

Contents	
Wales Builds 'Unique' Biomass Plant	pg 2
Environmental Impact Assessment for UPM's Bio-refinery Concluded in Finland; Similar Process Starting in France	2
Two Sides Continues to Grow and Welcomes New Members	3
Extending the Carbon Emissions Reduction Target	4
Print and Paper Can Lead the Way in the Post-COP15 Quest for a Greener World	5
Stora Enso the First Paper and Packaging Company to Sign the UN Global Compact's CEO Water Mandate	6
Polestar Colchester Becomes ISO 14001 Certified	7
FSC Germany Receives 'Oscar for sustainability' – the Utopia Award 2009	7
Global Warming is 'Biggest Threat and Biggest Opportunity' for Print	8
Abitibowater gets FSC for 6.1m Acres of Canadian Forest	8
Luxury Packaging Follows Fashion Industry Trend Toward FSC Certified Paper	8
Sappi, HP, APRIL and Heidelberg Sign up to Copenhagen Communiqué	9
Claims about Deforestation Wrong	10
Denmaur Independent Papers Launches Amadeus Swatch	10
NGOs Politicise Rather than Protect	10
Forestry Visit on Offer in Two Sides Competition	11
Dutch Newspaper Printed on FSC Certified Paper	11
Océ Imaging Supplies Heralds PEFC Milestone for Wide-Format Papers	12
Fedrigoni adds Grades to Freelifa Environmental Swatch	12
UPM to Supply 9m Sheets of Paper for UN Climate Change Conference	12
SMEs Divided over Environment	13
Mirri Bio – a Biodegradable Alternative	13

Wales Builds 'Unique' Biomass Plant

mrw.co.uk 22 December 2009

Wales is to build its 'first' biochar facility, which will produce charcoal from dry organic waste.

Aberystwyth University's Institute of Biological, Environmental and Rural Sciences (IBERS) is to purchase a purpose built plant after the Welsh Assembly Government's Academic Expertise for Business programme (A4B) provided it with £180,000.

Biochar, produced by burning biomass through pyrolysis, can be used as a carbon-intensive soil conditioner. Additionally, energy-rich hydrocarbons produced as a by-product of the process will be used as heat to fuel the process or be used elsewhere.

Initially, the plant will be trialling the use of animal residues to create biochar but there are also plans to use waste from the pulp and paper industry.

IBERS research scientist Dr Edward Hodgson said: "We want to stimulate demand for bio-energy products and processes and it is essential to promote innovation in waste management and bio-energy conversion by improving organic waste production and management in Wales."

The plant is expected to be ready for March 2010. Charcoal and organic waste producers in Wales will be invited to the plant in order to demonstrate the technology and the potential added value it could offer through waste management and renewable energy generation.

Deputy First Minister Ieuan Wyn Jones said: "By tapping into the expertise and world-class facilities in our universities, it also offers an exciting opportunity for Welsh businesses to gain a real competitive edge."

Locally and nationally produced organic waste will fuel the plant but as yet, the location of the plant has not yet been decided.

Environmental Impact Assessment for UPM's Bio-refinery Concluded in Finland; Similar Process Starting in France

UPM-kymmene.com 21 December 2009

The environmental impact assessment for a possible second generation biofuel refinery has been concluded in Rauma and Kuusankoski, Finland. The responsible authority, Southeast Finland Regional Environment Centre, has issued its official statement concerning the assessment. In the statement the authority commends that the assessment made by UPM is well prepared and includes a lot of information about the different implementation alternatives and their environmental impacts. The authority concluded that the assessment is sufficient and meets the requirements of the EIA law and statute.

UPM is also assessing alternative locations for a refinery producing transport biofuels at UPM's mill sites in other countries. UPM is now starting an environmental impact and risk assessment study as part of preparations for a permitting procedure in Strasbourg, France.

The plan is to study the option of building a second generation biorefinery at the Stracel paper mill site. This process is estimated to last about a year.

UPM, together with Andritz/Carbona, has been testing the gasification technology needed to produce biofuel from forest energy wood near Chicago, USA. The initial testing program has been completed successfully. UPM is continuing to develop the technical concept and the technology solution is estimated to be ready by summer 2010.

