

SUSTAINABILITY REPORT 2011

We're All In This Together



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ABOUT THE LOCAL SEARCH ASSOCIATION

The Local Search Association is the largest trade organization of print, digital, mobile, and social media, that connects local businesses with ready-to-buy consumers. Association members include U.S. and international Yellow Pages companies, search engines, digital advertising agencies, and mobile search providers. The Association has members in 29 countries.

Neg Norton is president of the Association. Joe Walsh, President and CEO of Yellowbook, is the chairman of the board of directors. Local Search Association board member companies include SuperMedia, Local Insight Media, Dex One, DAC Group, SMG Directory Marketing, Marquette Group, AT&T Advertising Solutions, Telmetrics Inc., Fairway Group and Yellow Pages Group.

The Yellow Pages Integrated Media Association is a Delaware not-for-profit corporation, dba Local Search Association (formerly the Yellow Pages Association).



Table of Contents

1	Vision
2	Letter from the President
4	Standards
6	Accomplishments
8	Impacts
12	Environmental Performance
14	Economic Performance
16	Social Performance
19	Supply Chain
IBC	References

VISION FOR A SUSTAINABLE FUTURE

Our vision for an economic and environmentally sustainable future is a common one, shared by our members and their stakeholders. It derives its inspiration in part from the classic Brundtland Commission's recognition that sustainability practices "must meet the needs of the present without compromising the ability of future generations to meet their own needs."

Though it is based on this simple and practical premise, we recognize that the responsibilities embedded in sustainability require a level of commitment and continuous engagement to develop and implement industry-wide best practices.

We also acknowledge that the path to sustainability is an ongoing process, with steps and benchmarks along the way that will allow us to guide our actions, challenge us to overcome unexpected obstacles, and leverage emerging opportunities. It is this approach and unwavering determination that our industry's sustainability legacy will be ultimately fulfilled.

"We must meet the needs of the present without compromising the ability of future generations to meet their own needs."



“We understand that the environment, the local economy, and the communities we serve are intrinsically linked.”



Last year when we undertook the responsibility of publishing our first Sustainability Report, we did so with a confidence that our members and the industry had an important story to communicate—their long-standing commitment to the environment. And we were right. The report not only highlighted many of the creative


and effective ways members have stepped up to fulfill their environmental stewardship roles, but also demonstrated our industry’s ongoing investment in new practices that yielded measurable and positive impacts on their bottom line and in the communities they serve.

This year’s Sustainability Report carries those stories forward, and expands their scope as we seek to broaden our commitment from responsible corporate citizens to sustainability leaders. As industry leaders, we understand that the environment, the local economy, and the communities we serve are intrinsically linked, and share a common denominator—sustainability. Our own exciting evolution this year from the Yellow Pages Association to the Local Search Association intentionally acknowledges the dynamics of these inter-relationships, along with the businesses and individuals our products connect countless times everyday.

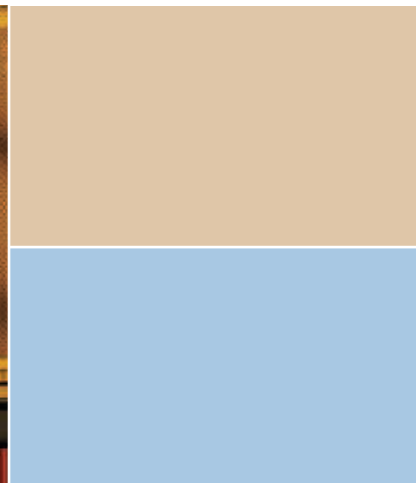
It is members’ voices and their experiences that you will discover in the following pages. You’ll learn of the next steps that many of our members have taken as they move down the sustainability path. You’ll read how our industry continues to be responsive to consumer needs and preferences, while reducing our carbon footprint. You will see how our efforts are yielding tangible results in upstream source reduction and downstream material recovery—models of true product responsibility. And you’ll discover how these actions are influencing the lives of generations to come.

This year, we are launching our Sustainability Committee, another step in our ongoing commitment that ensures the Local Search Association will continue to shepherd sustainable business practices that make sense for all of our stakeholders. The committee will play an important role in shaping our work, as well as in developing new benchmarks and reporting practices using leading international standards, such as the Global Reporting Initiative performance metrics.

As we move forward in this journey, I remain deeply inspired by the accomplishments reflected in this report, and by the many promising opportunities for our industry as we forge ahead with innovation, accountability, and collaboration. When it comes to environmental and economic sustainability, we really are all in this together.



Neg Norton
President



SUMMARY

As a part of our evolving effort to provide improved data, outcomes, and impact, we have modified our report format to align with the the **Global Reporting Initiative (GRI)** framework. While you'll still find vital industry facts and statistics, along with the specific achievements of our members, there are now three prevailing areas of focus—environmental, economic and social performance.

The first section of the report provides an overview of Sustainability Standards that will be developed by the Sustainability Committee during 2011, and will serve as the central feature of our performance metrics going forward. The second section illuminates a number of initiatives the industry has undertaken over the past year, including a specific update on the Yellow Pages Opt-Out site (www.yellowpagesoptout.com). Additionally, key data reports are presented on the industry's environmental impacts.

The final section begins with highlights of our member's accomplishments that illustrate their best practices in environmental, economic, and social performance, as well as innovative ways directories are used as a resource for new products. The section concludes with examples of supply chain leadership.

Throughout the report you will find factoids derived from the most recent EPA Municipal Solid Waste Report; comparisons of our impact sourced from various third-party lifecycle studies; as well as definitions of sustainability terms.

