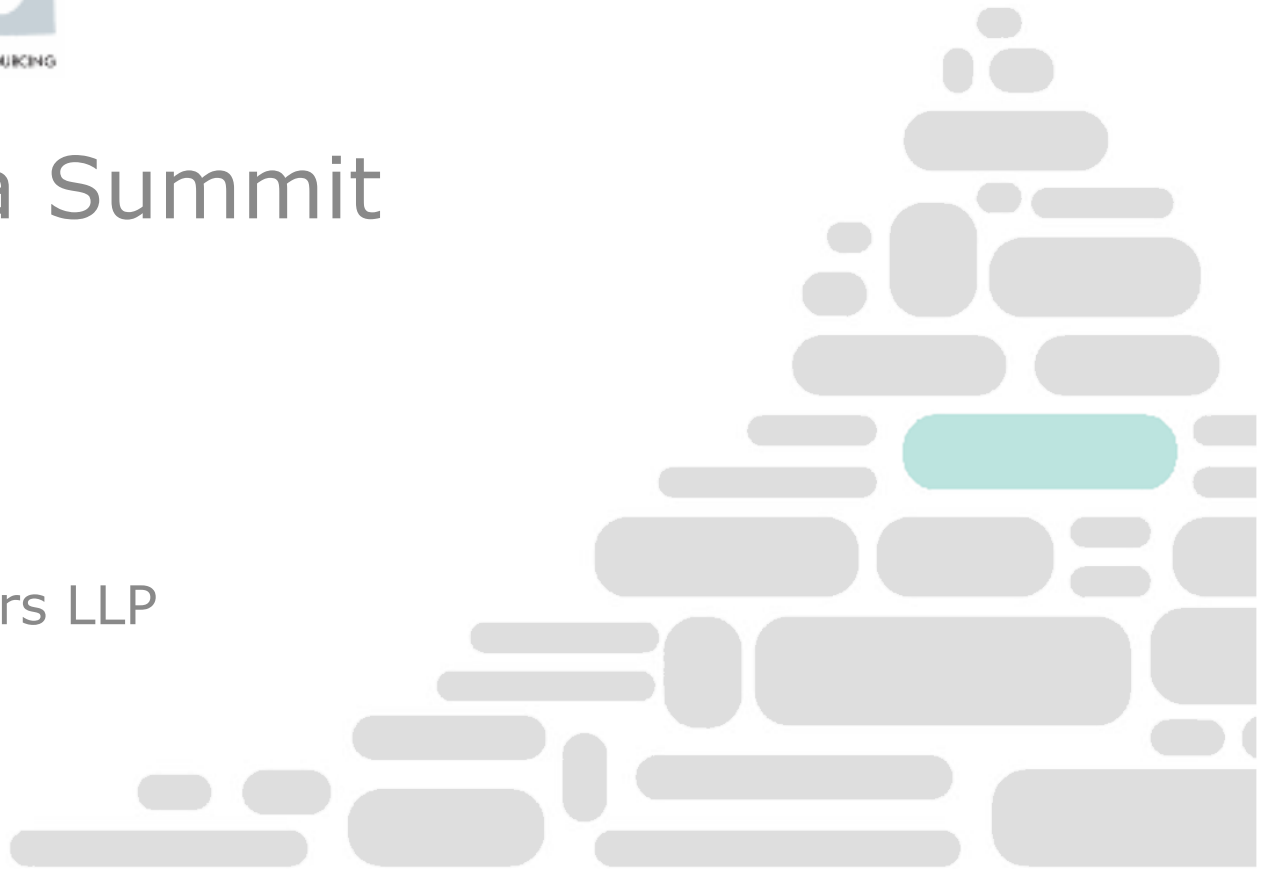




PREPS Asia Summit

June 2015

Neil Everett,
Carnstone Partners LLP



Introduction question: Level of understanding

How would you describe yourself:

1. I read widely on the topic of deforestation and it's causes, and feel well informed on the topic
2. I know a bit about the topic of deforestation and it's causes but would like to know more.
3. I know very little about the topic and want to know how where to go to find out more.

