

CANADA'S FOREST PRODUCTS INDUSTRY

A GLOBAL TRAILBLAZER IN GOING GREEN



The Canadian forest products industry is working with governments, environmental partners, Aboriginal communities, and scientists to make further improvements in the sector's environmental performance — both in the forest and at the mill. Under Vision2020, the Canadian forest products industry has committed to reduce the sector's overall environmental performance by an additional 35%.

RESULTS IN THE FOREST:

Canada's forests purify our air, regulate our water cycle, and provide a habitat for thousands of animals. As custodian of 10% of the world's forests, the sector has emerged as a global environmental leader. For example, Canada has more than 160 million hectares of certified forests. Certification is an independent assessment of whether companies follow sustainable forest management practices based on a number of environmental and social criteria. Canada has 43% of the certified forests in the world, by far more than any other country.

Canada has also been recognized by a Yale University study as having among the world's most stringent forestry regulations and laws (fpac.ca/performance). Environmental leadership requires

**MANY FOREST
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SELF-SUFFICIENT
REMOVING THE NEED
FOR FOSSIL FUELS.**

The mills are producing enough green electricity using biomass to power all of Calgary.

going above and beyond expectations, and Canadian companies have further demonstrated their leadership through voluntary and proactive measures to further improve the sector's environmental record. For example, the Forest Products Association of Canada (FPAC) requires members to certify their forest operations.

Environmental leadership involves collaborative approaches with stakeholders, and after years of friction with environmental groups known as "the war in the woods", FPAC members and several conservation organizations decided to replace confrontation with a new paradigm of sharing information and finding solutions. In 2010, this resulted in the landmark **Canadian Boreal Forest Agreement** (CBFA), the largest conservation agreement ever signed. The solution-oriented CBFA reflects the collective desire of the signatories to implement the twin pillars of reducing ecological pressure on the boreal forest while enhancing economic opportunity in the forest sector. Industry is proud of the work undertaken with environmental groups and is committed to building these constructive working relationships through vehicles such as the CBFA.



RESULTS AT THE MILL:

Forest facilities have steadily and dramatically become cleaner with new focus and ambition to reduce their environmental footprint. Initiatives such as the \$1 billion Pulp and Paper Green Transformation Program (PPGTP) announced in 2009 have helped companies improve mill's environmental performance. PPGTP supported 98 projects that strengthened the competitiveness of pulp and paper mills and increased the on-site generation of green energy — enough to power all of the houses in Calgary.

Air pollutants are down 52% and water pollutants are down 70% since 2005. The industry has eliminated toxins such as PCBs and dioxins. Waste to landfill has been reduced by 30% since 2005, and Canada's recycling rate of almost 70% of paper and cardboard is among that of the top countries in the world.

The industry has eliminated the use of coal and cut oil use by more than 90% since 2000. Pulp and paper mills have cut greenhouse gas emissions by almost 70% since 1990. The industry has also pledged to be carbon neutral by the end of 2015 across the supply chain — from the forest to finished products to the disposal of waste.

Gains made by the forest products industry are good for the environment and provide an important business advantage for marketing Canada's forest products around the world. In fact, a 2014 analysis by Leger marketing of international customers found that Canada is perceived as the best forest products supplier in terms of environmental practices and reputation. The Canadian forest products industry is committed to maintain the Canadian industry position as a global leader in environmental credentials — now and into the future.



FPAC advocates on behalf of the forest sector. FPAC is also working to realize the ambitious goals of Vision2020 to help the industry transform with innovative new products, diversified markets, enhanced environmental credentials and a skilled workforce. FPAC is proud to represent Canada's largest producers of forest products.

All FPAC members are signatories of the Canadian Boreal Forest Agreement. Our members are responsible for 66% of certified forest lands in Canada. Third-party certification of member companies' forest practices is a condition of membership in the Association — a world first.