Questions and feedback are welcome and may be emailed to yellowisgreen@localsearchassociation.org.

STANDARDS

New Standards for a New Economy

Building on the successful outcomes derived from the inaugural Yellow Pages Industry Environmental Guidelines established in 2007, the revised and expanded Local Search Association's Sustainability Standards to be released in 2011, reflect our industry's commitment to continuous improvement. This natural step is also in alignment with our deeper recognition that environmental impacts are, in fact, a part of an integrated set of sustainability principles and practices that include vibrant local economies, strong and healthy communities, and environmental stewardship.

ENVIRONMENTAL PERFORMANCE

Advancement in product stewardship principles, green supply chain practices, source reduction initiatives, and renewable energy investments.

Environmental

Product stewardship and **lifecycle analysis** are at the core of our environmental standards. For example, we recognize that all directories must be manufactured, distributed, and recycled in an environmentally appropriate manner. We seek to minimize the industry's environmental impact while meeting regulatory requirements and the needs of the businesses and communities we serve.

Economic

The industry supports initiatives that protect the environment and strengthen local businesses, while inspiring innovation and building long-term economic success. Print Yellow Pages directories play a vital economic role and provide a unique community service in connecting local buyers with local sellers. The countless business transactions generated and millions of individuals employed are powerful indicators of how the industry contributes to the local economy. Workplace practices, green supply chains, and renewable energy projects all contribute to positive economic and environmental outcomes.

ECONOMIC PERFORMANCE

Implementation of promotional and public educational programs that demonstrate the positive impact of small and mid-sized businesses as key drivers in building and sustaining local economies.

***Product stewardship** is an integrated process for identifying, managing and minimizing the health, safety and environmental risks throughout all stages of a product's life.*

***Lifecycle analysis** is the investigation and evaluation of the environmental impacts of a given product or service caused or necessitated by its existence.*



Sustainability Seal of Commitment

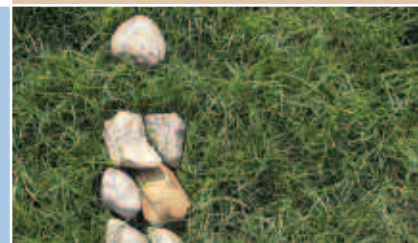
Local Search Association members are encouraged to participate in integrating sustainable business practices in accordance with industry Sustainability Standards. Members who pledge to pursue the implementation of sustainable practices and/or expand their current levels of engagement, are invited to display the Local Search Association Sustainability Seal of Commitment.

Social

The directory publishing industry is committed to meeting the needs of all stakeholders, including our advertisers and directory users. We work actively in support of directory distribution policies that ensure effective options for end users to Opt-Out from receiving print directories. Local Search Association members are engaged in multiple areas of community support, from philanthropic commitments to sustainability education programs that engage and serve the local community.

SOCIAL PERFORMANCE

Expansion of community-based initiatives that mobilize member companies and their employee's stakeholder engagement.



ACCOMPLISHMENTS

The Local Search Association and its members' achievements over the past year reflect and reinforce a shared vision for a sustainable future. This leadership is demonstrated throughout the report with accounts of best practices and data that track the type of progress that is essential to reach our industry's sustainability goals.

These individual member accomplishments are directly supported by the Local Search Association's continued commitment as a key influencer in shaping the industry's leading role in developing and modeling best practices. The launch of the updated Yellow Pages Opt-Out website serves as a clear example of Local Search Association publishers and their stakeholders collectively mobilizing to minimize waste.

Our broader sustainability leadership is also witnessed by the concrete steps we have taken to adapt our environmental guidelines in accord with universally-recognized **Global Reporting Initiative (GRI)** and other leading sustainability standards and measurements.

Additionally, the transition of the Environmental Committee to the Sustainability Committee serves as more than a simple semantic consideration, it demonstrates a deeper articulation of the Association's long-term investment in a whole-system approach to stakeholder engagement around sustainability.

The continued development of strategic partnerships is also embedded in this approach, and provides broader levels of coordinated sustainability efforts. Our work with the Green Meeting Industry Council, at our annual conference, to minimize and recycle solid waste through the diversion of cardboard, paper, metal, wood, and plastic from landfills, serves as one example of this expanded awareness and responsibility to our **environmental footprint**.

As always, when citing achievements, we need to be continually reminded of the scope and urgency of the tasks at hand. Therefore, our goals and their respective timelines must be framed—not as an isolated set of choices driven by independent calendars—but rather as a well-coordinated set of sustainability practices, developed by our members and collaboratively orchestrated through the Association.

The industry collectively employs tens of thousands of individuals resulting in a payroll of more than \$2 billion annually.¹

Global Reporting Initiative (GRI) issues globally applicable sustainability guidelines for reporting on economic, environmental, and social performance.

Environmental footprint is the measure of human demand on the Earth's ecosystems.

ACCOMPLISHMENTS

Upgraded Consumer Choice Website

This year, the industry launched an upgraded online clearinghouse—a simple and convenient website (www.yellowpagesoptout.com)—where consumers can control the delivery of directories to their homes. The centralized site is a significant, industry-wide collaboration involving the participation and cooperation of hundreds of directory publishers around the country to make sure that delivery requests are updated in a timely and accurate manner. This portal is the only official website where consumers can be assured their requests will be received and honored.

