

**EU Ecolabel**

# **NETWORK TOOLKIT**

**APRIL 2019**

**Paper**



## Network Toolkit Paper – April 2019

Dear all,

Welcome to the April Network Toolkit! In this toolkit, you will find communication content for **paper**:

### **WHY use this toolkit?**

This content has been developed to provide **ready-to-use material** to **collectively optimise outreach** to our B2B and B2C target audiences. The Helpdesk posts all of the content listed within each toolkit on the official EU Ecolabel social media and website pages, and in order to increase the visibility of this content, we encourage you to **publish the material on your national social media and website pages**.

### **HOW to use this toolkit?**

This material can be **used as-is (copy/paste)**, but also **translated and edited into your national language** for greater impact towards your target audiences. The articles should be **shared with your partners and multipliers** (NGOs, journalists or sustainability and lifestyle bloggers). Make sure to **follow and tag the EU Ecolabel** when publishing on LinkedIn, so that we can share your posts on our pages.

### **WHAT material is in this toolkit?**

The following content is available within this toolkit for you to disseminate:

#### **\*Social media posts for Twitter, Facebook, and LinkedIn**

- Relevant hashtags and social media accounts to use and tag within the posts

#### **\*Articles**

- Ambassador Success Story

- Product-group specific articles

- New factsheet for Graphic, Tissue paper and Tissue Products criteria

Feel free to **send us any feedback and suggestions** concerning the toolkits—your comments will help improve the content.


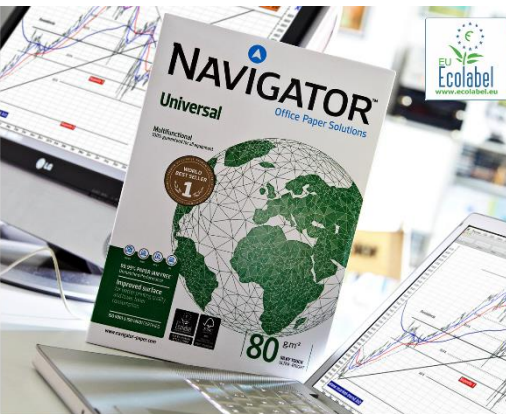
**Best wishes,**




**The EU Ecolabel Helpdesk Team**




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## I. Social media posts

Type of post & tags	Facebook / LinkedIn	Twitter	Visual
<p><b>Ambassador focus:</b> UPM</p> <p><b>Tags:</b> #EUEcolabelPaper #SustainablePaper #CircularEconomy</p>	<p>“The EU Ecolabel for paper products has the most extensive criteria and the widest geographical coverage of all existing ecolabels for paper, which is very important for a global company like @UPM_Papers” Päivi Rissanen, Sustainability Director of @UPM_Papers</p> <p>More about UPM products: <a href="https://www.upmpaper.com/">https://www.upmpaper.com/</a></p>	<p>“The EU Ecolabel for paper products has the most extensive criteria and the widest geographical coverage of all existing ecolabels for paper, which is very important for a global company like @UPMGlobal” Päivi Rissanen, Sustainability Director of @UPMGlobal</p>	 <p>© UPM</p>
<p><b>Ambassador focus:</b> The Navigator Company</p> <p><b>Tags:</b> #EUEcolabelPaper #SustainablePaper #CircularEconomy</p>	<p>The #EUEcolabel criteria are also applicable to Copying Paper. The Navigator Company recommends to choose a reliable brand that holds this certification whenever buying your office paper!</p> <p>More about The Navigator Company products: <a href="http://www.thenavigatorcompany.com/">http://www.thenavigatorcompany.com/</a></p>	<p>The #EUEcolabel criteria are also applicable to Copying Paper. @NavigatorSocial recommends to choose a reliable brand that holds this certification whenever buying your office paper!</p> <p>More about The Navigator Company products: <a href="http://www.thenavigatorcompany.com/">http://www.thenavigatorcompany.com/</a></p>	 <p>© The Navigator Company</p>

