



Annual Report 2013

Introduction

This has been an exciting year for the EEPN, with significant progress on our top priority topics. We saw a major breakthrough in protection of Indonesian rainforests, some huge reductions in paper use by some of our target organisations in the Shrinkpaper project, stronger international networking and a reawakening of the Environmental Paper Network and China, now the world's biggest paper producer and consumer. We have also won some new resources so that next year we can get even more active. Together we will continue to transform global paper consumption and production towards our vision of an ethical and sustainable future.

Network Co-ordination

The EEPN increased its membership again this year, with new members ranging from the biggest environmental charity in Europe, the Royal Society for Protection of Birds, to a tiny new German NGO, DenkhausBremen. We were also joined by organisations from the USA, Bangladesh, China and Indonesia, which proves that our activities are becoming ever more global. We now have 72 member organisations from 27 countries.

The steering group remains the powerhouse of the network and currently consists of:

- Jonas Rudberg, from the Swedish Society for Nature Conservation.
- Richard Wainwright, from FERN.
- Risto Mustonen, who took over from Sini Erajaa, from Finnish Association for Nature Conservation.
- Helma Brandlmaier, from WWF International.
- Monika Nolle, from ARA.
- Peter Gerhardt, formerly Robin Wood, now DenkhausBremen.

Sergio Baffoni keeps our Italian link strong and leads our work on Indonesia. Mandy Haggith is the network co-ordinator. Both work part time. We have also had Anna Jenkins, Matilda Bradshaw and Jim Ford doing some work for us on the Shrinkpaper project.

Our annual meeting this year was in Sweden, and as always it gave our members the chance to direct us in where we should be putting our energies. Our priority objectives are:

- ▲ to persuade many of Europe's biggest paper users to reduce consumption;
- ▲ to co-ordinate a campaign to prevent products of Indonesian forest destruction being sold in Europe;
- ▲ to co-ordinate a campaign for less negative impacts of the pulp and paper industry on boreal forests;
- ▲ to develop the network's capacity to respond strategically to investment in new pulp and paper mills;
- ▲ to address the impacts of wood-based bioenergy use by the pulp and paper industry;
- ▲ to share information within the network and develop a range of useful information tools.

This year has seen us reaching out to places outside of Europe, and we have a new sense of the Environmental Paper Network as a global coalition of social and environmental NGOs working together for sustainable production and use of paper. There is a growing sense that as the industry becomes increasingly globalised, we need a stronger global civil society response to it. We are contacted more and more frequently by organisations outside of Europe wanting to join our network, particularly from Asia, Australasia and the Americas, and many organisations are themselves working globally and thus join both the European and North American paper network. This year we

have also helped to rekindle interest in China in their own Environmental Paper Network, and it has thus become imperative to strengthen our global co-ordination.

Our network is underpinned by a common vision, and until now the North American and European networks have had their own visions. To help us to work together across the planet, and to ensure that we have updated our aspirations to reflect present needs and opportunities, this year we have begun work on a new global vision that will be shared by all our member organisations, all around the world. We expect to publish this in 2014. We will continue to work together as networks in our own regions, but with a shared statement of intent and more active global links and joint projects.

Finances

Fundraising has been Mandy's top priority and the effort is now starting to pay off. We have had our grant renewed by JMG Foundation, which covers our core co-ordination cost. It also supports our Indonesian rainforest paper campaign, and we have been successful in increasing funding for this work, with a grant from the Waterloo Foundation. We have also won funding jointly with the EPN in North America for work in Indonesia and China, from the Blue Moon Fund and the Conservation, Food and Health Foundation. Grassroots Foundation is funding a strategy meeting on pulp mill investment which will take place early next year. The Esmee Fairbairn Foundation has also supported the ShrinkPaper project. We have received contributions from some member organisations, mostly help in kind, particularly in the form of staff time. We are very grateful for all of this support, and our financial situation is more secure for the next year than it has been at any point since the network was formed in 2006.

