

Howe Sound Pulp & Paper

“A Good News Story”

**Presentation to
Capilano University
Continuing Studies and Executive Education**
April 2015, Gibsons and Area Community Centre

Gerry Pageau
Michael Bradley

Part 2



Presentation material

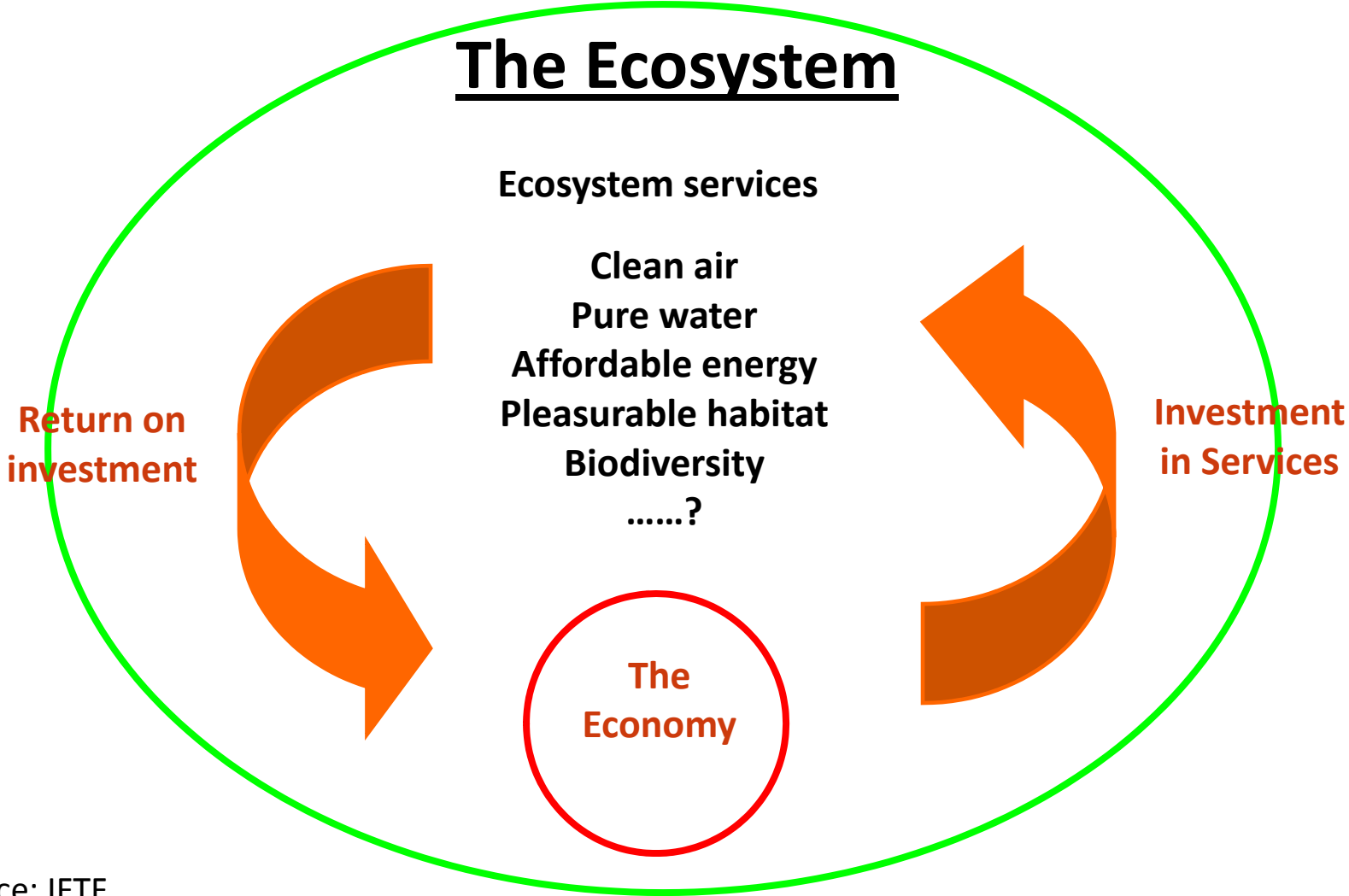
- PDF copies of the presentation material will be available from:

www.sunmoonstars.ca/elderu/

Password is: *portmellon*

We will try to have each weeks material posted the day before the classes.