<p><b>Licence holder focus:</b> Stora Enso</p> <p><b>Tags:</b> #EUEcolabelPaper #SustainablePaper #CircularEconomy</p>	<p>90% of the Finnish company @storaenso's paper brands are awarded with the EU Ecolabel. The company chose this certification to strengthen its commitment to circular economy, as this label controls the environmental impact of the entire product life cycle.</p> <p>More about @storaenso's products: <a href="https://www.storaenso.com/">https://www.storaenso.com/</a></p>	<p>#DidYouKnow: 90% of the Finnish company @storaenso's paper brands are awarded with the #EUEcolabel! The company chose this certification as this label controls the environmental impact of the entire product life cycle.</p>	
<p><b>Current issue focus:</b> Chemicals in paper</p> <p><b>Tags:</b> #EUEcolabelPaper #SustainablePaper #CircularEconomy</p>	<p>DidYouKnow: the white colour of #paper is often acquired through a chemical process which uses #chlorine gas, a toxic pollutant whose exposure can induce nose, throat and lung irritations, as well as risks of pneumonia for workers. The #EUEcolabel criteria do not allow the use of such gas as a bleaching agent!</p> <p>More about our products: <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a></p>	<p>#DidYouKnow: the white colour of #paper is often acquired through a chemical process which uses #chlorine gas, a toxic pollutant that can be dangerous for health. The #EUEcolabel criteria bans the use of such gas as a bleaching agent!</p>	
<p><b>Current issue focus:</b> Carbon footprint</p> <p><b>Tags:</b> #EUEcolabelPaper #SustainablePaper</p>	<p>DidYouKnow: #Paper production is a major cause of global #greenhouse gas emissions. To counter this environmental issue, companies who have been awarded the #EUEcolabel commit to limiting their #CO2 emissions and to calculate all energy inputs throughout the production process.</p>	<p>#DidYouKnow: #Paper production is a major cause of global #greenhouse gas emissions. To counter this environmental issue, companies who have been awarded the #EUEcolabel commit to limiting their #CO2 emissions.</p>	

<p>#CircularEconomy</p>	<p>More about our products: <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a></p>		
<p><b>Current issue focus:</b> Energy efficiency</p> <p><b>Tags:</b> #EUEcolabelPaper #SustainablePaper #CircularEconomy</p>	<p>DidYouKnow: Poorly managed paper mills often over-consume energy resources. Improving energy efficiency in the paper industry is one of the #EUEcolabel’s main objectives in the new EU Ecolabel criteria on Graphic and Tissue paper!</p> <p>More about our products: <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a></p>	<p>#DidYouKnow: #Paper production is very energy demanding and provokes large amounts of #CO2 emissions. Improving energy efficiency in the paper industry is one of the #EUEcolabel’s main objectives in the new criteria on Graphic and Tissue paper!</p>	
<p><b>Current issue:</b> Paper industry</p> <p><b>Tags:</b> #EUEcolabelPaper #SustainablePaper #CircularEconomy</p>	<p>Amongst the array of environmental #certifications which have flooded the paper industry, the #EUEcolabel goes further than most of them with its requirements, ensuring that almost all polluting processes in the paper production are analysed and controlled.</p> <p>More about our products: <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a></p>	<p>The #EUEcolabel criteria on paper goes further than most environmental #certifications in the paper industry, ensuring that almost all polluting processes in the #paper production are analysed and controlled.</p>	
<p><b>Current issue focus:</b> Paper recycling</p> <p><b>Tags:</b> #EUEcolabelPaper #SustainablePaper #RecycledFibre</p>	<p>DidYouKnow: Although recycling paper saves resources and energy, recreating pulp from waste paper requires a deinking process that uses toxic chemicals, which easily leaks into the surrounding environment and water through factory discharge, affecting flora and fauna. The #EUEcolabel criteria make sure all surfactants used in deinking processes are biodegradable.</p>	<p>#DidYouKnow: Recycling waste #paper requires a deinking process that uses toxic chemicals, which can affect fauna and flora. The #EUEcolabel criteria make sure all surfactants used are biodegradable.</p>	

	More about our products: <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a>		
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## II. Social media tags, links and influencers

Feel free to use the following hashtags and accounts in your social media posts in order to heighten the visibility of your posts.

