

## SEC ANNOUNCES NEW CERTIFICATIONS UNDER ITS ENHANCED GREEN LABELLING SCHEME FOR PULP AND PAPER

*Consumers now have 16 sustainable paper products to choose from*

**Singapore, February 27, 2018:** The Singapore Environment Council (SEC) today announced four additional products have been certified under its enhanced Singapore Green Labelling Scheme (SGLS).

Two of the products are offered by UPM Specialty Papers APAC, part of UPM Group which is headquartered in Finland, while the other two products are offered by Fuji Xerox Singapore, whose headquarters is located in Japan. This brings the number of products certified under the scheme to 16.

The newly certified products are:

- Fuji Xerox Business Printing Paper (70gsm, 80gsm)
- Fuji Xerox Performer Printing Paper (70gsm, 80gsm)
- UPM Office Multifunction Copy Paper (70/75/80gsm)
- UPM Yes Silver Multifunction Copy Paper (70/75/80gsm)

These products can now display the enhanced SGLS logo on their packaging, confirming they have been sustainably produced.

The first 12 products to receive certification under the enhanced SGLS are produced by consumer goods company Kimberly-Clark who produces brands like Kleenex®, Scott®, WypAll\* range of products.

Another 35 paper products from 11 companies have been submitted to SEC and are currently undergoing the enhanced SGLS evaluation process.

The enhanced SGLS plays a critical role in reducing the risk of another damaging haze incident by requiring paper companies to comply with one of the toughest environmental standards in the world, including a requirement of zero-burning on plantations.

To achieve certification, applicants undergo a detailed audit and evaluation of their entire product supply chain – from the sourcing and manufacturing right through to the distribution and sale of their pulp and paper products. Certified products are subjected to an annual audit as well as periodic ground surveillance to ensure compliance.

Ms Jen Teo, Executive Director of SEC said consumers should purchase paper products with the enhanced SGLS logo as a way of making a personal contribution to the fight against haze and climate change.

“The Singapore Green Label is a symbol of sustainable manufacturing and good environmental practice. Singaporeans should reward companies doing the right thing by choosing SGLS certified products over those of their competitors,” Ms Teo said.

Mr Ian Hamilton, UPM’s Area Sales Director for SEA welcomed the SGLS certification, saying the company was proud to make paper products that meet the highest standards of sustainable manufacturing.

“UPM leads the forest-based bioindustry into a sustainable, innovation-driven, and exciting future. Our biodiversity programme, which was introduced over two decades ago, provides us with a systematic approach to maintaining and increasing forest biodiversity as well as promoting best practices in sustainable forestry and wood sourcing.”

“UPM’s products are made from renewable, recyclable and biodegradable materials. We continuously work to reduce the environmental footprint of our operations and products throughout the entire product lifecycle,” Mr Hamilton said.

Ms Janet Neo, Head of Corporate Sustainability, Fuji Xerox Asia Pacific said, “Fuji Xerox is honoured to receive the enhanced pulp and paper label, highlighting the robustness of our ethical paper sourcing methods that consider biodiversity protection and local communities.”

“We want to offer our customers peace of mind when they use our paper products. We will continue to pursue innovative ways to reduce the environmental impact of our products and services without compromising quality standards.”

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**\*\* END OF MEDIA RELEASE\*\***



### **ABOUT THE SINGAPORE ENVIRONMENT COUNCIL**

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-profit and non-government organisation (NGO). We influence thinking on sustainability issues and coordinate environmental efforts in Singapore.

We are also an approved charity and offer tax exemption to donors. SEC continuously engages all sectors of the community by formulating and executing a range of holistic programmes, such as the Singapore Environmental Achievement Awards, Asian Environmental Journalism Awards, SEC-StarHub School Green Awards, Singapore Green Labelling Scheme, Project: Eco-Office, Project: Eco-Shop and Project: Eco-F&B. In addition, we build a pool of committed volunteers under our Earth Helpers programme. Our Training and Education arm provides the people, public and private sectors with the opportunity to develop awareness, knowledge, skills and tools in order to protect and improve our environment for a sustainable future.

Strong partnerships with corporations, government agencies and other NGOs are valued by us. These partnerships are vital for sustaining our programmes, leading to positive action and change. Over the years, SEC has given strength and direction to the environmental movement in Singapore.

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### **新加坡环境理事会简介**

新加坡环境理事会（SEC），成立于 1995 年，是非政府组织（NGO），也是非盈利机构。我们致力于推广新加坡可持续发展项目同时协调环境改善事务。

我们是一个获得认可的慈善机构，捐赠者可享有税务优惠。通过举办一系列整体项目如新加坡环境成就奖 (Singapore Environmental Achievement Awards)、亚洲环境新闻奖 (Asian Environmental Journalism Awards)、SEC-星和校园绿化奖 (SEC-StarHub School Green Awards)、新加坡绿色标签计划 (Singapore Green Labelling Scheme)、绿化办公室计划 (Project: Eco-Office)、绿化商店计划 (Project: Eco-Shop) 和绿化餐饮计划 (Project: Eco-F&B)，新加坡环境理事会持续在社会各个领域发挥作用。

通过志愿环保战士 (Earth Helpers) 项目新加坡环境理事会组织了一支队伍协助和改善环境。我们的培训与教学部门旨在提高人民、政府部门及社会各领域的环保意识，知识与技能，并提供相关教材。多年以来，新加坡环境理事会一直支持并引导着新加坡的环保运动，通过与企业、政府机构和其他非政府组织建立密切的合作关系以更积极的行动达成改善环境的远景，这对于我们项目的可持续发展是至关重要的。

## Appendix 1

### THE ENHANCED SINGAPORE GREEN LABELLING SCHEME CRITERIA

Key features of the enhanced SGLS criteria include:

- **Full disclosure of supply chain** - the entire supply chain of a manufacturer will now be assessed and audited. This includes forests and plantations, pulp and paper mills, converting plants as well as distributors and retail companies.
- **Fibre source** - all fibre is required to be sourced from legal sources and the use of wood and fibre from protected or high conservation value areas is banned. The use of recycled fibre is required to be maximised.
- **Zero-Burning Policy** - the company, owner or concessionaire in charge of the plantation is required to have a zero-burning policy.
- **Fire Management** - companies are now required to undertake a comprehensive range of fire prevention and preparation activities so they can quickly detect and suppress fires before they get out of control. This includes the identification and mapping of fire risks, a fire prevention budget, engaging the community to promote alternatives to fire as a land preparation tool, daily hotspot monitoring, and putting in place firefighting training and equipment.
- **Peatland Management** - proper peatland management is crucial to the prevention of haze. Peatland is a naturally water-saturated landscape and an efficient carbon sink. Uncontrolled draining of peat to plant pulpwood timber makes it susceptible to fire and releases the stored carbon. Companies are now required to protect the biodiversity of peatlands through proper assessment and water management.
- **Annual Audits** - SEC will undertake annual surveillance audits of companies awarded the enhanced SGLS certification to ensure the criteria is continually met.