We are making necessary preparations both concerning the technical and the permit issues in the light of an investment decision. Time for the investment decision is not right now but later after the environmental impact assessments have been done and the final technical concept has been selected, comments Petri Kukkonen, director for UPM's biofuels business area.

UPM aims to become a major player in the production of second generation biodiesel and a significant producer of renewable and high quality biofuels in the next few years. Different pilot tests are currently being conducted to assess technologies and work to create the appropriate business model is ongoing.

The main raw material used in UPM's biodiesel production will be wood-based biomass. Locating biodiesel production plant adjacent to existing UPM pulp or paper mills would further enhance the ability to utilise wood raw material efficiently.

Two Sides Continues to Grow and Welcomes New Members

packaginigeurope.com 21 December 2009

Printers pledge support for campaign to raise awareness of the sustainability of print and paper as a 'Renewable, Recyclable and Powerful' medium

Two Sides, the UK initiative to promote the responsible production of print and paper, today reports the continued growth of its membership and welcomes twelve new members to its campaign.

Aimed at promoting awareness of the sustainability of print and paper as a 'Renewable, Recyclable and Powerful' medium, Two Sides was launched in September 2009 and involves almost 100 companies and associations spanning the Graphic Communications Supply Chain.

The new members being welcomed today include Decapo Publishing, which publishes and produces magazines and books specifically for entrepreneurs; design and marketing agency, RTfacts; LOOOP, the innovative marketplace for selling spare paper space in print production ; Futurama, the brand roll-out solution company; supplier and printer of envelopes, Mekvale; international paper group, Myllykoski Sales; Encore Envelopes and Mohawk Fine Papers.

An additional four new members are print companies: Taylor Bloxham, Resource Print Solutions, Banbury Litho and Integrity Print. "It's great to see more printers get involved in the Two Sides initiative as it's important that the people at the cutting edge of the print and paper industries add their voice to the campaign. With them on board we are better able to broadcast our message that our industries support the environmentally responsible production of print and paper," says Martyn Eustace, Two Sides Director.

"We support Two Sides because it's important to all of us in our industry that we raise awareness of how responsible we are environmentally and what our industry has done over recent years to improve our environmental credentials," says Matthew Wise, Managing Director, Banbury Litho Limited.

Mark Cornford, Managing Director at Integrity Print in Bath, said "We have joined Two Sides as we believe that it is vital that the wider community understands the true environmental impact of print. We are committed to printing. It is our future and our livelihood, so it is important to us that people deal in facts and not left to incorrectly believe that the printed word is a bad thing for the environment. Our values are important to us at Integrity Print and we see Two Sides as being a powerful medium for putting across the other side of the environmental argument on behalf of the print communications industry."

A drive to attract more printers to the Two Sides campaign will kick off in January along with exciting and increased activity which is planned in 2010 to promote the sustainability and effectiveness of print and paper.

"We want to ensure that print and paper remains an essential part of marketers' media buying," says Martyn Eustace. "With wide involvement and concentrating our messages, I really believe we can be successful in getting media buyers, and the public, aware that print and paper is a really sustainable and effective way to communicate."

Extending the Carbon Emissions Reduction Target

decc.gov.uk 21 December 2009

The Carbon Emissions Reduction Target (CERT) is part of a broader framework of policies acting to drive carbon dioxide savings across Great Britain. CERT commenced on 1st April 2008 and concludes on 31st March 2011, and is the third phase of a household energy supplier obligation (previously called the Energy Efficiency Commitment). CERT applies in England, Scotland and Wales.

CERT obligates electricity and gas suppliers with more than 50,000 domestic customers to meet household carbon emission saving targets. Suppliers achieve their targets by promoting, typically with subsidy, a range of energy efficiency and low carbon measures to households including cavity wall and loft insulation. This helps households and the country to reduce carbon and to reduce energy, helping in the fight against climate change and allowing consumers to heat their homes for less.

CERT has been successful, delivering insulation to more than two million households in its first 18 months, building on the 5 million households insulated by predecessor schemes from 2002. CERT was increased by 20% in July 2009 to 185 million tonnes of CO₂ savings over the life of the measures to help generate significant additional energy supplier investment in household energy efficiency activity.

