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European Forest Campaign
What Wood You Choose?

USERS MANUAL: WWF CHECK YOUR PAPER

Based on the WWF Paper Scorecard Criteria
Version 3.1, November 2012

checkyourpaper.panda.org



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WWF *for a living planet*[®]

Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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1. WHAT IS CHECK YOUR PAPER?

The Check Your Paper (CYP) scheme (checkyourpaper.panda.org) is WWF's global transparency and benchmarking tool for responsible producers, buyers, merchants and other distributors of paper products, measuring the ecological footprint of pulp and paper production at the product level. CYP allows responsible paper producers and merchants to demonstrate their transparency and what they are doing to minimize negative environmental impacts of the paper products they produce and/or sell. It is designed as a user-friendly tool for paper purchasers to access transparent paper and pulp grades, and to check the environmental footprint of the papers they buy.

Check your Paper is ultimately a tool for paper buyers and suppliers to develop supply chain transparency, to share critical information that both informs buying decisions and enables buyers and sellers to co-operate.

CYP is based on parameters and the rating system of the the WWF Paper Scorecard that was initially launched 2007. The parameters and criteria were updated early 2010, with substantial input from more than 30 key paper sector players, including number of globally largest paper manufacturers, paper merchants, paper buyers and non-governmental organisations from Europe, North America, Latin America and Africa.

1.1. KEY ENVIRONMENTAL IMPACTS COVERED

Paper manufacture and use affect the management of forests and plantations through sourcing of fibres. There are also impacts through the extraction and production of clay and other filling and coating materials. Pulp and paper processes – and the generation of the energy needed to run them – may emit a wide range of more or less harmful compounds, as does the long and short distance transportation of raw-material and finished products. Thus, evaluating the full environmental impact of paper products is an almost impossible task. Any such methodology would necessarily be very complex, and it would still be difficult to compare performances and extract simple, useful guidance.

The WWF Paper Scorecard criteria that are the basis of the CYP scheme are based on a different approach. Rather than trying to address every conceivable aspect, the criteria focuses on a limited number of major impacts related to human and ecosystem health and vitality. These are combined into a 'one-size-fits-all' tool applicable for rating all paper grades and pulp. The inevitable subjectivity involved in the selection and weighting of impacts has been kept to a minimum by using a simple and transparent structure where each aspect is allocated a maximum of either 10 or 20 (40) points, adding up to a potential maximum 100 points for pulp and papers.

1.2. BACKGROUND CRITERIA USED FOR RATING

The WWF Paper Scorecard criteria used in the Check Your Paper scheme addresses:

1. Responsible use of natural resources by promoting use of recycled fibres and virgin fibres from legal, controlled and credibly certified sources.
2. Reduction of contributions to climate change and global warming through use of recycled fibre, responsible forest management and minimising emissions of CO₂ from fossil fuels, and, indirectly, emissions of methane (a very powerful greenhouse gas) from degrading waste in landfills.
3. Reduction of water pollution from bleaching (chlorinated compounds, some of which are long-lasting and very toxic), through promoting unbleached or totally chlorine-free bleached products.
4. Reduction of organic water pollution.
5. Monitoring and continuous improvement of manufacturing processes by promoting the adoption of management systems like ISO 14001 and EMAS (tools that also address emissions of several compounds not specifically included in the Scorecard).

The rates are based on the sums of contributions from the pulp and paper making processes. The entry thresholds for ratings reflect performance levels achievable by most major pulp and paper mills based on an extensive WWF study of publicly available data and informed by the most recent criteria of the EU Eco-labelling scheme. There is no complete, objective and globally representative data on the environmental performance of pulp and paper mills – in fact, the lack of transparency within the sector is a major problem in itself. However, the criteria of the EU Eco-labelling scheme (EU Flower), based on best available data and developed in consultative processes with input from environmental authorities and industry, are informative points of reference. The zero emission requirements for maximum points related to fossil CO₂, AOX, COD and landfill are based on very best performance. The scales were set by dividing the distance between the entry threshold level and zero into equal steps.

To promote transparency, one point is allocated to reporting in cases where actual emissions exceed the thresholds. The Scorecard is designed to accommodate all paper grades and types within the same matrix. However, as different types of paper are manufactured in different processes, rates are relative so that the 'best' producer of a certain grade, e.g. printing paper, may not rate as high as the 'best' producer of e.g. unbleached recycled tissue. This is not a problem in practise though, as purchasers necessarily compare like with like – you can't print glossy brochures on hygienic tissue.

2. GENERAL INFORMATION ON RATING

The functional units of the WWF Check Your Paper scheme are air-dried tonnes of final products. Criteria on impact per functional unit might be added at a later stage, when such metrics and a benchmark are specified. The rating shall reflect the combined characteristics and impacts of pulp and paper mill processing, irrespective of whether the pulp and paper mills are integrated or localised at different sites, as well as the proportional contributions to the final product of the various constituent pulp or paper components.

The rating shall be based on annual average emissions and product composition from the preceding calendar year. References to paper rating shall clearly indicate the calendar year of the CYP audit. As an example, a CYP audit in February 2012 may be based on data representing the calendar year 2011 or 2010. Rates posted on WWF's CYP website must be updated at least every second year (the rating in the example above may be communicated throughout 2012 and 2013 if data is from 2011, and only in 2012 if data is from 2010. A new rating is required to remain on the website during 2014 in the first case, and 2013 in the second).

Starting in 2013, provisional papers are required to upgrade to third party audited within 6 months, otherwise their listing expires automatically.

Calculations shall be product-line specific as far as possible, and consistent in the sense that the sum of data for each parameter and production line should add up to 100% of the total for the mill. In the absence of product line specific measurements, data may be based on mill averages.

Zero emissions (parameters 24–27) may be claimed on processing grounds, e.g. no emissions of AOX from totally chlorine free pulp-processing, or no emissions of fossil carbon dioxide from mills that generate an overall surplus of energy from combustion of black liquor. Alternatively, emissions may be considered to be zero if measured averages are lower than 10% of the threshold for next lowest category (e.g. emissions of COD < 0.2 Kg/T of product).

What if data for a certain emission parameter is missing for parts of the pulp/paper chain?

1. First time rating:

- If the missing data corresponds to less than 10% of the constituent pulp or paper materials, weighted average data calculated from other similar constituents (same type of pulps etc.) may be used to compensate for the missing data.
- If data corresponding to 10% or more of the constituent pulp or paper materials are missing, scoring is not allowed and the parameter should be left as a blank (zero).

2. Subsequent ratings:

- If the missing data corresponds to less than 5% of the constituent pulp or paper materials, weighted average data calculated from other similar constituents (same type of pulps etc.) may be used to compensate for the missing data.
- If data corresponding to 5% or more of the constituent pulp or paper materials are missing, scoring is not allowed and the parameter should be left as a blank (zero).

What if there are changes occurring after the paper has been audited and posted?

If the following changes occur in the paper composition during the period of validity of the scoring, it is the responsibility of the company to modify the entry in the Check your Paper database and have it third party re-audited:

- if there is a new fiber sourcing or the use of a different mill;
- if the existing ratio of fibre/ paper sources or mill use changes beyond 10%;
- if there is a loss of CoC certificate, or of a legality, controlled wood, sustainability or EMS certificate.

3. STEP BY STEP INSTRUCTIONS FOR RATING PAPER PRODUCTS

Check Your Paper is presented as an on-line reference and transparency tool (checkyourpaper.panda.org) where users are able to insert the data easily. In order to view or use 'Rate product' you are required to sign in as a new user. The rating tool is mainly intended for paper manufacturers, merchants and other distributors of paper products. The same paper product may be available from several merchants and other distributors with a different brand name. The paper products may be listed separately on their producer and merchant names.