1. Increasing engagement with mills across the globe



Session 1 question:

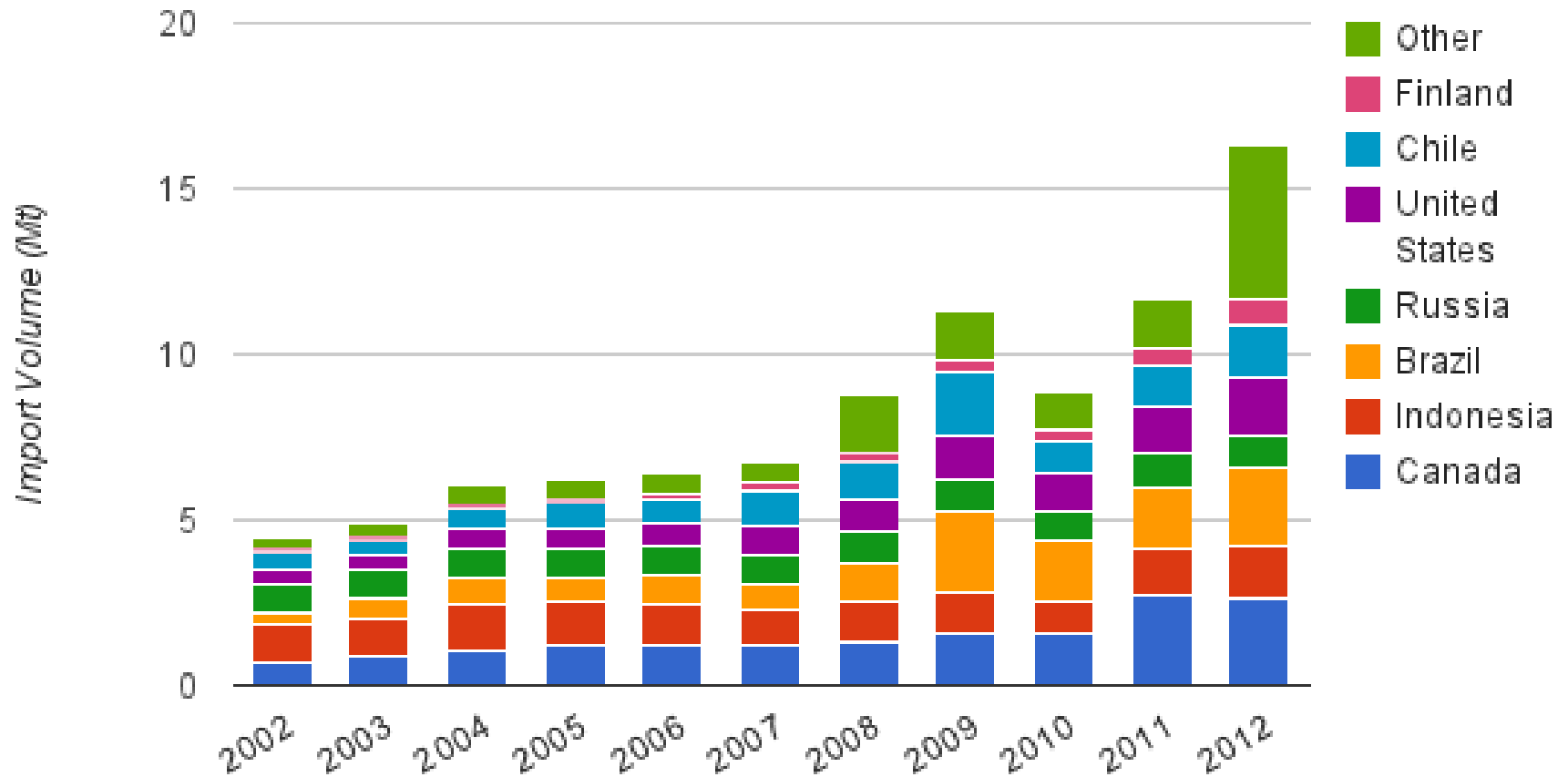
The publishing industry is making a positive contribution to the worlds forests:

