

Is Your Journal Worth the Paper It's Printed On?

Moderator:

Sue Silver

Frontiers in Ecology and the Environment
Silver Spring, Maryland

Speakers:

Frank Locantore

WoodWise Program, Co-op America
Denver, Colorado

Guy Dresser

Allen Press Inc
Lawrence, Kansas

Derek Smith

Derek Smith & Associates
Glenwood, Maryland

Reporter:

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Texas A&M University
College Station, Texas

CSE members may be responsible for the use of thousands of tons of paper, said moderator Sue Silver in introducing this session, designed to aid in making environmentally wise choices of paper. She then presented a quiz: At each attendee's place lay three pieces of paper, labeled A, B, and C. Which piece, the attendees were to say at the end of the session, contained 100% recycled content, which one 50%, and which one none?

While the audience was fingering the paper, three speakers addressed the session topic. First came Frank Locantore, of the WoodWise Program (a project of the Washington, DC-based nonprofit Co-op America), which focuses on helping the magazine industry to consider the environ-

ment when choosing paper. Locantore said key steps in improving paper use include reviewing paper consumption, identifying fiber sources, and developing environmental paper policies. He explained that using recycled paper decreases not only wood use but also energy consumption, greenhouse-gas emissions, particle emissions, wastewater, and solid waste. He also said that by reducing deforestation, using recycled paper decreases biodiversity loss. "Environmentally responsible" papers, he said, contain high proportions of post-consumer recycled paper, include virgin fiber only if it is certified by the Forest Stewardship Council (FSC), and are produced with minimal use of harmful chemicals. Steps he identified for starting to use paper more responsibly included determining priorities (for example, cost, brightness, or opacity), gathering information, testing, implementing, and improving. He reported that consumers are willing to pay extra for publications that contain recycled paper. For further guidance, he directed audience members to www.woodwise.org.

The second speaker, Guy Dresser, admitted, "It's not easy. The perfect paper isn't out there." The tradeoffs, he said, can include price, quality, brightness, recycled content, chlorine use, and availability of printers' house stocks. He recommended seeking paper identified as PCF—for processed chlorine-free. Obstacles to the use of environmentally preferable papers include inertia, lack of customer education, limited availability ("Ask your printer to change house stock to environmentally friendly paper"), and price, especially in the current tight paper market. Dresser gave examples of cost increases associated with using environmentally friendly

papers for typical four-color publications: for 1000 copies of 100 pages, for instance, the increase was \$112.50, and for 10,000 copies, \$334.80. Dresser said that, contrary to common belief, soy-based inks generally contain high percentages of petroleum. In closing, he identified some paper mills that offer some paper with FSC-certified content and some that offer some paper with some recycled content (with emphasis on the *somes*). He also listed Web sites to consult.

Derek Smith, the third speaker, emphasized individual responsibility regarding paper use. He recommended taking the following steps: Write down an environmental philosophy for yourself, decide how to practice it, take it into the workplace and persuade others, and look for printers that share your philosophy. He also distinguished between price and cost, noting that items can be inexpensive but have high environmental costs. "Who's going to stop doing business with you for being pro-environment? No one, I hope", he concluded.

During the discussion period, an audience member speculated that the trend toward online publication might decrease the use of paper. Locantore, however, said that it seemed "the more online stuff, the more paper is used".

As for the quiz: Most of us seemed to have trouble ascertaining which paper had how much recycled content, but at least one audience member—an editor with long experience in paper selection—got it right. Attendees left with lots more paper: a hefty folder of readings on environmentally sound paper use—all on recycled paper, of course! 📄