<b>Facebook influencers</b>	<a href="#">EU Ecolabel</a> ; <a href="#">@EUEnvironment</a> ; <a href="#">@ZeroWasteFrance</a> ; <a href="#">@EuropeanEnvironmentalBureau</a> ; <a href="#">AFNOR</a> ; <a href="#">@UPMGlobal</a> (UPM) ; <a href="#">@storaenso</a> (Stora Enso)
<b>Twitter influencers</b>	<a href="#">@EU_ENV</a> ; <a href="#">@bmoralesbailon</a> (Blanca Morales) ; <a href="#">@KarmenuVella</a> (Karmenu Vella) ; <a href="#">@Green_Europe</a> (EEB) ; <a href="#">@UPMGlobal</a> (UPM) ; <a href="#">@storaenso</a> (Stora Enso) ; <a href="#">@NavigatorSocial</a> (The Navigator Company) ; <a href="#">@EU_ECHA</a> (European Chemical Agency) ; <a href="#">@beuc</a> (BEUC) ; <a href="#">@EMAS_EUcolabel</a> (EU Ecolabel) ; <a href="#">@AFNOR</a> ; <a href="#">@ademe</a> ; <a href="#">@ZeroWasteFR</a> ; <a href="#">@CEPI_Paper</a> (CEPI)

### III. Articles

#### 1) The EU Ecolabel: reducing the toxicity of paper production processes

**Around 3,000 different types of chemicals (amongst which a number are toxic) can be used in paper-making. Although paper products are mostly biodegradable and easy to recycle, these hazardous substances can still affect human health and environment throughout every step in the life cycle of paper. The brand new EU Ecolabel criteria for paper published in 2019 make sure these environmental and health risks are limited, with bans on certain toxic chemicals.**

For example, the desired white color of paper products is often acquired through a chemical process of bleaching with chlorine gas. Yet, chlorine gas contains significant quantities of dioxins, a persistent organic pollutant, recognized amongst the most toxic pollutants in the world. Exposure to chlorine can induce nose, throat and lung irritations, as well as risks of pneumonia for workers. Dyes used for aesthetic purposes by the paper industry, are also toxic for human health when they contain ‘heavy metals’ and are classified as probable human carcinogens according to the U.S. Environmental Protection Agency, and the International Agency for Research on Cancer.

The EU Ecolabel criteria do not allow the use of chlorine gas as a bleaching agent and ensure that inks used in the products are metal-free. A long list of substances included in the ‘Candidate List for Substances of Very High Concern’ are also banned in concentrations greater than 0,10 %.

Paper is one of the most recycled products on the planet. Although recycling paper saves resources and energy, recreating pulp from waste paper requires a de-inking process that uses toxic chemicals. This process generates waste slurry which easily leaks into the surrounding environment and water through factory discharge, affecting flora and fauna. This environmental issue is dealt with by the EU Ecolabel criteria through a requirement that all substances used in de-inking processes be biodegradable. The EU Ecolabel goes further than most environmental certifications with its requirements, ensuring that almost all polluting processes in the paper production are analysed and controlled.

**Sources:**

- [https://www.researchgate.net/publication/319151738\\_HEALTH\\_HAZARDS\\_OF\\_PULP\\_AND\\_PAPER\\_INDUSTRIALS\\_WORKERS](https://www.researchgate.net/publication/319151738_HEALTH_HAZARDS_OF_PULP_AND_PAPER_INDUSTRIALS_WORKERS)
- [https://ipfs.io/ipfs/QmXoyvpizjW3WknFijNKLwHCnL72vedxiQkDDP1mXWo6uico/wiki/Environmental\\_impact\\_of\\_paper.html](https://ipfs.io/ipfs/QmXoyvpizjW3WknFijNKLwHCnL72vedxiQkDDP1mXWo6uico/wiki/Environmental_impact_of_paper.html)
- <https://www.worldofchemicals.com/458/chemistry-articles/about-3000-chemicals-used-in-papermaking.html>
- <https://bioresources.cnr.ncsu.edu/resources/the-effect-of-colorants-on-the-content-of-heavy-metals-in-recycled-corrugated-board-papers/>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4144270/>

## 2) The new EU Ecolabel criteria for paper focus on improving energy efficiency in the paper industry

**The paper industry is one of the most energy-intensive industries of the European Union. Poorly managed paper mills often over-consume energy resources and provoke large amounts of carbon emissions. The brand new EU Ecolabel criteria for paper products have set more stringent requirements both for emissions to air and water, and for electricity and fuel consumption.**

CO<sub>2</sub> emissions in the paper industry are caused by the fuel combustion used to produce heat and electricity for the pulp and paper-making processes. The new criteria published in 2019 try to limit these CO<sub>2</sub> emissions by forcing companies who have been awarded the EU Ecolabel to respect strict emission thresholds, and to calculate all energy inputs throughout the production process, including ‘de-inking’ activities for recycled pulp.

