ago – we see paper as a strong symbol worldwide due to its roots in the forest. The team here quickly identified Rolland Enviro Copy as our best choice.²

READ THE FULL INTERVIEW:
CIRQUE DU SOLEIL'S COMMITMENT TO SUSTAINABILITY IS NO LAUGHING MATTER



<http://www.rollandinc.com/en/blog/green-champions-cirque-du-soleils-commitment-sustainability-no-laughing-matter>



EXCERPT FROM CIRQUE DU SOLEIL DOCUMENT RESPONSIBLE PROCUREMENT POLICY

This concise 2-pager provides broad guidelines for purchasing principles and priorities at Cirque du Soleil. The passages below indicate the organization's collaborative approach and its clear preference for suppliers focused on continuous improvement of environmental performance.

...Cirque will use an approach based on collaboration and dialogue with its suppliers, rather than a coercive approach, and will work alongside its suppliers to correct any problematic situations...

Suppliers must act in a way that is environmentally responsible by demonstrating a concerted effort to improve their performance in this respect and by demanding the same of their suppliers.

This includes ...Ensuring that the company's environmental performance is progressive and includes measures to improve its management of water, energy, and residual and hazardous materials...

1 Rolland operates the only paper mill in North America to use biogas, created by decomposing landfill waste, as an energy source. It supplies 93% of the mill's energy needs.

2 Rolland Enviro Copy paper has 100% post-consumer recycled content.

LEARN MORE ABOUT THE SUBJECT,
DIRECTLY FROM CIRQUE DU SOLEIL

https://static01.cirquedusoleil.com/en/~media/about/global-citizenship/pdf/ResponsibleProcurement_Policy.pdf





COLORADO STATE UNIVERSITY



Colorado State University has 33,000 students in undergraduate and graduate programs, with sustainability-related majors and minors available at all eight CSU colleges.

CSU has earned many awards and accolades for its sustainability efforts: STARS Platinum, Princeton Review's Green College Honor Roll: No. 4, BestCollege's No. 1 Greenest College, Platinum Bike-Friendly University, Green Ribbon Schools Postsecondary Sustainability Award, and Top Ten Coolest School by Sierra Magazine.

INSIGHT FROM GREEN CHAMPIONS INTERVIEW

with Bonnie Palmatory, Graphic Designer and Assistant Director of Creative Communications in the Department of Housing and Dining at CSU, April 2017:

Do you encourage your suppliers to act responsibly?

Yes – our second question is usually about sustainability. The first would be, “do you print T-shirts?” then we ask “do they have recycled content?” or “are they fair trade?”

The more we ask for sustainable options, the more we see them available. We asked our printer, “Do you work with Rolland? We want to use this biogas paper.” This prompted them to start supplying the paper, because when we first asked it did not seem available.

How did you learn about Rolland's use of biogas?

Word of mouth – a nice story to pass on. If people are not familiar with Rolland, we tell them the mill uses biogas as an alternative to fossil fuels and the reaction is: “Wow, you can use methane from garbage to power something?”

READ THE FULL INTERVIEW:
**SUSTAINABILITY IS FOUNDATIONAL
TO COLORADO STATE UNIVERSITY**

<http://www.rollandinc.com/en/blog/green-champions-sustainability-foundational-colorado-state-university>





EXCERPT FROM COLORADO STATE UNIVERSITY DOCUMENT ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE PROCUREMENT POLICY

To support sustainability at CSU, this comprehensive nine-page policy provides practical information and resources for purchasing environmentally sound products, including the proven guidelines below.

The Environmental Protection Agency has issued five guiding principles of EPP (environmentally preferable products) to help institutions incorporate green purchasing into their daily practices. These principles serve as an easy-to-use baseline for virtually any type of purchasing. They are:

- A.** Include environmental considerations as part of the normal purchasing process.
- B.** Emphasize pollution prevention early in the purchasing process.
- C.** Examine multiple environmental attributes throughout a product's or service's life cycle.
- D.** Compare relevant environmental impacts when selecting products or services.
- E.** Collect and base purchasing decisions on accurate and meaningful information about environmental preference.

