

The Environmental Business Market

- Global Warming – Perhaps our greatest danger and our greatest opportunity – including opportunities for the forestry, pulp, paper and print industries

Chinese Philosophy



Danger and Opportunity are never far apart.

London – August 30 2008

- The danger –
 - In launching a new strategy today The Lord Mayor of London Boris Johnson said “We need to concentrate efforts to slash carbon emissions and become more energy efficient in order to prevent serious climate change”.
- The Opportunity
 - “London is well placed to lead the world with clear economic opportunities to develop green commerce and industry”.

UPS September 2008 Corporate Sustainability Report for 2007

■ The Danger

- “As a global transportation company, UPS acknowledges that Greenhouse Gas Emissions impact the climate and pose a serious threat to the environment – and ultimately to the global economy”.

■ The Opportunity

- “We also recognize that UPS is a critical component of our customers supply chains and that we have an obligation to help them operate in a more sustainable way”

The Environmental Business Market Drivers

- The IPCC reports
- The Inconvenient Truth
- International action
- The China Syndrome
- Government
- Corporate America
- Environmental Activist Groups
- The Papermakers



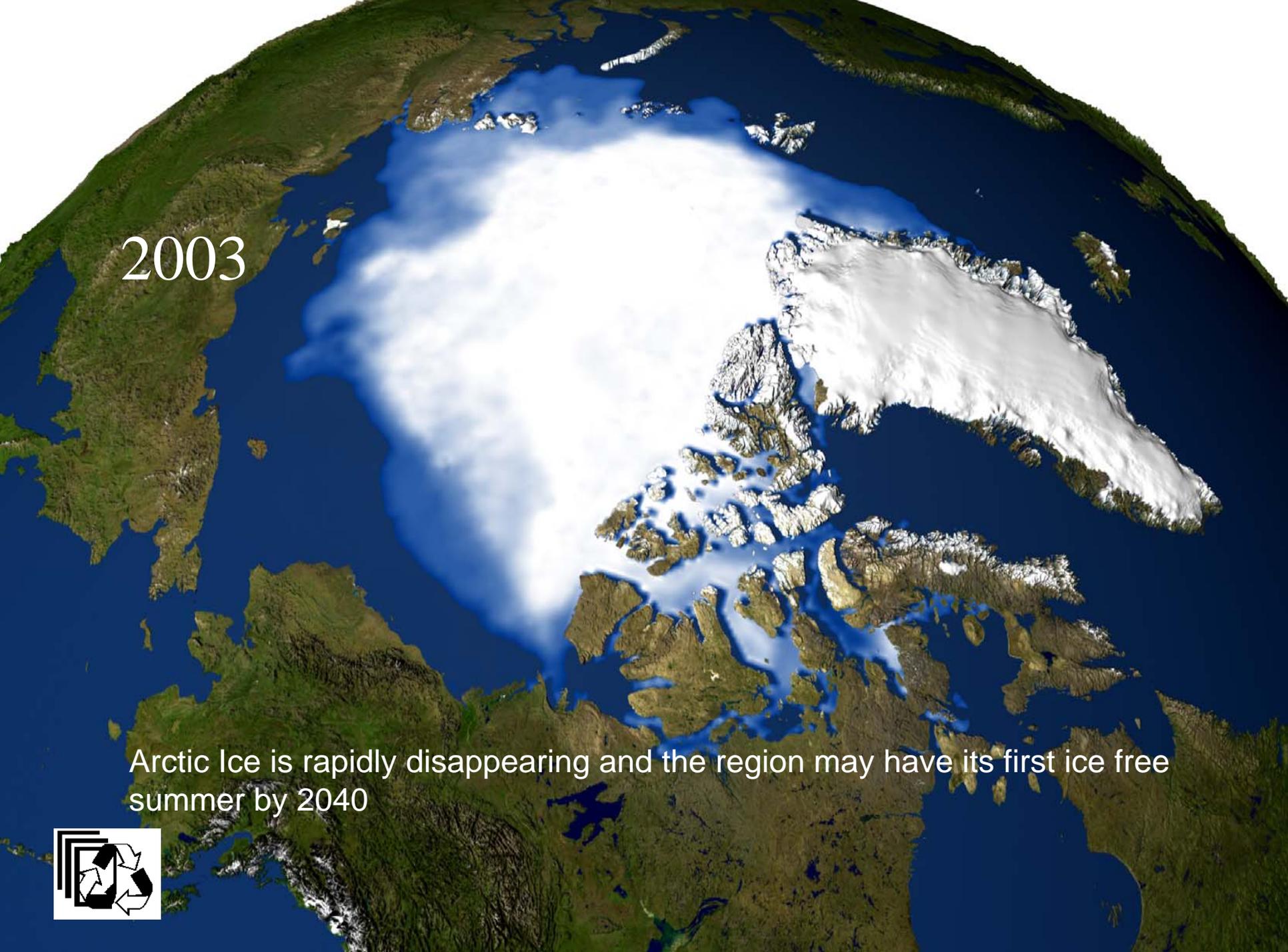
The Melting Arctic Sea Ice



The NSIDC in the US said this year's results reinforced the 'strong negative trend' of climate change and its impact on Arctic ice cover during summer.

