

BIEC Publisher Certification

Introduction

The BIEC Green Publisher Certification program will be a market mechanism that will provide an intrinsic reward for achieving and maintaining a high degree of environmental performance. Once environmental leaders earn the certification and place it on books, this serves as a lever to motivate those peer publishers and supply chain companies that aren't innovating.

The BIEC is currently requesting public comments on its publisher certification program and eco label which is detailed below. Comments can be submitted by sending an email to comments@bookcouncil.org. **Please provide comments by April 8, 2010**

Section I. BIEC Overview, Governance and Structure

Overview

The BIEC is a group of more than 35 stakeholders working to improve the environmental performance of the book industry. The BIEC was founded by the Green Press Initiative (GPI) and is co-coordinated by GPI and the Book Industry Study Group (BISG). The council is currently focusing its efforts on four priority areas: 1) Tracking the book industry's environmental performance; 2) Promoting and implementing industry-wide goals for reducing the book industry's greenhouse gas emissions; 3) Establishing and awarding an environmental certification and eco label to identify book publishers who exhibit leadership in reducing environmental impacts, and 4) Exploring opportunities and making recommendations to reduce the number of books that are overproduced or end up in landfills.

Structure

More than 35 companies and organizations are represented on the BIEC. There are 4 subcommittees of the BIEC—one for each of the priority areas listed above. Membership to each of the subcommittees is open to any BIEC member who wishes to participate. Each committee is led by a committee chair and the four committee chairs, along with the chair of the BIEC and the BIEC's coordinating organizations (BISG and GPI) make up the BIEC's Executive Committee. Executive committee meetings and the full BIEC meetings are led by the BIEC Chair. Each subcommittee drafts proposals and makes recommendations that must be approved by a majority vote of the full BIEC. Subcommittees strive to make decisions based on a consensus, however in the rare instances where that is not possible decisions are made based on a majority vote of committee members. The executive committee oversees more general issues such as the budget for the BIEC, planning full council meetings, and granting BIEC membership to new companies/organizations. Currently the BIEC is an ad-hoc group that adheres to the structure discussed above. However, the executive committee is currently exploring options to formalize the council either by forming a nonprofit organization or by making the BIEC an independent project of a fiscal sponsor.

Membership

The BIEC Membership includes both large and small companies from various sectors of the book industry including publishers, printers, paper manufacturers/suppliers, and book retailers. The council also has representation from a number of nonprofit organizations including environmental NGOs and book industry trade/research organizations. A full list of BIEC members can be viewed at www.bookcouncil.org/participants.html. When the BIEC was formed membership was open to any interested stakeholder. More recently the council has approved the membership requirements and guidelines that can be viewed at www.bookcouncil.org/documents/requirements.pdf. In accordance with these requirements and protocols, any new member to the BIEC must first be approved by the executive committee. In particular the Executive Committee will seek to add members that have demonstrated leadership in environmental stewardship and companies/organizations from sectors of that are underrepresented in the BIEC.

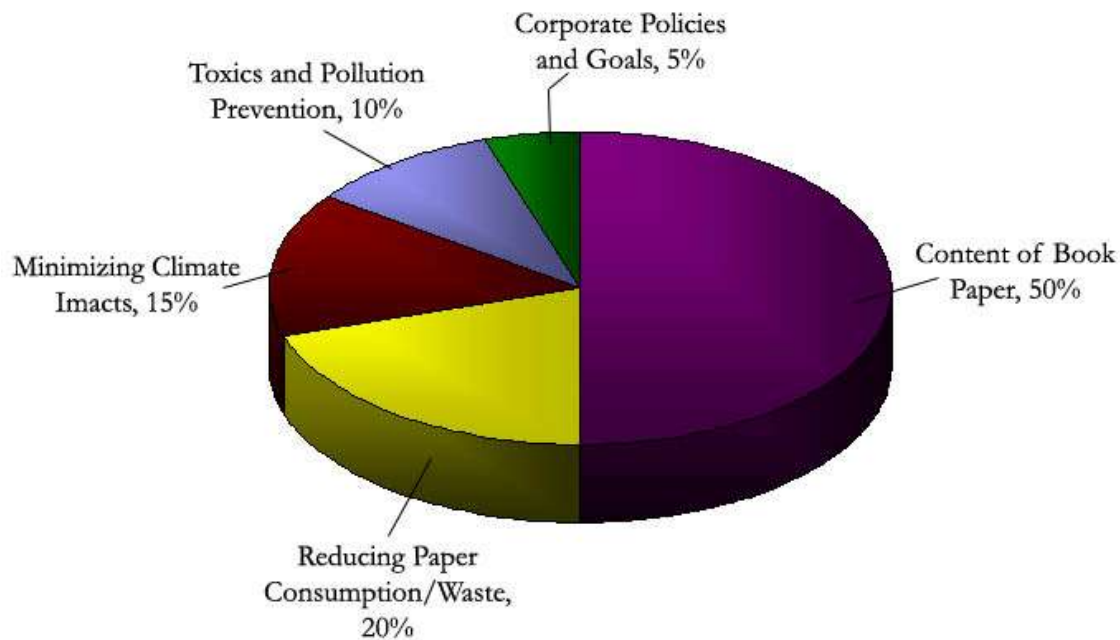
Section II. Overview of the BIEC Eco Label

