

PILOT CASE STUDY

Graphic Packaging International's Journey to EUDR Compliance with Forest Track™

Graphic Packaging International (GPI), a leading company in consumer packaging solutions, faced a new regulatory challenge with the introduction of the European Union Deforestation Regulation (EUDR). To comply, they needed a solution that would provide precise geolocation data, streamline data collection, and offer complete traceability of wood-based materials.

KEY COMPLIANCE CHALLENGES

The introduction of the EUDR presented compliance pain points for GPI:

- The EUDR requires precise point-to-polygon geolocation data.
- Rolling out a new app to suppliers and drivers posed challenges related to technology access and adoption.

To address these challenges, GPI participated in a pilot of ResourceWise's ForestLogger app, which uses geofencing technology to collect geolocation data from the forest to the mill gate.

PILOT PROGRAM OVERVIEW

Pilot planning began in mid-June. As GPI began communicating with suppliers about the EUDR and expectations to test the ForestLogger app, it became clear that, while some suppliers were aware of the EUDR, almost none of them were familiar with the details of the EUDR's requirements.

ResourceWise provided onboarding materials to support GPI's efforts to educate their suppliers on the EUDR, a crucial part of the process.

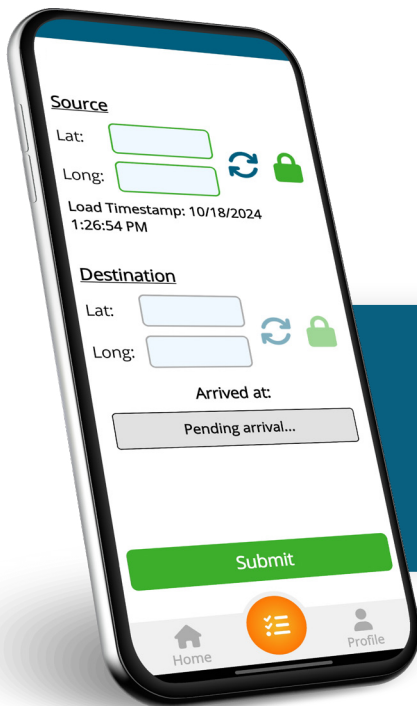
To prepare for ForestLogger testing, GPI's Macon mill was geofenced and coordinates were established for scales. In addition, inventory areas, fiber flow from scales to finished goods, and procurement baskets were mapped.

Procurement basket mapping helped in building satellite imagery layers for VeriForest by Orbis, which verifies the legality and sustainability of forest resources.

Drivers began testing the app in mid-July, using it onsite in forests with real wood loads to ensure functionality. Daily automated reports following app usage were developed, and the ResourceWise team was able to refine the app as more drivers began using it.

Using the app was simple. Drivers could download it, create a profile, pick up a load, press the '+' button to log the load, and upon arriving at the scale, press 'Submit' to send the data. This ease of use helped facilitate smoother adoption among drivers.

As part of the ResourceWise solution, GPI also used the Forest Tract web portal, allowing suppliers to download collected coordinates for creating polygons, further streamlining the compliance process.



PILOT OUTCOMES

The Macon pilot provided a roadmap for future implementations, with GPI expanding the solution to additional mills and suppliers.

GPI successfully rolled out the ForestLogger app to their West Monroe and Texarkana mills. Educating and communicating with suppliers combined with ongoing support from ResourceWise helped overcome initial hurdles, including supplier reluctance.

In addition, by using ForestLogger, GPI can now gather accurate geolocation data and begin preparing the necessary compliance documentation for the EU customs officials. Additionally, the use of the web portal for collecting and managing coordinates allowed for the creation of polygons, ensuring the company met EUDR's strict traceability requirements.

By partnering with ResourceWise, GPI has access to a scalable, efficient system for maintaining supply chain transparency and meeting EUDR requirements.

To learn more about our end-to-end EUDR compliance solution, visit resourcewise.com/solutions/eudr-compliance-forest-tract

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We help our customers make better decisions by providing accurate data and analytics, which we supplement with strategic consulting. Because our markets are energy-intensive, we use our data and expertise to help our customers identify and navigate decarbonization pathways and industry-related regulatory requirements.