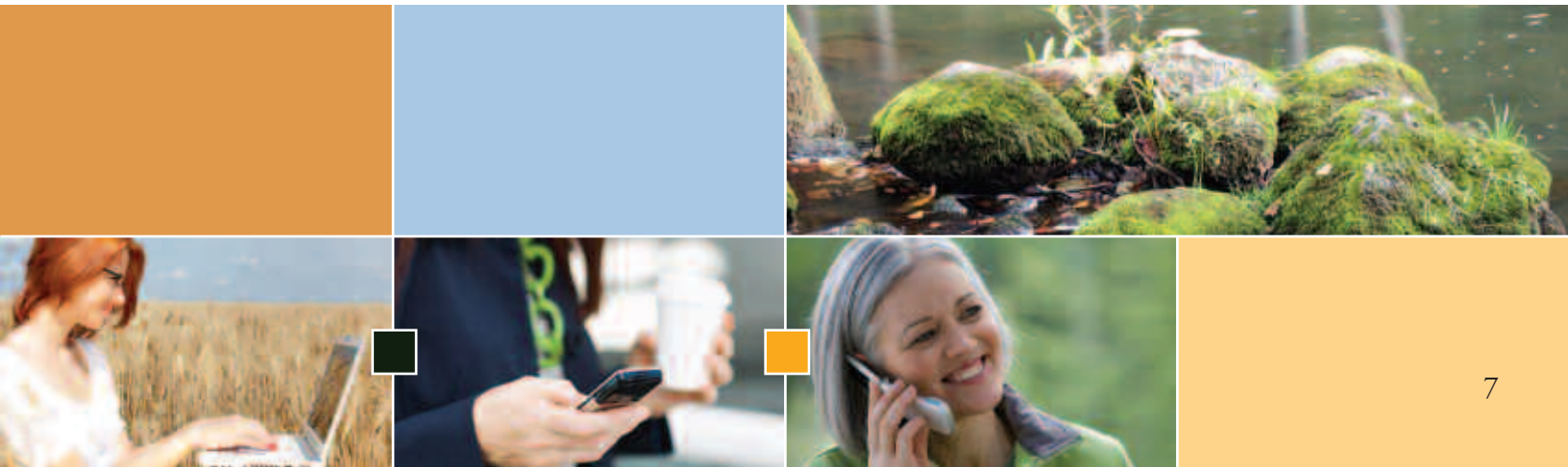
The site, which also provides consumers with information and resources to help them to reduce, reuse, and recycle, illustrates an ongoing commitment by the industry to minimize waste and to ensure that a printed directory is not delivered to someone who does not want one.

Additionally, the Local Search Association is contacting municipal and government websites in every state to ensure residents are made aware of the new consumer choice website.



The average daily U.S. automobile commute produces a carbon footprint equal to three telephone directories*.²

