



PPA's Declaration of Official Support for the WWF-UK's Forest Campaign

The Professional Publishers Association (PPA) is the association for publishers and providers of consumer, customer and business media in the UK. The PPA has around 220 publishing companies in its membership, which collectively produce more than 2,500 consumer and business magazines and journals as well as digital media, data products and events.

The PPA has an existing commitment to promoting responsible forest trade to its membership. The PPA encourages its members to use material from sustainable sources, with the recommendation that FSC and PEFC certified paper is used in publications and recycled material should also be considered where it is fit for the purpose. This commitment is reinforced as the PPA signed a voluntary Responsibility Deal with the UK government that commits the industry to undertake a raft of initiatives over a five-year period, with the aim of mitigating the environmental impact of activities from both individual publishers and the industry as a whole. The key overarching priorities detailed within the Responsibility Deal are: waste prevention, sustainable production, and recycling. Specifically, publishers will focus on activities to: reduce carbon emissions; limit the amount of plastic wrapping and cover mounted gifts that go to landfill; improve the recyclability of magazines; and encourage ethical, sustainable procurement practices. Progress made by the industry will be reported annually to government.

The PPA works with WWF on responsible forest trade issues and fully supports its campaign to close the legal loopholes in the European Union Timber Regulation (EUTR) so that all timber and timber products must be from legal sources and mechanisms are put in place to enable a market in 100% sustainable timber and timber products by 2020.

The PPA, on behalf of publishers from Great Britain within PPA membership, confirms that as part of the industry's support for WWF-UK's Forest Campaign, it will pledge to:

- Publish the progress made by the PPA membership on prioritising legal and sustainable sourcing of timber and timber products for their business, in line with the Responsibility Deal.
- Encourage their members to make individual declaration of support to WWF's Forest campaign to support the call for the EU to close the loopholes in the current EU Timber Regulation so that all timber and timber products must be from legal sources.
- Support the call for the UK government and the EU to complete the transition to a market in sustainable timber and timber products by 2020.

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