



Double A
Double Quality Paper

The Latest Sustainability Insights

from *Double A*



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Introduction

At **Double A** Paper, we believe in the power of change. As a company, we have a responsibility to our customers and to our planet to be the best we can be in every way possible. We believe in innovation, in fact, we welcome it. It's a cornerstone of who we are as a company.

We want our product not just to be the highest quality, but to also be as environmentally friendly and sustainable as possible. At **Double A** we set out with the mission to be able to create high-quality paper that was sustainable. We don't want people to have to choose between quality and sustainability.

We use technology more and more every day. Many people constantly look at their phones, read books on devices, and essentially feel that they use less paper than ever. We do use less paper than around the turn of the century. In fact, in the United States alone, we used over 28 million tons less paper than in 1999. That's still a lot of paper, though, at 77.6 million tons - the equivalent of over a billion trees.

Several years ago, some people predicted that paper would go away when digital technology caught on. While we may not use quite as much, we still use a lot and will continue to do so. We order things more than before, so the use of invoices and packaging is actually on the rise. Mailed ads provide a more personal touch than email, so we still use those. Many people prefer the feel of a book in their hands when they sit down to read. It's not likely that paper will go away.

There are only so many trees on the planet now. We plant more daily, and regulations are in place that require replanting and other conservation measures when loggers clear-cut trees. But we also build more offices, shopping centers, and homes, which means we use more land that consisted of forests in the past.

Paper is indefinitely a part of our lives, which means that we will continue to need trees to make it. So, how do we balance the need for that paper with the need to conserve our natural resources?

The Roots of Sustainable Business Practices

The idea of sustainability has been around for over a century, though we've called it conservation, resource management, or other terms. The national parks in the United States are an example of early conservation efforts. Yellowstone National Park, Yosemite National Park, and others were created specifically to set aside a place where people could enjoy nature.

In the late 1900s, we started looking at our natural resources again. We realized that our resources, such as natural forests, really might be completely destroyed if we don't do something to prevent it. Activists called for change, and more businesses started looking at sustainable practices. Many of us don't remember a time that we thought our natural resources were infinite, but that's why we have the problem we have now. Many people didn't, and some still don't, understand that sustainability is necessary.

More businesses than ever use sustainable business practices. Most use them because they believe that it is the right thing to do, and they realize that businesses in the past ignored the problem, believing it would go away on its own, rather than cut into their profits to make a difference. What they didn't realize is that sustainable business practices are not just good for the world – they also make a difference to consumers. People want to know that the businesses they use are doing their part for the good of the world.





Core Sustainable Business Efforts

The first thing many of us think about when we hear “sustainable business practices” is conservation of the planet. That is a part of it, but there’s more than just the planet. A truly sustainable business practice considers and finds a balance in conserving the environment, being responsible to people, or social responsibility, and keeping economic value for the business. That balance allows the business and society to continue to function together, even as they work as long-term individual goals.

There are some areas that we consider core goals – areas where businesses can begin their focus on corporate responsibility.

Most businesses start with waste reduction. This means that the business, as a whole, aims to throw away less trash. A business can accomplish this by purchasing reusable packaging and utilizing other ways to create less waste.

More people recycle than ever, and businesses are included. Recycling bins for paper and plastics are available, and recycling companies pick those up regularly, making recycling more common in businesses. This allows us to reuse some of those resources instead of simply throwing them away.

Preventing pollution is another area of sustainable business practices. Manufacturers can reduce greenhouse gas emissions in their plants. Even offices that don’t create their own pollution can give employees incentives to carpool or use public transportation.

Another thing businesses can do for a big impact is use (or even produce) sustainable products. There are sustainable products in almost every industry, from the paper we use to food products. These products provide the environmental, economic, and social benefits that allow us to continue using resources while replacing them and having a lower impact on the earth.