**Developed in collaboration with Yellow Pages Group*



IMPACTS

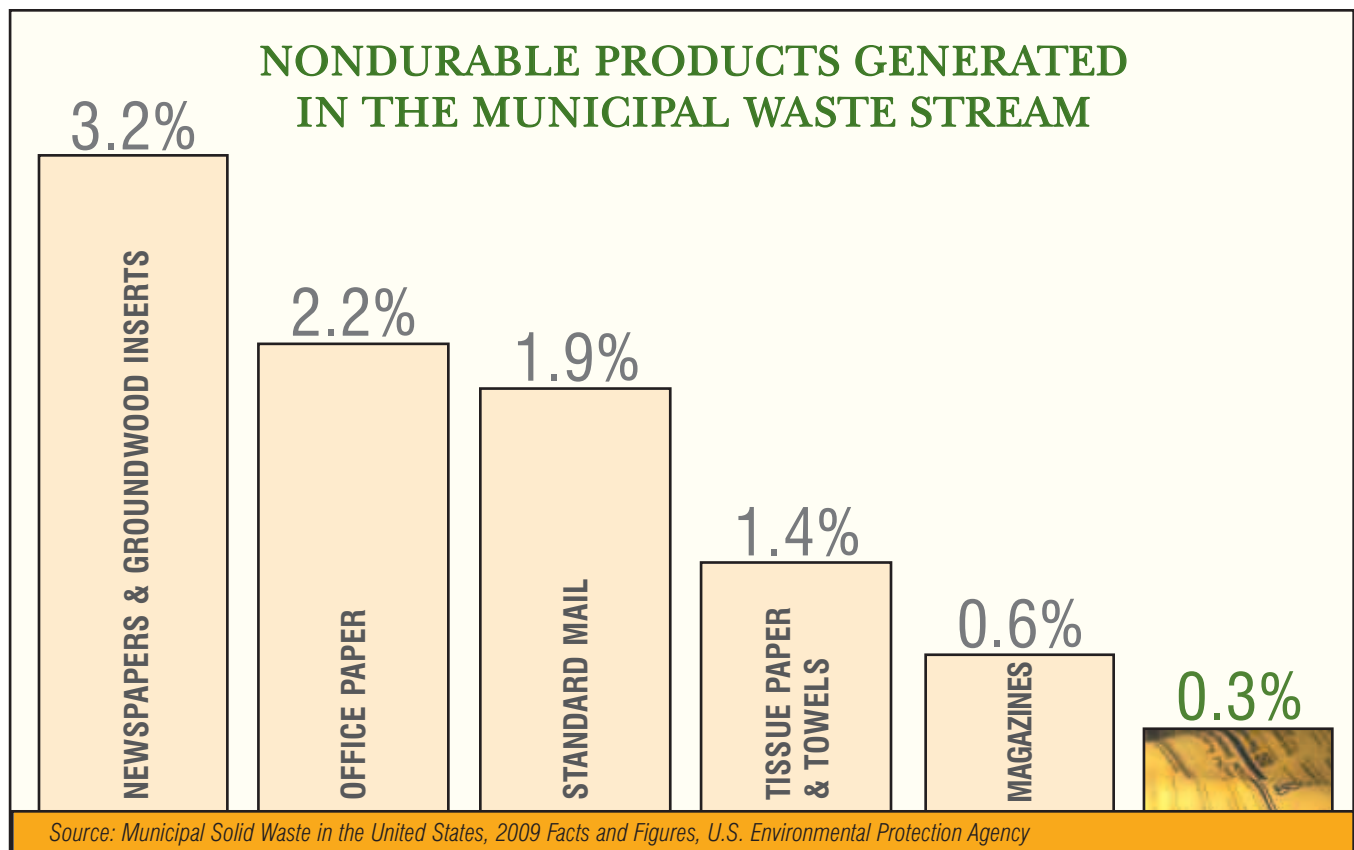
Directory Recycling Rates

Each year, the Environmental Protection Agency (EPA) releases a report on the disposal and recycling rates of municipal solid waste. We are pleased to report that the latest data from 2009 confirms that directories constitute a small and shrinking fraction of America's waste stream.

Overall, paper and paperboard had the highest recovery and recycling rates of any category in the EPA's study. Directories alone had a **recovery rate** of 36.9% in 2009, an impressive improvement from 21.4% the previous year. Additionally, of the total amount of solid waste generated in the U.S., telephone directories represent only 1% of all paper products—representing a mere 0.3% of the solid waste stream.

Directories represent only 1 percent of all paper products.³

It is important to note that these facts and positive trending figures are likely to be conservative, given that data capture specific to telephone directories is limited. In 2011, the Local Search Association is investing in a municipal sampling study to examine collection and separation rates specific to yellow grades of paper.



Compared to other types of durable goods, telephone directories represent a very small percentage of the municipal waste stream.

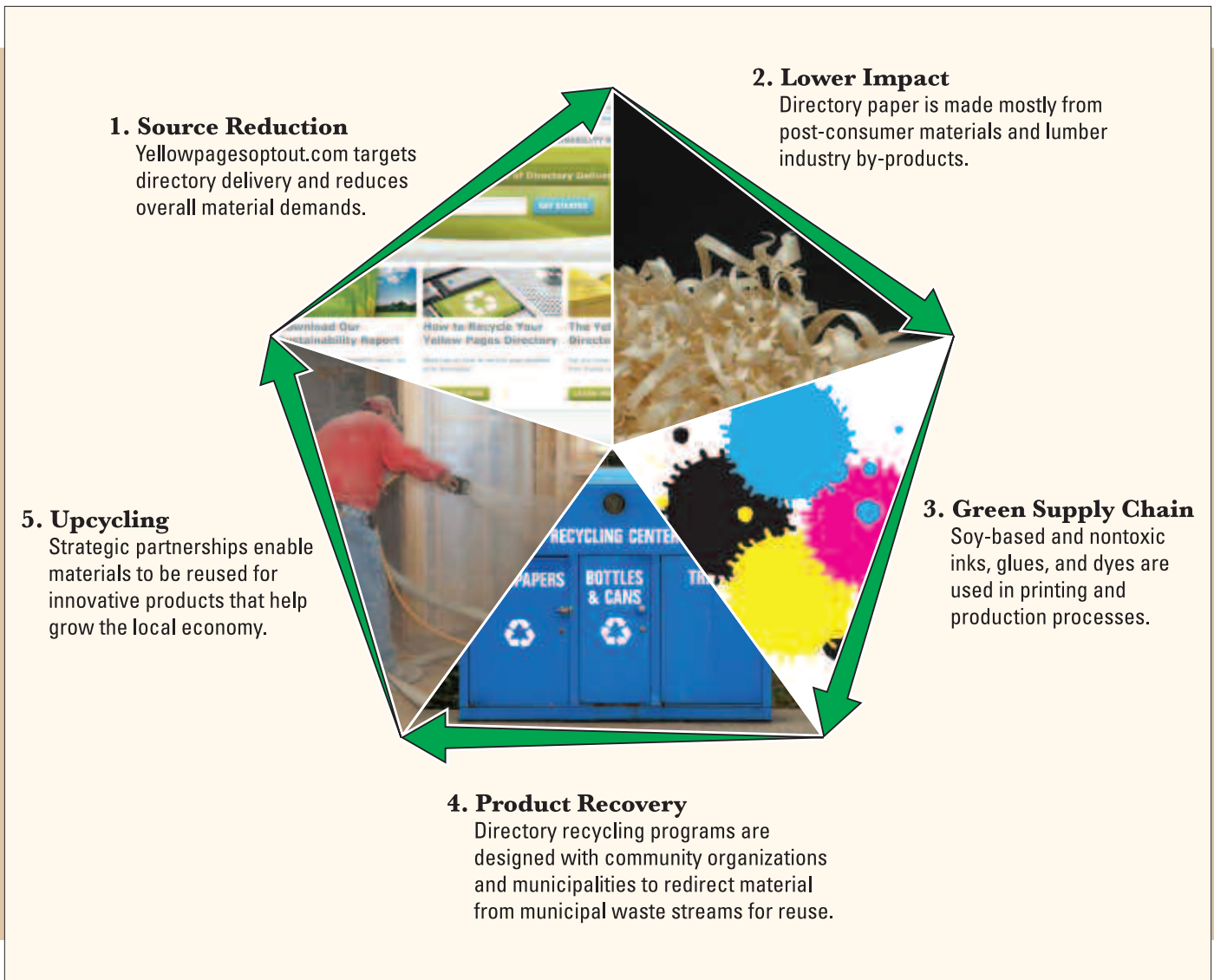
***Recovery rate** is the percent of usable recycled materials—otherwise destined for disposal—that is collected, reprocessed or remanufactured, and reused.*