Going further, Government announced in the 2009 UK Low Carbon Transition Plan that CERT would be extended to December 2012 to align with the end of the first carbon budget period and to provide ongoing certainty of household energy efficiency investment. The CERT extension consultation published today 21st December raises key proposals for a new higher target of 293 million tonnes of lifetime CO₂ savings by December 2012; for the

provision of an insulation minimum and the removal of compact fluorescent lights as eligible measures, so as to drive insulation delivery at scale and ensure we meet our target to insulate 6 million homes by December 2011; and, for a new Super Priority Group obligation to ensure that the most vulnerable householders who are least able to afford energy saving measures are offered assistance.

Print and Paper Can Lead the Way in the Post-COP15 Quest for a Greener World

printweek.com 18 December 2009

By the time you read this article, the dust will be settling on COP15, the crucial climate change summit in Copenhagen.

In all likelihood, we will be told that much progress has been made, but a lot of the detailed work has yet to be done. Binding agreements are being sought, which will require all nations to work together to reduce greenhouse gas emissions. In doing this, it is accepted that developed nations - who have enjoyed the greatest benefit from historic emissions - should support actions to reduce emissions in less developed countries.

These developments are hugely significant and provide a good opportunity for the paper and print industry to consider its unique position as part of the solution in this complicated debate.

The recently published Sustainability Report 2009 by the Confederation of European Paper Industries (CEPI) makes interesting reading. Who knew that the paper industry produced 25% of all European bio-fuel in 2008? Or that the industry has already reduced its carbon emissions, per tonne of product, by 42% from 1990 levels? These are extremely strong sustainability credentials, but you would never know it from the defensive messages we tend to hear.

The paper industry has a long history of acting responsibly. Measuring and reporting environmental parameters is business as usual for the major paper companies. CEPI has now developed a framework that will drive even greater consistency among paper companies, allowing them to communicate even more clearly with their customers. 10 priority indicators, called the CEPI '10 toes' have been identified, against which communications can be aligned.

Try searching for something similar in the ICT sector for, say, power consumption. I promise that you won't be rewarded with such a clear answer.

This clarity on paper's impacts creates a new opportunity to produce holistic data for the print industry and its value chain. Completing print media's environmental footprint will be challenging, but all the elements are in place. There are various calculators already available (BPIF and PPA, for example), which include the key stages of the print process.

I think all print companies should feel encouraged by these examples, take steps to understand their uses and their limitations and be prepared to answer questions about their operations. In the post-COP15 world, all companies should be able to articulate their carbon footprint and their commitments to reduce their impacts.

The paper and print industry need to work together and respond to the negative views so often expressed about paper. When was the last time, for example, you explained to your customers the positive arguments for buying paper from a well-managed forest?

Well-managed forests are a key component in the fight against global warming. Trees absorb carbon from the atmosphere, particularly during the early growth phase. It is estimated that 350m tonnes of carbon alone are stored each year in wood and paper products.

Elsewhere, combined heat and power systems (CHP) have been a sound investment for many paper companies, reducing both energy emissions and costs. During the papermaking process, bark and other waste material from trees is burned to provide power. This 'bio-energy' avoids having to use more carbon intense power sources.

As a buyer (or user) of paper-based products, I encourage the print industry to use any opportunity it can to bring these issues out into the open.

A recent study of 600 UK brands by PrintWeek's sister brands Brand Republic, ENDS and Marketing suggests that only one in five has cut carbon emissions in line with targets. When compared to the figures released from CEPI, it suggests to me that our industry has a lot to shout about.

Stora Enso the First Paper and Packaging Company to Sign the UN Global Compact's CEO Water Mandate

storaenso.com 18 December 2009

Stora Enso has signed the United Nations Global Compact CEO Water Mandate, making Stora Enso the first paper and packaging company to endorse this initiative. The CEO Water Mandate is an initiative that encourages businesses and industry to create and realise sustainable water strategies.

"Signing this mandate means strong commitment from me as a CEO and Stora Enso as a company to make responsible water use a major priority," says Jouko Karvinen.

"Water scarcity is a global concern that is becoming increasingly important for Stora Enso and the whole paper and packaging industry. The Water Mandate will enable us to share our experiences with other committed companies and stakeholders seeking better ways to manage water resources."