From 2013 onwards WWF offers a new geographic search feature on Check Your Paper. Producers and paper distributors are asked to differentiate between cross-regional brands (where paper grades have the same product values regardless of geographic region), and paper grades which have specific qualities in some countries. Producers and paper distributors are further asked to indicate the countries of sale of specific brands, enabling a country by country search by interested paper buyers. Please differentiate between brands that actually do carry a FSC label and those that do not. See more information in step 1. (Basic information).

A matter of transparency

As of 2012, producers and paper distributors are asked to specify the % of brands and volumes they have listed overall on CYP for a specific category/grade. Users will be asked to update this data each time a new brand is added. Together with information about GFTN participation or participation in the Environmental Paper Company Index this information provides important context information about a company in the environmental profile page for each brand listed on the CYP database. The information about % of volume is not mandatory for now. Additional context information can be added by the company under point 17 when entering data.

WWF emphasizes in particular the transparency aspect of CYP and encourages producers to make their entire paper production volumes transparent on WWF's database and not just their very best environmental papers.

When filling in the rating questionnaire, you will be advised on the type of information needed to answer each question, and will find more detailed definitions and information from this manual.

When you rate a product, you will need information on:

- the sources of the fibre used in the paper: content levels of post-consumer recycled, pre-consumer recycled and virgin fibre; and information any certification or eco-labelling schemes used to verify fibre sources;
- fossil CO₂ emissions from pulp and paper manufacturing processes expressed as kg/tonne of paper product;
- waste to landfill, measured as kg/tonne of paper product;
- emissions to water, measured in terms of AOX and COD as kg/tonne of paper product;
- data on environmental managements systems (such as ISO 14001).

Before rating a new product, please check that nobody else from your company has rated the same product (same brand name) before. You can do that by using 'Search the Rated papers'.

After you have entered data online you can choose to post as provisional papers for 6 months immediately or wait to publish until you have your third party audit which is required after 6 months. To upgrade your paper listing to third party audited status (which gives you also a range of communications benefits) please fill out Annex 2 and 3, have it verified by the third party auditor (annex 3) and upload both documents on the system within 6 months.

3.1. STEP 1: BASIC INFORMATION (QUESTIONS 1–18)

Questions 1–18 of the Check Your Paper scheme are dealing with basic information of the paper product. Required fields are indicated by the asterisk symbol which you must fill in as a minimum. It is highly recommended to fill in as many fields as possible. Comprehensive technical data in this section will help users to find your paper by search tool.

1. Product name*

Insert here name of the paper product accurately. If your product is FSC labelled please indicate this in your brand name e.g. Name, FSC.

If the brand name exists in both FSC labelled and non-FSC labelled, the non-FSC brand should also be rated as a matter of transparency.

2. Origin of Mill(s) *

Insert here countries where the mill(s) are located.

3. Manufacturer/Paper distributors (new)

Insert here name of the manufacturing company. If you represent a merchant or other distributor please tick the box for merchant and put in your name. If you submit a paper as paper distributor, the paper will be listed and searchable under your name but the manufacturer will not be visible publicly. We still encourage you to list the manufacturer as a matter of transparency, but you can also leave this field empty.

4. Mill(s)

Insert here name of the mill(s) in the text field. You can leave empty if you do not want this to be public information.

5. Product category*

Choose product category that paper you are rating belongs to from the following:

- uncoated papers
- coated papers
- newsprint papers
- tissue papers
- packaging papers and board
- speciality papers
- pulp

Choose the grade and uses that your paper product belongs to. The grade of the paper refers to classification for types of paper as defined by their characteristics. Uses refer to classification for types of paper as defined by their end uses.

Sheets

Choose 'yes' or 'no' depending of the paper product is available as sheets.

Reel

Choose 'yes' or 'no' depending of the paper product is available on reel.

6. Grammage

Insert here grammage that measures paper density, expressed in grammes per square metre (g/m²). If the product is available in different grammages insert minimum and maximum figures.

This information could be reflected in the point system on fibre efficiency sometime in the future

7. Whiteness (ISO 11475)

Insert here % figure, expressing whiteness of pulp and paper. It is generally indicated by its brightness, which is the reflectance of a wavelength of blue light. So-called white papers have a definite hue. Most are made with a blue white tint.

8. Opacity (ISO 2471)

Insert here % figure, as a measure of the degree of transmission of light through the paper – low transmission means high opacity. Usually high opacity is desirable in printing papers, to minimise the transmission of images from one side of the paper to the other or the adjacent sheet. Opacity is greatly influenced by basis weight, brightness, type of fiber and filler.

9. Smoothness

Here describe or rate the flatness and evenness of a sheet's surface.

10. Bulk Ratio

Insert here a figure that indicates the paper thickness and the bulk ratio (cm³/g), as an average of range of grammage given. This information could be reflected in the point system on fibre efficiency sometime in the future.

11. Surface

Choose unglazed, matte, semi-matte or silk, or gloss depending on the surface of the paper product.

12. Bleaching

Choose elemental chlorine (EC), elemental chlorine-free (ECF), process chlorine free (PCF) or total chlorine-free (TCF) depending on bleaching process applied.

13. Fibre content

Choose wood-free (chemical), mechanical (thermo mechanical pulp, TMP, and groundwood pulp, GW) and/or recycled, depending on what pulping methods has been applied.

14. Regional information *(new) Tick the option which applies to your paper grade

- The paper grade has the same product values where-ever it is sold i.e. cross-regional (the brand properties do not vary across regions)
- The paper grade has specific qualities in some countries (the brand properties can vary). Please refer to the auditing guidelines for more details.

15. Country of sales *(new)

- Please indicate in which countries your product is sold- you can tick multiple countries or an entire region. When you click "sold anywhere in the world" your brand will come up in the search engine regardless of country specific search.
- By including information on country of sales buyers are assisted to find brands near their region of interest.

16. Certificates & Ecolabels

If the paper product has been certified or carries an eco-label, please choose one or more certificates and/or ecolabels from the list. If you cannot find the correct certificate or ecolabel from the list click 'other' and attach a weblink or reference document.

17. Open description of the product use and qualities

Insert here open description (max. 200 letters) of the product use and qualities that were not sufficiently addressed above. You may also insert here additional information on environmental or social issues, in particular CSR or other transparency tools. You can add information on paper efficiency of the product (low grammage, bulk ratio or other) if needed.

18. Link to product/additional information (URL)

Insert here website URL where users can find additional information on the paper product on the web.

3.2. STEP 2: FIBRE SOURCES (QUESTIONS 19–23)

Questions 19–23 of the Check Your Paper scheme are dealing with the fibre sources used in the paper product you are rating. These questions rate how efficient and responsible are the fibre sources for the paper and add up to 40 points.

The maximum 40 achievable points in this section can be gained by a product which contains 100% virgin fibre product carrying a credible certification such as FSC (10 points for legality, 10 points for controlled sources and 20 points for credible certification) or by a product which contains 100% post consumer recycled fibre. Pre-consumer recycled paper products achieve 20 points.

19. Recycled post-consumer fibres, % of total fibre content

This parameter refers to the proportion of all fibres in the product/input to the mill (regardless of the amounts of non-wood based coating materials, minerals, fillers etc.) that consists of post consumer fibre material¹. Post-consumer fibres are defined as:

- commercial transport packaging, computer print-outs, magazines, direct mail, home office materials and boxes
- old magazines and newspapers from residential or office collections
- reclaimed household scrap paper and packaging, including old newspapers
- reclaimed office waste paper
- used corrugated boxes
- used tabulating cards.