The Sustainable Development Ecosystem



Source: IFTF

Forestry Certification

- UN Earth Summit in Rio in 1992 the call was made to encourage tougher regulations concerning the use of the worlds forests.
- The call went largely unheard
- Instead the decision was taken to develop a voluntary sustainable management approach that would include allow a market mechanism to drive positive change and continuous improvement, **Sustainable Forest Management Certification.**

Forestry Certification



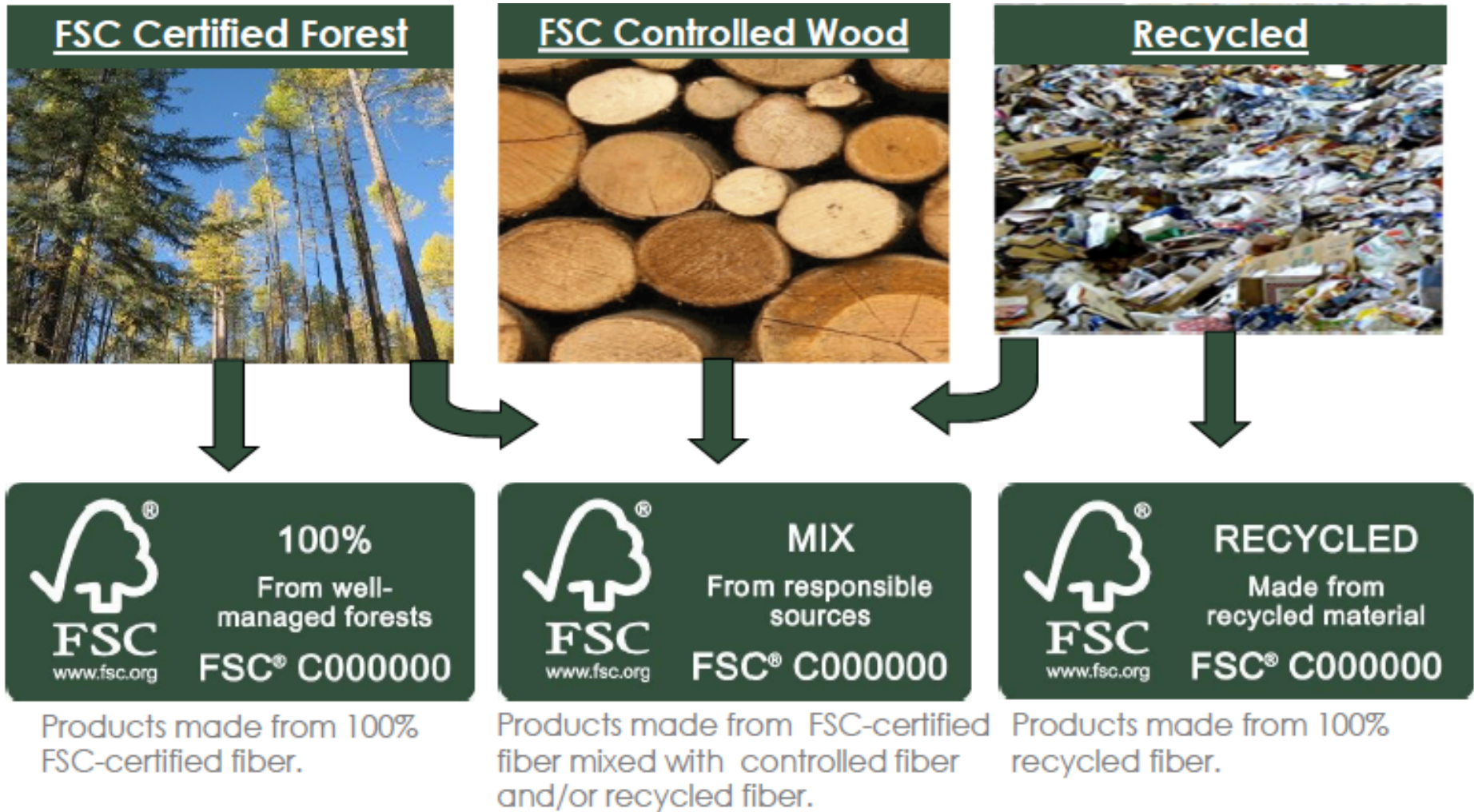
The process

- A company managing an area of forest can apply to have their forestry practices certified as “sustainable”. This is known as SFM (Sustainable Forest Management) Certification.
- There are 2 certification systems that are commonly used in N. America,
 - Program for the Endorsement of Forest Certification (PEFC) (CSA, SFI included)
 - Forest Stewardship Council (FSC)
- These standards all take a holistic view of the forest, ecological, social, economic.
- Audits against the standards are conducted by independent 3rd parties