After reviewing a variety of different environmental certification systems, and reviewing feedback from a diverse group of stakeholders the Book Industry Environmental Council has proposed the following:

- An eco label which identifies environmentally responsible publishers rather than individual books/titles.

- A publisher scorecard which awards points for 22 metrics of environmental performance in 5 categories (see scorecard below).
- Three tiers of certification depending on the total number of points received, and minimum requirements regarding efforts to eliminate the use of endangered forest fiber. The tiers have not yet been named but will be referred to as the top tier, middle tier and lower tier for the purposes of this document.
- A verification system requiring publishers seeking certification to submit documentation proving their claims every two years.

Certification requires a publisher to obtain a minimum score from the scorecard detailed below, along with minimum criteria for phasing out the use of endangered forest fiber. Points from the scorecard can be obtained from five broad categories. The percentage of total points that are available within each of the five categories are detailed in the chart below:



Section III. Certification Examples

Below are examples of achievements that could result in certification at each tier of certification. Since points can be awarded for many different accomplishments, the examples below illustrate just one of many ways that each level of could be accomplished.

Top Tier Certification

- Compliance with endangered forest requirements described below
- Paper use averages 45% postconsumer recycled, 35% FSC certified
- Publisher’s return rate reduced by 60%
- Far-reaching range of additional initiatives

Middle Tier Certification

- Compliance with endangered forest requirements described below
- Paper use averages 35% postconsumer recycled, 30% FSC,
- Publisher’s return rate reduced by 40%
- Range of other operational initiatives

Lower Tier Certification

- Compliance with endangered forest requirements described below
- Paper use averages 30% postconsumer recycled, 20% FSC

- Publisher's return rate reduced by 20%
- Range of other operational initiatives

Section IV. Certification Requirements

Top Tier Certification

In order to obtain the top tier of certification a publisher must obtain a score of at least 600 points. Additionally, to qualify for the top tier the publisher must comply with the endangered forest requirements detailed below.

Middle Tier Certification

In order to obtain the middle tier of certification a publisher must obtain a score of at least 500 points. Additionally, to qualify for the middle tier of certification the publisher must comply with the endangered forest requirements detailed below.

Lower Tier Certification

In order to obtain the lower tier certification a publisher must obtain a score of at least 400 points. Additionally, to qualify for the lower tier of certification the publisher must comply with the endangered forest requirements detailed below.

Endangered Forest Requirements

Recently changes have been proposed regarding the requirements to eliminate the use of endangered forest fiber. It should be noted that these changes will be discussed at the next BIEC meeting, but have not yet been voted on or approved by the council.

The primary difference between the currently accepted requirements and the proposed changes is that the thresholds for verifying that virgin fiber is not sourced from endangered forests have been increased for the lower two tiers of certification under the proposed amendments. Furthermore, under the proposed amendments publishers certified at the lower two tiers would need to verify compliance with the endangered forest requirements at the time of certification instead of being allowed three years to phase out the use of endangered forest fiber. Unlike the currently approved endangered forest requirements, under the proposed amendments the requirements are the same for all three tiers of certification. If these amendments are approved, the publisher's score would be the only consideration in differentiating between the various tiers of certification.