The proportion shall be calculated as the average annual proportional input of post-consumer fibre to the product-line, or if this cannot be separately specified, the average annual proportional input to the mill. For FSC Mixed and FSC Recycled labelled products the proportion may also be counted based on post-consumer fibre credit claims in accordance with FSC-STD 40-004 V2-0 EN.

Materials that have been claimed under the credit system shall be deducted from any claims related to average input levels (so as not to be counted twice). For example, if a manufacturer has an average input of 30 % post-consumer fibre over the year, but all of this volume is 'used up' to make credit-based claims for an FSC-labelled paper product, the scoring for post-consumer fibre in other product lines will be zero.

Rating scale for post-consumer fibre, (% of total fibre content)

≥5%	≥15%	≥25%	≥35%	≥45%	≥55%	≥65%	≥75%	≥85%	≥95%
4p	8p	12p	16p	20p	24p	28p	32p	36p	40p

Compliance and Verification: An internationally or nationally accredited certification body or acknowledged eco-labelling body shall verify that pulp and paper-mills identify and document their input of post-consumer fibre. Claims related to FSC-labelled materials shall be verified by an FSC-accredited certification body.

20. Recycled pre-consumer, % of total fibre content (or fibre from agricultural residues)

This parameter refers to the proportion of all fibres in the product/input to the mill (regardless of the amount of non-wood based coating materials, minerals, fillers etc.) that consists of pre-consumer fibre material or fibre from agricultural residues.

Pre-consumer fibres are defined as all scrap generated during the intermediate steps in producing an end product following primary manufacturing (i.e. post-mill):

- bindery trim and scrap
- forms conversion scrap
- merchant return stock
- obsolete inventories from distributors, printers, converters and others beyond the original manufacturer
- over-issue publications
- printers' scraps, pre-printing, make-ready, overruns, errors, rejections
- publisher overruns and returns
- scrap from product manufacturing, including bag, box and carton manufacturing
- scraps from converters, mail order houses, others in value-added chain
- sheeting scrap from converters.

¹ Defined in accordance with FSC-STD 40-007 V1-0 EN, annex 2

Agricultural residues are residues left over from food production or other processes and using them maximizes the lifecycle of the fiber. Fibers include cereal straws like wheat straw, rice straw, seed flax straw, corn stalks, sorghum stalks, cotton stalks, cotton linters, sugar cane bagasse, and rye seed grass straw. WWF recognises that residues from agriculture are important materials for papermaking in some regions, that using such materials may be an effective use of renewable resources, but also that systems for verifying responsible agriculture are not yet fully operational or widely implemented. On balance and for the time being, identified and documented inputs of agricultural residues may be counted as equal to pre-consumer recycled fibre in the Check Your Paper scheme. As tools for verification of responsible agricultural production become available, WWF may require the use of such safeguards in future versions of the CYP.

The proportion shall be calculated as the average annual proportional input of pre-consumer fibre (or agricultural residues) to the product-line, or if this cannot be separately specified, the average annual proportional input to the mill. Mixed recycled fibre that is not separated into post- and pre-consumer waste shall be considered as pre-consumer fibre.

Rating scale for recycled **pre-consumer**, % of total fibre content (or fibre from agricultural residues)

>5%	>15%	>25%	>35%	>45%	>55%	>65%	>75%	>85%	>95%
2p	4p	6p	8p	10p	12p	14p	16p	18p	20p

(New)Please note: The rating scale for question 20 will be adjusted by a factor 1.5 for tissue products. The maximum achievable points for tissue products on this question is 30 points. As tissue products are an end-of life cycle product recycled fibres are given a higher relative scoring than virgin fibre input and hence the ratings in questions 20 – 23 are adjusted for these products.

Compliance and Verification: An internationally or nationally accredited certification body or acknowledged eco-labelling body shall verify that pulp and paper-mills identify and document their input of pre-consumer fibre.

21. Virgin fibre of legal origin, % of total fibre content

This parameter refers to the proportion of all fibres in the product/input to the mill (regardless of the amount of non-wood based coating materials, minerals, fillers etc.) that consists of virgin fibre from sources that meet a minimum definition of legal origin²; as follows:

- Legal Right to Harvest. The legal status of the forest management unit (FMU) shall be clearly defined and boundaries delineated. The forest management enterprise (FME) shall prove that it has validly obtained the legal right to operate and to harvest timber from within the defined forest management unit.
- Approved Planning Authorizations and Operations. The forest management enterprise shall have received the necessary approval for the basic and fundamental planning requirements legislated as necessary to enable forest management and shall adhere to fundamental planning and operational requirements and production restrictions and quotas within the permitted harvest rights.
- Payment of Relevant Fees and Taxes. The forest management enterprise shall fulfill all obligatory taxes, fees and/or royalty payments associated with maintaining the legal right to harvest and permitted harvesting volumes.

Rating scale for **virgin fibre of legal origin**, % of total fibre content

>5%	>15%	>25%	>35%	>45%	>55%	>65%	>75%	>85%	>95%
1p	2p	3p	4p	5p	6p	7p	8p	9p	10p

(New)Please note: The rating scale for question 21 will be adjusted by a factor 0.75 for tissue products. The maximum achievable points for tissue products on this question is 7.5 points. As tissue products are an end-of life cycle product recycled fibres are given a higher relative scoring than virgin fibre input and hence the ratings in questions 20 – 23 are adjusted for these products.

Compliance and Verification:

- FSC forest management certification
- PEFC and forest management certification schemes endorsed by PEFC (e.g. CSA, MTCS, PAFC and SFI)
- LEI forest management certification³;

² Defined in accordance with WWF's Global Forest & Trade Network Common Framework for Assessing Legality of Forestry Operations, Timber Processing and Trade, Principles 1, 2, 9 and in the SmartWood Generic Standard for Verification of Legal Origin (VLO) VER-03, Principles 1, 2, 3.

- various third-party verified legality schemes run by internationally or nationally accredited certification bodies
- wood covered by FLEGT VPA agreements.

Claims shall be verified by internationally or nationally accredited certification bodies conforming to additional scheme-specific requirements where relevant.

New- Disclaimer: Even though WWF aims to only feature brands from companies producing and trading legal timber, the listing on WWF's website is not providing a guarantee of legality as required by the Lacey Act or the EU Timber Regulation. Despite our efforts on due diligence, WWF can also not guarantee that companies listing brands on this website are not involved in controversial ecological and social issues nor use uncontrolled Mixed Tropical Hardwood. WWF therefore encourages notice by users of the website if above-mentioned problems are detected with companies promoting their paper brands on this website. Please contact the WWF International Paper Team directly hbrandlmaier@wwfdcp.org

22. Virgin fibre from controlled sources, % of total fibre content

Virgin fibre from legal units or regions where civil and traditional rights are respected, High Conservation Values are maintained, and forests are not converted to plantations or other land use, % of total fibre content:

As defined in FSC controlled wood standard⁴, this parameter refers to the proportion of all fibres in the product/input to the mill (regardless of the amount of non-wood based coating materials, minerals, fillers etc.) that consists of virgin fibre from sources that meet the requirements for legality of 3.1 and 3.2, and the requirements for control related to civil and traditional rights, High Conservation Values (the attributes of High Conservation value Forests), Genetically-modified organisms and conversion, addressing the following:

- Civil rights. Right or rights belonging to a person by reason of citizenship. The rights that every person in a society has, for example to be treated equally, to be able to vote, work, etc.
- Traditional rights. Rights which result from a long series of habitual or customary actions, constantly repeated, which have, by such repetition and by uninterrupted acquiescence, acquired the force of a law within a geographical or sociological unit. Also known as customary rights (FSC Principles and Criteria, February 2000).

