

## Rogers Publishing Magazine Paper Procurement Policy

Rogers Publishing is in the business of informing and entertaining Canadians. Our aim is to engage Canadians on issues relevant to their lives—be it work, family, personal or the world around them. We publish on various platforms, including the paper editions of our magazines. As paper is a core component of our business, we are committed to pursuing environmentally sound paper procurement practices.

To achieve this goal we will focus on environmental issues in the context of the life cycle of a magazine. We will engage suppliers and key stakeholders in our efforts, and work with them to further integrate environmental criteria into our purchasing. Elements of our approach include:

- **Supporting responsible forest management:** We will use independent third-party certification supported by a verified chain of custody to ensure that the paper we purchase is manufactured from well-managed forests. We do not and will not knowingly purchase forest products that are illegally harvested or derived from areas that are legally protected against logging. Our magazine paper is certified to any of the following three internationally recognized forest certification standards: Canadian Standards Association (CSA), Forest Stewardship Council (FSC) or Sustainable Forestry Initiative® (SFI). Rogers Publishing will, however, give preference to fibre originating from Forest Stewardship Council certified forests where possible.
- **Improving paper efficiency:** We currently use magazine paper with minimum 10% post-consumer recycled content wherever possible, and will strive to increase overall recycled content in our magazine paper to 15% by 2009 to the extent allowed by product availability and price. Similar or even greater environmental benefits can be achieved through process efficiencies. Accordingly, we aim to reduce paper waste, promote paper recycling, promote manufacturing advances in fibre efficiency, and where possible, use lighter weight paper.
- **High conservation value forests:** We will engage with suppliers and key stakeholders to improve our understanding of issues related to high conservation value forests and management strategies intended to conserve or enhance high conservation value attributes. Using certification and other mechanisms, we will monitor our magazine paper procurement to ensure it is consistent with this commitment.
- **Paper Production:** We give preference to elemental chlorine free, totally chlorine free or processed chlorine free paper. We do not knowingly purchase magazine paper with pulp bleached with chlorine gas. We aim to use information such as greenhouse gas reduction and reduction in energy use in our goal to reduce the environmental impact of our magazine paper.

Rogers Publishing recognizes that options and criteria for environmentally sound paper manufacturing and procurement are evolving. Therefore, where we can, we will set a target date for achieving a particular element of our goal. Where we cannot be as specific, we will provide an update of our efforts when we do an annual review of this policy.

*December 3, 2007*

## Magazine Paper Procurement Policy FAQs

### 1. *What is a verified chain of custody?*

This is the process whereby fibre is tracked from its origin in forests through to manufacturing in pulp mills and paper mills and to the end product in the printing plants. CSA, FSC and SFI have a chain of custody (CoC) and a number of paper mills have established independent CoC.

### 2. *What is forest certification?*

Forest certification is the independent, third party verification of the quality of forest management within a given forest area. The process of certification requires that management be evaluated against a predetermined standard, with the evaluation being carried out by an accredited auditor. The Forest Stewardship Council, Canadian Standards Association (CSA) and Sustainable Forestry Initiative Inc. (SFI) are the leading schemes used in North America. The Forest Stewardship Council (FSC) is the oldest forest certification scheme in the world. The FSC was founded in 1993 through the efforts of the conservation group World Wildlife Fund and UK retail giant B&Q.

### 3. *What are the differences between the CSA, FSC and SFI certification standards?*

All three schemes have approved independent accreditation systems in place, sustainable forest management (SFM) standards that meet international norms and multi-interest oversight. There have been numerous operational and process comparisons made between these schemes. Most conclude that each scheme has their strong and weak points and different emphasis related to SFM. Perhaps the most important differences are that:

- FSC is a global scheme with certifications in sixty or more countries while SFI is used in the US and Canada and CSA in Canada only.
- FSC has a strong social component relating to workers rights, First Nations rights and the rights of forest dependent communities.

FSC is the only scheme that enjoys the broad support of the environmental community.

### 4. *What are "high conservation value forests"?*

High conservation value forests (HCVF) are forest areas with special attributes that make them particularly valuable for biodiversity and/or local people. The aim would be to design and implement appropriate management options for these areas in order to preserve or enhance their key ecological and socio-economic values. In some cases, it may mean formal protection of the high conservation value forest, in other cases it may mean deferred logging, and in still other cases sustainable extraction methods may be appropriate.

### 5. *What is elemental chlorine free?*

Pulp bleached with a chlorine derivative such as chloride dioxide (ClO<sub>2</sub>), instead of pure chlorine gas (Cl).

**6. *What is totally chlorine-free?***

Pulp bleached without any type of chlorine (chlorine, chlorine dioxide and hypochlorite) or that has not been bleached at all.

**7. *What is processed chlorine-free?***

Recycled papers are typically "processed-chlorine-free" (PCF), which means that no chlorine or chlorine derivatives were used in the recycling process however it may use recovered papers which were originally bleached with chlorine or chlorine derivatives as its source. (Papers that were originally bleached with chlorine or chlorine derivatives retain some of the chemicals in their fibers.) Recycled paper that is produced with chlorine or chlorine derivatives, is not PCF.