Income	2012	2013	2014(projected)
From foundations	€94,090	€102,690	€146,487
From members	€36,420	€36,256	€38,205
<i>Total</i>	<i>€130,510</i>	<i>€138,946</i>	<i>€184,692</i>
Expenditure			
Staff costs	€69,176	€78,683	€117,424
Travel, office etc	€61,334	€60,263	€67,268
<i>Total</i>	<i>€130,510</i>	<i>€138,946</i>	<i>€184,692</i>

Projects

Our two main projects this year were on paper from Indonesian rainforests, co-ordinated by Sergio and funded by the JMG Foundation, and the Shrink Paper project, co-ordinated by Mandy with the help of Anna, Matilda and Jim. We have also been developing a project on investment in the pulp and paper industry.

1. Shrink (Reducing Paper Consumption)

Reducing Paper Consumption is always the top priority when we ask our members what they want us to work on, yet very few of our members are active in this area. The Shrink Paper project has been our way to try to develop some materials and tools to kickstart work on paper efficiency. The project ran for two years from 2007-9, and restarted in 2012. In 2013 we completed another year of activity.

- ▲ We engaged with 60 of the UK's biggest paper consumer organisations, both public and private sector, challenging them to tackle paper efficiency, and we published a scorecard of the results, highlighting organisations that are making big paper savings and showing the benefits of doing so.
- ▲ We commissioned and published a discussion document about the contribution that paper saving can make to reducing climate change emissions from 'paper vapour', and we ran a seminar on the topic in London, attended by many of our target organisations.
- ▲ We also ran three online webinars about paper utility, paper efficient packaging, and the debate about alternatives to paper such as digital information.
- ▲ We updated our website (shrinkpaper.org) to help people at home, at school and at work to save paper, adding case studies, factsheets, webinar recordings and paper saving guidance.

Many of the organisations involved in the project would like to see it continue and we are hoping to run a 'Paper Vapour Programme' in 2014, to help public sector organisations to cut their carbon emissions through paper efficiencies. We are hopeful that a similar project will begin in Germany in 2014 and we are keen to promote other European network activity on paper saving.

2. Indonesian paper

Early in the year, in February 2013, Indonesia's biggest paper company, Asia Pulp and Paper (APP) announced a new commitment to stop logging rainforest in Indonesia, and no one has any doubt that Sergio Baffoni, our Indonesian rainforest paper co-ordinator can take credit for his indomitable spirit in the campaign that led to this breakthrough. His work is not yet done, however, as other companies, including APRIL, are still logging the rainforests and we will continue to help our member organisations and our Indonesian colleagues to struggle to end deforestation and bring about justice for local communities.

The new commitment from APP was the result of several years of co-ordinated campaigning, and whilst it was definitely a result to celebrate, it also created new challenges for us. Some of our member organisations agreed to become part of a process of actively helping APP to implement their commitment, whilst other organisations stayed out of this process, monitoring whether the company was keeping its promises and continue to lobby for a stronger policy, including demands for restitution of land to communities who withheld their consent to its use by APP, and restoration of forest and peat lands. We have therefore had a crucial role in ensuring that good communication between different organisations was maintained, and to co-ordinate consistent messaging to other stakeholders such as paper buyers and investors.

A major step was the publication in September, jointly with the EPN in North America, of *Performance Milestones for APP*, agreed by all the active campaigning organisations, which is a document laying out a road map for ongoing reform of APP's activities in Indonesia. Launched with a sell-out webinar, this has proved to be a crucial document in the ongoing dialogue about the pulp and paper industry in the region.