Comparison of currently approved and proposed changes for endangered forest requirements

	Currently Approved Endangered Forest Requirements	Endangered Forest Requirements for Proposed Amendment
Highest Tier	At the time of certification, at least 95% of fiber used in publications must verifiably be derived from sources other than endangered forests and areas where logging results in social conflict	At the time of certification 100% of the fiber must verifiably be derived from sources other than endangered forests and areas where logging results in social conflict. A small allowance (up to 5% of fiber) will be granted for specific circumstances when such verification is not possible.
Middle Tier	Publisher must have a policy in place to ensure that at least 85% of fiber used in publications is derived from sources other than endangered forests and areas where logging results in social conflict within 3 years of obtaining certification. Furthermore the publisher must demonstrate that progress has already been made towards reducing the use of fiber from endangered forests and areas of social conflict.	At the time of certification 100% of the fiber must verifiably be derived from sources other than endangered forests and areas where logging results in social conflict. A small allowance (up to 5% of fiber) will be granted for specific circumstances when such verification is not possible.
Lower Tier	Publisher must have a policy in place to ensure that at least 80% of fiber used in publications is derived from sources other than endangered forests and areas where logging results in social conflict within 3 years of obtaining certification.	At the time of certification 100% of the fiber must verifiably be derived from sources other than endangered forests and areas where logging results in social conflict. A small allowance (up to 5% of fiber) will be granted for specific circumstances when such verification is not possible.

Meeting the Endangered Forest Requirements

To qualify for the endangered forest criteria listed in the certification requirements, fiber must:

- Be recycled (postconsumer or preconsumer) fiber
- Consist of agricultural residue or on-purpose crop fiber (kenaf, bagasse, hemp, cotton, etc.)
- Be labeled as FSC certified
- Meet the controlled wood standard, or
- Have chain of custody documentation demonstrating that it is not sourced from an Endangered Forest as defined by the “Wye River” criteria. For more information see www.greenpressinitiative.org/documents/EFoverview.pdf

Section IV. Summary Points by Category

The table below shows the relative weighting of each category. The total number of possible points for each category is listed along with the percentage of all points which is included in parenthesis

Category	Possible Points (% of total points)
I. Content of Book Paper	500 (50%)
II. Reducing Paper Consumption/Waste	230 (23%)
III. Minimizing Climate Impacts	150 (15%)
IV. Toxics and Pollution Prevention	70 (7%)
V. Corporate Policies/Goals	50 (5%)
Total	1,000 (100%)

Section V. Possible Points for Individual Scorecard Items

The tables below show the relative weighting of each item on the scorecard. The total number of possible points for each item is listed along with the percentage of all points, which is included in parenthesis

I. Content of Book Paper	Possible Points (% of total points)
a. Postconsumer content	225 (22.5%)
b. 3 rd Party Certification	175 (17.5%)
c. Preconsumer content	50 (5%)
d. Papers Made from Renewable Energy	25 (2.5%)
e. Use of Agricultural Residue/Alternative Fiber	25 (2.5%)
Total	500 (50%)

II. Reducing Paper Waste	Possible Points (% of total points)
a. Scrapped/Discarded Books	85 (8.5%)
b. Reducing Returns	75 (7.5%)
c. Basis Weight Reduction	60 (6%)
d. Use of Office Paper	10 (1%)
Total	230 (23%)

III. Steps to Minimize Climate Impacts	Possible Points (% of total points)
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a. Transportation	53 (5.3%)
b. Heating and Cooling	45 (4.5%)
c. Renewable Energy	25 (2.5%)
d. Efficient Lighting	20 (2%)
e. Carbon offsets	7 (0.7%)
Total	150 (15%)

IV. Toxics and Pollution Prevention	Possible Points (% of total points)
a. Bleaching Process	40 (4%)
b. Volatile Organic Compounds	30 (3%)
Total	70 (7%)

V. Corporate Policies and Goals	Possible Points (% of total points)
a. Goals for Recycled Content	18 (1.8%)
b. Goals for Certified Fiber	13 (1.3%)
c. Goals for Reducing Climate Impacts	10 (1%)
d. Preference for EECF/PCF/TCF Bleaching	3 (0.3%)
e. Preference for Low VOC Inks	3 (0.3%)
f. Transparency of Policy	3 (0.3%)
Total	50 (5%)