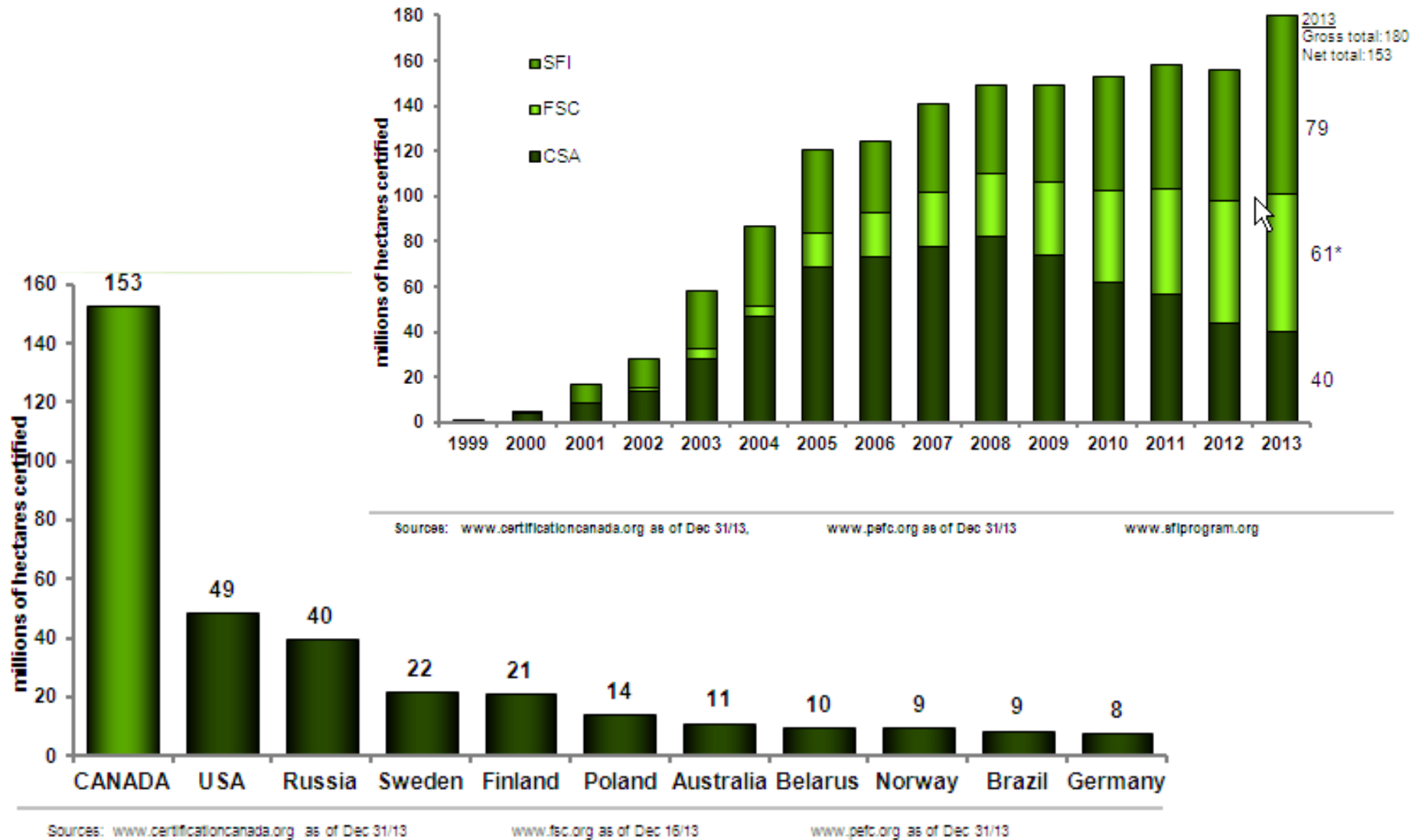
Responsible Supply chain

- Forest management certification (SFM) ensures that forests are managed against a set of sustainability criteria (ecological, social, economic)
- Chain of custody (CoC) certification confirms that an unbroken chain connects a finished product back to a sustainably managed forest. All steps in the chain must be certified.
- Labels can be applied to products if the chain is intact
- CoC and SFM certifications are subject to regular audits by independent 3rd parties

Example - FSC Labels



Forestry Certification – PEFC + FSC



Forestry Certification

- Forest management and CoC certification systems are now a “condition of doing business” in most developed countries
- Globally the demand for certified products continues to grow
- Canadian companies have been global leaders
- PEFC and FSC are the two dominant “systems” whose principals are followed
- After 22 years of certification, certified forests only account for 10% of the worlds forests! Mostly in the N.Hemisphere (Canada, USA, Europe). This percentage has been static for years.
- Governments, Industry, ENGO’s need to do better!

Going Beyond Certification

The Great Bear Rainforest

Some images in this section are courtesy of Moresby consulting

Coastal Temperate Rainforests

- Comprise less than 1% of the earth's surface
- Half of the coastal temperate rainforests worldwide have been developed
- 25% of what remains is found in British Columbia



Great Bear Rainforest

- 64,000 sq. km, slightly similar in area to Ireland, home to 24,000 people
- Largest area of intact coastal temperate rainforest in the world
- Globally outstanding ecological and cultural values



Great Bear Rainforest

- 10,000 years of cultural history
- Important natural resource values: forestry, tourism, fisheries
- Home to 24,000 people



18 years ago

- Only 2% of the rainforest was protected
- The planning process was happening while key ecological areas were vulnerable to development
- Timber was the primary management focus
- Conflict and controversy were the result