1980



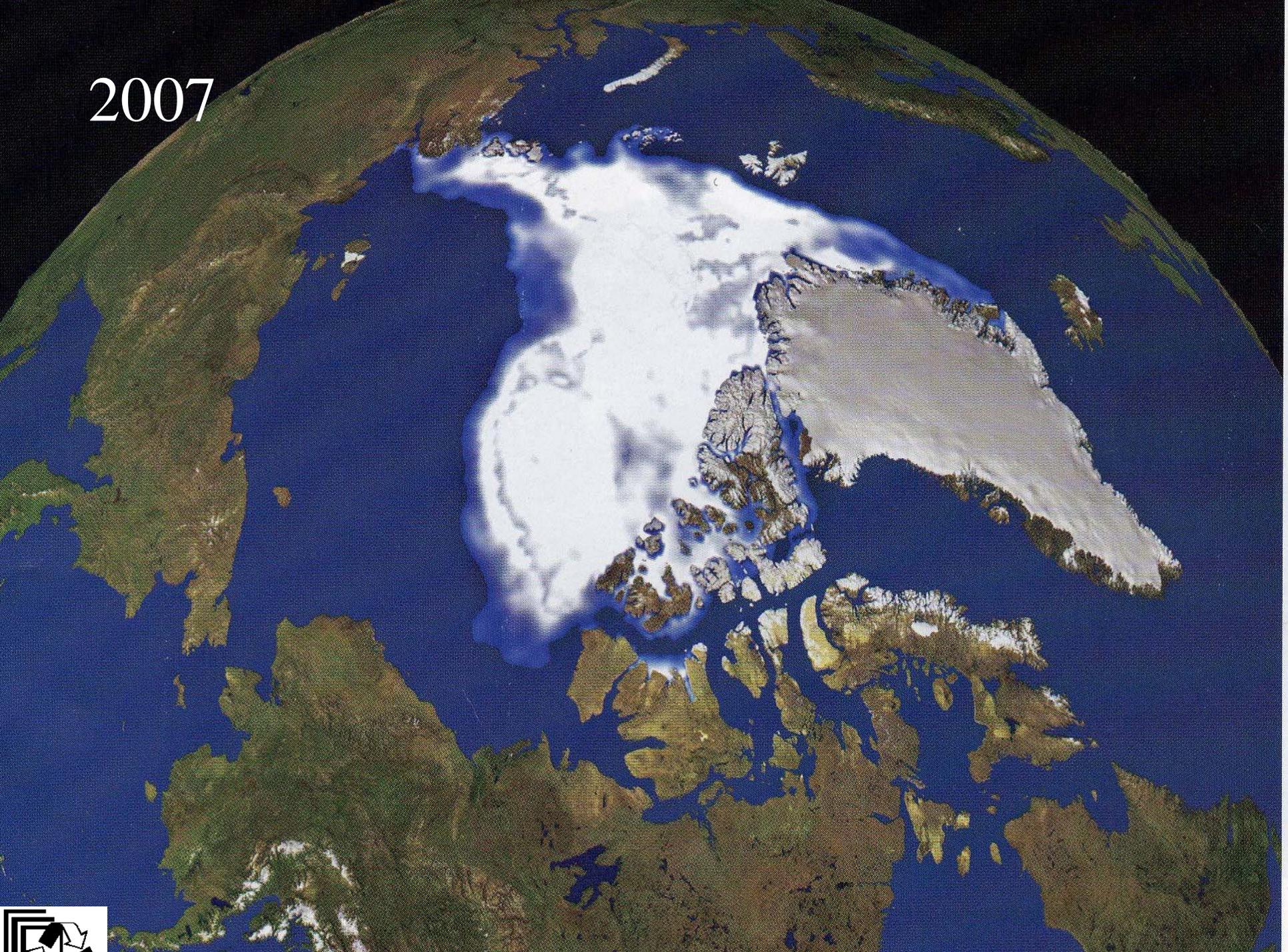


2003

Arctic Ice is rapidly disappearing and the region may have its first ice free summer by 2040



2007



The Independent London August 30 2008

- **For the first time in human history, the North Pole can be circumnavigated**
- *Melting ice opens up North-west and North-east passages simultaneously. Scientists warn Arctic icecap is entering a 'death spiral'*



'The Fight for the top of the World' - Time Magazine October 2007

■ The 'Fighters'



Russia



Greenland



Canada



USA









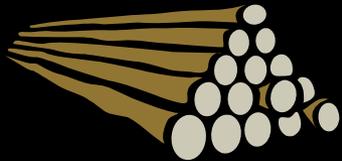
Why are Pulp, Paper and Print so important to the environment?



Paper, Pulp and the Environment



One of the biggest users of water of any industry on the planet.



...and of Forest products



... and of energy



The Environment

The Forest

Paper and
Print



The Curse of Deforestation

- Deforestation adds 30% of planet carbon emissions
- The devastation of our forests is killing industry, biodiversity, people and US!
- 90% of the worlds forests are subject to illegal logging and deforestation practices.





The Rainforest

- The Amazon Rainforest is home to more than 200,000 Indigenous people living in hundreds of unique communities.

25% of Western pharmaceuticals are derived from rainforest ingredients, yet less than 2% of these tropical trees and plants have been studied by scientists. Currently, 121 prescription drugs sold worldwide come from plant-derived sources.

Of the 3000 plants the U.S. National Cancer Institute has identified as active against cancer cells, 70% are found in the rainforest. 25% of the active ingredients in today's cancer-fighting drugs come from organisms found only in the rainforest.





The Rainforest

- Each acre of rainforest saved from being cleared through burning will prevent 42 tons of carbon from being released into the atmosphere.

At least 80% of the developed world's diet originated in the tropical rainforest. Its bountiful gifts to the world include 3000 fruits like avocados, coconuts, figs, oranges, lemons, and cacao.



Deforestation by fire- Brazil. An area the size of France nearly 20% of the Brazilian rainforest has been lost
- most during the last 40 years





China - The Race for the Natural Resources of the World!



CHINA and the Forests

- The forests of Zhangjiagang are horizontal: tens of thousands of felled, stripped trees lying on the quayside of China's biggest timber port, far from their roots in Indonesia, Russia, South America and Africa.

The trunks of pine, maple, merbau and zebra wood are dead, but this forest is growing. Every year, more and more logs are shipped into these wharves to satisfy the voracious demand for timber in the world's most populous and fastest rising nation.

In many cases they are illegal, smuggled from protected rainforests despite China's pledges to tackle the huge international trade in contraband logs.