The CEO Water Mandate, launched in 2007 for members of the UN Global Compact, is a public-private initiative designed to assist companies in the development, implementation and disclosure of sustainable water policies and practices. CEOs are invited to endorse the scheme to show that they recognise their responsibility to prioritise sustainable water resource management.

The CEO Water Mandate is backed by investors representing USD 1.2 trillion in assets under management. Stora Enso has been a member of the UN Global Compact since its launch in 2000.

Stora Enso has reported its performance on water discharge flow rates since 2005. Stora Enso's progress towards a wide range of environmental targets is reported in detail in the Group's Sustainability Performance report, published annually.

Polestar Colchester Becomes ISO 14001 Certified

printweek.com 17 December 2009

Polestar Colchester has become ISO 14001 certified and is the final web offset company within the group to achieve the standard.

Steve Mears, managing director of Polestar Colchester, said: "We are delighted with our achievement, which comes after a great deal of hard work over the past 12 months.

"With ISO 14001, it demonstrates our commitment across the business to operating in an environmentally responsible manner."

Polestar's other web offset plants, Polestar Petty, Polestar Chantry and Polestar Chromoworks, achieved ISO 14001 status in June 2008, February 2009 and March 2009 respectively.

Polestar Sheffield and Polestar Wheatons also have the accreditation.

FSC Germany Receives 'Oscar for sustainability' – the Utopia Award 2009

FSC.org 16 December 2009

On 28 November 2009, FSC Germany received the Utopia Award 2009 for its outstanding work in promoting responsible forest management.

The Utopia Foundation has honoured this prestigious award to FSC Germany for their influential role as a leader in promoting ecologically and socially beneficial timber products. Sandra Maischberger, Committee member of the Utopia Foundation, presented the award at the Utopia Conference in Berlin to Nina Griesshammer, a member of the FSC Germany Board of Directors.

Ms. Griesshammer said, "FSC is honoured to receive such a prize. The award is a sign that we are all pulling in the right direction. The last years were marked by a lot of pioneering and convincing work to promote the idea of FSC."

"It is all the more motivating that our commitment for environmental protection, economic viability and social justice is also perceived beyond the forest and timber sector. This shows us that responsible management of forests is becoming a topic of increasing public interest," said Ms. Griesshammer.

A jury of experts from the science, media and corporate sector chose the winners from a pool of candidates who were nominated by Germany's biggest internet community for strategic and sustainable consumption.

The Utopia Awards honour and support German enterprises, organizations, models and products that drive change in the sustainability sector. The Foundation aims to accelerate the social change towards sustainability and support its relevant actors.

The award, also known as the "Oscar for sustainability", is awarded according to the Foundation's motto: "Today not at the expenses of tomorrow, here not at the expenses of somewhere else".

Global Warming is 'Biggest Threat and Biggest Opportunity' for Print

[printweek.com](#) 15 December 2009

Astra Printing Group has warned that the biggest threat to the printing industry is global warming, but has said that one of the greatest opportunities lies with how the sector tackles it.

Partner Bryn Oakley said printers have to act to turn around the general misunderstanding that print has a negative effect on the environment.

The warning follows a year where print demand has fallen steadily, which he says has not been helped by the belief held by many that paper is an environmentally damaging product. Oakley said this is despite paper being a useful product that can easily be recycled to make more paper, and also one which helps composting.

He said: "We have to turn this attitude around and get the message across that using more paper means that trees will continue to be planted to replenish the previous crop.

"We can't sit back and let misconception rule as then our industry will suffer more."

If the print industry could steer itself onto a more informed path, Oakley said this will help secure its future.

"The most under-recognised aspect in printing that should become more important in 2010 is that paper and printing companies can use nature to help save the industry," he added.

"It's our choice. Photosynthesis is important and while it can't alone prevent global warming, it can certainly help slow it down."

Abitibowater gets FSC for 6.1m Acres of Canadian Forest

[printweek.com](#) 14 December 2009

Abitibowater has announced that its forest management units 27-51 and 24-51 in the Lac Saint-Jean region in Quebec have become FSC certified.