HCVF – High Conservation Value Forests. High conservation Value Forests are those that have one or more of the following attributes:

- Forest areas containing globally, regionally or nationally significant: concentrations of biodiversity values (e.g. endemism, endangered species, refugia); and/or large landscape level forests, contained within, or containing the management unit, where viable populations of most if not all naturally occurring species exist in natural patterns of distribution and abundance.
- Forest areas that are in or contain rare; threatened or endangered ecosystems.
- Forest areas that provide basic services of nature in critical situations (e.g. Watershed protection, erosion control).
- Forest areas fundamental to meeting basic needs of local communities (e.g. subsistence, health) and/or critical to local communities' traditional cultural identity (areas of cultural, ecological, economic or religious significance identified in cooperation with such local communities).

Rating scale for virgin fibre from controlled sources, % of total fibre content

>5%	>15%	>25%	>35%	>45%	>55%	>65%	>75%	>85%	>95%
1p	2p	3p	4p	5p	6p	7p	8p	9p	10p

(New)Please note: The rating scale for question 22 will be adjusted by a factor 0.75 for tissue products. The maximum achievable points for tissue products on this question is 7.5 points. As tissue products are an end-of life cycle product recycled fibres are given a higher relative scoring than virgin fibre input and hence the ratings in questions 20 – 23 are adjusted for tissue products.

Compliance and Verification: The following materials are considered to meet the requirements (one of the options a, b, c or d):

a) materials from FSC-certified forest management units;

³ FSC Controlled wood or wood from PEFC "uncontroversial" sources as defined and identified by PEFC together with those other independent certifications would meet compliance/verification requirements for verified legal sources.

⁴ Defined in accordance with the FSC Controlled Wood standard, FSC-STD-40-005 V2-1 EN, Annex 1

- b) materials certified under the FSC Controlled Wood standard;
- c) materials from areas assessed as of low risk in conformance with all provisions in FSC-STD-40-005 V2-1 EN, Annex 2A and 2B 2,3,4;
- d) materials from areas that cannot be confirmed as of low risk in conformance with all provisions of FSC-STD-40-005 V2-1 EN, Annex 2A, 2B 2,3,4, *provided that* the suppliers have been controlled in conformance with the provisions outlined in Annex 3A and 3B 2,3,4 of this standard.

Compliance with a, b or d shall be verified by an FSC-accredited certification body. Compliance with c shall be verified by an internationally or nationally accredited certification body.

23. Virgin fibre from credibly certified sources, % of total fibre content

Virgin fibre from forests certified under schemes characterised by international consistency, balanced multi-stakeholder governance and public transparency, % of total fibre content.

This parameter refers to the proportion of all fibres in the product/input to the mill (regardless of the amount of non-wood based coating materials, minerals, fillers etc.) that consists of virgin fibre certified under schemes characterised by international consistency, balanced multi-stakeholder governance and public transparency.

Components of international consistency include a common, reasonable detailed and globally applicable framework for setting standards (e.g. internationally applicable Principles and Criteria); internationally applicable mechanisms for resolving conflicts and disputes; and common, internationally applicable standards for accreditation and operation of certification bodies.

Balanced multi-stakeholder governance requires that representatives of the three pillars of sustainability – economic, social and environmental interests – participate on equal terms and with equal power in the decision-making at the national and international level, and that, as a result, no single interest can dominate the others.

Public transparency includes that summaries of certification and monitoring audits (excluding information of private or commercially sensitive nature), as well as accreditation bodies’ monitoring of certification body performances, are publicly available on websites without special request.

Rating scale for virgin fibre from credibly certified sources, % of total fibre content									
>5%	>15%	>25%	>35%	>45%	>55%	>65%	>75%	>85%	>95%
2p	4p	6p	8p	10p	12p	14p	16p	18p	20p

(New)Please note: The rating scale for question 23 will be adjusted by a factor 0.75 for tissue products. The maximum achievable points for tissue products on this question is 15 points. As tissue products are an end-of life cycle product recycled fibres are given a higher relative scoring than virgin fibre input and hence the ratings in questions 20 – 23 are adjusted for these products.

Compliance and Verification: Materials from FSC-certified management units verified by an FSC-accredited certification body.

Volume credit based labelling can be counted as full score, on the grounds that there is a direct 1:1 relation to certified forest management. (In some cases the very same paper product may be available both FSC-labeled and non-labeled, and in these cases manufacturer shall clearly communicate this to customers.)

Step 2 Fibre Source – Some examples of rating

Example 1. Paper product 'Paper One' is made of 90% post-consumer recycled fibre and the rest 10% of the fibre content is virgin fibre from legal sources. The paper product is PEFC-labelled.

Basic information	Fibre sources	Emissions	Quality control	Results
19. Recycled post-consumer fibres: (% of total fibre content)			<input type="text" value="90"/>	<input style="background-color: #f4a460; color: white; border: none; padding: 2px 5px; font-size: 12px; font-weight: bold; border-radius: 3px;" type="button" value="?"/>
20. Recycled pre-consumer fibres (or fibre from agricultural residues): (% of total fibre content)			<input type="text" value="0"/>	<input style="background-color: #f4a460; color: white; border: none; padding: 2px 5px; font-size: 12px; font-weight: bold; border-radius: 3px;" type="button" value="?"/>
21. Virgin fibres of legal origin: (% of total fibre content)			<input type="text" value="10"/>	<input style="background-color: #f4a460; color: white; border: none; padding: 2px 5px; font-size: 12px; font-weight: bold; border-radius: 3px;" type="button" value="?"/>
22. Virgin fibre from controlled sources: (% of total fibre content)			<input type="text" value="0"/>	<input style="background-color: #f4a460; color: white; border: none; padding: 2px 5px; font-size: 12px; font-weight: bold; border-radius: 3px;" type="button" value="?"/>
23. Virgin fibre from credibly certified sources: (% of total fibre content)			<input type="text" value="0"/>	<input style="background-color: #f4a460; color: white; border: none; padding: 2px 5px; font-size: 12px; font-weight: bold; border-radius: 3px;" type="button" value="?"/>
Total fibre count:			100	

Example 2. Paper product 'Paper Two' is made of 30% post-consumer recycled fibre and the rest 70% virgin fibre is from legal and controlled sources. The product is CSA-labelled and certified under the FSC Controlled Wood standard.

Basic information	Fibre sources	Emissions	Quality control	Results
19. Recycled post-consumer fibres: (% of total fibre content)			<input type="text" value="30"/>	
20. Recycled pre-consumer fibres (or fibre from agricultural residues): (% of total fibre content)			<input type="text" value="0"/>	
21. Virgin fibres of legal origin: (% of total fibre content)			<input type="text" value="70"/>	
22. Virgin fibre from controlled sources: (% of total fibre content)			<input type="text" value="70"/>	
23. Virgin fibre from credibly certified sources: (% of total fibre content)			<input type="text" value="0"/>	
Total fibre count:	The total fibre count adds up questions 18,19 and 21. Questions 21 – 23 are cumulative			100

Example 3. Paper product 'Paper Three' is made of 100% virgin fibre from legal, controlled and credibly certified sources. 70% of the virgin fibres are from FSC-certified sources and 30% are from FSC Controlled Wood sources. The product has FSC mixed sources label.