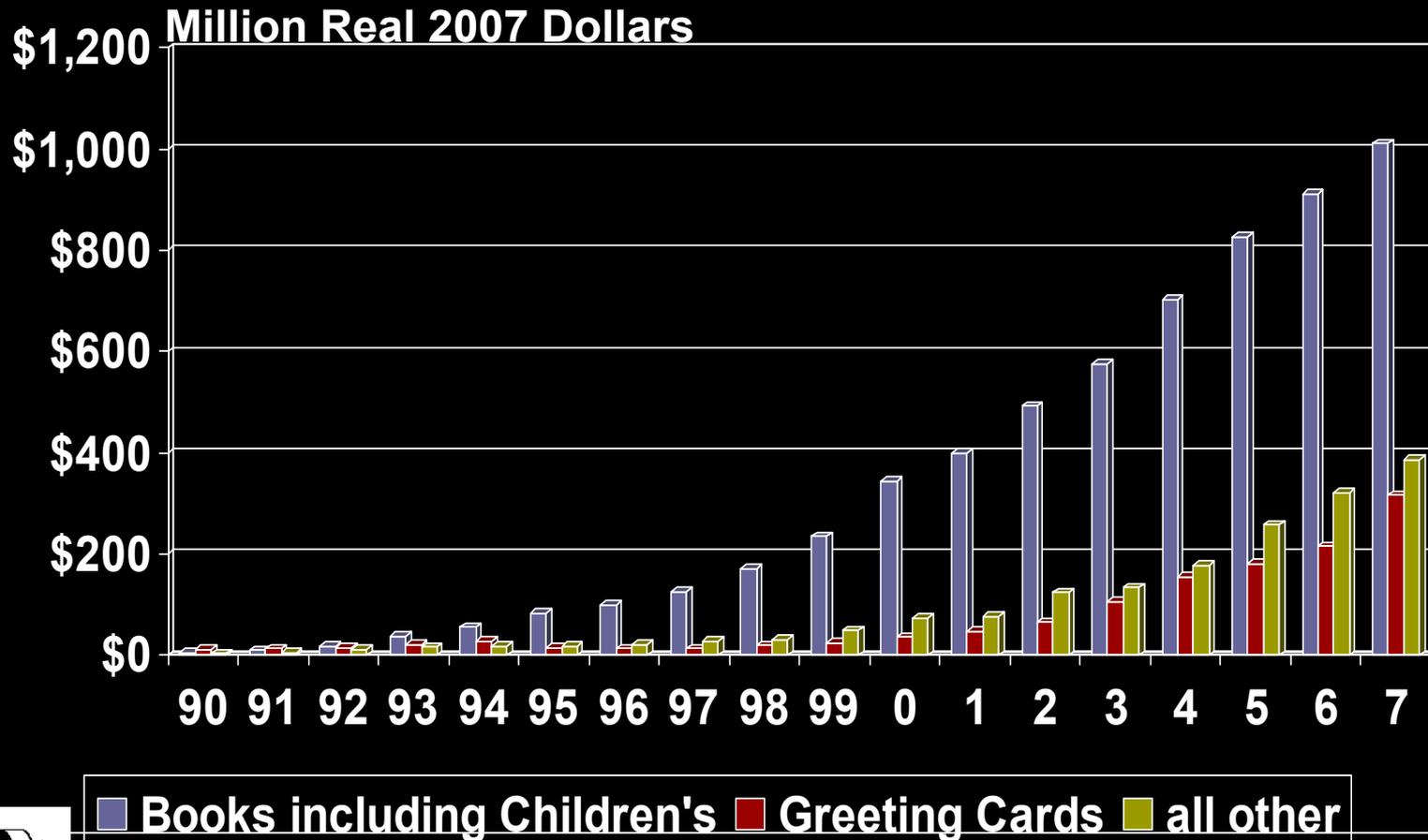


CHINA and the Forests

- It is almost all smuggled illegally from Indonesia in what the Environmental Investigation Agency (EIA) has described as the "world's biggest timber smuggling racket".
- The British-based agency said last month that it had uncovered a merbau trade route controlled by crime syndicates that sent some 20 shiploads a month to China from Indonesia, which banned timber exports more than two years ago.
- "China is the largest buyer of stolen timber in the world," said Julian Newman of the EIA. "The smuggling of merbau logs between Indonesia and China violates the laws of both countries, so there is a clear basis for action."