IMPACTS

Directory paper contains fiber primarily derived from “residual chips,” a by-product of sawmills using wood from sustainably managed forests.⁴

Directory Lifecycle

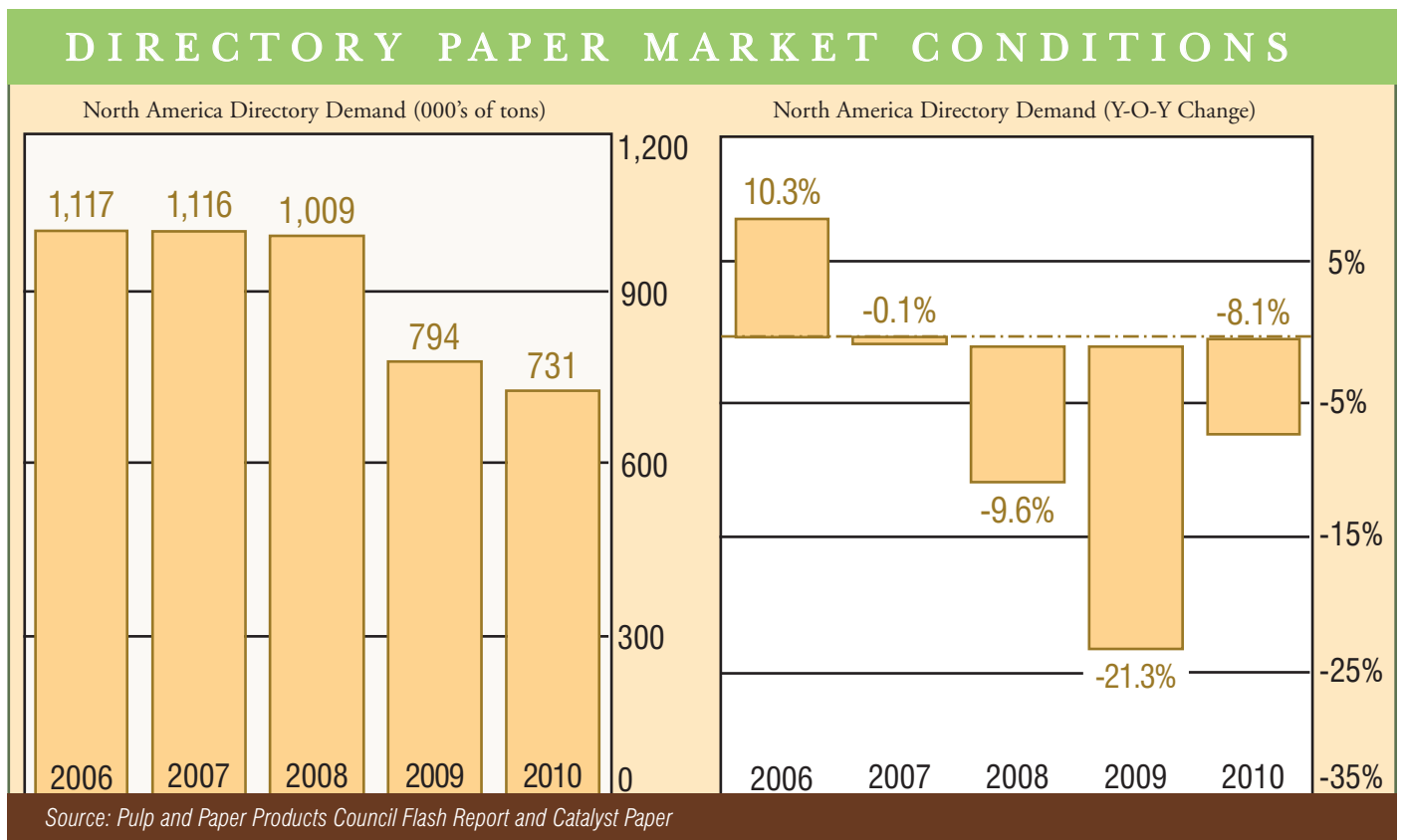
The total environmental impact from printed directories is included within the **cradle-to-grave** lifecycle assessment, conducted by the National Council for Air and Stream Improvement and on behalf of the American Forest and Paper Association.



Cradle-to-grave is an environmental assessment of the impact of a product through its entire lifecycle, from manufacture through to eventual disposal.

IMPACTS

Ongoing conservation initiatives such as reduced printed directory size and a streamlined Opt-Out website for consumers to control the number of printed directories delivered to their homes—coupled with changing marketplace conditions—contribute to a steady reduction in paper demand year over year.



Demand for directory paper fell 8.1 percent in 2010—nearly 35 percent from a peak in 2007.⁵



INNOVATIONS

Telephone directories donated by publishers are diverted from landfills and woven into beautiful, durable handbags, baskets and clutches. These bags provide a cottage industry for developing countries, jobs for hundreds of members of women’s co-operatives and offer environmentally-friendly alternatives to eco-conscious consumers around the world. They are fair trade, sustainable and biodegradable and organizations working with co-ops in the Philippines donate a portion of the proceeds to provide educational scholarships to underprivileged women.