Basic information	Fibre sources	Emissions	Quality control	Results
19. Recycled post-consumer fibres: (% of total fibre content)				0
20. Recycled pre-consumer fibres (or fibre from agricultural residues): (% of total fibre content)				0
21. Virgin fibres of legal origin: (% of total fibre content)				100
22. Virgin fibre from controlled sources: (% of total fibre content)				100
23. Virgin fibre from credibly certified sources: (% of total fibre content)				70
Total fibre count:				100

3.3. STEP 3: EMISSIONS (QUESTIONS 24–27)

Questions 24–27 of the Check Your Paper scheme are dealing with the emissions caused by the manufacture of the paper product you are rating. These questions rate paper's performance on climate, water and waste emissions.

24. Emissions of fossil carbon dioxide, from generation of energy for manufacture of market pulp or pulp and paper, including electricity from grid/external sources, Kg/T of product

This parameter refers to the total amount of fossil CO₂ emitted during the generation of the energy consumed in all industrial processes necessary to manufacture the product including fossil CO₂ emitted during the production of energy in power plants procured from the grid etc., but excluding fossil CO₂ emitted as part of forest management or harvesting, as part of the production of coatings and fillers, or during transportation of raw-materials or finished products. Fossil CO₂ is defined as carbon dioxide originating from materials that are non-renewable in human timescales (coal, oil, natural gas, shale, peat and similar).

Rating scale for emissions of fossil carbon dioxide, from generation of energy for manufacture of market pulp or pulp and paper, including electricity from grid/external sources, Kg/T of product

–1440,01	1p*
1440–1360,01	2p
1360–1280,01	3p
1280–1200,01	4p
1200–1120,01	5p
1120–1040,01	6p
1040–960,01	7p
960–880,01	8p
880–800,01	9p
800–720,01	10p
720–640,01	11p
640–560,01	12p
560–480,01	13p
480–400,01	14p
400–320,01	15p
320–240,01	16p
240–160,01	17p
160–80,01	18p
80–8,01	19p
0–8	20p

** To promote transparency, one point is allocated to reporting in cases where actual emissions exceed the thresholds.*

Compliance and Verification: The emission of fossil CO₂ from each source is calculated based on the proportional contribution of various types of fossil fuels combusted in the generation of energy consumed in the production process, regardless of whether the energy is generated at the production site or in a power plant and distributed through the grid. Calculation of CO₂ emissions for each type of fossil fuel should be based on internationally acknowledged reference data. Claims should be verified by an internationally or nationally accredited certification body.

25. Waste to landfill, from manufacture of market pulp or pulp and paper, Kg/T of product

This parameter refers to non-hazardous waste materials from pulp and/or paper-making processes that are permanently disposed of as landfill/in dams, on or off the site, expressed as the equivalent of bone dry matter.

Rating scale for **waste to landfill**, from manufacture of market pulp or pulp and paper, Kg/T of product

–48,01	1p*
48–42,01	2p
42–36,01	3p
36–30,01	4p
30–24,01	5p
24–18,01	6p
18–12,01	7p
12–6,01	8p
6–0,601	9p
0–0,6	10p

**To promote transparency, one point is allocated to reporting in cases where actual emissions exceed the thresholds.*

Compliance and Verification: Monitoring and measurements shall be conducted in conformance with internationally acknowledged good procedures. Claims should be verified by an internationally or nationally accredited certification body.

26. Water pollution from bleaching, AOX emissions from manufacture of market pulp or pulp and paper, Kg/T of product

This parameter refers to the total emissions of absorbable organic halogens, AOX, measured as the total amount of chlorine bound to organic compounds in waste water. Emissions from Totally Chlorine Free pulp processing is considered to be zero by definition.

Rating scale for **water pollution from bleaching**, AOX emissions from manufacture of market pulp or pulp and paper, Kg/T of product

–0,20001	1p*
0,200–0,17501	2p
0,175–0,15001	3p
0,150–0,12501	4p
0,125–0,10001	5p
0,100–0,07501	6p
0,075–0,05001	7p
0,050–0,02501	8p
0,025–0,002501	9p
0–0,0025	10p

**To promote transparency, one point is allocated to reporting in cases where actual emissions exceed the thresholds.*

Compliance and Verification: Monitoring and measurements shall be conducted in conformance with internationally acknowledged good procedures like ISO 9562 (1989) or similar by impartial and competent laboratories. Claims should be verified by an internationally or nationally accredited certification body.

27. Organic water pollution, COD emissions from manufacture of market pulp or pulp and paper, Kg/T of product

This parameter refers to the total emissions to waste water of matter and compounds that consume oxygen during degradation, measured as the amount of oxygen needed for complete chemical oxidation, COD.

Mills that have traditionally monitored biological instead of chemical oxygen demand may convert their figures as follows and use them for rating: BOD_5 (Kg/T) = 0.85 x BOD_7 (Kg/T); COD (Kg/T) = 10 x BOD_5 (Kg/T).

Rating scale for organic water pollution, COD emissions from manufacture of market pulp or pulp and paper, Kg/T of product

-16,01	1p*
16-14,01	2p
14-12,01	3p
12-10,01	4p
10-8,01	5p
8-6,01	6p
6-4,01	7p
4-2,01	8p
2-0,201	9p
0-0,2	10p

**To promote transparency, one point is allocated to reporting in cases where actual emissions exceed the thresholds.*

Compliance and Verification: Monitoring and measurements shall be conducted in conformance with internationally acknowledged good procedures like ISO 6060 (1989) or similar by impartial and competent laboratories. Claims should be verified by an internationally or nationally accredited certification body.

3.4. STEP 4: QUALITY CONTROL (QUESTIONS 28–29)

Questions 28–29 of the Check Your Paper scheme are dealing with the Environmental Management Systems and rate how good is the product's environmental quality control.

28. Environmental Management Systems, % of pulp in paper product, or market pulp, manufactured in EMS certified mills (EMAS, ISO 14001 or equivalent third-party audited systems)

Equivalent Environmental Management Systems are such that are comparable in scope and rigour to ISO 14 001.

Rating scale for **Environmental Management Systems**, % of pulp in paper product, or market pulp, manufactured in EMS certified mills (EMAS, ISO 14001 or equivalent third-party audited systems).

0–14,99	0p
15–34,99	1p
35–54,99	2p
55–74,99	3p
75–94,99	4p
95–100	5p

Compliance and Verification: Implementation shall be verified by an internationally or nationally accredited certification body.

Note that the points for pulp are multiplied by coefficient 2 in order to achieve maximum total rate 100 for market pulp.

29. Environmental Management Systems, % of paper in paper product manufactured in EMS certified mills (EMAS, ISO 14001 or equivalent third-party audited systems)

Equivalent Environmental Management Systems are such that are comparable in scope and rigour to ISO 14 001.

Rating scale for **Environmental Management Systems**, % of paper in paper product manufactured in EMS certified mills (EMAS, ISO 14001 or equivalent third-party audited systems).

0–14,99	0p
15–34,99	1p
35–54,99	2p
55–74,99	3p
75–94,99	4p
95–100	5p

Compliance and Verification: Implementation shall be verified by an internationally or nationally accredited certification body.

3.5. STEP 5: RESULTS

The Results section of the Check Your Paper scheme gives you information on your paper product's general environmental performance and on its forest, climate and water performance.

