



## Wood and Paper Purchasing Policy

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Sky operates the leading pay television service in the UK and Ireland, as well as being the fastest growing provider of broadband and telephony services. We produce, commission and acquire programming to broadcast on our own channels and work with channel partners to make their content available to customers. As well as operating our own satellite television platform, we offer our content on a wide range of devices, including PCs, laptops, smartphones and tablets, and provide some of our own channels to other Pay TV distributors such as Virgin Media and BT.

At Sky we believe that a successful and sustainable business is a responsible business; one that sees the bigger picture. The *Bigger Picture* is our name for doing the right thing and doing better in all areas of our business to make a positive impact on society.

Thinking about how we impact on the environment is a core part of the *Bigger Picture*. One such impact is through the paper we use in our magazines, direct mail, and marketing communications, plus transactional and paper within our offices. We try to minimise this as much as possible, but where we have to use paper, we want to ensure it is purchased from responsible companies and made with timber from forests that have been legally harvested and sustainably managed. We don't just want to stop at paper either – we also want to ensure the same for any wood we purchase, be it timber used in the construction of our offices, or the furniture we buy for use in those offices.

To help us do this we require that any paper or wood supplied to Sky is:

- Made from recycled paper, or reclaimed timber in the case of solid wood; or
- Is certified, by recognised forest certification schemes, as coming from sustainably managed forest sources.

There are two such forest schemes that Sky recognise: the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC).

Sky's preference is to use recycled paper or paper and wood that has been certified to FSC standards. However, where this is not available, Sky requires paper or wood to be certified to PEFC standards.

This policy lays out the specification for those supplying wood or paper products to Sky.

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## **Paper Specification**

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### **Internal Office Paper**

For internal office paper Sky will only use paper that is made from 100% recycled fibre. Our preference is for at least 70% of the recycled fibre to be post-consumer waste.

### **Magazines, Corporate Reports, Direct Mail, Media Inserts, Door Drops and Transactional Mail**

For all of the above, Sky will only use paper that is made from 100% recycled fibre, or paper labelled as FSC certified or PEFC certified. Our order of preference is:

1. Paper made from 100% recycled paper (at least 70% of which should be post-consumer waste)
2. Paper labelled as FSC certified
3. Paper labelled as PEFC certified

If 100% recycled paper is not available or is not appropriate for a particular use, then our preference would be a paper that is labelled as either FSC or PEFC certified and has some recycled content.

## **Wood Specification**

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### **Wood used in the construction of Sky offices or other operational sites (this includes materials used during the construction phase only, such as chipboard cladding)**

Wood used in construction should be either reclaimed timber or wood that is labelled as either FSC certified or PEFC certified.

### **Wood used in furniture, fixtures, fittings, and stationary**

Wood used in the construction should be either be reclaimed timber or wood that is labelled as either FSC certified or PEFC certified.

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## Glossary

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**Post-consumer waste** – paper recovered from our homes and offices. (It does not include printer returns or mill broke<sup>1</sup>). Post-consumer materials are finished products that have served their useful lives and would otherwise end up in landfill or incinerator<sup>2</sup>.

**Reclaimed timber** – post consumer timber that has been recovered from the market.

**Pre-consumer waste** (the other recycled content) – includes converting scrap (essentially scrap from all processes occurring once the paper has left the mill, e.g. printing, cutting and box making); newsstand returns and printers' overruns; obsolete inventory from printers and other sources; and also damaged stock<sup>3</sup>.

**FSC** – products carrying the FSC (Forest Stewardship Council) label are independently certified to assure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations.

**PEFC** – The PEFC Council (Programme for the Endorsement of Forest Certification schemes) is an independent, non-profit, non-governmental organisation, founded in 1999 which promotes sustainably managed forests through independent third party certification. The PEFC provides an assurance mechanism to purchase of wood and paper products that they are promoting the sustainable management of forests.

**Chain of custody standard** – operated by both FSC and PEFC:

- Holders of the FSC chain of custody standards are able to use the FSC logo on paper/wood products that contain FSC wood/paper
- Holders of the PEFC chain of custody standards are able to use the FSC logo on paper/wood products that contain PEFC wood/paper

**Recycled content** – Sky follows the WRAP definition of “recycled content” which adopts the National Association of Paper Merchants (NAPM) description of “genuine waste”. This is defined as: NAPM “genuine waste”:

- Converters waste: paper that has left the mill and is waste from a cutting or slitting operation undertaken to meet a specific commercial order;
- Printers waste: printing or unprinted waste collected from a printing operation, which may be either ‘trimmings’ (guillotine waste), ‘overs’, ‘rejects’ or any other similar waste received direct from a printer; and
- Domestic/household/office (i.e. post-consumer) waste: waste collected from any of these places, and which may be printed or unprinted.

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<sup>1</sup> Mill broke is waste produced during the paper making process.

<sup>2</sup> Source WRAP see:

[http://www.wrap.org.uk/downloads/2\\_Recycled\\_paper\\_content\\_definition.eb1c7ed7.2965.pdf](http://www.wrap.org.uk/downloads/2_Recycled_paper_content_definition.eb1c7ed7.2965.pdf)

<sup>3</sup> Source WRAP see:

[http://www.wrap.org.uk/downloads/2.Recycled\\_paper\\_content\\_definition.eb1c7ed7.2965.pdf](http://www.wrap.org.uk/downloads/2.Recycled_paper_content_definition.eb1c7ed7.2965.pdf)