Company A
DRAFT Paper Policy

Prepared by Green Press Initiative
May 2, 2008

The goal of Company A is to publish newspapers that serve their communities and society at large. In recent years, the environment and climate change have become of paramount concern to our readers, employees and the larger community. As such we are acutely aware of the impacts of our business operations on our climate and natural world. Given that our newsprint is where our company has the heaviest carbon and biodiversity footprint, Company A will aim to build on its current environmental newsprint commitments by leading the publishing sector into a new era of best practices and environmental stewardship.

Thus, Company A is committed to the following environmental stewardship model for its paper procurement policy:

Protecting Endangered Forests

It is Company A's intent to eliminate the use of wood fiber from the world's Endangered and High Conservation Value Forests.

Company A will aim to protect and conserve:

- **Landscape integrity.** Company A will avoid sourcing from intact forest landscapes, forest restoration areas, remnant forest landscapes, and forest landscapes that provide ecological connectivity.
- **Biodiversity.** Company A will avoid sourcing from rare forest types, forests exhibiting significant levels of species richness, rare ecological and evolutionary areas, the core habitat of conservation species, and areas which are home to high concentrations of rare and endangered species.
- **Ecosystem services.** Company A will avoid sourcing from forest landscapes that provide key carbon storage and clean drinking water.

Company A will:

- Actively research our own paper and wood products and will require our suppliers to identify endangered forests in the regions where they source paper and wood.
- Work with Green Press Initiative and our suppliers to reduce impacts on endangered forests in key regions.
- Use reasonable efforts to influence conservation changes with our suppliers' practices.

Reducing our carbon footprint and stress on carbon-rich forests

Maximizing Recycled Fiber Use

Virgin wood fiber newsprint comes with a significant carbon and biodiversity footprint. Thus, increasing the recycled content of newsprint conserves natural resources, protects forests and reduces the emission of greenhouse gases. While already an industry leader in recycling, Company A will seek to further maximize the use of recycled and post-consumer recycled fiber in all its paper products. In 2007, the average recycled content of all newsprint used by Company A was X% [need to complete].

- By 2012, X% of annual fiber used will consist of recycled fiber measured in tons or lbs. [with postconsumer fiber representing the majority or all of the fiber].

Increasing Recycled Fiber Availability

Company A recognizes that increasing the availability of recycled fiber is an important part of alleviating future demands on forest ecosystems and understands that there are currently challenges to the availability of such fibers. To that end, Company A is committed to:

- Encouraging publishers and paper producers to use more recycled newsprint, in order to create a vibrant, sustainable market for 'recovered' paper.
- Working with local governments, non-governmental organizations and other stakeholders to make the sustainable recovery of old newspapers (ONP) an even greater priority, and work to ensure that a greater proportion of recovered paper is usable by recyclers.
- Implementing its own on-site recycling programs with the goal of zero waste by 2012.
- Using its public leverage to promote recycling initiatives through public information campaigns, free

advertising and other promotions.

Supporting Agricultural Residue Eco-Paper Development

Paper containing agricultural residue alleviates the stress placed on forests and has also been found to have superior qualities over traditional newsprint. Company A will therefore explore and encourage paper suppliers in the development and use of agricultural residues as a commercial fiber source for newsprint. We anticipate this will be a dynamic area of development for paper production over the next two to five years and look forward to supporting its commercial adoption. We will set specific targets as this technology becomes closer to commercial realization in North America.

Improving Forest Practices

Certification of Forest Management

Although Company A gives a preference to high-recycled content papers, we recognize the role of forest certification in improving forest management practices. To that end, for paper products where virgin fiber is a component, Company A will preference products that contain Forest Stewardship Council (FSC) certified wood fiber.[1]

Company A will seek to maximize the percentage of virgin fiber that originates from FSC certified forests in all its paper purchases where virgin fiber is a component. We will encourage our suppliers to aggressively pursue FSC certification for all "on-the-ground" operations and will encourage paper suppliers to include increasing amounts of FSC pulp in our paper products, where virgin fiber is required.

To that end, Company A will strive to have 20% of the virgin wood fiber in its papers FSC certified by 2012.

Company A will use reasonable efforts to first influence changes within and, if not successful, seek alternatives and/or phase out doing business with suppliers that violate FSC principles (e.g., conversion of natural systems to tree plantations, or the use of genetically modified organisms).

Endangered Species

Company A will work to ensure that paper products do not originate from endangered species habitat. If we find that any of our papers do contain fiber from endangered species habitat, we will engage our suppliers to cease operations in that area. If operations continue, we will eliminate sourcing that product and review our working relationship with that specific supplier.

Eliminating Toxins

Company A is committed to actively encouraging suppliers to eliminate the production of persistent organic pollutants in its product supply chain. Company A will give purchasing preference to papers that are bleached without the use of chlorine or chlorine compounds.

To that end, Company A will strive to ensure that all of their papers are processed chlorine free (PCF) by 2012.

Environmental Visibility & Education Initiatives

External

As one of North America's leading newspaper publishers, Company A has a unique role to play in helping build environmental stewardship. Company A will take a leadership role on paper issues and support that role through advertising, speaking forums and promotional materials. Company A will strive to create a social space for environmental engagement by the American public.

Internal

Recognizing that internal awareness and ownership is important to the success of any company-wide initiative

[1] At this time, we are preferencing the FSC standard because it ensures forests are managed according to the best practices in forestry, including, but not limited to: (1) the highest protections for Endangered and High Conservation Value Forests, (2) natural forests are not converted to single-species tree farms or plantations, (3) concerns of indigenous and local communities are adequately integrated into forest plans and assessments and (4) biodiversity and landscape integrity are maintained. If competing certification standards are improved to reflect those of the FSC, our preference for FSC will be re-evaluated.

as well as the spirit of company goodwill, Company A will endeavor to create environmental champions within our own company. Company A will engage our employees at every level on environmental issues, and will strive to create an atmosphere where paper consumption and procurement decisions are made with impact as the primary concern. This initiative will include launching a Green Team to develop and implement environmental and paper initiatives and broad and multi-dimensional internal communications campaign.

Sector Leadership

Company A recognizes that we can play a key leadership role for the environment within our industry, with our vendors and within business community and American society at large. On all occasions, Company A will strive to inspire action of others through its own example. To that end, Company A will:

- Engage the paper supply chain and other publishers to join us on this path towards environmental sustainability and facilitate broad change within the newspaper sector.
- Engage in and facilitate initiatives and forums that focus publishing and printing leaders on our collective environmental impacts with the goal of brokering a pathway towards greater sustainability.
- Engage in broader sustainability forums as appropriate.

Accountability & Transparency

Company A has a long history of publishing and journalistic integrity and excellence. To that end, we will ensure that Company A continues to make progress towards our paper stewardship goals by:

1. Establishing base-line metrics and set time-bound goals and benchmarks for achieving measurable outcomes in all key areas, especially virgin fiber reduction, elimination of sourcing fiber from Endangered and High Conservation Value Forests, increasing the use of recycled and agricultural residue fibers, as well as increased use of wood fiber that is FSC certified.
2. Reporting annually on our environmental progress and release this information publicly to increase transparency and the participation of all stakeholders. In doing so, we hope to provide a motivating example for Company A' employees as well as our readers, advertisers, other institutional purchasers, government leaders and the public at large.
3. Encourage innovation in our paper supply chain to improve the environmental performance of our suppliers.