Section VI. Evaluation Process

Prior to completing an application publishers will be encouraged to complete a “pre-evaluation” using a spreadsheet which can be downloaded at www.bookcouncil.org/documents/evaluation.xls. This pre-evaluation will let the publisher know if they are likely to qualify for the BIEC eco label which will prevent them from unnecessarily paying an application fee in instances where it is clear that certification will not be awarded. When a publisher appears to qualify for one of the levels of certification based on the pre-evaluation the publisher will be encouraged to complete the application process. Applications will be completed and submitted through an online portal which will allow publishers to attach documentation (receipts, letters from suppliers, etc.) verifying the environmental claims in the application. The council has previously decided what type of documentation will be required to verify the various environmental claims included in the application. Details of the documentation requirements are available at www.bookcouncil.org/documents/documentation.pdf. The organization that will carry out the certification has not yet been determined.

Section VII. BIEC Eco Label Scorecard

Below is the complete scorecard that will be used to evaluate publishers applying for the BIEC Eco Label.

I. Content of Paper used for Books

A. Postconsumer recycled content of paper (portion of postconsumer recycled fiber by weight)

i. Postconsumer recycled content of uncoated paper

Total postconsumer recycled content of uncoated paper is less than 5% *	0 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 5% *	18 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 10% *	36 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 15% *	54 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 20% *	72 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 25% *	90 points

Total postconsumer recycled content of uncoated paper is greater than or equal to 30% *	108 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 35% *	126 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 40% *	144 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 45% *	162 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 50% *	169 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 55% *	176 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 60% *	183 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 65% *	190 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 70% *	197 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 75% *	204 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 80% *	211 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 85% *	218 points
Total postconsumer recycled content of uncoated paper is greater than or equal to 90% *	225 points

What portion of book paper used (by weight) is uncoated? Please put answer in decimal form between 0 and 1. For example if 75% of paper is uncoated it should be written as 0.75 _____

Uncoated postconsumer recycled total (points received for postconsumer waste in uncoated paper Multiplied by the portion of book paper that is uncoated from the line above) _____

ii. Postconsumer content of coated paper (portion of postconsumer recycled fiber by weight)

Total postconsumer recycled content of coated paper is less than 5%	0 points
Total postconsumer recycled content of coated paper is greater than or equal to 5%	25 points
Total postconsumer recycled content of coated paper is greater than or equal to 10%	50 points
Total postconsumer recycled content of coated paper is greater than or equal to 15%	75 points
Total postconsumer recycled content of coated paper is greater than or equal to 20%	100 points
Total postconsumer recycled content of coated paper is greater than or equal to 25%	125 points
Total postconsumer recycled content of coated paper is greater than or equal to 30%	150 points
Total postconsumer recycled content of coated paper is greater than or equal to 35%	158points
Total postconsumer recycled content of coated paper is greater than or equal to 40%	166points
Total postconsumer recycled content of coated paper is greater than or equal to 45%	175 points
Total postconsumer recycled content of coated paper is greater than or equal to 50%	183 points
Total postconsumer recycled content of coated paper is greater than or equal to 55%	191 points
Total postconsumer recycled content of coated paper is greater than or equal to 60%	200 points
Total postconsumer recycled content of coated paper is greater than or equal to 65%	208 points
Total postconsumer recycled content of coated paper is greater than or equal to 70%	216 points
Total postconsumer recycled content of coated paper is greater than or equal to 75%	225 points

What portion of book paper used (by weight) is coated? Please put answer in decimal form between 0 and 1. For example if 25% of paper is coated it should be written as 0.25 _____

Coated postconsumer Total (points received for postconsumer waste in coated paper Multiplied by the portion of book paper that is coated from the line above) _____

Postconsumer Grand Total (add the coated and uncoated postconsumer totals together) _____

B. 3rd Part Certification

Note: Papers that carry more than one certification should be counted only towards the certification which would result in the most points. For example, a paper that has received both FSC and SFI certification should be counted as only having FSC certification, and should not be included in the calculation for other 3rd party certification.