U.S. Imports of Printed Products from China



The Environmental Business Market

- Federal
- State
- City
- GPO
- Academia
- Corporate America
- The Public

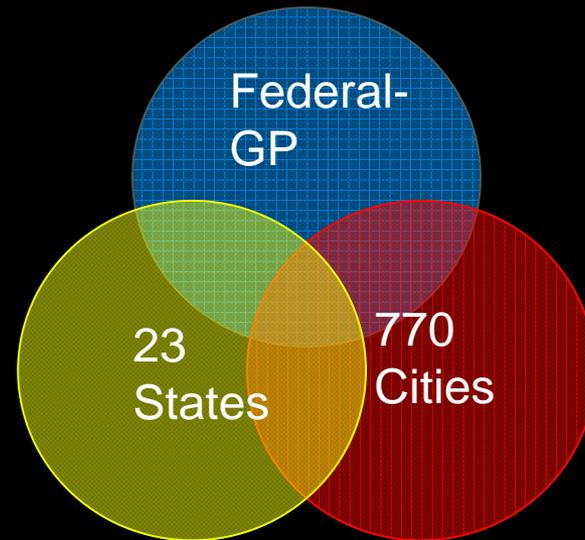
The Lieberman, Warner Climate Security Bill 2008



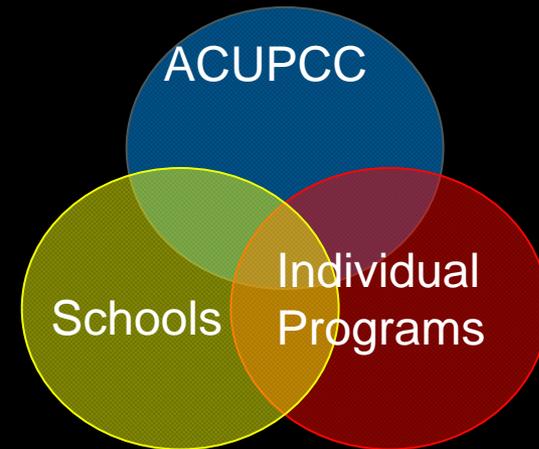
- **The bill allows a declining amount of greenhouse gas emissions between 2012 and 2050, reducing them by about two percent per year from 2005 levels. It is estimated to reduce *total* US emissions (from all sources, capped and non-capped) by up to 66% by 2050.**



The Environmental Business Market Government



The Environmental Business Market Academia





- Presidents signing the Commitment are pledging their institution to eliminate its contribution to global warming over time. completing an emissions inventory within a year and annually thereafter, establishing a climate neutrality action plan, taking some immediate steps to reduce greenhouse gas emissions, integrating sustainability into the curriculum and making their climate action plan, inventory and progress reports publicly available.



Certification and Global Warming

- The fastest way to ensure the success of the SFI programs is the clear and substantive linkage of the certification programs, forests, pulp, paper and print to the Environmental Business Market through global warming.

The Problem

- Generally speaking corporations and individuals
- ~~Do not understand the impact of pulp, paper and print on the environment~~
- Do not understand the power of the right choice of product and company for their own environmental defense and marketing strategies.
- Do not understand the performance of the US forests, pulp, paper and print industries.
- Do not understand the consequences of the importation of paper and print from environmentally unstable countries and companies

The Opportunity

- The markets DO understand the growing need for environmental advantage and reform.
- Using all the resources of the certification, forestry, pulp, paper and printing industries the ‘communication gap’ can be breached with consequent benefit for all.