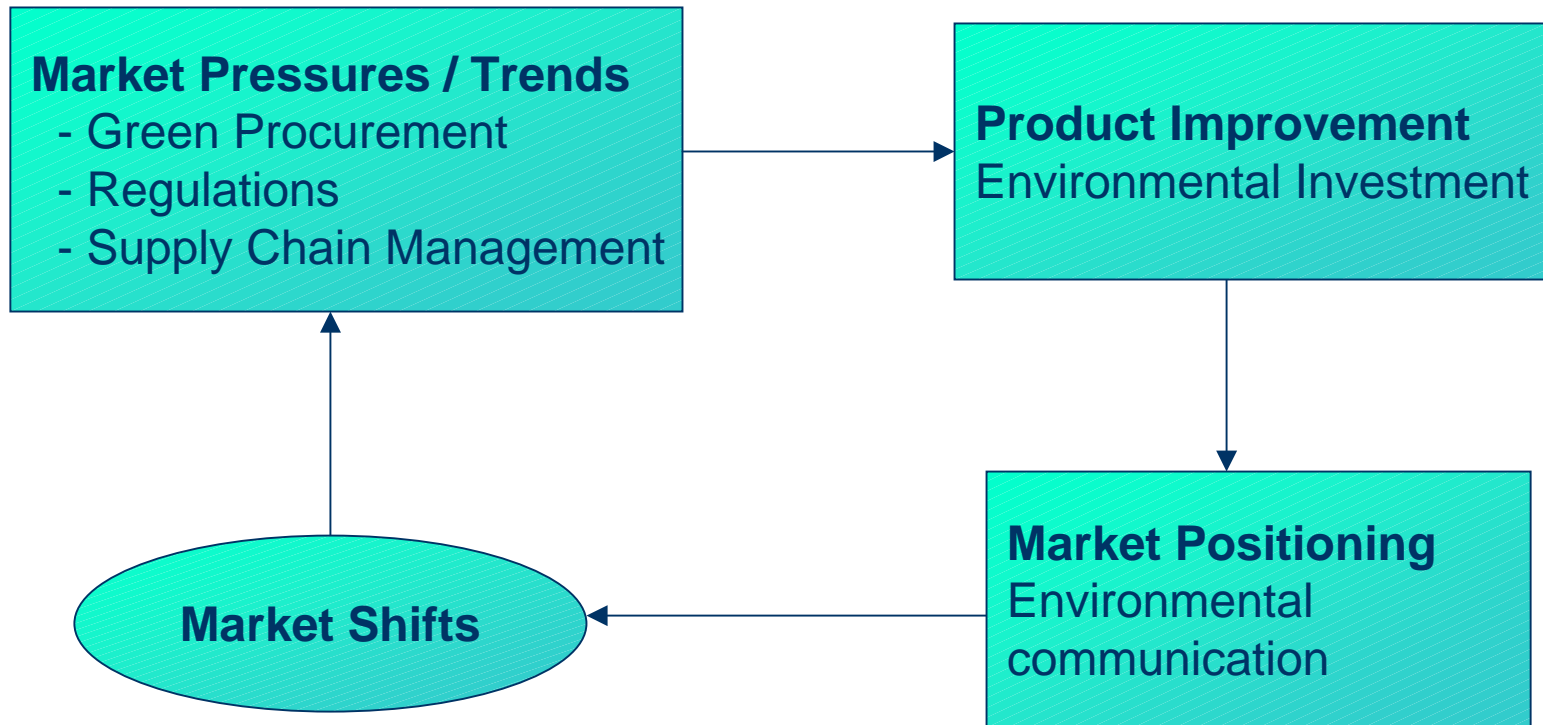


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Communicating Your Environmental Message

John Polak

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Market Pressures and Trends

Governments

- Executive Orders (USA)
- Canadian policy on Green Purchasing
- EU “Green Public Procurement” initiative
- sustainable cities initiative
- GHG reduction linked to many products

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Market Pressures and Trends

Institutions

- NAGPI
- Campus Ecology
- GPN
- IGPN
- BIGNet

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Market Pressures and Trends

Consumers

- re-emergence of environment
- better understanding of complex issues
- for many recycled content is no longer enough

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Market Pressures and Trends

Business and Retail

- chain of custody
- supply chain management
- President's Choice green product launch
- Walmart initiative
- Home Depot's Eco Options
- competition's environmental marketing

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Product Related Regulation

- EU - product contents (ROHS, EUP, WEEE)
- Canadian phase-out of incandescent bulbs
- Korea's Green Purchasing Regulations

Multiple Concerns in an Evolving Market

Competition for Attention

Costs

Pollution

Biodiversity

Energy

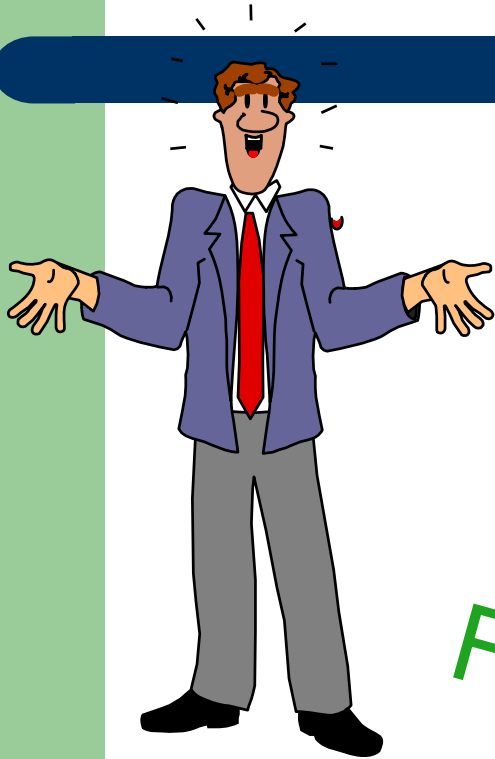
Pesticides

GHGs

Soil Loss

Market Share

A Market Full of Claims



100% Natural

Ozone-friendly

Green

Sustainable
Nature
Friendly

Organic

Pesticide Free

Solar
Powered

VOC Free



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Elements of Effective Environmental Communication

- [a] Credibility
- [b] Relevance
- [c] No Transference
- [d] Specific, Client focused

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Elements of Effective Environmental Communication

[a] Credibility

- depends on audience
- consumers skeptical
- independent 3rd party audit usually safe
- often relationship dependent

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Elements of Effective Environmental Communication

[b] Relevance

- key consideration
- may be truthful, but useless
- examples

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Elements of Effective Environmental Communication

[c] No Transference

- across life cycle
- trade-offs may be invisible
- examples

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Elements of Effective Environmental Communication

[d] Specific, Client focused

- must relate to client needs
- consumers normally don't want details
- best in class or simple logos
- business often requires details
- often life cycle based
- avoid being vague

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Available Tools

- self declared claims
- 3rd party leadership labels
- non-comparative information systems
- examples - EPDS, EPAT
- customer specific forms

Benefits of Successful Environmental Communication

- **Rewards Environmental Investment**
- **Achieves Market Advantage**
- **Improves Corporate Image**
- **Produces Environmental Benefits**