- TRUE / FALSE



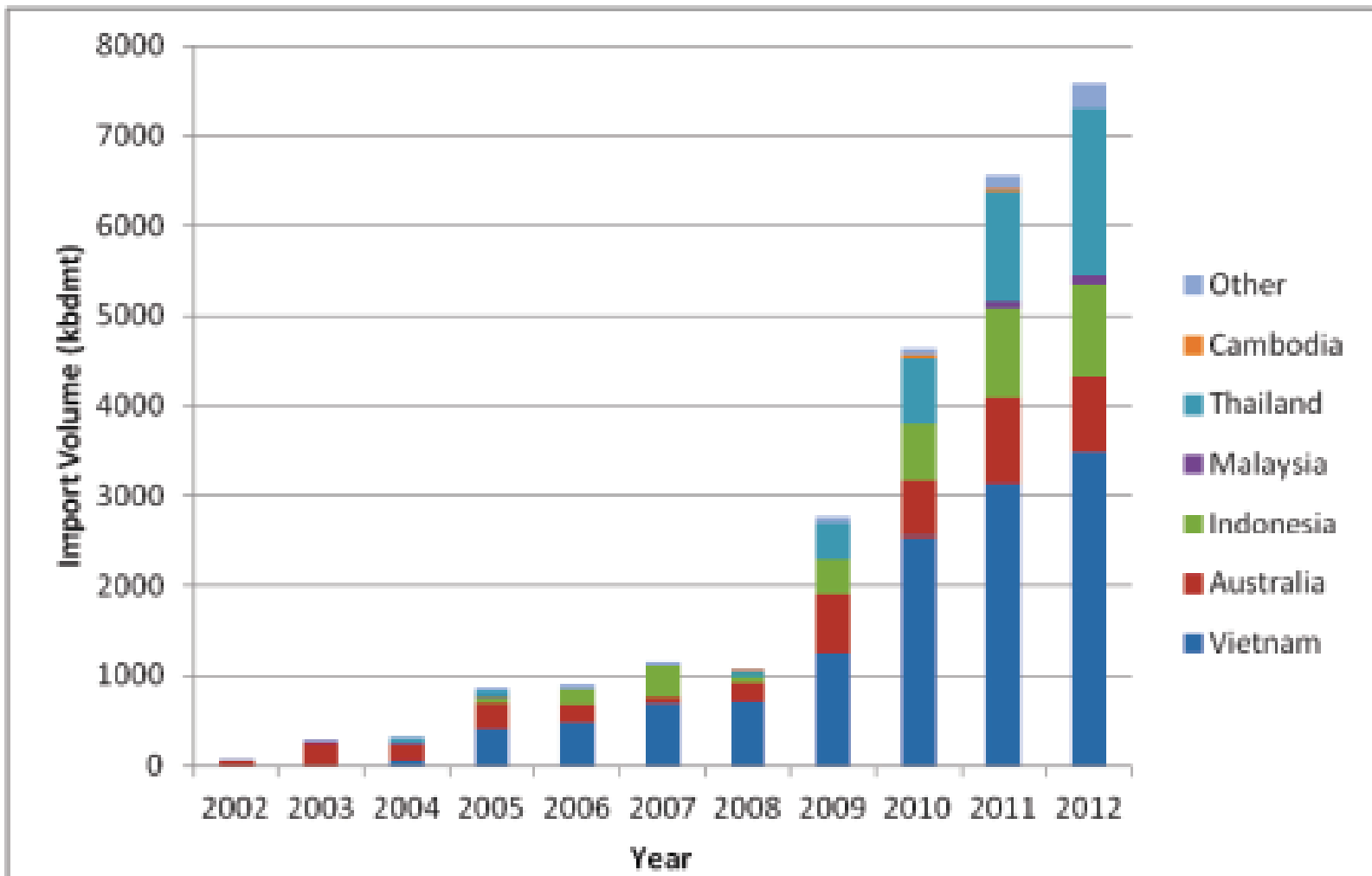
2. Huge growth in Asia, and China in particular, as a consumer of pulp and paper

Figure 7: China's Bleached Kraft Pulp Imports by Origin: 2002-2012 (MT pa)



Source: Jeremy Williams and Gary Bull PREPS North American Seminar May 8, 2014

Figure 9: China's Imports of Hardwood Pulpwood by Origin: 2002-2012 (kbdmt)