The Joint Solutions Project



SIERRA
CLUB
BC



GREENPEACE



BCTS
BC Timber Sales

FORESTETHICS



GBR Agreement highlights

- 33% of region is protected from all logging
- Ecosystem-Based Management (EBM) defines a “small footprint” approach to harvest in other areas
- First Nations/Provincial Government support
- Conservation financing (\$120 million public/private contribution)
- Ongoing collaborative stakeholder involvement

Great Bear Rainforest Agreements



- February 7th 2006 Province and First Nations ratify Great Bear Rainforest Agreements

Conflict Resolution - details

- The **Joint Solutions Project** started in 2001 and continues today:
 - Recognition that the status quo was not an option
 - Support for independent science
 - Commitment to a collaborative planning process
 - Commitment to act on the solutions that emerged
 - Strong and constant customer support
- Full implementation of the agreement was finalised in early 2014, it still awaits ratification by Province.

WWF Gift to the Earth Award - CFCI



WWF, the conservation organization, celebrates, as a Gift to the Earth, the efforts to
conserve the Central and North Coast forests of British Columbia,
known as the Great Bear Rainforest

and pays tribute for this to the

Coast Forest Conservation Initiative

A handwritten signature in blue ink, which appears to read 'James P. Leape'.

James P. Leape
Director General, WWF International
9 May 2007



CONFLICT RESOLUTION AND BRITISH COLUMBIA'S GREAT BEAR RAINFOREST

Lessons Learned 1995-2009

*How multi-interest governance led to resolution of a global
conflict over logging in Canada's coastal temperate rainforest*

Patrick Armstrong, Author

Great Bear Rainforest Lessons Learned commissioned by:



Ferry Pausch
Verband Deutscher Zeitschriftenverleger
Association of German Magazine Publishers
Director of Sustainability
+49 30 726298104
f.pausch@vdz.de

Florian Nehm
EU-Affairs + Corporate
Sustainability Officer
Axel Springer AG
+49 30 259179370
florian.nehm@axelspringer.de

Oliver Salge
Head Forests and Oceans Campaign
Greenpeace e.V.
+ 49 40 306 18 336
Oliver.Salge@greenpeace.de