“Outdated directories are used to make blown-in cellulose insulation. Cellulose insulation takes less energy to manufacture than any other insulating material, and is used in carbon-neutral homes. It is nontoxic, has the highest level of recycled content in the insulation industry, and is regionally produced—using local recycling programs and independent recyclers.”- Dan Lea, Executive Director Cellulose Insulation Manufacturers Association (CIMA)

“We used 7,000 directories to build this shed. The books form a ready-made, insulated building module held in place with sheet metal angles normally used as drywall bead material. Once tensioned, the phone books form a stable wall into which additional layers can be easily screwed. The roof joists are also made of laminated phone books. The finished structure becomes a kind of time capsule, recording the names and numbers of community members.” – Richard Kroeker BES, AA Dip, ARUK Professor of Architecture, Dalhousie University



ENVIRONMENTAL PERFORMANCE

YellowPagesGroup™ ecoINITIATIVES



"We actively work to improve our environmental performance and often that simply involves taking small steps with big impacts."

*Sustainability Champion
Jean-Philippe Boutin,
Yellow Pages Group*

Leadership in Reduction and Sustainability

While many corporate sustainability initiatives can require significant investments of time and financial resources to fully achieve, there are also ample opportunities for more subtle behavioral shifts in organizational practices that can have equally important impacts on improving environmental, economic, and social performance.

One example is Yellow Pages Group's *Changing the World, One Step at a Time* program, designed in collaboration with leading environmental groups. Through this 12-step initiative, Yellow Pages Group (YPG) has committed to improving its ecological performance. This program illustrates precisely how simple action steps can provide meaningful and measurable results, and complement larger-scale investments.

YPG's environmental commitment applies both outside and inside its walls. The company not only uses exclusively 100% FSC-certified office paper, but also converted its ad production workflow from a paper-based environment to a paperless one, a transformative initiative. The result has been an impressive 50 percent reduction in office printing over the last two years—with the elimination of internal printing of 400,000 ad requests per year, and 250,000 fewer printed color proofs distributed to customers and media account consultants per year.

Through a series of distribution and production initiatives, YPG successfully reduced directory paper usage by 25 percent, and decreased the number of directory copies produced by 20 percent in a two-year period.

ENVIRONMENTAL PERFORMANCE



Turning Waste Into a Resource

When Yellowbook conducted a comprehensive internal sustainability study last year to identify priority areas that would enhance their already impressive commitment to best-in-class environmental practices, it was clear that further reductions in internal waste production was at the top of the list. So, Yellowbook took significant steps, including implementing a new recycling and educational program; installing new warehouse lighting with an anticipated 80 percent reduction in energy costs; and purchasing a new recycling compactor that reduced the amount of waste going to the landfill by half.

Yellowbook also believed there were even more opportunities to improve their environmental and economic performance. That is when Matt Krug, Associate Manager, Distribution Recycling and Logistics, learned of the new strategic partnership that Local Search Association had formed with RecycleMatch, the first online marketplace to help companies divert usable materials from landfill.

Working with RecycleMatch presented a solution for converting an expense (warehouse storage for outdated directories) into a revenue source, while meeting a core objective of Yellowbook's sustainability program. A short time later, Matt, along with his management team, agreed to develop a RecycleMatch pilot program for the 48 states in which Yellowbook distributes and recovers their directories.

As a part of Local Search Association's commitment to **zero waste**, RecycleMatch will track the total tonnage of outdated directories that are diverted, to help the industry establish benchmarks and develop case studies of ways that directories are used to create new products.



“We immediately sensed the opportunity with the RecycleMatch program. Many of our sustainability commitments required significant capital to launch and here was an opportunity to engage with no expense but produce great results.”

*Sustainability Champion
Matt Krug,
Yellowbook*

Zero waste is a process that encourages the redesign of resource lifecycles so that all products and by-products are used and reused.

ECONOMIC PERFORMANCE



Thinking Yellow and Going Green

Over the past year, Berry expanded its *Think Yellow, Go Green* program to encourage directory recycling. In Hawaii, where environmental sensitivity is especially acute, the company continued to work with local schools, residents, businesses, and community organizations to collect and recycle outdated directories. Berry enlisted a community partner, the Lokahi Giving Project, to employ its low-income clients at drop-off locations located at four shopping malls. Collected directories were then brought to Island Shell, a recycling plant that is committed to converting directories into oil-absorbent materials used for products that are produced and sold locally. Over the past three years, the initiative has collected more than 300 tons of directories to recycle. As a result of the successful model in Hawaii, the company will expand recycling into Anchorage, Alaska and Lincoln, Nebraska, in 2011.

“The partnership with Berry’s *Think Yellow, Go Green* program is a great match for our organization and what we believe,” said Mariellen Jones, executive director of the Lokahi Giving Project. “A cleaner environment is something that benefits our entire community and we’re excited to be a part of it.”

Berry has also found innovative ways to meet community needs related to the plastic bags it uses for directory delivery. In Maui and the Neighbor Islands, the company opted for heavier-weight, recyclable bags, and will introduce a *Choose To Reuse* campaign in the spring of 2011. Residents will be asked to fill the bags with nonperishable food items and donate them to local food bank partners.

Think Yellow, Go Green has collected more than 300 tons of directories for recycling.

Choose to Reuse.

Choose to reuse – and make a difference for our community. Fill this bag with canned goods and donate it to your local food bank.

HAWAII FOOD BANK
THE FOOD BASKET
MAUI FOOD BANK
HAWAII FOOD BANK
KAHAI

Think Yellow, Go Green

Details? Go to www.thinkyellowgogreen.com.