New innovations and opportunities to lower the environmental footprint of paper companies are seeing the light of day, such as biomass fuel, more efficient motors, and the recycling of pulp and fiber. “For every 1 tonne of 100% recycled paper purchased instead of non-recycled, we save 3,799 kWh electricity. This is enough energy to power a standard light bulb continuously for nearly 5 years” states Arjowiggins, an EU Ecolabel company. The EU Ecolabel criteria encourage the use of recycled materials and help companies transition towards a more circular economy.

The European pulp and paper industry has taken an active approach in improving energy efficiency. For example, thanks to investments in combined heat and power (CHP), a system that generates electricity and heat at the same time, European pulp mills now produce 50% more energy than they use, which has participated in decreasing CO<sub>2</sub> emissions by 40% since 1999, in Europe. In fact, replacing traditional boilers with CHP systems is highlighted as a best practice in the new EU Ecolabel criteria on Graphic and Tissue paper. With the implementation of these new criteria, the EU Ecolabel stays at the forefront of the paper industry’s ecological transition.

### Sources:

- <http://www.midwest-fiber.com/blog2/entry/environmental-impact-of-recycled-paper.html>
- [http://publications.jrc.ec.europa.eu/repository/bitstream/JRC115764/final\\_tr\\_papr\\_products\\_4\\_pubsy\\_13.02.2019.pdf](http://publications.jrc.ec.europa.eu/repository/bitstream/JRC115764/final_tr_papr_products_4_pubsy_13.02.2019.pdf)
- [http://www.cepi.org/system/files/public/documents/publications/othertopics/2014/RESOURCES\\_EFF\\_CEPI.pdf](http://www.cepi.org/system/files/public/documents/publications/othertopics/2014/RESOURCES_EFF_CEPI.pdf)
- <https://www.simpleecology.com/eco/soft-tissue-paper>
- [https://setis.ec.europa.eu/system/files/Technology\\_Information\\_Sheet\\_Energy\\_Efficiency\\_and\\_CO2\\_Reduction\\_in\\_the\\_Pulp\\_and\\_Paper\\_Industry.pdf](https://setis.ec.europa.eu/system/files/Technology_Information_Sheet_Energy_Efficiency_and_CO2_Reduction_in_the_Pulp_and_Paper_Industry.pdf)
- <http://www.thermalenergy.com/blog/improving-energy-efficiency-in-the-pulp-and-paper-industry>
- <http://www.europeanbioenergyday.eu/manufacturing-tissue-products-with-neutral-co2-emissions/>
- <https://recycled-papers.co.uk/green-matters/why-use-recycled-papers/using-less-energy/>



### 3) EU Ecolabel ambassador: UPM

**UPM is the world's leading producer of copying and graphic papers and a supplier of magazines, newsprints and fine papers, amongst other paper products. The Finnish company was first awarded the EU Ecolabel in 2006 for its copying and graphic papers, demonstrating the sustainability of their processes.**

“For UPM, the EU Eco-label is a very good tool to demonstrate the environmental performance of our paper products”  
**Päivi Rissanen, Sustainability Director**

UPM’s on-going research dedicated to environmentally-friendly innovation, along with its strong focus on eco-design has set new sustainability standards in the paper industry. For example, the company has developed a lighter paper which reduces the amount of raw material inputs and CO2 emissions during transportation, without compromising its quality and sturdiness.

UPM is particularly committed to promoting the circular economy with their “Zero Waste to Landfill by 2030” objective and has found a way to reuse the ash waste generated during paper production. In fact, UPM uses biomass (the combustion of organic material) as an energy source, which generates a high volume of ash, 94% of which is used in the cement and brick industry or as a fertilizer (it is an excellent source of lime and potassium, perfect for the soil).

UPM is the largest producer of graphic and copying papers awarded with the EU Ecolabel, and caters mainly to B2B consumers, who are particularly demanding with their sustainability requirements. Amongst the array of environmental certifications which have flooded the paper industry, UPM appreciated the comprehensiveness of the EU Ecolabel, which covers the product’s entire life cycle. Acquiring the EU Ecolabel was very important to the company, who wanted to go beyond the existing legislation and assert its commitment towards sustainability.