LEARN MORE ABOUT THE SUBJECT,
DIRECTLY FROM CSU

<http://policylibrary.colostate.edu/policyprint.aspx?id=513>

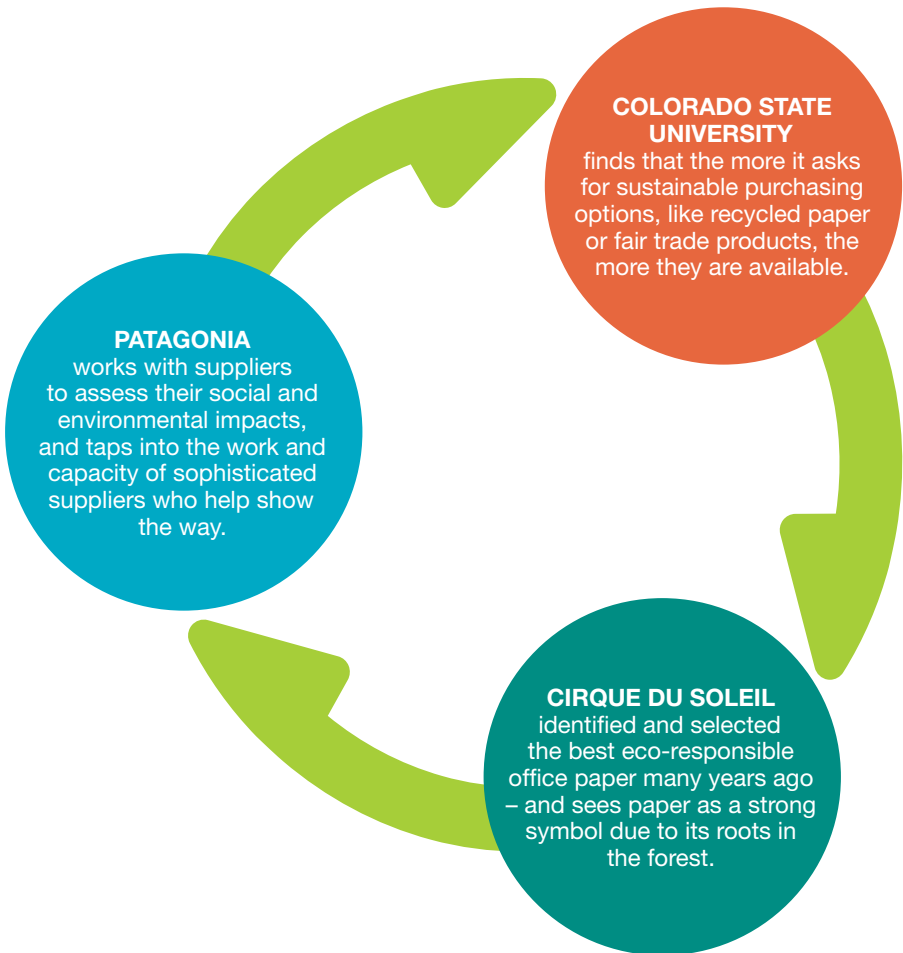


RESPONSIBLE PAPER PROCUREMENT

KEY LEARNINGS FROM OUR GREEN CHAMPIONS

MEMORABLE TAKEAWAYS

These takeaways and guidelines, will be especially useful if you are drafting a responsible paper procurement policy, or revisiting your existing policy. The same goes for the interviews and policies referenced on previous pages.



PRACTICAL GUIDELINES



DEVELOP A RESPONSIBLE PAPER PROCUREMENT POLICY that sets out your environmental principles and priorities, as well as your expectations of suppliers.



LEARN FROM AND LEVERAGE THE BEST PRACTICES of leading environmental agencies and other trendsetting organizations.



PROVIDE PRACTICAL PURCHASING GUIDELINES that help your people make environmentally-sound decisions that are businesslike, too.



TAP INTO THE EXPERTISE OF RESPONSIBLE PAPER MANUFACTURERS committed to continuous improvement of their environmental performance – and their products.

ABOUT US

Rolland is a leading North American commercial paper manufacturer focused on quality, performance and innovation. Our customers choose our products — made with up to 100% post-consumer recycled fiber — because of our proven track record as an environmental leader. All Rolland's production is manufactured to the highest environmental standards and we have the smallest environmental footprint in the North American pulp and paper industry. Our products are made using renewable energy, primarily biogas, and our recycled fibers are deinked without chlorine.



BIOGAS ENERGY

Our main energy source – biogas – is transported in a dedicated pipeline from a local landfill to fulfill 93% of our paper mill's needs. Not only is biogas renewable, it reduces our CO₂ emissions by 70,000 tons, or the equivalent of 23,400 compact cars, annually.



WATER CONSERVATION

The Rolland paper mill recirculates each drop of water 30 times and, as a result of our focus on water conservation, we use nearly six times less water per ton of paper produced than the typical North American mill.



TRANSPARENCY

Our life cycle assessment (LCA) demonstrated that our Rolland Enviro product line has a smaller environmental footprint than the average virgin and 100% recycled papers in the study. And we are the only paper company to publish the full report on our website – because we believe in transparency.