There are other areas of focus, such as replanting, training others on sustainable practices, and using clean energy. All of these practices provide ways for businesses to become more sustainable.



Sustainable Trends

As we learn more about the earth and technology, we find new and better sustainable business practices. These trends allow us to continue to evolve as businesses within society and improve our sustainability. Across the world, leadership organizations have identified eight sustainability goals and trends that will help define 2018.

- 1 End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
- 2 Ensure availability and sustainable management of water and sanitation for all.
- 3 Ensure access to affordable, reliable, sustainable, and modern energy for all.
- 4 Automation is growing more popular, which will continue to change businesses and jobs.
- 5 Being conscious of sustainable business practices ensures that social, environmental, and economic systems offer a healthy and meaningful life for our citizens, without compromising these factors for future generations.
- 6 Use of plastics is being reduced. There is a growing concern and movement to eliminate plastics because of their impact on our environment. Businesses are moving to address this.
- 7 A vision to launch pioneering initiatives, to consolidate the economic, social and environmental aspects of sustainability, within an institutional framework and an integrated system that will ensure sustainable results.
- 8 Enabling organizations to become positive contributors to society by co-creating viable business solutions for our planet and its people.

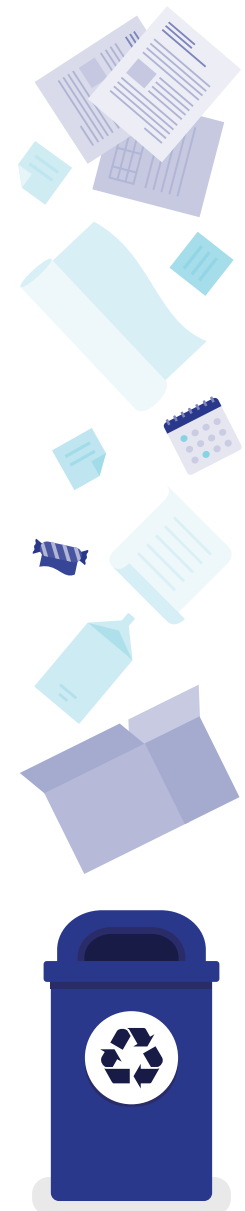
An Assessment of Recycled Paper vs. Sustainable Paper

For several decades, we've urged businesses to recycle paper. The American Forest & Paper Association began setting recovery goals in 1990, when paper recovery was at 33.5%. In 2017, 65.8% of paper in the United States was recovered and recycled. The goal is to recover at least 70% of paper per year by 2020.

Paper recycling reduces the number of trees needed to produce paper each year. The more we recycle, the fewer trees we cut and less landfill space we need. However, there may be a downside to recycling paper.

Recycling plastics is known to be good for the environment. Plastics do not biodegrade in landfills and recycle efficiently, so even though there is a little effort, plastic recycling is better for sustainability. Paper, however, uses more energy to recycle. Before you can recycle the paper, the ink needs to be removed, which means chemicals are used. Most paper also sheds small fiber during recycling. The chemicals, ink, and fibers still end up as waste in landfills.

Paper is made of wood, which is a renewable resource when handled appropriately. Well-managed forests and responsible production continually grow new trees while still supplying paper that we need. Recycling, for its benefits, still has its problems. With sustainable paper, you can be assured the forests are being managed properly. This means they provide paper and other resources while maintaining a low oxygen and carbon footprint. Several certifications, including Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) are available to ensure that the paper is sustainably sourced.





Office Culture

There are ways to create a sustainable office culture. If everyone is involved, the business's goals towards sustainable practices are more likely to succeed.

The best way to promote sustainability in the workplace is to integrate it with office culture. It should be more than a concept, but instead a way of life. Sustainability is achieved when it's collaborative and involved. Employees should feel like they've chosen sustainability, that it's an integral part of how the company operates. It should never feel forced, but instead an inviting and welcomed idea where innovation blossoms.

