

## Procurement Policy Tutorial

A strong and effective procurement policy should integrate a company's mission and goals and specific environmental principles and actions. Important sections to include in a policy are a *Statement of Purpose*, and *Principles and Actions* that articulate specific steps toward environmentally responsible purchasing with clear timelines and benchmarks.

**I. Statement of Purpose:** This section should indicate a company's environmental mission through a comprehensive statement of purpose.

Example: *<Company Name> is committed to the preservation of the environment and the safeguarding of human health. We realize that taking steps to ensure the responsible use of our natural resources is critically important to everyone's future. <Company Name> has developed the following paper procurement policy because we recognize that paper is an essential material in the magazine industry, and that responsible production and consumption is critical in order to safeguard the environment, biodiversity, and human health.*

*<Company Name> believes that the protection of our environment is not only an ethically necessary practice, but also part of the foundation for a sustainable economy. Without creating the infrastructure necessary to conduct environmentally responsible business, we would not only be to blame for the negative effects of our actions, we would be putting ourselves at a disadvantage. <Company Name> realizes that the success of this policy rests on our ability to continually evaluate our strategy and constantly strive to achieve superior environmental goals. This policy will be available to all parties in our supply chain.*

**II. Environmental Principles and Actions:** This section should indicate the specific policies and actions a company will apply including a timeline for achievement. There are four main parts to developing a strong procurement policy:

- A. Economic and Efficient Fiber Use**
- B. Eco-responsible Paper**
- C. Clean Production - Mills and Printers**
- D. Promotions and Market Development**

**A. Economic and Efficient Fiber Use:** Source reduction, which emphasizes prevention through the reduction or reuse of materials, is the first step in environmental responsibility. Any innovation in the design of a product, material, or process which leads to greater resource efficiency is source reduction. Some examples of source reduction include:

- **Lighter Basis Weight:** Reducing the basis weight of the paper will not just save trees by lowering the amount of fiber required, but can also save money with lower transportation and postage costs
- **Trim Size:** Reducing the trim size will also save trees by lowering the amount of fiber required, and save money with lower transportation and postage costs.

- **Distribution:** It is estimated that over sixty percent of newsstand magazines are never even read, so a reduction in distribution would significantly reduce the amount of fiber required, as well as save money through decreased production.
- **Office Use:** Efficient office practices such as double-sided printing can reduce paper needs and save money.

Example: *Therefore, <Company Name> commits to a significant reduction in the use of wood and wood fiber through the following:*

- A. *Basis Weight: <Company Name> will . . . by \_\_[date]\_\_.*
- B. *Trim Size: <Company Name> will . . . by \_\_[date]\_\_.*
- C. *Distribution: <Company Name> will . . . by \_\_[date]\_\_.*
- D. *Office Use: <Company Name> will evaluate our administrative needs and will . . . by \_\_[date]\_\_.*

**B. Eco-Responsible Papers:** Environmentally responsible papers are those that reduce the negative environmental and human impacts from paper production or ideally have a positive impact on the environment. The main goal in using these papers is to stop forest loss due to paper consumption. Therefore, the two main components of eco-responsible papers are that they should 1) have as high levels of post consumer recycled content or agricultural residues as possible, and 2) all remaining virgin fiber should be FSC-certified.

- **Post consumer Recycled Content:** The use of PCR paper (paper which has reached its end use and is recycled) not only reduces the amount of virgin fiber necessary, but also significantly reduces solid waste, water usage, pollution, and energy.
- **Agricultural Residues:** The use of agricultural residues and crops that have a beneficial life-cycle-analysis provide a more environmentally friendly alternative to logging.
- **Sustainable Forest Practices:** Tree plantations and irresponsible logging in ancient and endangered forests threaten essential ecological processes and damage ecologically valuable resources. Certifications such as that provided by the Forest Stewardship Council ensure sustainably harvested virgin fiber.

Example: *Therefore, <Company Name> commits to a significant reduction in the irresponsible use of virgin fiber through the following:*

- A. *PCR: <Company Name> will . . . by \_\_[date]\_\_.*
- B. *Agricultural Residues: <Company Name> will . . . by \_\_[date]\_\_.*
- C. *Sustainable Forest Practices: <Company Name> will . . . by \_\_[date]\_\_.*

**C. Clean Production - Mills and Printers:** Clean and efficient production can significantly decrease the negative environmental effects and health risks introduced in the production process. Some examples of clean production include:

- [Chlorine](#): In order to make paper “brighter,” wood fibers are often bleached with chlorine or chlorine compounds. When these bleaching agents are combined with organic matter such as wood fibers, one byproduct is dioxin, a known human carcinogen. In the paper bleaching process, dioxin finds its way into the environment, contaminating water, soil, and our food supply. Processed chlorine free eliminates chlorine from the bleaching process in recycled paper, and is the environmentally preferable option.
- [Coatings](#): The best environmental choice is to go with an uncoated paper whenever possible. Coated papers complicate the recycling process, and the application of coatings can involve VOC emissions as well as a tremendous amount of energy. Uncoated paper is the preferable environmental choice, but if this is not a possibility, avoid a sealing coat and choose a coating that is VOC free.
- [Inks](#): Standard printing inks often contain harmful agents that contaminate the environment and compromise human health. Using new environmentally beneficial printing technologies and choosing to print with ecologically sound agri-based inks are now viable options and a good way to begin alleviating the problems caused by inks.
- [VOC Recovery](#): When alternative materials such as agri-inks are not adequate or available, facilities can reduce emissions through “control and capture technology,” which reduces environmental impacts.

Example: *Therefore, <Company Name> commits to reduce the environmental and health risks involved with paper production through the following:*

- A. *Chlorine: <Company Name> will . . . by [date] .*
- B. *Coatings: <Company Name> will . . . by date] .*
- C. *Inks: <Company Name> will . . . by date] .*
- D. *VOC recovery: <Company Name> will . . . by date] .*

#### **D. Market Development**

In order to generate sustainable positive change, it is essential to create a robust, supportive market. This means expanding awareness and demand for eco-responsible papers and processes. Some examples of market development include:

- **Announcing and Promoting:** Using the masthead and editor’s letter to provide an accurate and visible description of the attributes of the environmentally preferable papers used will raise awareness with readers and develop loyalty. Participation in industry events such as conferences is also important in promoting the shifting market.
- **Awards:** Participating in and celebrating related awards, such as the [Aveda Environmental Awards](#), will provide an opportunity to celebrate your magazine and raise environmental awareness with the public.
- **Distributors and Retail:** Helping to establish ways to identify magazines on newsstands that use eco-responsible papers will both promote those magazines and raise awareness to consumers about the issue.

- **Consumer Support:** Marketing environmentally responsible choices to consumers will create a loyal consumer base. This is an important step in developing a stronger market for your product.

Example: *Therefore, <Company Name> commits to developing an environmentally responsible market through the following:*

- A. *Announcing and Promoting: <Company Name> will ... by ... <date>*
- B. *Awards: <Company Name> will ... by ... <date>*
- C. *Distributors and Retail: <Company Name> will ...by...<date>*
- D. *Consumer Support: <Company Name> will ... by ... <date>*