3.5.1. Total environmental rating

The total rating is shown as a percentage figure, illustrating the total environmental impact of the product. Rating categories are defined as follows:

- Excellent 90 – 100%: These products have an excellent environmental performance
- Good 60-89%: These products have a good environmental performance
- Fair < 60% These products are on the right path and showcase the transparency of the producer/merchant

Total rating is calculated as follows:	
Fibre Sources	= max 40 points
Emissions	= max 50 points
Environmental Management Systems	= max 10 points
	Total max 100 points
Rating categories are defined as follows:	
10–59 points	= Fair
60–89 points	= Good
90–100 points	= Excellent

3.5.2. Star-rating on forest, climate and water performance

The star-rating classification system describes the environmental performance levels of paper products in more detail. More stars indicate better environmental performance, in terms of fewer negative impacts on forests, climate change and aquatic ecosystems.

Forest performance illustrates:

- the proportion of the fibre originating from recycled sources; or (max 5 stars)
- the proportion of virgin fibre originating from legal (max 1 star), controlled (max 1 star) and credibly certified sources (max 3 stars).

To earn maximum points on fibre sourcing, a paper product should contain high proportions of post-consumer recycled fibre and/or virgin fibre originating from credibly certified, well managed forests. All the products listed publicly in the rated papers section need to earn at least one star in the section regarding forest performance, to guarantee that the fibre used in the paper originates from legally harvested forests.

Star-rating for forest performance is calculated as sum of points received from parameters 19–23 (Recycled Fibre+Virgin Fibre content):	
*	10–15 points
**	16–21 points
***	22–27 points
****	28–33 points
*****	34–40 points

Climate performance illustrates products' impacts on climate change, taking into account:

- the minimizing of CO₂ emissions from fossil fuels used in manufacturing process (max 2 stars)
- the use of recycled fibre and/or virgin fibre from verified legal sources (max 2 stars)
- emissions of methane from related wastes sent to landfills (max 1 star)

Star-rating for climate performance is calculated as sum of points received from parameters 19–20 on recycled fibre (max 20 points) + parameter 21 on virgin fibre from legal origin (max 10 points) (subtotal for 19–21= max 20 points) + parameter 24 on fossil fuels CO₂ emissions from manufacturing process (max points 20) + parameter 25 on waste to the landfill (max points 10) = total 50 points.

*	5–10 points
**	11–20 points
***	21–30 points
****	31–40 points
*****	41–50 points'

Water performance illustrates pollution levels from the pulp and paper manufacturing process, taking into account:

- measures to reduce organic water pollution (max 2,5 stars)
- measures to reduce water pollution involving bleaching chemicals, including the promotion of unbleached products or the use of totally chlorine-free (TCF) bleaching processes (max 2,5 stars)

Star-rating for water performance is calculated as sum of points received from parameter 26 organic water pollution measured as COD (max 10 points) + parameter 27 water pollution involving bleaching chemicals measured as AOX (max 10 points) = total 20

*	3–5 points
**	6–9 points
***	10–13 points
****	14–17 points
*****	18–20 points

WWF is constantly seeking feedback from CYP users to improve the service and to accommodate their ideas for improvement. Also, we follow recent developments in the sector in order to respond to changing regulatory frameworks and technological innovations that might result in amended thresholds for parameters.

4. QUESTIONS AND ANSWERS

4.1. ABOUT THE RATING PARAMETERS

Does the WWF Check Your Paper include all relevant environmental parameters?

No. The WWF Check Your Paper purposely focuses on a limited number of parameters that have major environmental impacts and that can be seen as 'umbrella parameters' or 'signal indicators'. However, many other aspects are indirectly covered by parameters 28–29 Environmental Management Systems, which focuses on overall, continuous improvements made by the mill.

The CYP is designed as a user-friendly tool to capture the main impacts of pulp and paper making and estimate the environmental footprint. Adding more parameters would likely not significantly change the scoring of individual papers or provide much additional practical guidance for paper buyers.

How did WWF decide on which parameters to include in the WWF Paper Scorecard (the criteria behind the Check Your Paper scheme)?

WWF began the process by looking at over 20 parameters that are generally reported on by transparent paper companies. This set of parameters was then reduced to a more user-friendly subset by applying the following criteria:

- The importance of each parameter in terms of the environmental impact, i.e. threat to human and/or ecosystem health and vitality
- The significance of the paper industry's contribution to the global environmental footprint for each parameter
- Status as a 'signal-parameter' – i.e. whether the performance of one parameter is usually linked with performance in other parameters
- Availability of reliable data for WWF to establish credible threshold performance values for rating
- Parameters for which industry reduction is already driven by strong economic incentives were not selected.

The resulting shortlist addresses the main elements requiring particular focus. A number of other issues are indirectly addressed by recognising mills that have adopted ISO 14001 certification, part of parameters 28–29 (Environmental Managements Systems and Transparency).

4.2. ABOUT THE PARAMETERS ON FIBRE SOURCES

Why FSC-certified virgin fibres can rate the same points as recycled fibres? Shouldn't WWF promote firstly recycled fibre use and secondly virgin fibre use?

Both FSC-virgin fibre and post-recycled fibre are considered as preferred fibre sources by WWF.

WWF's mission is to safeguard biodiversity as well as to reduce wasteful consumption. New virgin fibre will always be needed in paper production as each time fibre is recycled it loses quality and thus cannot be recycled indefinitely. The new fibres need to be from well-managed forests. By pushing for recycled paper without at the same time pushing for FSC-certified paper we might actually create a disincentive for fibres from well-managed forests (e.g. recycled fibres could come from converted rainforests). Since it will be easier in practice to get points for recycled fibre in CYP, CYP actually favours recycled fibres over certified virgin fibre.

For tissue products WWF is giving higher relative scores to post-consumer recycled fibres than to virgin fibre because these products are end of lifecycle products and cannot be recycled after their use. (Tissue papers can achieve a maximum of 30 points if they contain 100% FSC certified virgin fibres or preconsumer/agricultural fibres, and 40points if they contain 100% postconsumer recycled fibres)

Why is the parameter 21 – Virgin fibre of legal origin – so important?

Parameter 21 works as a 'Gate-Keeping Parameter' thus WWF will only allow legal virgin fibre sources to be posted on its CYP rating tool. Please refer to the disclaimer on legality under question 21.

Could you explain why only FSC-certified fibre qualify as credibly certified?

WWF has developed a methodology in collaboration with the World Bank the Forest Certification Assessment Guide (FCAG) to evaluate various certification schemes. These assessments as well as other evaluations demonstrate that, while there is considerable room for improvement in all schemes, FSC-certification best meets WWF's values and key

requirements of responsibility, transparency, international consistency and balanced multi-stakeholder governance. Thus, while WWF acknowledges that several schemes may contribute to improve forest management, the organisation will continue to focus its active efforts on improving the FSC -system, on adapting FSC-certification to different scales and national contexts, and on promoting the FSC-logo as an internationally recognised hallmark of responsible forest management.

4.3. ABOUT THE PARAMETERS ON EMISSIONS

What about nuclear energy? It is not renewable but doesn't emit CO₂?

Parameter 24 focuses on environmental impacts related to climate change. From an emissions perspective, nuclear power is a clean source of energy. However, WWF and most other NGOs do not see nuclear power as a solution mainly due to the security risks of the plants and storage of waste.

Doesn't CYP put mills relying on fossil fuels and purchased power at a disadvantage?