Empty bags are also welcome at local food banks or recycling locations.



ECONOMIC PERFORMANCE



Helping to Build the Local Economy

Valley Yellow Pages understands that small, independent business owners provide both tangible and intangible benefits that serve as the cornerstones of strong and vibrant communities. The personal service and presence provided by local businesses ensures a unique identity that is capable of attracting external dollars, while preserving the flow of local capital to meet community needs. It was with this recognition, coupled with the critical employment opportunities that these businesses provide, that Valley Yellow Pages launched its Buy Local Campaign.

Working in partnership with CBS Outdoor, the Fresno Chamber of Commerce and local media, the program used a high-visibility billboard campaign within Valley Yellow Pages' 46 markets in Northern and Central California. With more than 800 billboards communicating the economic relationship between local purchasing and positive impact on job production—the campaign boomed. It provided clear and important educational messaging on how consumers can directly impact long-term economic results in their community, and how retaining tax dollars is vital to the well-being of the community.

“We feel it’s important to remind people that the most meaningful way they can help their local economy in these tough times is by spending their dollars at local stores, which protects jobs and keeps tax dollars in their region,” said Sieg Fischer, president and CEO of Valley Yellow Pages.

Valley Yellow Pages recognizes that sustainability includes economic, social and environmental impact and their Buy Local Campaign provided a solid foundation for future collaboration and sustainability best practices that will continue to enhance the quality of life for Northern and Central Californians and a **triple bottom line** for its local businesses.

A modest change in consumer behavior—a mere 10 percent shift in market share to independent businesses from chain stores—would result in 1,600 new jobs, \$53 million in wages, and a \$137 million economic impact to the area.⁶



SOCIAL PERFORMANCE



“Some people may think I’m obsessive about resource reduction but I’m proud that our order customization, along with strict forecasting methods, helped to ensure that the quantities of directories printed is as close as possible to the demand for directories in any given market. This has resulted in a net reduction of over 89 million pounds of directory stock paper utilized in 2009 as compared to 2007.”

*Sustainability Champion
Maggie Stonecipher,
Dex One*



Educating and Engaging with the Next Generation

Dex One created the *Sprouts* and *Seedlings* programs as part of the successful Dex

Green Cycle initiative. The purpose of the programs is to simplify sustainability challenges and to create solutions free from complex technologies and language that can be difficult for the next generation of environmental stewards to understand.

Designed just for kids, the program encourages students to recycle and assists teachers who want to incorporate recycling programs into school curricula. *Sprouts* is designed to educate our youngest community advocates, introducing kindergartners through third-graders to ways they can help protect the environment’s natural resources through their own daily actions.

Seedlings is geared to fourth- through sixth-graders, and introduces students to promoting and managing their own recycling ideas for their school, team, club, or neighborhood. In creating their own initiatives, they strengthen their commitment while building awareness and positively impacting their community.

While sophisticated green energy investments, such as co-generation facilities, are critical to improving a company’s environmental performance, Dex One recognizes that creative educational programs, like *Sprouts* and *Seedlings*, provides the essential tools to tap into another type of energy—the abundant resources and innovation that the next generation will bring as sustainability-solution seekers.



SOCIAL PERFORMANCE



at&t

ReDirecting Directories Serves Community

How do you measure environmental, economic, and social performance when it comes to 18,190 pounds of directory paper? One way is when AT&T collaborated with Keep Indianapolis Beautiful and Republic Services of Indiana as part of the national Project ReDirectory phonebook recycling program.

According to Samantha Mount, a sixth-grader at Sunnyside Elementary in Indianapolis, “Reduce, reuse, and recycle isn’t just a phrase, it’s a lifestyle.” And in the case of Samantha’s local community, AT&T’s ReDirectory Program meant money to the local schools, diversion of waste from the landfill, and an important demonstration of the benefit of strategic partnerships. Samantha’s local school alone recovered more than nine tons of directories for reuse and diverted them from the municipal waste stream.

Eleven schools participated in the program in 2010—nearly doubling last year’s efforts—collecting a total of 50.5 tons of directories, which is equivalent to 100,900 pounds. An additional 15.5 tons, or 30,990 pounds, were collected at drop-off locations such as parks, Republic Services recycling facilities, and an AT&T distribution warehouse. In all, nearly 43,000 directories were recycled during the event.

“We’re very proud of the role AT&T plays in improving the environment,” said Bill Bergsma, AT&T Advertising Solutions area marketing manager. “It’s wonderful to see students, parents, teachers, and the community excited about recycling and other sustainability efforts that will benefit us all in the long term.”



“The results [of this program] are truly indicative of our community’s desire to make a difference in our environment.”
Tammy Stevens, recycling manager, Keep Indianapolis Beautiful

SOCIAL PERFORMANCE



Talking Trash

Conservation Minnesota's environmental stewardship is no secret to Minnesotans and those who share the common values of sustainability and Consumer Choice. In fact, its mission expresses the point succinctly, "to turn our shared conservation values into state priorities and provide you with the information you need to make decisions for your family, community, and future." Therefore, when the opportunity to collaborate with Conservation Minnesota arose, three Local Search Association members—Dex One, SuperMedia, and Yellowbook—felt it was a program that aligned with their sustainability goals.

As an advocate for local business, committed to powering regional economies while reducing its environmental impact, SuperMedia welcomed the partnership with Conservation Minnesota. As a result of the collaboration, both organizations were able to achieve the common goal of protecting the environment, in part by providing directories only to Minnesotans who want to receive them. SuperMedia has taken its partnership a step further—implementing operations focused on resource reduction, environmentally-friendly manufacturing practices, recycling, and sourcing sustainable materials when possible—to ensure the spirit of the partnership and the environmental benefits do not stop at the Minnesota state line.