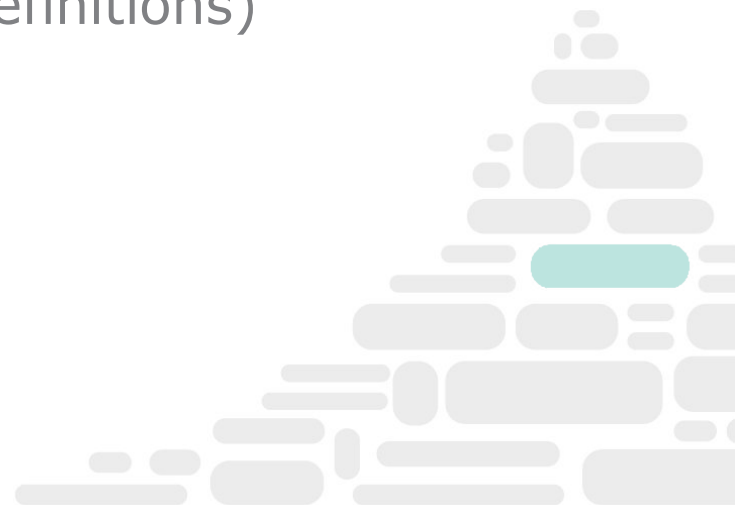


Source: Jeremy Williams and Gary Bull PREPS North American Seminar May 8, 2014

Session 2 question:

The challenge to responsible paper sourcing is:

1. Availability
2. Price
3. Poor understanding (confused definitions)
4. There is no challenge



3. Greater depth and quality of information available to assess forest sources



Search Term .

Welcome to the FSC Public Search

Certificate Holder Login →

We have updated the look and feel of the public search. From now on this replaces the old certificate search. This is the one stop for inquiries about certificates and their status. Updates to the data can take up to 24 hours.



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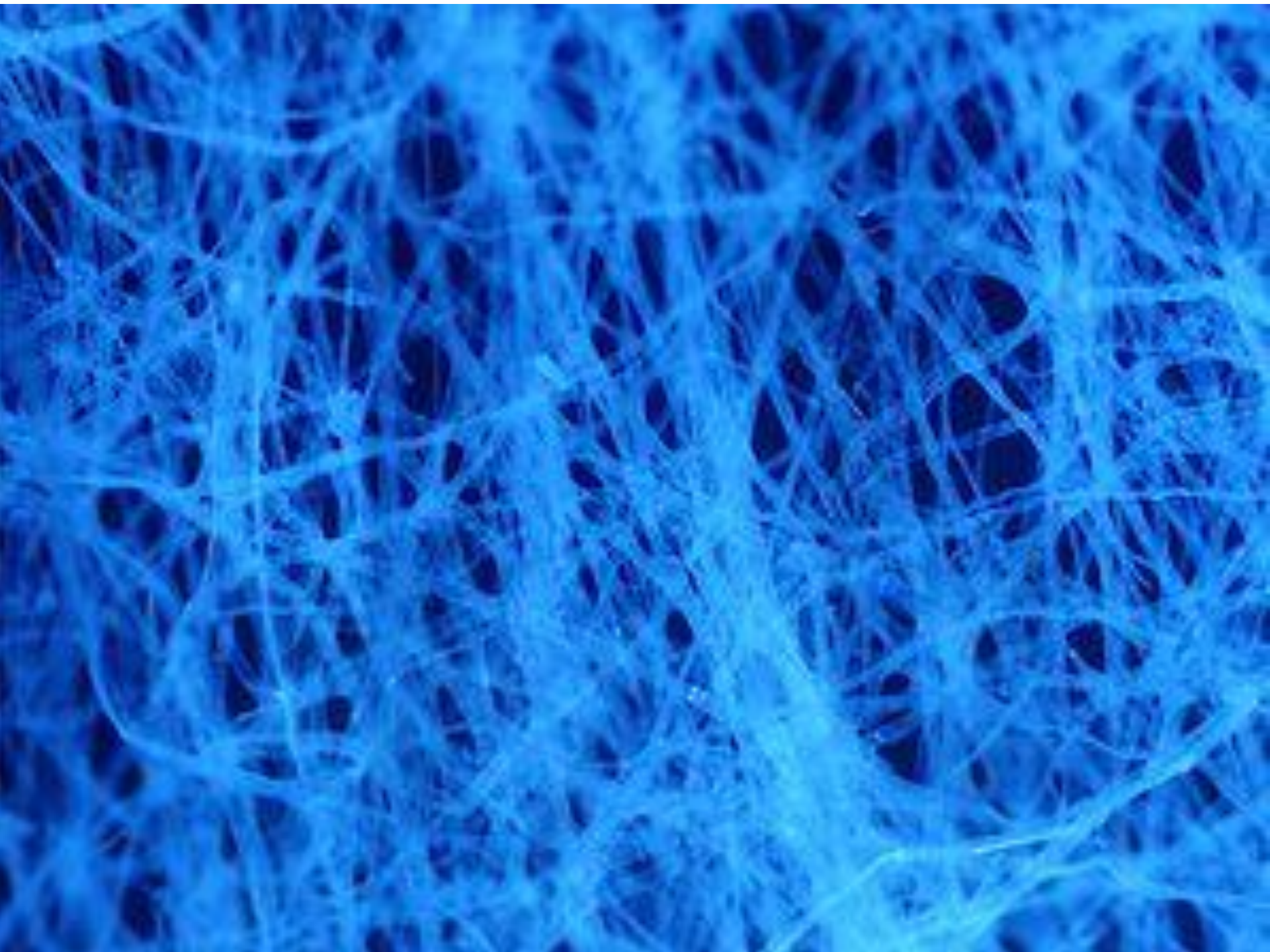
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Advanced search