Incorporating sustainability is vital for a modern workplace. Waste reduction is a challenge that employees can be excited about solving by offering up their unique ideas and solutions. Companies should always be asking how they can do better. Sustainability is a new mindset, a way of looking at a company differently. An office culture that promotes sustainability creates an environment of positive change that everyone can be a part of no matter what their role is.

We all want to be involved and want our opinions to be heard. When developing sustainable business practices, involve the entire office in defining and planning. When everyone agrees on a plan, they are more likely to be excited about it and more fully participate.

You can also encourage your employees to get behind sustainability to share and learn from other companies. This doesn't have to be an official consultation, though it could be. It doesn't even need to exclude your competitors – customers will see your willingness to work with competitors on such a global benefit and be proud to give you their loyalty. When you encourage communication about sustainable practices both inside and outside your organization, you get fresh ideas.

Above all, encourage positivity about the changes. Whether we like it or not, individuals and businesses need to adapt to continue to grow. Sustainable business practices are not a change for the negative; they are positive to the business, society, and the environment. Look at the positive outcomes instead of the inconvenience of change.

Corporate Giving


Double A takes corporate responsibility one step further and makes it a part of who we are as a company. Besides being sustainable and eco-friendly, we wanted to give back in as many ways as possible. One of the ways we do this is through the idea of KHAN-NA, the way we source our trees. We use the empty spaces in between rice paddy fields that are unused year-round, to give Thai farmers an opportunity to supplement their income.

Over the years, we have partnered with 1.5 million Thai farms to plant 200 million paper trees, and the numbers keep growing. We pay the farmers to rent their land and then we monitor the growth of the trees with geo tracking technology. In three to five years when the trees mature, we buy them back from the farmers and pay them again. This creates shared value to the farmers and the community.

Through the 1 Dream 1 Tree program in 2016, **Double A** donated 200,000 trees. Special packages sold in South Asia included a QR code to register the tree to be planted. In unused land between the rice fields, Thai farmers planted these trees. Between the app and the website, consumers could track the location and growth of the tree. Overall, the campaign included participants from Thailand, South Korea, Singapore, and Malaysia and we certainly appreciate their support.



Companies today need to be more than a name, as the marketplace is flooded with competitors. A business must be a brand. Part of this branding is having a corporate conscience. Customers want to see that the companies that they choose are about more than just the profits. Corporate giving is a way to tell your customers who you are and what you believe in. Sustainability is becoming a must for a company to succeed, as consumers are becoming more aware of the impact of their everyday choices. Consumers use their purchases to reflect who they are and who they want to be. Companies that are sustainable and have a positive reputation are more successful and have increased customer loyalty. Corporate responsibility goes one step further. As more businesses innovate to become increasingly sustainable, giving back to the community is an important way for companies to show that they care.



Admired Sustainable Businesses Outside the Paper Industry

Many companies have been founded on sustainable business practices, or have even successfully moved to them after years of unsustainable practices.



Fair Harbor uses recycled plastics to make their primary product – men's swimwear. The founders believed they could do something useful with the plastic waste they saw washing up on beaches, so they found a way to reuse it. Each pair of shorts keeps 11 plastic water bottles out of the oceans.



Paladino and Company not only uses sustainable business practices in their own firm, they've made it their business to help other companies do the same. They strive for a milestone known as Net Zero Energy (NZE.) NZE means that a building produces as much energy as it consumes. As a sustainability consulting firm, Paladino works with architects and developers, as well as other companies, to use green building practices and create sustainable buildings.



Natura, a Brazilian cosmetics company, is committed to producing sustainable and safe cosmetics. The commit to producing goods using 83% of their ingredients from renewable vegetal origin. Natura invests in developing raw materials from social biodiversity.

Many people think that sustainable business practices are tiresome and difficult, but they don't have to be. With the right outlook and knowledge, any business can start making changes to improve sustainability in the environment, society, and economy.

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