

JPA announces its Environmental Action Plan

The Japan Paper Association

April 1, 2012

Fifteen years have passed since the Japan Paper Association (JPA) established “JPA’s Committed Action Plan on the Environment” in January 1997 which was designed in response to the “Keidanren Appeal on Environment” established by Keidanren (Japan Business Federation) aiming for a sustainable economic society while dealing with global environmental challenges. Since the establishment of the JPA’s Committed Action Plan, JPA member companies have earnestly worked toward the achievement of the plan by raising the targets of the plan eight times, providing one of the best performances in the Japanese industry.

Paper and paperboard products are necessary materials for daily economic activity and cultural life, tools of education and information, and packaging and transportation of goods.

Paper and paperboard consumption is expected to grow, despite the development of electronic media and progress of IT. Given the paper industry has a societal responsibility to sustainably supply the paper products necessary for civil life in the future, the Japanese paper industry’s experiences and performances in environmental burden reduction efforts have become increasingly important.

JPA and its member companies must recognize that global environmental protection is a crucial issue for the continuance of their business and human future, and contribute to the building of a sustainable society through minimizing the environmental burden in their business at home and abroad, as well as maximizing the use of limited resources.

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Environmental Principle

Paper and paperboard products are necessary materials for daily economic activity and cultural life, tools of education and information, and packaging and transportation of goods. JPA member companies have the responsibility of sustainably supplying paper products necessary for civil life in the future through the use of limited resources.

JPA member companies are committed to contributing to the building of an economically and environmentally sound sustainable society by actively addressing environmental issues as typified by global environmental problems.

Environmental Policy

With the goal of building a sustainable society, JPA set the five environmental policies based on the environmental principle. JPA member companies shall make the utmost efforts to achieve the course of action established under the environmental policies. JPA shall conduct a follow-up survey on the progress of member companies' efforts and publish the results of the survey every year.

Environmental policies:

1. Realize a low-carbon society.
2. Realize a natural symbiosis society.
3. Realize a recycling society.
4. Address environmental risk issues.
5. Ensure steady progress in environmental management.

Course of Action

1. Realize a low-carbon society

JPA member companies shall promote the implementation of the "JPA's Action Plan for Low-Carbon Society" in order to realize a low-carbon society.

- 1) CO₂ emissions reduction
 - Through fuel conversion and deployment of energy saving equipment, reduce fossil energy derived CO₂ emissions by 1.39 million tons from the fiscal 2005 level by fiscal 2020.
 - Promote a modal shift in raw materials and products transportation,

as well as streamline the distribution system.

- Enhance energy saving efforts at business offices and laboratories.

2) Develop carbon sinks

JPA sets the target of expanding forest plantation area owned or managed by its member companies at home and abroad by 525 thousand hectares from the fiscal 1990 level to 800 thousand hectares by fiscal 2020, in view of increasing forest carbon sinks that help prevent global warming, as well as ensuring stable supply of raw materials.

2. Realize a natural symbiosis society

JPA member companies shall make efforts to develop and maintain forest resources as raw material of paper, in view of forest functions such as preventing global warming through carbon sequestration and preserving biodiversity.

1) Combat illegal logging

JPA member companies shall never purchase illegally harvested and traded wood and wood products, in order to prevent global forest destruction and degradation by illegal logging and remove illegally harvested and traded wood and wood products from marketplace.

2) Increase the use of domestic wood

JPA member companies shall actively make efforts to promote the efficient use of domestic wood resources through increasing the use of domestic wood including thinned wood, in order to revitalize rural areas and create forest carbon sinks by forest development.

3) Promote sustainable forest management

JPA member companies shall promote sustainable forest management through actively obtaining forest certification, in order to maintain biodiversity and productivity of forest ecosystems, as well as increase economic and social benefits in rural areas.

3. Realize a recycling society

JPA member companies shall save resources and address waste problems through increasing the use of recovered paper as raw material.

JPA member companies shall streamline waste disposal to extend the life of landfill sites and contribute to global warming countermeasures. JPA member companies shall enhance the efficient use of resources by maximizing the use of by-products from pulp and paper production in order to prevent wasting of natural resources.

1) Increase the use of recovered paper

JPA member companies shall achieve a recovered paper utilization rate of

64% by fiscal 2015 in view of establishing a recycling society through the reduction of waste generation and efficient use of natural resources.

- JPA member companies shall maintain and improve their deinked pulp (DIP) manufacturing capacities.
- JPA member companies shall develop the technology to increase the use of recovered paper including mixed office paper as raw material.
- JPA member companies shall promote the use of low-grade and unsuitable recovered paper for recycling as fuel including refuse paper and plastic fuel (RPF).

2) Reduce landfill of the waste through maximum use of by-products

JPA shall reduce landfill of by-products from pulp and paper production process to 350 thousand tons on a wet weight basis by fiscal 2015.

- JPA member companies shall promote inter-business cooperation to expand the recycling of by-products generated in pulp and paper production.
- JPA member companies shall reduce organic waste volume and their increase as fuel.
- JPA member companies shall promote the research and development of new utilization of by-products.

4. Address environmental risk issues

JPA member companies shall develop, implement and monitor environmental management programs as well as comply with environmental regulations, in order to reduce environmental impacts at every stage from procurement, production, use, disposal to recycling.

1) Reduce environmental burden

- JPA member companies shall further reduce environmental burden resulting from production (e.g. air and water pollution, noise, vibration, groundwater management, waste generation and odor), as well as comply with regulations.
- JPA member companies shall secure crisis management systems to avert pollution from accidents and disasters.

