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Creating a Return on EnvironmentSM

Forest Products Industries



The Forest Products Industries are increasingly faced with drivers to reduce costs and innovate product portfolios to remain competitive with savvy consumers and key B2B market segments. Historic areas of improvement opportunities and the development of key sustainable principles include fiber procurement, renewable energy use (e.g. biofuels), Greenhouse Gas emissions inventory and meaningful reduction strategies, basis weight reduction, chemical use, waste-to-landfill societal drivers, and efficient and effective partnering with non-governmental agencies and advocacy groups to ensure consistent conveyance of corporate and brand messaging.

Several of MetaVu's practice areas have been designed explicitly to address the key sustainability drivers of Forest Products Industries such as the Environmental Footprint Practice, Resource and Process Optimization, Energy Solutions, Carbon Strategy, and Manufacturing.

How can MetaVu help my organization reduce cost and improve environmental and social performance?

- ❖ **Greenhouse Gas Baseline Inventory Assessment and Economic Modeling** is a cornerstone to understanding and informing your climate change strategy and its integration into a corporate sustainability strategy. Building and maintaining an informed position on your organization's carbon liability informs capital investment decisions, asset acquisition / divestiture analyses, and optimal positioning of core capabilities.
- ❖ **Assess Feasibility of Emissions Reduction Projects** for voluntary, participation in the CDMs (Clean Development Mechanisms), and Carbon Disclosure Projects. Optimized GHG Emissions reductions strategies optimally position the organization for cost effective compliance under existing and impending regional / federal mandatory GHG assessment and reporting programs— and can lead to competitive advantage.

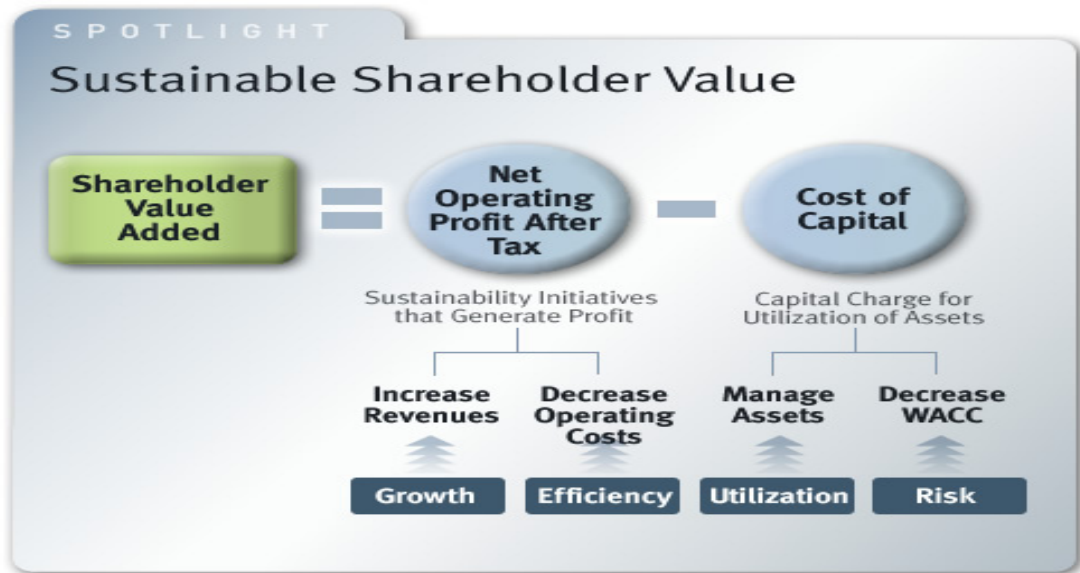
- ❖ **Climate Change Strategy and Implementation**

is essential to operate in today's markets – domestic and globally. Stakeholders, public media groups, and NGOs are increasingly demanding a greater level of corporate accountability relating to the organization's relative intensity level of carbon emissions. MetaVu has a broad depth of experience in defining an organization's climate strategy within the context of an overall sustainability strategy to position for long-term growth and profitability.

- ❖ **Life Cycle Assessment** is typically used to quantify the environmental impact of a product throughout its life cycle – cradle to grave. Gaining a science-based understanding of the multitude inputs and outputs involved in the creation and use of a product or service allows for a solid foundation from which to make sound corporate investments in impact reduction initiatives, alternative materials selection, and market identification.

- ❖ **State and Regional Renewable Energy Standards** pose both threats (to current energy procurement practices,) and opportunities (to generate and sell excess electricity from waste heat, scrap, black liquor, and other energy sources). Both should be considered in the development of operations and asset strategies.

Forest Products Industries, more than most, have the opportunity to increase shareholder value through sustainable business practices. MetaVu has mapped sustainability directly to the components of shareholder value add:



How can MetaVu help you? MetaVu's experience in all aspects of Operational Excellence, Sustainable Value Creation, and the development of Corporate Sustainable Business Strategies can make a significant contribution to your organization's current set of environmental investments, as well as defining opportunities and strategies to optimize your long-term position and value in the marketplace.



Why Chose MetaVu?

MetaVu's value stems from its unique understanding of the drivers of environmental performance and their inextricable link to product and process environmental footprint. MetaVu's clients in Forest Products Industries:

- Reduce Greenhouse Gas emissions through strategically applied reduction methodologies and the application of new technologies;
- Cut operating costs through innovative process optimization, reduced resource utilization, and improved waste monetization;
- Minimize revenue risks and seize market opportunities through sustainable product and market strategies and business models; and
- Provide unique opportunities for eco-labeling applications, which allow for opportunities of meaningful communication with target market consumers.

For more information on MetaVu's Environmental Footprint practice, please contact Liz Jensen at 303-679-8340, or visit www.metavu.com.