i. Use of FSC certified paper

Portion of paper that is FSC certified is less than 10%	0 Points
Portion of paper that is FSC certified is greater than or equal to 10%	30 Points
Portion of paper that is FSC certified is greater than or equal to 20%	60 Points
Portion of paper that is FSC certified is greater than or equal to 30%	90 Points
Portion of paper that is FSC certified is greater than or equal to 40%	104 Points
Portion of paper that is FSC certified is greater than or equal to 50%	118 Points
Portion of paper that is FSC certified is greater than or equal to 60%	132 Points
Portion of paper that is FSC certified is greater than or equal to 70%	146 Points
Portion of paper that is FSC certified is greater than or equal to 80%	160 Points
Portion of paper that is FSC certified is greater than or equal to 90%	175 Points

ii. Use of other SFI, CSA, PEFC or other 3rd party certified paper

Portion of paper that is certified is less than 10%	0 Points
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Portion of paper that is certified is greater than or equal to 10%	10 Points
Portion of paper that is certified is greater than or equal to 20%	20 Points
Portion of paper that is certified is greater than or equal to 30%	30 Points
Portion of paper that is certified is greater than or equal to 40%	40 Points
Portion of paper that is certified is greater than or equal to 50%	50 Points
Portion of paper that is certified is greater than or equal to 60%	60 Points
Portion of paper that is certified is greater than or equal to 70%	70 Points
Portion of paper that is certified is greater than or equal to 80%	80 Points
Portion of paper that is certified is greater than or equal to 90%	90 Points

C. Preconsumer recycled content of paper (portion of preconsumer recycled fiber by weight)

Total preconsumer recycled content is less than 5%	0 points
Total preconsumer recycled content is greater than or equal to 5%	3 points
Total preconsumer recycled content is greater than or equal to 10%	6 points
Total preconsumer recycled content is greater than or equal to 15%	8 points
Total preconsumer recycled content is greater than or equal to 20%	11 points
Total preconsumer recycled content is greater than or equal to 25%	14 points
Total preconsumer recycled content is greater than or equal to 30%	16 points
Total preconsumer recycled content is greater than or equal to 35%	19 points
Total preconsumer recycled content is greater than or equal to 40%	22 points
Total preconsumer recycled content is greater than or equal to 45%	24 points
Total preconsumer recycled content is greater than or equal to 50%	27 points
Total preconsumer recycled content is greater than or equal to 55%	30 points
Total preconsumer recycled content is greater than or equal to 60%	32 points
Total preconsumer recycled content is greater than or equal to 65%	35 points
Total preconsumer recycled content is greater than or equal to 70%	38 points
Total preconsumer recycled content is greater than or equal to 75%	40 points
Total preconsumer recycled content is greater than or equal to 80%	43 points
Total preconsumer recycled content is greater than or equal to 85%	46 points
Total preconsumer recycled content is greater than or equal to 90%	48 points
Total preconsumer recycled content is greater than or equal to 95%	50 points

D. Using Papers that Support Renewable Energy*

Points from Di,-Diii can be added up to a maximum of 25 points. A given paper can only be counted once in the category for which it is awarded the most points. For example, a paper that is made from directly sourcing 75% wind energy, and 25% energy from wood biomass, would count towards points for section Di, but not for Section Diii.

i. Papers Made from Direct Sourcing of Next Generation, Low Impact, Energy Sources

Less than 5% of paper used in book production is produced using at least 75% next generation low impact energy sources.*	0 points
At Least 5% of paper used in book production is produced using at least 75% next generation low impact energy sources. *	5 points
At Least 10% of paper used in book production is produced using at least 75% next generation low impact energy sources.*	10 points
At Least 15% of paper used in book production is produced using at least 75% next generation low impact energy sources.*	15 points
At Least 20% of paper used in book production is produced using at least 75% next generation low impact energy sources.*	20 points
At Least 25% of paper used in book production is produced using at least 75% next generation low low impact energy sources.*	25 points

*For the purposes of this scorecard, “next generation, low impact renewable energy sources” are defined as new/emerging technologies that provide energy with minimal impacts on climate change. Acceptable sources include wind, solar; biogas recovered from landfills, but excludes renewable energy credits derived from such sources.