The *Don't Trash the Phonebook* program and its website were launched to help Minnesota residents manage their print directory deliveries and access local recycling information. It makes it simple for Minnesotans to adjust the number of directories they receive or to stop delivery altogether. The site also includes information on local recycling programs, facts about phonebooks in the state, and ways to get involved with Conservation Minnesota's larger stewardship efforts. It is the first-in-the-nation partnership for Local Search Association with a nonprofit conservation organization. "It's a simple idea. There is absolutely no reason for phone directories to end up in the trash," said Paul Austin, executive director of Conservation Minnesota.



SUPPLY CHAIN



A Wiser Shade of Green

Catalyst Paper's overall commercial success is fueled by its strong environmental performance. The company continues to put its environmental values and leadership into practice through energy conservation initiatives, carbon management, toxicity reduction, and water conservation. Building from a long commitment to

using fiber from responsible sources, they are also collaborating with supply-chain partners—like the shippers who move product to market—in ways that maximize fuel efficiency and carbon emission reductions.

Catalyst's newly launched Sage designation line of paper products is yet another example of how these integrated practices yield sustainable results. The line utilizes certified fiber, carbon-neutral manufacturing, and detailed disclosure of other environmental metrics through a third-party assessment tool. Sage products stand apart with exclusive use of fiber that is third-party verified as coming from forests with **PEFC-endorsed sustainable management certification**; no net carbon emissions during manufacture; and disclosure of mill-level performance on 27 key environmental metrics via GreenBlue's Environmental Paper Assessment Tool (EPAT).

Catalyst neutralizes its Sage paper direct carbon emissions from its British Columbia mills with the purchase of reputable, independently-verified carbon offsets. These are sourced from a variety of Pacific Northwest-based projects that involve energy efficiency improvements, landfill methane collection, renewable wind power, and permanent reforestation initiatives.

Catalyst provides a simple, yet solid assurance for customers that the paper they buy aligns with their environmental values and commitment—a true example of a green supply chain.



Energy Innovations

Nippon Paper Industries USA's (NPI-USA) continued environmental stewardship is reflected by its recent decision to build a new Co-Gen facility in Port Angeles, Washington. "We are proud of our \$71 million investment in our community. The co-generation of steam and electricity from this project will take our business to a new and more sustainable level, and allow us to continue to improve our paper-making business," noted Harold Norlund, the Port Angeles mill manager.

By efficient usage of residual waste forest biomass, 20 megawatts of green electricity will be generated while reducing usage of fossil fuels by 99.9% from historical levels. The plant is designed with extremely high thermal efficiency and the most modern and efficient pollution-control devices obtainable. In addition, the plant is designed to meet or exceed all current pollution regulations, as well as the newly proposed 2013 EPA guidelines.



In 2010 the state Department of Natural Resources selected NPI-USA as one of four Forest Biomass Initiative partners to use forest residuals from state lands for green energy projects on a pilot basis.

PEFC sustainable forest management certification demonstrates that management practices meet requirements for best practices (social, environmental, and economic) in sustainable forest management.

SUPPLY CHAIN

RR DONNELLEY

Community Footprints

Best practices in green supply chain and forestry management are just two of the many innovative and award-winning programs for which RR Donnelley has received recognition. However, it is another type of footprint, like the one made in small towns and cities by RR Donnelley's employees engaged in community-based initiatives, that leaves a lasting impression.

In Antioch, Tennessee, RR Donnelley's Inclusion Council worked with BrightStone, an organization that aids adults with developmental disabilities. In Jefferson City, Missouri, the company offers English-as-a-second-language programs, and Lunch-and-Learn meetings designed to educate employees about unique cultures.



While much of RR Donnelley's customer base is local, as a global company they recognize that "neighbors" include people in need in other parts of the world. After a devastating earthquake struck Haiti in January 2010, more than 300 employees from RR Donnelley facilities in Chicago, Illinois teamed up with Feed My Starving Children to pack 100,000 meals for Haitian orphans. Similarly, RR Donnelley employees at facilities in Atlanta, Georgia helped to arrange and sponsor a MobilePack event, and assembled 100,000 meals for children in need.

"We would like to send a very large 'thank you' for helping feed 94 students, 11 teachers, and 6 staff members with your rice packets. The children like the meals, and we know they are very good for them. Thanks to all of you, we are able to send all of our children home with rice packets on Friday afternoons, to help keep them fed over the weekends."

- Dottie Diehl, TLC Barefoot School, Haiti



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CONTRIBUTORS

Thank you to the following companies and organizations who participated in the Sustainability Survey and contributed case studies and images for this report.

ALIVE Communities	Dalhousie University
Alzahr Company	Feed the Starving Children
American Ad Management	Franklin Associates
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Cellulose Insulation Manufacturers Association	SMG Directory Marketing
Conservation Minnesota	SuperMedia
Data Scribe	Valley Yellow Pages
Dex One	Yellowbook
ECHOstore	Yellow Pages Group

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“Sustainability can’t be achieved in isolation, and involves working with partners up and down the supply chain to improve efficiency and reduce impacts. We recognize the value of engaging with groups that share important interests with us despite having no direct business relationship—and from whose expertise, insights, and distinct perspectives we can often greatly benefit.” - Lyn Brown, VP Corporate Relations and Social Responsibility, Catalyst Paper



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