The certification covers more than 6.1m acres of forest, making it the single largest FSC certificate to be issued in the province of Quebec to date.

David Paterson, president and chief executive officer, said: "The FSC certification of these Quebec woodlands provides an additional independent confirmation of the sustainability of our forest management practices and underscores our commitment to the natural resources under our care."

AbitibiBowater produces a range of newsprint, commercial printing papers, market pulp and wood products. It is the eighth largest publicly traded pulp and paper manufacturer in the world.

Luxury Packaging Follows Fashion Industry Trend Toward FSC Certified Paper

[FSC.org](#) 11 December 2009

The US luxury packaging company PAK 2000 has pledged to release a new paper policy that will give preference to FSC certified and recycled products. The move follows a growing

trend embraced by glamorous fashion companies including the Gucci Group, Tiffany's & Co., Hugo Boss, Ferragamo and the H&M Group.

On 2 December, PAK 2000 – a leading supplier of paper bags and packaging products to fashion brands such as Versace, Prada, Valentino and J.Crew – announced it will develop and implement a “leadership” paper policy in the first quarter of 2010. In addition to a strong preference for FSC and recycled products, PAK 2000 has pledged to phase out all fibre from controversial sources and High Conservation Value Forests from its paper products within 180 days.

The initiative comes soon after the well-known conglomerate of fashion and luxury brands Gucci announced its new paper policy. On 3 November 2009, Gucci announced its intent to source only FSC certified or recycled products by December 2010 for all paper categories used by the Group – from copy paper to shopping bags – alongside reducing the amount of paper it uses and eliminating fibre from High Conservation Value and controversial sources. Gucci is the latest of a group of fashion companies along with PAK 2000 to work with the US based NGO and FSC member Rainforest Action Network (RAN) to ensure their packaging, paper use and environmental footprint are environmentally and socially responsible. Tiffany & Co. was the first fashion brand to switch all the paper it uses to FSC certified paper, including its iconic blue shopping bags.

Through its “Don't Bag Indonesia's Rainforests” campaign, RAN has been urging the fashion industry to examine their supply chains. As well as encouraging buyers to source FSC and recycled products, RAN is working with companies to sever links with controversial paper suppliers such as Asian Pulp and Paper (APP) – a company that FSC dissociated from in November 2007.

Sappi, HP, APRIL and Heidelberg Sign up to Copenhagen Communiqué

printweek.com 09 December 2009

Sappi, HP, APRIL and Heidelberg are among some of the companies that have signed up to The Copenhagen Communiqué on Climate Change initiative.

In total so far, 908 businesses have called on G20 leaders to tackle climate change, following the start of the largest United Nations climate change conference, which began on Monday. The Communiqué is a joint initiative developed by The University of Cambridge Programme for Sustainability Leadership through The Prince of Wales' Corporate Leader's Group. Business leaders from the group will hand a copy of The Copenhagen Communiqué to Gordon Brown at a reception at Downing Street on 10 December.

Earlier this month, the PrintCity Alliance signed the Communiqué, which calls for emission reduction targets to be guided by science.

PrintCity is a strategic alliance that covers the print, packaging and publishing industries and its members include Manroland, UPM, Sun Chemical, Kurz, Trelleborg, Faist, MKW, M-real and project partner, Kodak.

Other organisations can sign the Copenhagen Communiqué on Climate Change by visiting the website.

The 15th United Nations Climate Change Conference is being held in Copenhagen from 7-18 December.

Claims about Deforestation Wrong

paperandprint.com 08 December 2009

The pro-development NGO, World Growth, has released a report at the UNFCCC Copenhagen press conference that shows drastically overstated deforestation rates are being used to justify climate policies that will harm economic growth in developing countries.

'It is standard for groups like World Wide Fund for Nature (WWF) to say that deforestation contributes to 20% of global emissions, but it is closer to 5% as shown in our research report, 'Conversion – The Immutable Link between Forestry and Development,' said Alan Oxley, chairman of World Growth.

World Growth's critique of the oft cited figure comes after researchers at Brazil's space agency and the University of Amsterdam have called for deforestation estimates to be revised downwards.