ii. Papers Made from Next Generation, Low Impact, Renewable Energy Credits

Less than 5% of paper used in book production is produced using at least 75% RECs sourced from next generation low impact energy sources.*	0 points
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At least 5% of paper used in book production is produced using at least 75% RECs sourced from next generation low impact energy sources.*	3 points
At least 10% of paper used in book production is produced using at least 75% RECs sourced from next generation low impact energy sources.*	6 points
At least 15% of paper used in book production is produced using at least 75% RECs sourced from next generation low impact energy sources.*	9 points
At least 20% of paper used in book production is produced using at least 75% RECs sourced from next generation low impact energy sources.*	12 points
At least 25% of paper used in book production is produced using at least 75% RECs sourced from next generation low impact energy sources.*	15 points

*For the purposes of this scorecard, “RECs sourced from next generation, low impact renewable energy sources” are defined as renewable energy credits that are derived from new/emerging technologies that provide energy with minimal impacts on climate change. Acceptable sources include wind and solar, but exclude renewable energy credits derived from other sources.

iii. Papers using Renewable Energy Sources

Less than 5% of paper used in book production is produced using at least 25% renewable energy sources.*	0 points
At least 5% of paper used in book production is produced using at least 25% renewable energy sources.*	2 points
At least 10% of paper used in book production is produced using at least 25% renewable energy sources.*	4 points
At least 15% of paper used in book production is produced using at least 25% renewable energy sources.*	6 points
At least 20% of paper used in book production is produced using at least 25% renewable energy sources.*	8 points
At least 25% of paper used in book production is produced using at least 25% renewable energy sources.*	10 points

*For the purposes of this scorecard “Renewable” energy sources include the “next generation, low impact renewable energy sources” defined above as well as biomass, hydro power, and other forms of renewable energy, and RECs derived from other sources.

E. Papers made with agricultural residue and alternative fiber

Less than 2% of total fiber used in book paper is made of agricultural residue or alternative fiber	0 points
At least 2% of total fiber used in book paper is made of agricultural residue or alternative fiber	5 points
At least 4% of total fiber used in book paper is made of agricultural residue or alternative fiber	10 points
At least 6% of total fiber used in book paper is made of agricultural residue or alternative fiber	15 points
At least 8% of total fiber used in book paper is made of agricultural residue or alternative fiber	20 points
At least 10% of total fiber used in book paper is made of agricultural residue or alternative fiber	25 points

II. Reducing/Recycling Paper Waste

A. Scrapped and discarded books

Less than 10% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	0 points
At least 10% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	10 points
At least 20% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	20 points
At least 30% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	30 points
At least 40% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	40 points
At least 50% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	50 points
At least 60% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	60 points

At least 70% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	70points
At least 80% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	80 points
At least 85% of discarded books are recycled, donated or otherwise diverted from landfills or incineration	85 points

B. Returns

At least 25% of books sold to retailers are returned	0 points
Less than 25% of books sold to retailers are returned	15 points
Less than 20% of books sold to retailers are returned	30 points
Less than 15% of books sold to retailers are returned	45 points
Less than 10% of books sold to retailers are returned	60 points
Less than 5% of books sold to retailers are returned	70 points

C. Basis Weight

Compared to 5 years ago, average basis weight either increased or decreased by less than 3%	0 Points
Compared to 5 years ago, average basis weight decreased by at least 3%	12 points
Compared to 5 years ago, average basis weight decreased by at least 6%,	24 points
Compared to 5 years ago, average basis weight decreased by at least 9%,	36 points
Compared to 5 years ago, average basis weight decreased by at least 12%	48 points
Compared to 5 years ago, average basis weight decreased by 15% or more	60 points

D. Reducing/Recycling Office Paper Waste (multiple selections possible)

Company ensures that all printers and faxes are set to print double sided	2 points
Company uses software that allows proofs to be viewed/edited without printing	2 points
Company uses paper with at least 30% postconsumer recycled content for printers and faxes	2 points
Waste paper, cans, bottles and other recyclables are collected and recycled in offices buildings	2 Points
Washable plates, cups, bowls, and tier 1 ware are available in cafeteria/kitchen	2 Points

Extra Credit:

Publisher is taking additional steps not listed elsewhere in this scorecard which reduces paper consumption or the amount of paper that is landfilled or incinerated by at least 5%. These additional steps must be above and beyond standard industry practices.	12 points
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III. Minimizing Climate Impacts

A. Distribution/Transportation (Multiple selections possible)

At least 80% of books are printed with 100 miles of distribution center	25 points
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Company has developed formal plan with shipping partners to minimize either the total miles books travel, or the total energy used to ship books, and these efforts have resulted in at least a 10% reduction in greenhouse gas emissions.	25 points
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Company provides incentives to employees to walk, bike, carpool or use public transportation to get to work.	3 points
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B. Heating and Cooling (Multiple selections possible)

Heating Ventilation and Air Conditioning (HVAC) system contains EnergyStar label and has been inspected to ensure it is the Appropriate Size	30 points
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Thermostat is set to 73°F or higher in the summer and 65°F or lower in the winter	15 points
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C. Renewable Energy

1% or less of total energy used is from renewable sources	0 points
At least 1% of total energy used is from renewable sources	3 points
At least 5% of total energy used is from renewable sources	6 points
At least 9% of total energy used is from renewable sources	9 points
At least 13% of total energy used is from renewable sources	12 points
At least 17% of total energy used is from renewable sources	15 points
At least 21% of total energy used is from renewable sources	18 points
At least 25% of total energy used is from renewable sources	21 points
At least 29% of total energy used is from renewable sources	25 points

D. Energy Efficient lighting*

*Include lighting in all buildings owned by the company. Efficient lighting is defined as LEDs, T-8 or T-5 fluorescent lighting, or compact fluorescent bulbs.

Less than 10% of all lighting is energy efficient	0 points
At least 10% but less than 20% of all lighting is energy efficient	2 points
At least 20% but less than 30% of all lighting is energy efficient	4 points
At least 30% but less than 40% of all lighting is energy efficient	6 points
At least 40% but less than 50% of all lighting is energy efficient	8 points
At least 50% but less than 60% of all lighting is energy efficient	10 points
At least 60% but less than 70% of all lighting is energy efficient	12 points
At least 70% but less than 80% of all lighting is energy efficient	14 points
At least 80% but less than 90% of all lighting is energy efficient	16 points
At least 90% but less than 95% of all lighting is energy efficient	18 points
Greater than 95% of all lighting is energy efficient	20 points

E. Carbon Offsets

Less than 1% of total scope 1&2 greenhouse gas emissions* are offset	0 points
At least 1of total scope 1&2 greenhouse gas emissions* are offset	1 points
At least 3% of total scope 1&2 greenhouse gas emissions* are offset	2 points
At least 5%, of total scope 1&2 greenhouse gas emissions* are offset	3 points
At least 7%, of total scope 1&2 greenhouse gas emissions* are offset	4 points
At least 9% of total scope 1&2 greenhouse gas emissions* are offset	5 points
At least 11% of total scope 1&2 greenhouse gas emissions* are offset	6 points
At least 13% of total scope 1&2 greenhouse gas emissions* are offset	7 points

*As defined in the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard Available at <http://www.ghgprotocol.org/files/ghg-protocol-revised.pdf>

Extra Credit:

Publisher is taking additional steps not listed elsewhere in this scorecard which reduce greenhouse gas emissions by at least 5%. These additional steps must be above and beyond standard industry practices.	8 points
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IV. Toxics and pollution prevention

A. Bleaching process

Less than 15% of paper used is processed using a Totally Chlorine Free (TCF), a Processed Chlorine Free (PCF) or Enhanced Elemental Chlorine Free (EECF) bleaching process	0 points
At least 15% of paper used is processed using a Totally Chlorine Free (TCF), a Processed Chlorine Free (PCF) or an Enhanced Elemental Chlorine Free (EECF) bleaching process	7 points
At least 30% of paper used is processed using a Totally Chlorine Free (TCF), a Processed Chlorine Free (PCF) or an Enhanced Elemental Chlorine Free (EECF) bleaching process	13 points
At least 45% of paper used is processed using a Totally Chlorine Free (TCF), a Processed Chlorine Free (PCF) or an Enhanced Elemental Chlorine Free (EECF) bleaching process	20 points
At least 60% of paper used is processed using a Totally Chlorine Free (TCF), a Processed Chlorine Free (PCF) or an Enhanced Elemental Chlorine Free (EECF) bleaching process	26 points
At least 75% of paper used is processed using a Totally Chlorine Free (TCF), a Processed Chlorine Free (PCF) or an Enhanced Elemental Chlorine Free (EECF) bleaching process	33 points
At least 90% of paper used is processed using a Totally Chlorine Free (TCF), a Processed Chlorine Free (PCF) or an Enhanced Elemental Chlorine Free (EECF) bleaching process	40 points