Olaf Dechow
Environmental and Social Policy
Otto (GmbH & Co KG)
+49 40 64617061
olaf.dechow@ottogroup.com

Dr. Maria Hoffacker
Public Affairs + Corporate Responsibility
Gruner+Jahr AG & Co KG
+49 40 37033878
hoffacker.maria@guj.de

Robert Rabe
Manager Purchasing / Production
JAHRESZEITEN VERLAG GmbH
Robert.Rabe@jalag.de

Christine Uhde-Leischner
Quality Officer
Prinovis Itzehoe GmbH
+49 482 777485
christine.uhde-leischner@prinovis.com

Klaus-Peter Petschat
Manager Bauer Produktions KG
Bauer Media Group
klaus-peter.petschat@bauermedia.com
Hans Jürgen Böhm
EHS Manager Bauer Produktions KG
Bauer Media Group
hans.juergen.boehm@bauermedia.com

Bernhard Gallus
Environmental Division
Hubert Burda Media
+49 781 842019
bernhard.gallus@burda.com

Ute Miszewski
Corporate Communication
SPIEGEL-Verlag
+49 40 30072178
ute_miszewski@spiegel.de

Gregor Andreas Geiger
Head Press and Public Relations
Verband Deutscher Papierfabriken e.V.
German Pulp and Paper Association
G.Geiger@vdp-online.de

Fred Fominoff
General Manager, Operations
Howe Sound Pulp & Paper Llp
+1 604 884 5223
Fred.Fominoff@hssp.ca

Lyn Brown
Vice President Corporate Relations
and Social Responsibility
Catalyst Paper
+1 604 247 4011
Lyn.Brown@catalystpaper.com

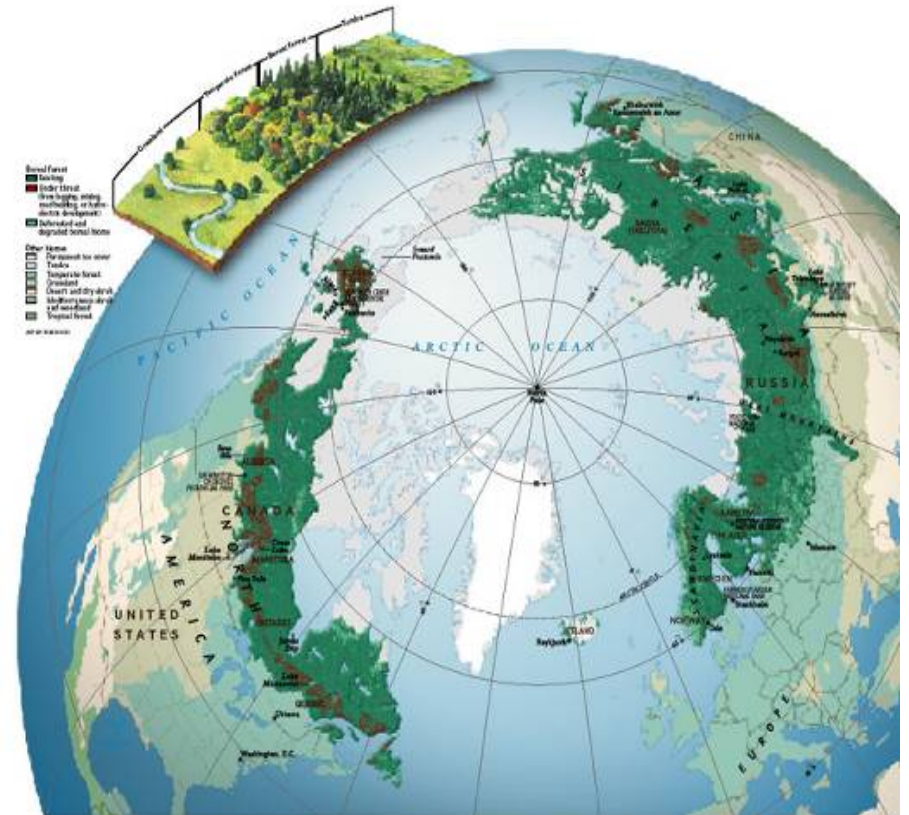
Michael Bradley
Director of Technology and Sustainability
Canfor Pulp and Paper Marketing
+1 604 661 5241
Michael.Bradley@canforpulp.com