'These erroneous claims are cited to justify inclusion in a climate change treaty of a ban on any further conversion of forest land,' continued Mr. Oxley. 'A ban would undermine strategies to use forest land for highly productive purposes, including production of food and plantation stocks to reduce poverty and hunger, particularly among developing regions where around 1.4 billion people live on less than US\$1 per day,' said Mr Oxley.

Denmaur Independent Papers Launches Amadeus Swatch

printweek.com 07 December 2009

Denmaur Independent Papers has launched a swatch to illustrate the triple-coated silk and gloss paper range Amadeus.

The paper grade is part of the independent paper merchant's Best of Both Worlds range and is available in grammage weights of 90-380gsm.

It is manufactured at Burgo's PEFC-accredited Ardennes mill in Belgium, where the majority of the mill's wood is sourced from within 100km.

Some 82% of the mill's non-fossil fuel and primary energy comes from biomass that is generated from its wood source and black liquor from its pulping process.

ENGOS Politicise Rather than Protect

paperandprint.com 04 December 09

According to a new report from US based NGO World Growth, many campaigns by NGOS aim to politicise the issue of biodiversity, rather than to protect it. The study, 'Forestry and Biodiversity: a Healthy Report', concludes that the strategies of global NGOs like Greenpeace and WWF weaken rather than strengthen efforts to conserve biodiversity.

Instead, concentrated and targeted strategies -- such as establishing conservation zones and educating local people to respect local laws and conservation measures -- provide the most effective approach to protecting biodiversity and endangered species.

World Growth Chairman Alan Oxley said that, for example, 'our researchers found that only 7% of loss of natural forest is caused by plantation forestry. So the leading strategy to protect biodiversity which is advocated by Greenpeace and WWF -- stop development of plantations by Indonesia's largest pulp and paper companies -- would have little effect. Moreover, the country's large forestry companies are very active in teaming up with government and conservationists to support such programmes.'

Forestry Visit on Offer in Two Sides Competition

printweek.com 03 December 2009

Paper promotion campaign Two Sides is running a competition that will give winners the opportunity to visit the forestry and papermaking facilities of one of Europe's leading paper producers.

Five winners will win the chance to travel to one of the following sites: Stora Enso; UPM Kymmene; Mondi Uncoated Fine Papers; grupo Portucel Soporcel; Sappi.

The trips will be over two or three days and will include local hospitality.

Two Sides spokesman Martyn Eustace said: "The prize is a fantastic opportunity to spend time in some of Europe's forests, seeing how trees are harvested and then replanted, and then follow the pulping process through to final paper production.

"Seeing paper being made and realising how trees are a natural and renewable resource is always a trip that people remember. There are those that believe that our forests are diminishing, but in Europe -- where more than 90% of our paper comes from -- forests have grown by 30% since 1950."

Dutch Newspaper Printed on FSC Certified Paper

FSC.org 03 December 2009

Dutch newspaper "Het Financieele Dagblad" (FD) is one the first daily newspapers in the world printed on FSC certified paper. With 2.5 million kilos of paper used every year, FD's decision to be published on FSC certified paper is a landmark for FSC. In recognition of their commitment, FD was awarded last month with the Dutch FSC Award 2009 for their commitment to responsible forest management.

"With our choice of FSC, we're sure that this comes from a legal and responsibly managed source," said FD media group's publisher and CEO Jacques Kuyf. The FSC logo will appear daily in the newspaper's header. "With 1000 FSC certificates and the first FSC newspaper worldwide, the Netherlands are seen across the world as a front runner in the use of FSC paper and wood," stated Bart van der Linden, Director of FSC Netherlands.

"Het Financieele Dagblad" is a well-established financial newspaper in the Netherlands with a circulation of over 65,000 and a history stretching back to the 18th century.

The FSC Award is an annual award given to companies and organizations that contribute in a special way to responsible forest management according to the principles of FSC.

FSC Netherlands is an independent non-governmental, non-profit organization and an endorsed FSC National Initiative active in the Netherlands. FSC Netherlands celebrated the 10th anniversary of their foundation in November 2009.

Océ Imaging Supplies Heralds PEFC Milestone for Wide-Format Papers

[printweek.com](#) 02 December 2009

Océ Imaging Supplies has become PEFC certified for 80% of its wide-format plain paper range.

