



Sustainable Materials Policy

Aims	3
Scope	3
Governance	3
Sustainable materials standards	4
Sourcing criteria	5
Engaging our clients	5
Collaboration and advocacy	5
Related policies	6
Appendix : Definitions and footnotes	7

Aims

HH Global is committed to the sustainable and responsible use of materials.

This policy defines our standards for the products we source. As we predominantly source paper and card stock, particular emphasis has been placed on forest based products.

The majority of our sourcing decisions are determined by our client's requirements, so this policy outlines our approach to helping clients make sustainable and responsible product choices.

Our aim is to promote sustainable materials usage, and to reduce issues associated with deforestation, forest fragmentation, and forest degradation including:

- Global warming
- Loss of ancient and endangered forests¹
- Loss of biodiversity and habitat
- Modern slavery and unacceptable working conditions
- Impacts on local communities and indigenous populations

We aim to do this by:

- Encouraging our clients to choose certified sustainable products, use recycled content, and minimize materials usage
- Promoting sustainable practices within our supply chain
- Prioritising the use of certified sustainable product sources

Scope

This policy applies to HH Global's operations in all regions. It will be communicated to:

- Employees involved in sourcing products from suppliers
- Employees who are able to advise clients on product choices
- Suppliers to HH Global

Governance

This policy is reviewed annually by HH Global's Sustainability Committee and Executive Committee.

Performance against this policy is discussed quarterly with regional procurement and sustainability teams, and with HH Global's sustainability committee. Any issues are reported to the Executive Committee.

Sustainable materials standards

These standards define our criteria for sustainable materials.

The use of **must** / **must not** indicates a mandatory requirement, whereas **should** / **should not** indicates the requirement is highly desirable.

Origin

- Forest based products **must not** be sourced from ancient and endangered forests
- Forest based products **must not** be sourced from endangered species habitat
- Forest based products **must not** be sourced from companies that are logging forests illegally²
- Forest based products **must not** be sourced from tree plantations established after 1994 through the conversion or simplification of natural forests
- Materials **should not** be sourced from locations or operations that have a detrimental impact on communities or indigenous people
- Suppliers of forest based products **should** respect the Universal Declaration of Human Rights and acknowledge indigenous and rural communities legal, customary or user rights to their territories, land, and resources⁷, and acknowledge the right of Indigenous People and rural communities to give or withhold their Free, Prior and Informed Consent (FPIC) before new logging rights are allocated or plantations are developed

Content

- Materials **should** maximise recycled content, where possible
- Post consumer waste **should** be used in recycled material content
- Materials **should** be easily recyclable at the end of their life
- Sustainable alternatives to forest based products **should** be used when possible - e.g. wheat straw paper and other agricultural residue paper

Certification

- Where the above conditions have been met, forest based products **should** be from FSC certified sources with an aim of all products being FSC certified by 2020.

Production

- Materials **must** be produced in a socially responsible manner, and with consideration for ethical labour practices
- Chlorine free paper **should** be used, with a preference for paper manufactured as Process Chlorine Free (PCF) or Totally Chlorine Free (TCF), with Elemental Chlorine Free (ECF) processing as a minimum
- Other materials that are not covered above **should** be produced in a manner that minimizes environmental impact

Usage

- Efforts **should** be taken to reduce material usage

- Materials **should** be used for as long as possible
- Efficiency in the print process **should** be maximized to avoid wastage, using HH Global's Quality Printer Program (QPP)
- Processes for recycling materials at the end of their life **should** be put in place

Sourcing criteria

Our sourcing strategy will follow our sustainable materials standards, but we will always need to balance this with the commercial constraints of our clients.

As our sourcing criteria predominantly reflects our client's requirements, our primary aim will always be to engage with our clients to advocate our standards.

All of our suppliers must acknowledge this policy. If suppliers are found to be contravening our standards, we will engage with them to change practices and/or re-evaluate our relationship with them.

We will give preference to suppliers who can balance commercial requirements with the ability to demonstrably meet our sustainable materials standards by 2020.

We request that suppliers resolve complaints and conflicts, and remediate human rights violations through a transparent, accountable, and agreeable dispute resolution process.