The Canadian Boreal Forest Agreement

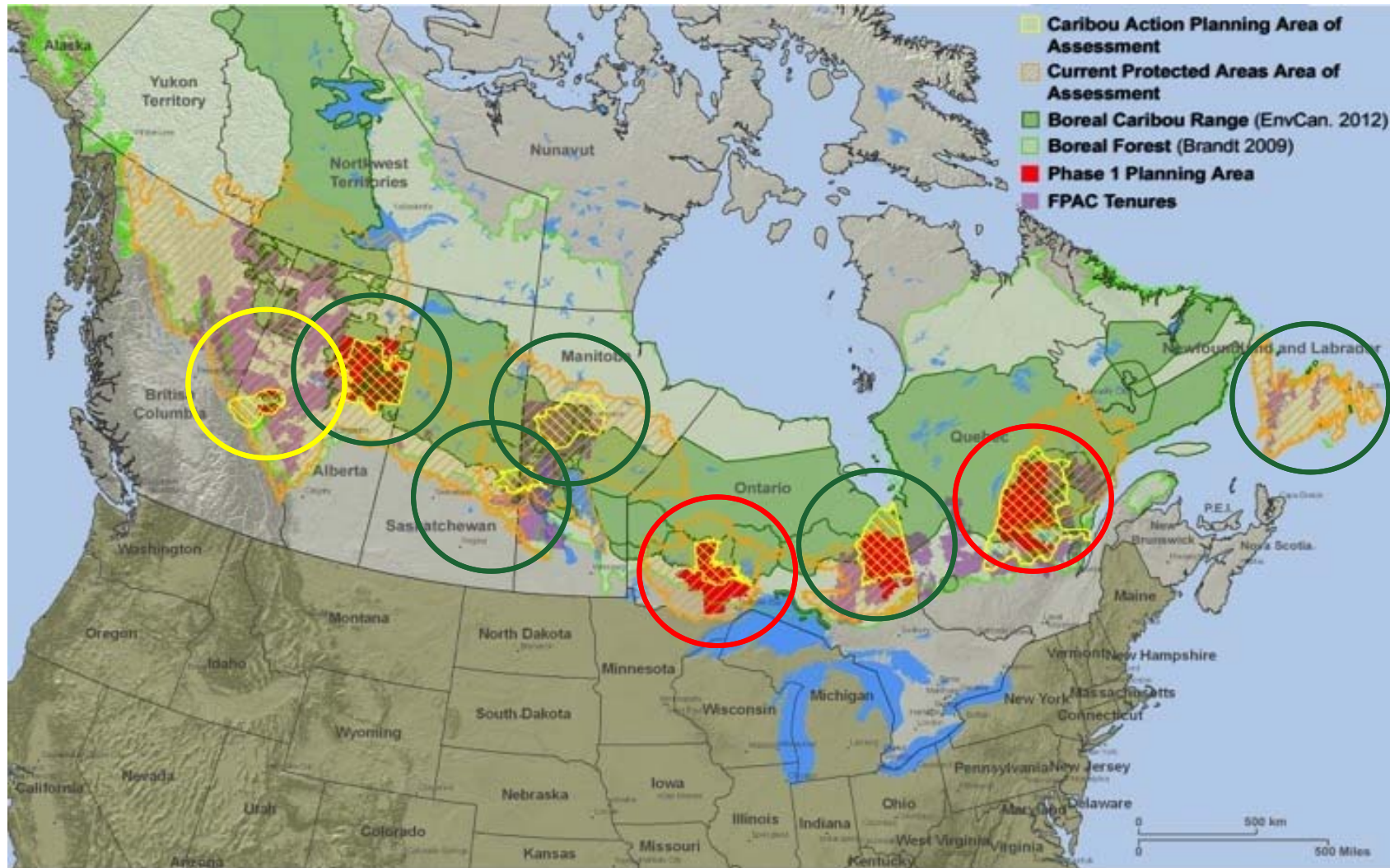
Canada wide

Boreal Forest

- A third of the globe is land
- A quarter of the land is forest
- A third of the forest is boreal
- More than half of the boreal is in Russia
- Canada has about 30% of the boreal forest
- Alaska, Scandinavia have most of the rest



