Regional Sustainability in Northeast Wisconsin

for Green Innovations 2010
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Rob Bermke
Sr. Environmental Engineer
Georgia-Pacific Consumer Products LP
Green Bay Operations
Sustainability for Georgia-Pacific

Georgia-Pacific defines “Sustainability” as

"meeting the needs of society today without jeopardizing our ability to do so in the future."
Georgia-Pacific Sustainability Statement

Georgia-Pacific creates long-term value by using resources efficiently to provide innovative products and solutions that meet the needs of customers and society, while operating in a manner that is environmentally and socially responsible and economically sound.
Georgia-Pacific Sustainability Dimensions

• **Social dimension** - helping make people's lives better through the products we make, support for the communities in which we live and work, maintaining quality work environments, and sourcing responsibly

• **Environmental dimension** - using resources wisely, complying with laws, minimizing the impact of our facilities by operating in a safe, responsible and efficient manner, and reducing the adverse impact of our products in use

• **Economic dimension** - profitability; the cost to customers and consumers to use our products; making products that are preferred in the marketplace; and our community impact through local purchases of goods and services, taxes and other community support
“Successful companies create value by providing products or services their customers value more highly than available alternatives. They do this while consuming fewer resources, leaving more resources available to satisfy other needs in society. Value creation involves making people’s lives better. It is contributing to prosperity in society.”
The Broadway mill has been recycling pre-consumer and post-consumer fiber since the 1930s.

- We are adopting emerging energy efficiency initiatives like motor replacements and lighting and cooling upgrades.
- In the papermaking process, Broadway uses oxygen-based bleaching (no chlorine).
- In 2009, selected lines of Broadway's commercial products earned EcoLogo™ and Processed Chlorine Free (PCF) certification.
- Our EcoSource paper sorting operation diverts waste from public landfills.
- Every effort is made to minimize packaging materials (perfect footprint).
- At both mills, we load all trailers to maximize freight efficiency.
- The majority of ash from Broadway's boilers is beneficially reused in accordance with state regulations.
- At Broadway, we recycle storm water and waste water, and both sites have an on-site waste water treatment facility.
  - Some wastewater treatment plant sludge from the treatment plants at Broadway are sent to a local company where it is transformed into a marketable product.
  - We also burn wastewater treatment plant sludge to reduce landfill space consumption and to produce energy.
- Employees with specific areas of expertise are members of state committees and councils that are working on environmental issues.
- Employees at both mills help recycle aluminum cans, plastic bottles, batteries, pallets, newspapers, corrugate, metal and other materials.
- Both mills have become active waterfowl nesting areas. Staff constructed a permanent nesting box for peregrine falcons, an endangered species in Wisconsin.
Environmental Values for Sustainability

MANUFACTURING AND ADMINISTRATIVE PROCESSES
- Sustainable supply of consistent and predictable raw materials
- Raw materials and finished products with small ecological footprints
- Finished products that provide value to the customer
- Conversions and transitions are efficient with little wasted energy

CHARACTERISTICS OF HUMAN CAPITAL AND MACHINERY
- Durability and reliability (long-term perspective)
- Flexibility, or willingness and initiative, to upgrade and improve
- Directionally strategic
- Focus on scalability (can this work for others in a larger setting)
- Focus on optimization, not maintenance
  (difference between conservation and sustainability)
Sustainability

IS A JOURNEY,

NOT A DESTINATION,

AND UNDERPINS GEORGIA-PACIFIC’s VERY EXISTENCE
On the web.....

http://www.gp.com/aboutus/sustainability/