Name of the organisation ?





FOREST CHANGE FOREST COVER LAND USE CONSERVATION PEOPLE STORE

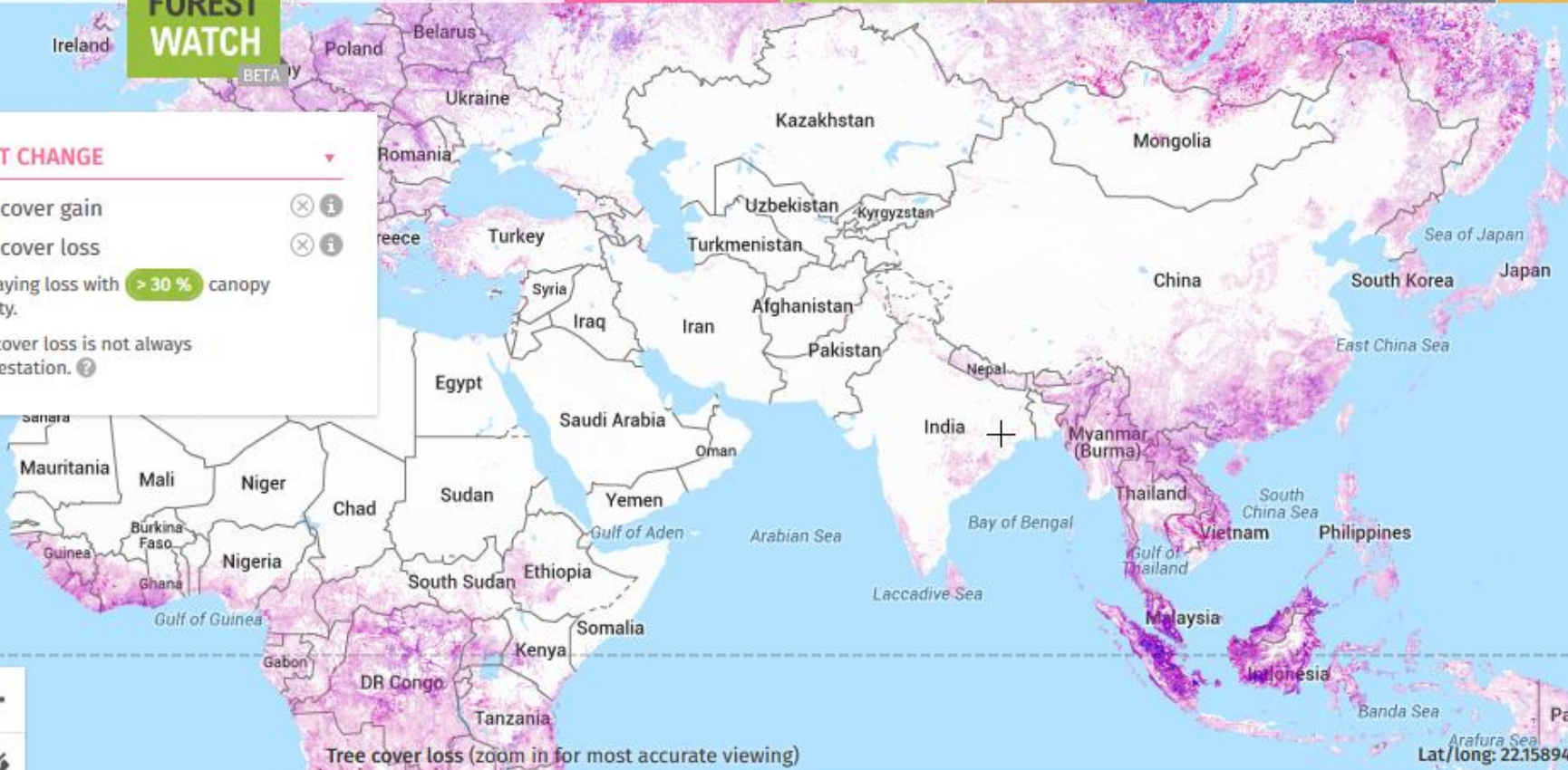
HOW TO DOWNLOAD DATA MENU Search GFW website