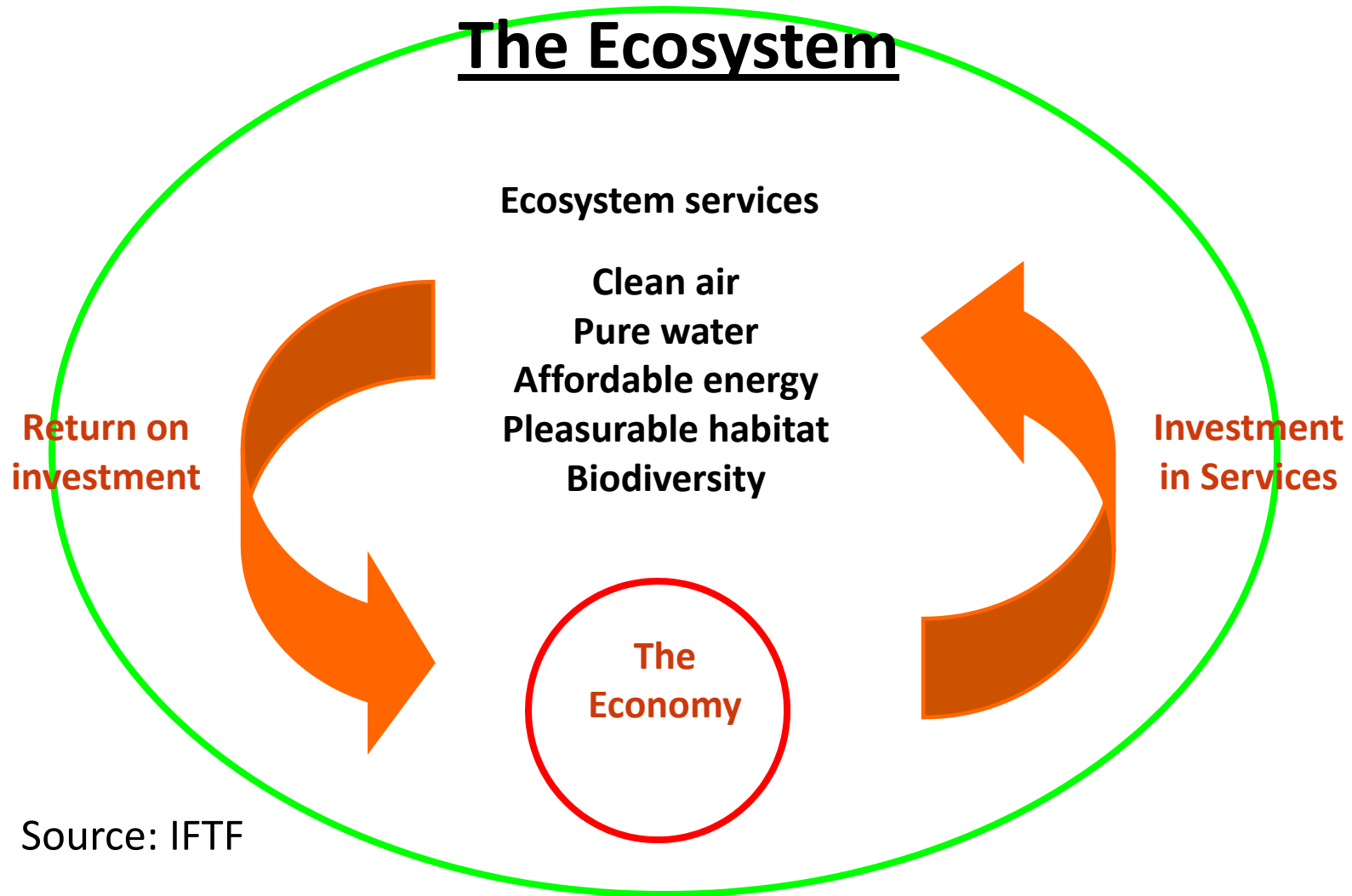
Canadian Boreal Forest



Thank you for your attention!



Sustainable Development Ecosystem



Thank you for your attention!