“The EU Ecolabel for paper products has the widest scope of application and the most extended geographically coverage than all other existing ecolabels, which is very important for a global company like UPM”  
**Päivi Rissanen, Sustainability Director**

**Sources:**

- <https://www.upmpaper.com/sustainability/ecolabels-and-certificates/>
- <https://www.upm.com/news-and-stories/articles/2016/09/ash-is-a-major-waste-fraction-with-many-possibilities-for-utilisation/>
- [https://www.eia.gov/energyexplained/?page=biomass\\_home](https://www.eia.gov/energyexplained/?page=biomass_home)

## IV. Factsheet

### Graphic Paper, Tissue Paper and Tissue Products factsheet

The EU Ecolabel for graphic paper, tissue paper and tissue products provides consumers and manufacturers with an eco-friendly alternative to conventional paper products which helps to lower their environmental impact. The strengths of EU Ecolabel paper products lie in the wide scope of environmental criteria they respect which contributes to facilitating the transition to a more circular economy. The ecolabel aims to promote energy efficient manufacturing processes to reduce emissions to air and water that contribute to climate change. It also guarantees products with limited hazardous substances and attests to the sourcing of raw materials from sustainably managed forests or recycled materials. The product group comprises products for both private and professional use.

The scope of the product group encompasses any unprinted blank paper or board, whether plain or colored, made from pulp, and fit to be used for writing, printing or conversion purposes. It also includes tissue products dedicated to personal hygiene, absorption of liquids and cleaning of surfaces, such as: handkerchiefs, toilet tissues, facial tissues, kitchen or household towels, hand towels, table napkins, mats and industrial wipes. Absorbent hygiene products (such as baby diapers and feminine hygiene products) are covered under a separate criteria decision.

**The EU Ecolabel addresses a number of environmental hotspots induced by the use of graphic, tissue paper and tissue products:**

**Hotspot 1: Deforestation and degradation:** *Fibres used in paper products are often sourced from inefficiently managed forests, prone to deforestation.*

The EU Ecolabel criteria aim to protect forests from deforestation by requiring that at least 70 % of fibre material allocated to the product is recycled or originates from forests managed according to sustainable forestry principles set out by an independent third-party certification scheme such as the Forest Stewardship Council (FSC). If a product contains uncertified virgin material, it must be covered by a verification system which ensures that it is legally sourced and cannot originate from GMO species.

**Hotspot 2: Carbon emission and use of energy:** *Inefficiently managed energy consumption in paper mills contributes to excessive and uncontrolled carbon emissions, which contribute to climate change, acidification of the atmosphere, ozone depletion and the depletion of non-renewable resources.*

Paper mills used in the production of EU Ecolabel graphic and tissue papers must respect thresholds limiting the amount of carbon emissions and keep strict controls on the emissions to air and water generated during the production of pulp and paper, such as Sulphur (S), Phosphorous (P) and NO<sub>x</sub>. Applicants cannot exceed a maximum amount of electricity and fuel consumed (during the entire paper life cycle) and are required to calculate all energy inputs throughout the production process, including 'de-inking' activities for recycled pulp.

The new criteria have set more stringent requirements both for emissions to air and water and for electricity and fuel consumption.

**Hotspot 3: Environmental impact of toxic substances:** *Toxic substances discharged during the production of paper have a detrimental impact on the environment, such as the eutrophication of watercourses which harms the surrounding ecosystems.*

Environmental and health risks related to emissions of hazardous chemicals are high during paper production, from the eutrophication of watercourses to the intoxication of workers. The EU Ecolabel graphic, tissue paper and tissue products criteria ban the most harmful substances, such as chlorine-based bleaches or metal-based dies. Manufacturer applicants are also required to measure the emissions to air, and emissions to water at the mills' wastewater treatment plant.

**Hotspot 4: Environmental impact of paper waste:** *When improperly managed, the life cycle of paper can affect the environment.*

The EU Ecolabel aims to reduce the amount of waste generated by the pulp and paper industry. Paper manufacturer applicants must have a waste management system in place with specific procedures for waste separation, reuse and recycling during the paper production. Applicants must also set objectives to improve their reduction of waste generation and increase the reuse and recycling waste. Applicants already registered with the EU Eco-Management and Audit Scheme (EMAS)

and/or certified according to ISO 14001 have an advantage when fulfilling this criterion.

**Hotspot 5: Overuse of paper:** *Lack of instructions may lead to overusing paper and creating unintentional waste.*

The EU Ecolabel aims to limit inefficient use of paper by ensuring awarded products are accompanied by appropriate instructions. Product packaging must provide advice on environmental best practices, such as “Please print double sided” and “Please collect used paper for recycling” to guide consumers.