FOREST CHANGE

- Tree cover gain
- Tree cover loss

Displaying loss with **> 30 %** canopy density.

Tree cover loss is not always deforestation.

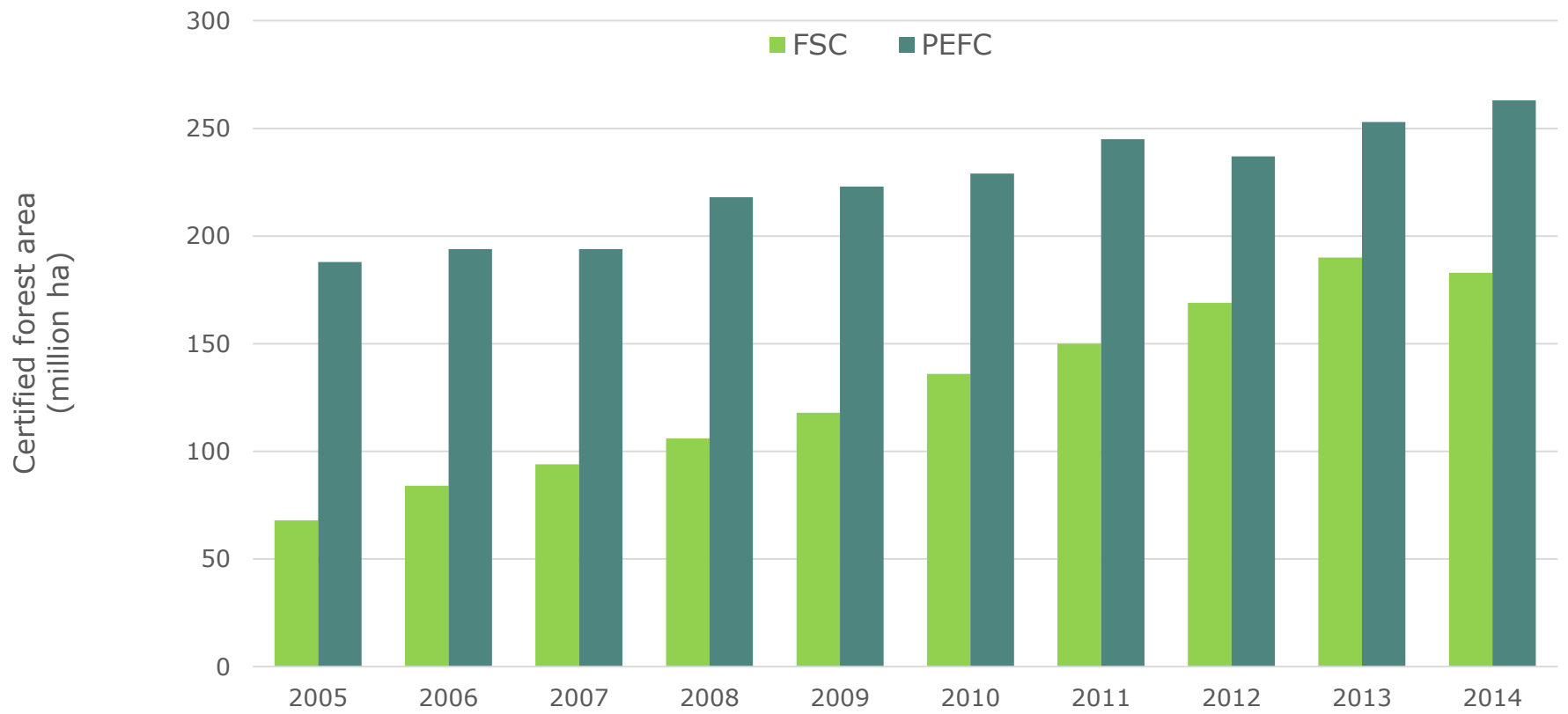


Map navigation controls: zoom in (+), zoom out (-), pan, and search (Q).

Tree cover loss (zoom in for most accurate viewing)



4. Significant growth in certified forest sources



Session 3 Question:

How do you feel about the potential inclusion of printed paper within the EUTR?

1. I welcome the inclusion of printed paper in the EUTR
2. I don't support the inclusion of printed paper in the EUTR but instead prefer voluntary measures
3. I don't have a view either way



5. eNGO campaigns are becoming increasingly well targeted, and effective



BARBIE, IT'S **OVER**

I DON'T DATE GIRLS THAT ARE INTO DEFORESTATION

Stop

MATTEL

destroying rainforests
for toy packaging

GREENPEACE

greenpeace.org/ken

6. Despite decreased deforestation rates in some regions, forest ecosystems are still under threat

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Indonesia surpasses Brazil in deforestation rate

🕒 30 June 2014 | [Asia](#)



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The government says it will delay or cut back a number of modernisation projects that were part of a planned £38.5bn upgrade of Network Rail.

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🕒 9 minutes ago

Greece crisis deepens amid deadlock

🕒 36 minutes ago

Features

7. Paper isn't the only cause but the demand for pulp and paper remains a contributing factor

MailOnline Science & Tech

Ebooks hit record high as 50% of Americans say they own a tablet or reader (but the printed book is ALSO on the up)

- Pew Research found half of respondent say they have a tablet, Kindle or some other kind of ereader
- 3 out of 10 adults read an e-book over the past year
- Respondents also read printed books, with just 4% saying they are electronic only

By MARK PRIGG