Engaging our clients

We will help our clients balance economic and environmental savings by :

- Promoting the case for sustainable materials
- Measuring the environmental impact of their paper and card usage
- Implementing policies to define their sustainable materials requirements
- Identifying initiatives to reduce their environmental impact

Collaboration and advocacy

We encourage collaboration with suppliers, clients, NGOs, and industry groups in order to continually improve our sustainable materials policy and practices.

We will work with Canopy and our suppliers to support collaborative and visionary solutions that protect remaining ancient and endangered forests in the Coastal Temperate Rainforests on Vancouver Island³, the Great Bear Rainforest⁴, Canada's Boreal Forests⁵, and Indonesia's Rainforests⁶.

We will advocate the case for sustainable materials usage within our industry.

Related policies

- Sustainability policy
- Environmental policy
- Sourcing policy

Appendix : Definitions and footnotes

[1] Ancient and endangered forests are defined as intact forest landscape mosaics, naturally rare forest types, forest types that have been made rare due to human activity, and/or other forests that are ecologically critical for the protection of biological diversity. Ecological components of endangered forests are: Intact forest landscapes; Remnant forests and restoration cores; Landscape connectivity; Rare forest types; Forests of high species richness; Forests containing high concentrations of rare and endangered species; Forests of high endemism; Core habitat for focal species; Forests exhibiting rare ecological and evolutionary phenomena. As a starting point to geographically locate ancient and endangered forests, maps of High Conservation Value Forests (HCVF), as defined by the Forest Stewardship Council (FSC), and of intact forest landscapes (IFL), can be used and paired with maps of other key ecological values like the habitat range of key endangered species and forests containing high concentrations of terrestrial carbon and High Carbon Stocks (HCS). (The Wye River Coalition's Endangered Forests: High Conservation Value Forests Protection – Guidance for Corporate Commitments. This has been reviewed by conservation groups, corporations, and scientists such as Dr. Jim Stritholt, President and Executive Director of the Conservation Biology Institute, and has been adopted by corporations for their forest sourcing policies). Key endangered forests globally are the Canadian and Russian Boreal Forests; Coastal Temperate Rainforests of British Columbia, Alaska and Chile; Tropical forests and peat lands of Indonesia, the Amazon and West Africa.

[2] Legal forest management is management that complies with all applicable international, national, and local laws, including environmental, forestry, and civil rights laws and treaties.

[3] Coastal temperate rainforests are rare and only ever covered 0.2% of the planet. On Vancouver Island only 10% of Vancouver Island's productive old growth rare coastal temperate rainforest remain. These stands of 1,000-year old trees continue to be harvested despite their immense value to local communities for tourism. Their accessibility and beauty are a remarkable global asset and Canopy is working to see these last stands protected.

[4] Conservation solutions are now finalized in the Great Bear Rainforest. On February 1st, 2016 the Government of British Columbia, First Nations, environmental organizations and the forest industry announced 38% protection in the Great Bear Rainforest and an ecosystem-based management approach that will see 85% of this region off limits to logging. Provided these agreements hold – sustainable sourcing has been accomplished in this ancient and endangered forest. We encourage ongoing verification of this through renewal of Forest Stewardship Council certification.

[5] Protection of Boreal Forests where the largest remaining tracts of forests are located worldwide is critical and dissolving pulp is becoming an increasing threat. Canada's Boreal Forest contain the largest source of unfrozen freshwater world wide and are part of the world's largest terrestrial carbon sink – equivalent to 26 years worth of global fossil fuel use. Canopy is committed to working collaboratively on the establishment of new protected areas, the protection of endangered species and the implementation of sustainable harvesting in Canada's Boreal Forest.

[6] Indonesia experiences the second highest rate of deforestation among tropical countries, with the island of Sumatra standing out due to the intensive forest clearing that has resulted in the conversion of 70% of the island's forested area (FAO Forest Assessment 2010; Margono, B.A. et al. 2012). Canopy and our NGO partners are focused on forwarding lasting protection of the Leuser Ecosystem.

[7] <http://www.un.org/en/universal-declaration-human-rights/>