B. Volatile Organic Compounds

Less than 10% of total ink used has a volatile organic compound (VOC) content of 5% or less	0 Points
At least 10% of total ink used has a volatile organic compound (VOC) content of 5% or less	3 Points
At least 20%, of total ink used has a volatile organic compound (VOC) content of 5% or less	7 Points
At least 30% of total ink used has a volatile organic compound (VOC) content of 5% or less	10 Points
At least 40% of total ink used has a volatile organic compound (VOC) content of 5% or less	14 Points
At least 50% of total ink used has a volatile organic compound (VOC) content of 5% or less	17 Points
At least 60% of total ink used has a volatile organic compound (VOC) content of 5% or less	20 Points
At least 70% of total ink used has a volatile organic compound (VOC) content of 5% or less	24 Points
At least 80% of total ink used has a volatile organic compound (VOC) content of 5% or less	27 Points
At least 90% of total ink used has a volatile organic compound (VOC) content of 5% or less	30 Points

Extra Credit:

Publisher is taking additional steps not listed elsewhere in this scorecard which reduce solid waste or the use/releases of toxic compounds or other pollutants by at least 5%. These additional steps must be above and beyond standard industry practices. **4 points**

V. Corporate policies and goals*

* Any policy must be signed by CEO, President, or other officer of the company.

A. Goals For Recycled Content

Company has made formal commitment to use at least 20% recycled fiber by 2012, with a majority of the recycled content to be postconsumer recycled **4 Points**

Company has made formal commitment to use at least 30% recycled fiber by 2012, with a majority of the recycled content to be postconsumer recycled **9 Points**

Company has made formal commitment to use at least 40% recycled fiber by 2012, with a majority of the recycled content to be postconsumer recycled **13 Points**

Company has made formal commitment to use at least 50% recycled fiber by 2012, with a majority of the recycled content to be postconsumer recycled **18 Points**

B. Goals for Certified Content*

Company has made formal commitment to use at least 20% certified fiber by 2012 **2 (3) points***

Company has made formal commitment to use at least 30% certified fiber by 2012 **4 (6) points***

Company has made formal commitment to use at least 40% certified fiber by 2012 **5 (9) points***

Company has made formal commitment to use at least 50% certified fiber by 2012 **7 (13) points***

*Points in parentheses can only be if the policy specifies Forest Stewardship Council (FSC) certified or equivalent papers

C. Goals for greenhouse gas emissions*

*must include scope 1 and 2 emissions and emissions associated with pulp/paper.

Company has formal commitment to reduce total greenhouse gas emissions by at least 3% by 2014 **2 points**

Company has formal commitment to reduce total greenhouse gas emissions by at least 6% by 2014 **4 points**

Company has formal commitment to reduce total greenhouse gas emissions by at least 9% by 2014 **6 points**

Company has formal commitment to reduce total greenhouse gas emissions by at least 12% by 2014 **8 points**

Company has formal commitment to reduce total greenhouse gas emissions by at least 15% by 2014 **10 points**

D. Preference for Enhanced Elemental Chlorine Free Processed Chlorine Free and Totally Chlorine Free Paper

Company's environmental policy sets clear preference for papers produced using processed chlorine free (PCF), totally chlorine free (TCF) or enhanced elemental chlorine free (EECF) bleaching processes. **3 points**

E. Preference for low VOC Inks

Company's environmental policy sets clear preference for inks with low levels (5% or less) of Volatile Organic Compounds **3 points**

F. Transparency of Policy

Policy is publicly available and company reports annually on progress towards achieving policy goals. **3 Points**

If you wish to comment on the BIEC Eco Label Please send an email to comments@bookcouncil.org