PUBLISHED: 22:41, 16 January 2014 | UPDATED: 13:30, 17 January 2014

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33 View comments

Americans are reading more ebooks than ever before - but also more print books, it has been revealed.

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8. But there is a new sense of urgency



for a living planet®

STOP Deforestation

to safeguard biodiversity, the climate and people's well-being



9. Backed up by government
action



UN Climate Summit, Sep 2014
– New York Declaration on Forests

World leaders endorse a global time-line to cut natural forest loss in half by 2020, and strive to end it by 2030



Collectively we commit to doing our part to achieve the following outcomes in partnership:

- *At least halve the rate of loss of natural forests globally by 2020 and strive to end natural forest loss by 2030*
- ***Support the private sector goal of eliminating deforestation by no later than 2020***
- *Restore 150 mn hectares of degraded landscapes and forestlands by 2020, and significantly increase the rate of reforestation thereafter, which would restore at least 200 million hectares by 2030*
- *.....*

10. The case for the value of the world's forests is being well made



Types of Ecosystem Services

Forests	
Environmental Goods	<ul style="list-style-type: none">• Food• Fresh water• Fuel• Fiber
Regulating Services	<ul style="list-style-type: none">• Climate regulation• Flood regulation• Disease regulation• Water purification
Supporting Services	<ul style="list-style-type: none">• Nutrient cycling• Soil formation
Cultural Services	<ul style="list-style-type: none">• Aesthetic• Spiritual• Educational• Recreational



PUBLISHERS' DATABASE FOR RESPONSIBLE ENVIRONMENTAL PAPER SOURCING



PREPS Summit

– breakout discussion



1. Is there a role for the publishing industry to help communicate the message of sustainable forest management?
2. How might the publishing industry and eNGO community work more closely together?