2) Control the chemical risks

- JPA member companies shall ensure a thorough management of the chemicals used in pulp and paper production as well as raw material and recovery resources, in order to mitigate the risk of using the chemical substances in paper and paperboard production.

5. Ensure steady progress in environmental management

JPA member companies shall operate business that places the highest priority on harmony with the environment, and play an active role in addressing resource and environment problems in the world pulp and paper

industry.

1) Ensure environment management

- JPA member companies shall improve their environmental management systems and ensure environmental compliance to avoid incorrect operations.
- JPA member companies shall strengthen their management bases through improving risk communication with communities to contribute to local economies.

2) Promote international cooperation

- JPA member companies shall focus on the research and development of resource and energy saving technology to help promote international environmental measures.
- JPA shall play a central role in cooperation among the world paper industries, especially 10 Asian paper industries^(*) in sharing energy saving technologies and recovered paper utilization systems.
(*) Japan, China, Korea, Taiwan, the Philippines, Vietnam, Thailand, Malaysia, Indonesia and India

Reference

Key Achievements of the JPA's Committed Action Plan on the Environment

1. Global Warming Issues

1) Fossil energy consumption per ton of paper produced

The Committed Action Plan initially set the target of reducing by 10% from the fiscal 1990 level by fiscal 2010, followed by two revisions in 2004 and 2007. JPA achieved 25.4% reduction in fiscal 2010, mainly thanks to fuel conversion from fossil fuel to waste and biomass fuels. Also, JPA achieved a 22.6% reduction of fossil energy-derived CO₂ emissions from the fiscal 1990 level, reducing actual CO₂ emissions by 6.63 million ton-CO₂ to 18.75 million ton-CO₂ from the fiscal 1990 level (25.38 million ton-CO₂).

2) Forest plantation area

The Committed Action Plan initially set the target of expanding forest plantation area owned or managed by member companies at home and abroad to 550 thousand hectares by fiscal 2010. The forest plantation area of JPA member companies is 690 thousand hectares in fiscal 2010, significantly exceeding the target. Now member companies are working toward the achievement of the new target of 800 thousand hectares by fiscal 2020. The total amount of carbon accumulation in forests owned or managed by member companies at the end of fiscal 2010 is 178 million tons.

2. Realize a Recycling Society

1) Recovered paper utilization

The Committed Action Plan initially set the target of achieving 56% of the recovered paper utilization rate by fiscal 2000, followed by two revisions – “60% by fiscal 2005” in 2001 and “62% by fiscal 2010” in 2005. The Japanese paper industry achieved a 62% target in fiscal 2008. Now, the industry is increasing the use of recovered paper to achieve the new target of 64% by fiscal 2015 set in the Environmental Action Plan.

2) Landfill of by-products

The Committed Action Plan set the target of reducing landfill of by-products to below 450 thousand tons on a wet weight basis by fiscal 2010. The Japanese paper industry achieved the target in fiscal 2010.

The Environmental Action Plan sets the target of reducing the total amount of landfill of by-products from member companies to below 350 thousand tons by fiscal 2015.

3. Others

1) Illegal logging

JPA established the “Guideline for Measures against Illegal Logging” in

2006. In line with the guideline, JPA member companies developed the procurement policy and system to verify the legality of wood and paper products with the implementation of third-party monitoring of their measures every year.

2) Chemical substance management

JPA established the “Guideline of Paper and Paperboard Production Intended for the Use for Food Contact” in 2007 in order to strengthen the health risk management of paper and paperboard products used for food contact containers and packages. JPA obliges its member companies to follow the Guideline in addition to the standard set by the Food Sanitation Act. The Guideline includes the limit for allowable heavy metal substances and the “negative list,” the list of harmful chemical substances that shall not be used in manufacturing paper and paperboard products for food contact. Furthermore, JPA developed the information retrieval system for chemical substances “JPA-ChemiNet” which is an open database among registered members (e.g., paper manufacturers and chemical suppliers). Through the ChemiNet, JPA has implemented risk management of chemicals by updating the negative list when related regulations are revised.

In addition to these efforts, in 2010, JPA started working on the establishment of the list of chemical substances that can be used in manufacturing paper and paperboard products for food contact.

3) Air pollution measures

In line with the government’s policy to reduce hazardous air pollutant emissions, JPA had made efforts to reduce unintentionally emitted chloroform (from the pulp bleaching process), benzene (generated by the incomplete combustion in waste incinerator) and formaldehyde used in producing some paper grades, and achieved the target in fiscal 2004. Furthermore, JPA had established the committed action plan to reduce volatile organic compounds (VOCs), substances responsible for oxidants and suspended particulate matter with the target of reducing emissions of five major VOCs such as toluene by 75% from the 2000 level by fiscal 2010. The Japanese paper industry achieved the target in fiscal 2010 with a significant 84.8% reduction from the 2000 level.

4) Water environment measures

JPA started voluntary efforts to control the discharge of adsorbable organic halides (AOX) into effluent in 1990, in order to reduce the production of chloroform and persistent toxic substances such as dioxin generated in the pulp bleaching process. JPA achieved the target in fiscal 2006.

5) Environmental disclosure

Since the establishment of JPA’s Committed Action Plan, publication of the environmental report has become established among JPA member companies.

JPA member companies are making efforts to further reduce the environmental burden and promote social responsibility with active environmental disclosure.