



ANA/4A's Marketing Sustainability Task Force

10/03/11 Meeting Minutes

Meeting Notes

This meeting was part four of our webinar series with the purpose of educating the taskforce on the current state of the marketing sustainability issue. This meeting covered:

- Introduction to Domtar Lewis Fix, Vice President, Sustainable Business and Brand Management, Domtar
- What Part Does Paper Play in Your Supply Chain? Why is this Important to Your Brand? Linda Kramme, Senior Program Officer, World Wildlife Fund's Global Forest & Trade Network (GFTN)*
- Pixel and Print Logic, a preview of a white paper written by Gil Friend and related web tool underwritten by Domtar and Hewlett Packard Lewis Fix
- PAPER because campaign overview, which highlights how paper remains an appropriate and useful
 part of communications and business and can be an environmentally sound choice Kathy Wholley,
 Director of Advertising and Communications, Domtar

*The GFTN is WWF's initiative to eliminate illegal logging and improve the management of valuable and threatened forests. As a participant of the GFTN – North America, Domtar has committed to responsible purchasing of forest products and credible forest certification of its suppliers.

Topics Discussed

- 1. The challenge that the WWF has is around illegal and unsustainable forestry in key forest regions, driven by global demand for wood and paper.
 - a. They work with companies that are committed to production and sourcing of wood and paper from responsibly managed forests.
 - b. Across 34 countries, WWF provides on the ground assistance throughout the supply chain from sourcing to consumer.
 - c. The companies they work with represent 20% of global forest trade.
- 2. WWF talked about a key region for them the Island of Sumatra, where there is a great deal of illegal and irresponsible logging contributing to drastic deforestation
 - a. Linda shares examples of manufacturers / brands who are under scrutiny for using suppliers who source from this region.
- 3. How to avoid brand risks The Forest Stewardship Council (FSC) is the most rigorous globally recognized certification system for ensuring good forest management. It is the standard for:
 - a. Ensuring ecosystem functions
 - b. Protecting biodiversity, rare species, old growth
 - c. Protecting water resources





- d. Integrating social concerns and indigenous rights
- e. Avoiding illegal and controversial forest sources
- f. Validating responsible natural forest management
- g. Validating responsible plantation forestry
- 4. Tools for responsible sourcing recommended by WWF: www.panda.org/paper/toolbox
 - a. WWF Guide to Buying Paper
 - b. WWF Check Your Paper global database of eco-rated paper products
 - c. WWF Paper Company Environmental Indes
- 5. Key recommendations:
 - a. Buy FSC-certified paper
 - b. Buy post-consumer recycled paper
 - c. Develop a strong purchasing policy that requires traceability
 - d. Ask suppliers to tell you country of forest origin of virgin fiber in your paper
 - e. Minimize waste
 - f. Utilize paper tools available from WWF and EPN
- 6. Pixel vs. Print–guiding principles for responsible use:
 - a. Fiber sourcing
 - b. Font size
 - c. Simplex/duplex printing
 - d. Recycling at end of life
 - e. Number of readers how does that play a part on printing vs. on screen?
 - f. Audience size
 - g. Energy efficient equipment and lifespan of infrastructure
- 7. FSC certified vs. post-consumer which is better?
 - a. Depends on products and uses some recommend higher use of post-consumer, but still need to focus on forests so we maintain best practices around sustainable forests
 - b. The recycling process, e.g., de-inking and transportation involved in post-consumer production need to be accounted for when deciding what is the better option
- 8. Cost for FSC certified paper more expensive and especially for corporations this adds up
 - a. As the supply of FSC increases, pricing is becoming more comparable to non-certified
 - b. Still some significant price premiums on special types of wood, for example
 - c. Reason to pay more a guarantee to your consumer that more checks and balances have gone into your production not always easy to predict the tradeoff of that goodwill with your consumers
 - d. The efficiencies that lead to cost-savings are very long term we need to be willing to invest in change now for payoffs down the road





Next Scheduled Meeting

• Monday, November 7, 2011 at 2:00 p.m.

Task Force Members in Attendance

Kim McMillon, Bank of America (*Task Force Chair*)
Ana Aznar-Meyer, Wyndham Worldwide
Geoffrey Bado, Campbell Soup Company
Mike Ferguson, ANA
Harold Geller, 4A's
Jonathan Lese, PerkinElmer, Inc.
Rosemary Miller, Starcom
Sonia Morales, Starcom
Noreen Simmons, Unilever

Task Force Member Roster

ANA	4A's
Kim McMillon, Bank of America (Taskforce Chair)	Rosemary Miller, Starcom
Geoffrey Bado, Campbell Soup Company	Eve Magnant, Publicis Groupe
Jonathan Lese, PerkinElmer, Inc.	Larry Tormey, BBDO
Edward Martin, The Hershey Company	Chris Grimes, BBDO
Deena Iaconi, Bank of America	Jennifer Seidel, 4A's
Sue Worth, California State Automobile Association	Harold Geller, 4A's
Tabitha Upshaw, Dell, Inc.	Mike Donahue, 4A's
Brandon Upshaw, Bank of America	Sonia Morales, Starcom
Kathleen Short, Intel	Renee Holt, BBDO
Noreen Simmons, Unilever	Leslie Zemnick, BBDO





Jessica Halverson, Bank of America
David Oestreicher, NBA
Valerie Light, Verizon
Ana Aznar-Meyer, Wyndham Worldwide
Betsy Head, Unilever
Mike Ferguson, ANA
Bill Duggan, ANA