This applies to a range of its products, including LFM054 Océ Red Label Paper and LFM022 Océ Black Label Paper. Its LFM116 Océ Top Label Paper is already FSC certified.

Hans van der Laan, international product manager of Océ Imaging Supplies, said: "PEFC provides a transparent system of tracking extending from forest right through to end-product, giving users the assurance that the products originate from legal and sustainable sources.

"By 2010, more than 90% of the paper volume sources by Océ will carry a certification label for paper coming from sustainable sources."

Fedrigoni adds Grades to Freeliflife Environmental Swatch

[printweek.com](#) 02 December 2009

Fedrigoni has redesigned its Freeliflife environmental swatch to include its Mérida, Kendo, Cento and Vellum grades.

More than 70% of the paper manufacturer's products now carry FSC certification and its entire Freeliflife collection is now certified with the standard.

Pari Taylor, marketing manager at Fedrigoni.co.uk, said the grades are produced using a high percentage of high-quality, post-consumer fibres.

"The presence in the pulp of fibres derived from annually renewable plants, such as cotton or hemp, gives these papers absolutely unique characteristics, without neglecting the environment," she said.

Fedrigoni UK is a subsidiary for the Fedrigoni Group and its products are used for greeting cards, commercial and speciality, laser and digital printing.

UPM to Supply 9m Sheets of Paper for UN Climate Change Conference

[printweek.com](#) 01 December 2009

Paper giant UPM will supply 9m sheets of copy paper to the United Nations' Climate Change Conference, where global leaders will meet on 7-18 December in Copenhagen to discuss the future of climate change across the world.

The company's UPM Future grade has been selected because of its environmental features, which include sustainable sourcing of wood raw material and the EU Eco-label.

Philippe Riebel, vice president, environmental affairs, said: "We are well positioned with regards to the EU's ambitious target of having 20% of all energy derived from renewable sources by 2020."

"Today, 60% of UPM's energy consumption is produced using renewable fuels and 70% of the group's own electricity production is CO2 emission free."

Since 1990, UPM has invested more than 1bn euros in the production of renewable energy and it has reduced its fossil CO2 emissions by 40% per tonne of paper.

SMEs Divided over Environment

paperandprint.com 01 December 2009

According to a survey carried out by the Forum of Private Business (FPB), more than one in five small firms are delaying the move to environmentally friendly measures because of the recession, but almost as many are being encouraged to implement them.

In all, 22% of business owners on the FPB's Environmental member panel said that economic conditions had made them less likely to pursue environmentally friendly solutions. However, 17% said they are even more likely to do so. Interestingly, the majority of respondents (61%) said the recession had no impact on their environmental policies. 'When small businesses are considering implementing environmentally friendly policies, the will is certainly there but it is often thwarted by the perception of steep costs and a lack of information and support,' said policy representative, Matt Goodman. 'It is important to emphasise that measures to reduce carbon emissions can mean savings on the bottom line, but we also need a more joined up approach from the government including a system of workable incentives that are rewarding rather than punitive.'

In total, around two thirds of respondents identified barriers to implementing energy efficiency processes. Reasons included cost, planning issues, time, lack of support, lack of information on technology, and lack of knowledge about where to access grants and information.

Most environmentally proactive business owners are motivated by a sense of responsibility. In all, 83% are pursuing environmental strategies do so because they believe it is 'the right thing to do'.

Other motivations are reputation (57%), saving money (48%), because it makes 'business sense' (48%), assistance in winning government contracts (13%) and recruiting the right people (13%). Just a few respondents said that environmental regulations were a factor.

Mirri Bio – a Biodegradable Alternative

paperandprint.com 01 December 2009

Mirri has launched Mirri Bio, a biodegradable metallic board, which combines a superior white back folding boxboard with a high quality metallised film, made from Cellulose products.

The metallic film is manufactured from renewable wood pulp sourced from managed plantations and the folding boxboard is sourced from Forest Stewardship Council (FSC) stock.

Mirri bio is available at 500 micron/335gsm and 425 micron/295gsm.

Mirri has recently acquired FSC and Programme for the Endorsement of Forest Certification (PEFC) chain of custody certification.