Mills relying on energy from fossil sources will score lower on this parameter than mills that use renewable resources. While we recognise that there are limitations to what individual mills can do to change the production of grid electricity, this doesn't change the fact that CYP needs to estimate the footprint related to such an important parameter. In some countries it is possible to buy 'green' electricity from the grid. Ultimately, mills need to invest in technology and increase their own use of renewable sources of energy.

Why is CO₂ from transport emissions not included?

At the time of writing this manual, the lack of consistent data made it impossible to include emissions from transport as a parameter. As more data become available it may be possible to include emissions from transportation in future versions of the CYP.

For the paper sector as a whole, fossil CO₂ emissions from transportation are still much lower than emissions from pulp and paper processing, even though there are examples of manufacturers that have had higher CO₂ emissions from transport than from production units.

Why is energy efficiency not included as a parameter?

While WWF welcomes efforts to increase energy efficiency, the industry already has strong economic incentives to drive efficiency-related improvements. Energy efficiency was therefore not included as a CYP parameter. Instead, impact on climate change is addressed through the scoring of CO₂ emissions in the parameter 24.

Why weren't other greenhouse gases like methane addressed?

Methane emissions are indirectly included as they derive mainly from landfill addressed by the parameter 25 that contributes maximum one star in "Climate Performance" star-rating.

Why are SO_x (sulfur oxide) not included?

SO_x (mainly SO₂) derives primarily from combustion of fossil fuels. Thus the measurement of CO₂ fossil fuel emissions is considered an umbrella-parameter (even though different fossil fuels contain different amounts of sulfur and combustion give different amounts of SO_x).

SO_x are also indirectly included in the parameters 28–29, which address the Environmental Managements Systems (EMS) of a mill. Any EMS certified mill will monitor SO_x and must continuously improve their performance.

To keep the CYP simple and user-friendly WWF applied a range of criteria on all environmental parameters and SO_x did not come out among the top environmental impact parameters.

Why are NO_x (nitrogen oxide) not included?

NO_x contributes both to the formation of ground-level ozone (harmful in contrast to atmospheric ozone) and to acidification. However, we decided against including NO_x emission (at least for now) for the following main reasons:

- Although important, we didn't consider the environmental impacts of NO_x on par with the other 'majors'. Thus including NO_x would have made it necessary to include another level of weighting, increasing the complexity (and subjectivity) of the tool and diluting the weight of the other parameters.
- While including NO_x may have given a somewhat better estimate of the 'real, total' impact, it would not really change the ranking between different papers very much, and thus hardly contribute to CYP's usefulness as guidance.

- It would place more of what's estimated outside the immediate influence of the mills and weaken the instrument as a driver of change.

Does the CYP scheme include emissions from non-integrated pulp mills?

Yes. The CYP requires that emissions from market pulp processing are reported.

Can the score on fossil CO₂ emissions be improved by accounting for sequestration through plantations or acquiring carbon credits?

No – currently the rating doesn't consider any emission compensation through e.g. forest planting or by buying carbon credits; fossil CO₂ emissions are emissions.

There are a number of voluntary offset standards in place but the decision that a buyer may make to choose one system over another is not governed by regulation. Voluntary forest offsets typically have expectations of co-benefits attached to them, such as preserving or restoring degraded ecosystems or providing community benefits. The majority of forestry schemes in the voluntary carbon market focus on afforestation and reforestation, i.e. tree planting, while initiatives to reduce emissions from deforestation and degradation are on the rise.

There are many concerns with offsetting. The quality of these offsets is ultimately based on the extent to which they result in actions that are additional to what would have occurred in the absence of the offset and are permanent in their impact.

WWF believes that forest carbon offsetting, if used appropriately, could play an important and perhaps crucial part in a global strategy to reduce carbon emissions and contribute to sustainable development – helping to catalyse the global transition to a low-carbon economy whilst improving the lives of people in the developing world. That said, WWF recognises the importance of reducing emissions from primary sources and views offsets (be they from forest or non-forest activities) from a purely climate mitigation perspective as a 'second-best alternative', to be employed after all reasonable efforts have been made by investors to reduce their primary emissions.

Why is waste to landfill included as a parameter?

Much of the organic materials directed to landfill decompose in the absence of oxygen, releasing large amounts of methane – a very powerful greenhouse gas.

Has the impact of fillers and coatings in the paper been included?

WWF has not included the impact of fillers and coatings in this version of the CYP scheme, mainly due to lack of consistent data and impact assessments. This will mean that paper with high proportions of fillers will get a proportionally better rate than papers using less fillers. However, a heavily-coated paper can also result in a higher level of waste to landfill, covered in the parameter 25. As data become available it may be possible to address impacts related to fillers and coatings in future versions of the CYP.

Why is Elemental Chlorine Free (ECF) processes not considered on par with Totally Chlorine Free (TCF)?

AO_x (Absorbable Organic Halogens) are potentially hazardous compounds created during bleaching with chlorine based chemicals. The highest levels derive from the use of elemental chlorine. ECF processes are generally much better but differ widely in performance. The CYP scheme therefore focuses at the real emission levels of AO_x rather than the type of process involved.

Why is water consumption not included?

WWF recognises that water use in paper mills is significant and encourages efforts by mills to reduce consumption. However, the importance of water consumption varies much depending on the location of the mill. Consequently, the CYP concentrates on pollutants in mill effluents rather than on water consumption. There are already economically motivated efforts by mills to reduce water consumption.

Why are other commonly reported pollutants such as Phosphorous and Total Suspended Solids (TSS) not included?

To keep the CYP simple and user-friendly, WWF applied a range of criteria on all environmental parameters and TSS did not come out among the top parameters chosen by WWF. Furthermore, there is a very high correlation between TSS and COD, so the latter acts as an umbrella parameter in this case. However, these pollutants are indirectly addressed by the parameters 27–28, which address Environmental Management Systems.

Why measure COD and not BOD (biological oxygen demand)?

COD is a more inclusive measurement than BOD as it addresses a wider range of polluting organic material than does BOD. However, there is conversion factor between COD and BOD and these can be used to rate by the CYP.

Why are the parameters 27–28 on Environmental Management Systems so important?

An Environmental Management System is a well-established systematic approach to continuous improvement across all parameters. It acts as an 'umbrella parameter' that addresses emissions of a number of compounds not specifically included elsewhere in the CYP. This Parameter also addresses the highly important issue of transparency.

4.4. MISCELLANEOUS QUESTIONS

Will providing data for the Check Your Paper scheme be too expensive for mills?

WWF has reviewed company reporting of environmental issues since 2002. The most responsible mills already publish their environmental performance at the mill level. There is already a clear trend for more extensive and open reporting from European manufacturers, and over 60% of mills in Europe are ISO 14001 and/or EMAS certified. In addition, those producers participating in the Paper Profiles scheme are already publishing data on their paper grades. Much of this published data is already third-party verified. Therefore, expense should not be a valid excuse for the mills.

Can a technically same product appear at the CYP listing several times with different product names?

Yes. In some cases, the paper producer has a brand name for its product different from the brand name merchants or paper distributors use from the very same product. Since paper merchants and other distributors are not always able to name publicly the manufacturer of the product they sell, the product needs to be rated again when using a different brand name. This guarantees confidentiality between companies, and helps to make the CYP tool useful both for paper merchants and other distributors and buyers.