China is a massive consumer of Indonesian paper, many Indonesian paper operations are run by Chinese companies, and Chinese financial institutions are playing an important role in the future development of the industry by investing in new developments. It is therefore imperative to build the capacity of Chinese civil society organisations to monitor and influence these industry players. In 2010 an embryonic network of NGOs in China formed a Chinese Environmental Paper Network, and this year, with support from funders and our sister network in North America, we have been able to reinvigorate this network. We began by contacting organisations and Green Camel Bell stepped forward as being interested in co-ordinating activity. With the help of our grant, they have employed a co-ordinator, Zhang Hiuying and set up a website (www.environmentalpaper.cn). They are translating some key documents, such as our vision and documents about Indonesian rainforest paper, and they are linking up with other Chinese NGOs. We will be working together in 2014 to address how they can develop a market campaign in China to tackle the import of paper from rainforest destruction and to learn together how best to influence Chinese financial institutions to ensure only responsible investment in the pulp and paper industry.

3. Investment in the Pulp and Paper Industry

When a new pulp mill is built without due diligence being taken by investors into its social and environmental impacts, an industrial process begins that is like a bomb, the fallout of which increases in radius year by year, taking land from communities, damaging livelihoods, degrading forests and reducing biodiversity. As a network we need to build our capacity to work strategically to prevent irresponsible investment in a new generation of pulp and paper mills.

We put a lot of effort early in the year into co-ordinating a new learning partnership on ethical investment, and seeking European funding for it. Although the funding bid was unsuccessful, the process of working together on a shared project idea was very useful for us, both in clarifying the work that we want to do and in building relationships among the network, which is what we are all about! We have fortunately won other funding to enable us to put some of our plans into action.

This project will kick into action in January 2014 with a strategy meeting in a Dutch castle, bringing together activists from around the world to share knowledge and experience of influencing investors to spend their money responsibly. We will also be publishing a new global threat map of planned pulp mill developments. The strategies developed at that meeting will shape our work for the rest of the year, as it is crucial our co-ordination activity in this field is driven by our member organisations.



4. Boreal Forests

Much of the paper we use in Europe comes from boreal forests and not all of them are sustainably managed. We aim to co-ordinate work to highlight problematic boreal paper and work to ensure these problems are solved. The gathering of NGOs in Sweden for the Forest Movement Europe meeting in June, at which we had our annual network meeting, provided an opportunity for some of these problems to be discussed. Russia is a hotspot for new pulp mill developments, and China sees Russia as a major source of fibre for its growing pulp industry. We are keen to use European experience to support grassroots Russian organisations to monitor and make interventions into these plans.

5. Communications

The EEPN's website, at www.environmentalpaper.eu, provides access to the core materials that define the network, including the Common Vision for Transforming the European Paper Industry, and also to a range of useful tools, including the Environmental Calculator, PulpWatch.org and WhatsInYourPaper.com, which we are developing in collaboration with our sister network in North America, the EPN. It also has a blog, updated regularly, and a dedicated area on the APP campaign. The shrinkpaper.org website is also regularly updated, and this year it was an important window for the project work leading up to publication of the paper efficiency scorecard, the Paper Vapour discussion document and new paper-saving case studies.

We continue to run joint email lists with the EPN in North America and discussions have begun about developing enhanced paper tools for more global use.

We also have a facebook page, and a presence on twitter (@paperistas) so the tools are in place for information sharing on all relevant channels. Please follow us, like us and comment on our blog.

Conclusions and priorities for 2014

The EEPN is poised for a busy year in 2014, beginning with our investment strategy meeting, closely followed by the launch of our new joint global vision. We will be working closely with colleagues in North America, China, Indonesia and elsewhere in the world as we continue to pursue our priorities.

We are buoyed up by having won more funding than we have ever had before and the certainty of having some core resources for the year is encouraging. However, Mandy still has work to do to ensure that these resources do not dry up too quickly, and she will continue to fundraise for the projects, such as work on the boreal forests and ongoing work on consumption reduction, that remain unresourced.

We will also be taking time during 2014 to consult more deeply with our member organisations about what you want from us and how joint action by the network can be most effective. We are conscious that we have some quiet members who engage less than others and we would like to know how we can best help them in their campaigns and advocacy work. There are some geographical gaps within our network too, which we will try to fill.

If you would like to know more or have suggestions about how we can be more effective, please get in touch.

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