ANNEX 1: WWF PAPER SCORECARD & CHECK YOUR PAPER COMMUNICATION CODE

(NEW) This Communication Code has been updated in 2012. It has been developed for companies who have pulp and paper grades scored and independently verified on WWF's Check your Paper database. As there is an increased interest of responsible buyers in transparent information about the ecological footprint of papers, companies might wish to communicate publicly and to their customers the transparency and environmental performance of their paper and pulp grades. Communication about the pulp and paper grades listed in WWF's Check Your Paper database is permitted as set out below:

- Prior to any communication about a paper brand companies are required to accept this Communications Code when uploading the data online. Companies need to wait until WWF has authorized and uploaded the third party audited scores to its public *Check Your Paper* website.
- No communication is allowed on papers that are posted in "provisional" category on WWF's *Check Your Paper* website, because claims have not been verified by an independent third party.
- Companies may use the below statements and downloadable images in promotional and marketing material off-product only.

Statements and Claims permitted by companies about third party audited brands

The following statements can be made by companies that have had their papers scored, third party audited and displayed on the WWF's *Check Your Paper* website:

- "*COMPANY NAME has been transparent about the footprint of (Name of paper). (Name of paper) has received a score of xx%/100 in WWF's Check your Paper database*"
- Use the downloadable image for your communication: to assist companies in communicating their results to the public and to customers WWF has developed downloadable images for each listed brand showcasing the results. These images can be downloaded in the environmental profile section of the database after login.

The above statement or downloadable image need to be accompanied by the following information:

- a linkage to <http://checkyourpaper.panda.org/>
- The following statement: *COMPANY NAME* has published x % of its brands in category x on WWF's Check your Paper database

Additional Statements and Claims are permitted by companies who have published a minimum of 50% of their paper or pulp grades in a certain category on WWF's Check your Paper database:

- *COMPANY NAME (CN)* has been applauded by WWF for transparency on its environmental footprint, showing that *COMPANY NAME* takes their environmental and social responsibility seriously. *COMPANY NAME* has published x% of its brands in category/grade Y on WWF's Check Your Paper database of eco-rated papers.
- approach WWF for tailored statements/ WWF quotes for company internal/in-house communication purposes to support staff pride about the company's corporate social responsibility and transparency. Contact: hbrandlmaier@wwf.panda.org

Companies may use the above statements and downloadable images in promotional and marketing material (off product). Please send a sample of your external or internal communication on your listing in Check your Paper to the below-mentioned contact for our records.

Please note the following restriction of Communication

- On product and on package communication about WWF Check your Paper is not permitted.
- Companies may not use the statements detailed above in a way that implies endorsement by WWF of the company or its products.
- Companies may not use the WWF panda logo or any other WWF copyrighted or trademarked material without prior written authorization from WWF. This includes the WWF initials.

This Communications code has been guided by ISO 14020; WWF's aim is to ensure that any communication made about the Check Your Paper tool is "accurate, verifiable and not misleading".

Contact: For clarifying questions on communications write to the WWF International Paper Team
hbrandlmaier@wwf.panda.org

ANNEX 2: WWF CHECK YOUR PAPER REPORT CARD

Date:

Product name:

Origin of Mill/Country:

Manufacturer:

The information in this Report Card refers to the year

Step 2: Fibre Sources

(New) New rating scale for tissue products. As tissues are end-of life cycle products, recycled fibres are given a higher relative scoring than virgin fibres. The rating scale for question 20 will be adjusted by a factor 1.5 for tissue products. The rating scale for questions 21, 22 and 23 will be adjusted by a factor 0.75 for tissue products.

19. Post-consumer, (% of total fibre content):

≥5%	≥15%	≥25%	≥35%	≥45%	≥55%	≥65%	≥75%	≥85%	≥95%
4p	8p	12p	16p	20p	24p	28p	32p	36p	40p

20. Pre-consumer, (% of total fibre content):

>5%	>15%	>25%	>35%	>45%	>55%	>65%	>75%	>85%	>95%
2p	4p	6p	8p	10p	12p	14p	16p	18p	20p

21. Verified legality, virgin fibre of legal origin, (% of total fibre content):

Only pulp / paper with ≥95% recycled / legal virgin fibre may be posted on the WWF website!

>5%	>15%	>25%	>35%	>45%	>55%	>65%	>75%	>85%	>95%
1p	2p	3p	4p	5p	6p	7p	8p	9p	10p

22. Verified controlled sources, virgin fibre units or regions where Civil and Traditional Rights are respected, High Conservation Values are maintained, and forests are not converted to plantations or other land use, (% of total fibre content):

>5%	>15%	>25%	>35%	>45%	>55%	>65%	>75%	>85%	>95%
1p	2p	3p	4p	5p	6p	7p	8p	9p	10p

23. Credibly certified sources, virgin fibre from forests certified under schemes characterised by international consistency, balanced multi-stakeholder governance and public transparency, (% of total fibre content):

>5%	>15%	>25%	>35%	>45%	>55%	>65%	>75%	>85%	>95%
2p	4p	6p	8p	10p	12p	14p	16p	18p	20p

Step 3: Emissions

24. Emissions of fossil carbon dioxide, from generation of energy for manufacture of market pulp or pulp and paper, including electricity from grid/external sources, (Kg / T of product):

=	≤1440	≤1360	≤1280	≤1200	≤1120	≤1040	≤960	≤880	≤800	
1p	2p	3p	4p	5p	6p	7p	8p	9p	10p	
	≤720	≤640	≤560	≤480	≤400	≤320	≤240	≤160	≤80	0
	11p	12p	13p	14p	15p	16p	17p	18p	19p	20p

25. Waste to landfill, from manufacture of market pulp or pulp and paper, (Kg / T of product):

=	≤48	≤42	≤36	≤30	≤24	≤18	≤12	≤6	0
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1p 2p 3p 4p 5p 6p 7p 8p 9p 10p

26. Water pollution from bleaching, AOX emissions from manufacture of market pulp or pulp and paper, (Kg / T of product):

=	_____	≤0.200	≤0.175	≤0.150	≤0.125	≤0.100	≤0.075	≤0.050	≤0.025	0
	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p

27. Organic water pollution, COD emissions from manufacture of market pulp or pulp and paper, (Kg / T of product):

=	_____	≤16	≤14	≤12	≤10	≤8	≤6	≤4	≤2	0
	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p

Step 4: Quality Control

28. Environmental Management Systems, EMAS, ISO 14001 or equivalent third-party audited systems, % of pulp in paper product, or market pulp, manufactured in EMS certified mills:

≥15%	≥35%	≥55%	≥75%	≥95%
1p	2p	3p	4p	5p

For rating pulp, points are doubled to achieve full 100% rate.

29. Environmental Management Systems, EMAS, ISO 14001 or equivalent third-party audited systems, % of paper in paper product manufactured in EMS certified mills:

≥15%	≥35%	≥55%	≥75%	≥95%
1p	2p	3p	4p	5p

ANNEX 3: WWF CHECK YOUR PAPER VERIFICATION FORM

Product/Brand:

Manufacturer / Merchant or other distributor:

Mill/Country:

The information in this WWF document refers to the year.....

Manufacturer/Paper distributor

I have verified that scores in the attached WWF Check Your Paper Report Card are filled in accordance with the definitions and instructions in the WWF Check Your Paper Manual and that the data and information is valid:

Date and location:.....

Name and contact details of senior market pulp or paper manufacturer representative:

.....

.....

Signature:.....

Auditor

I have verified that attached WWF Check Your Paper Report Card is filled in accordance with the definitions and instructions in the WWF Check Your Paper Manual and that the information is verified by independent third party auditing:

Date and location:.....

Name of auditor:.....

Signature:.....

Name and contact details of duly accredited certification body:.....

.....

.....

Please send this form electronically via WWF's Check Your Paper on-line tool.