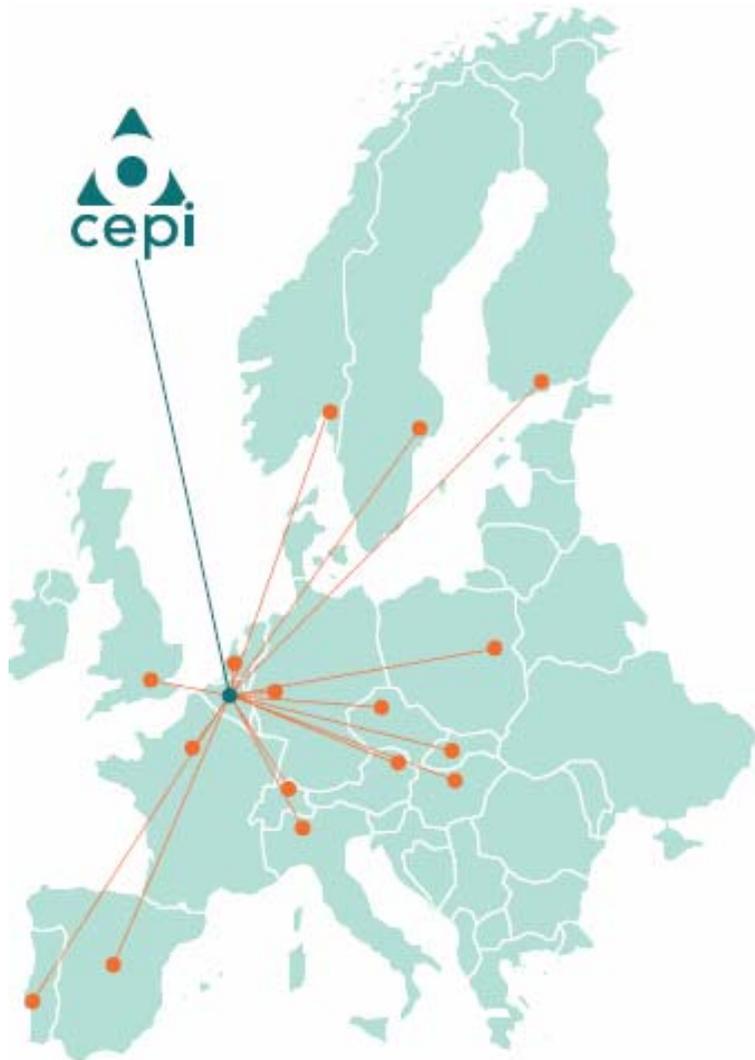




# Promoting Biodiversity in the European Pulp & Paper Industry

# Confederation of European Paper Industries

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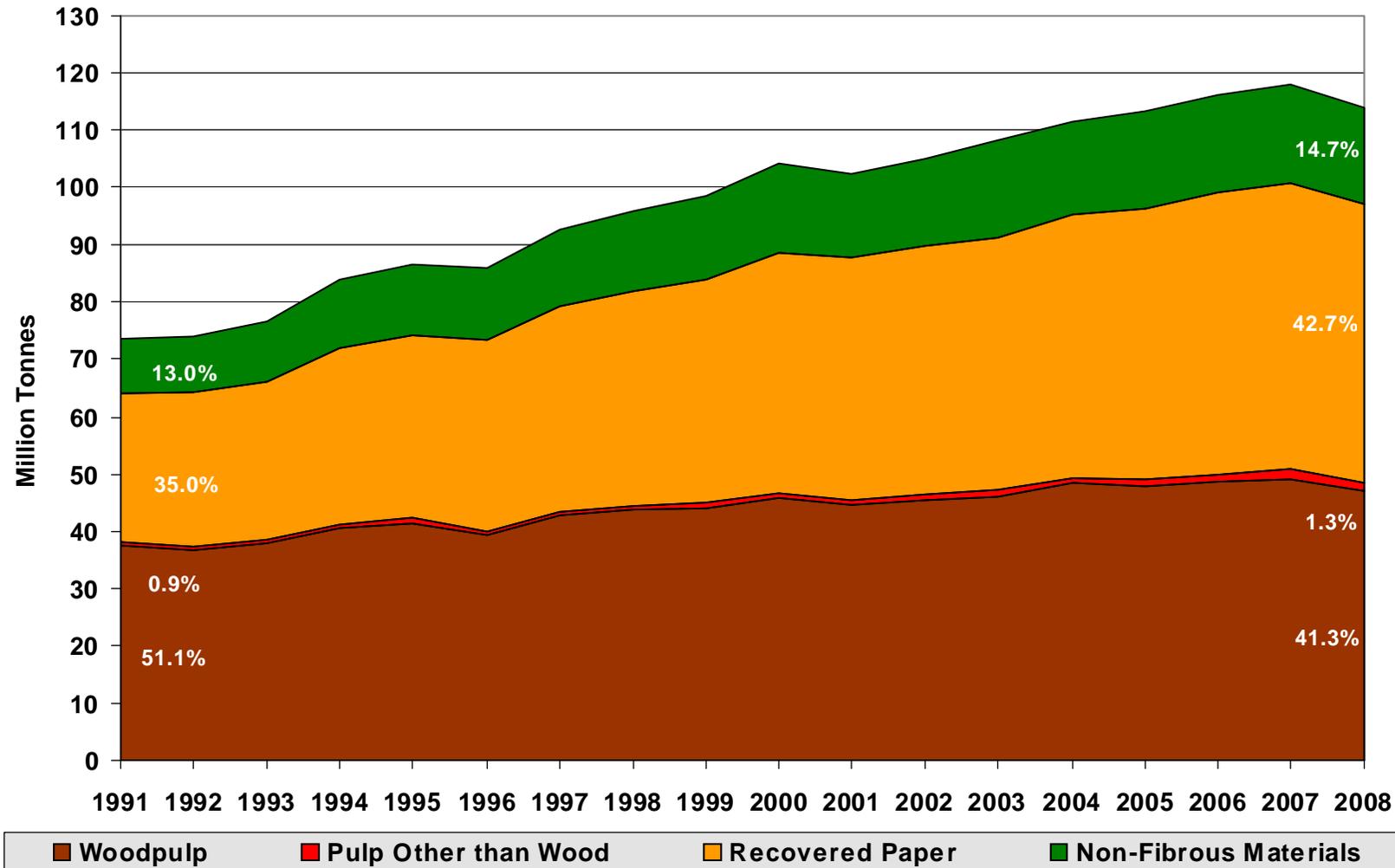
- Represents:

- 19 National Associations
- 760 companies
- 1,100 mills

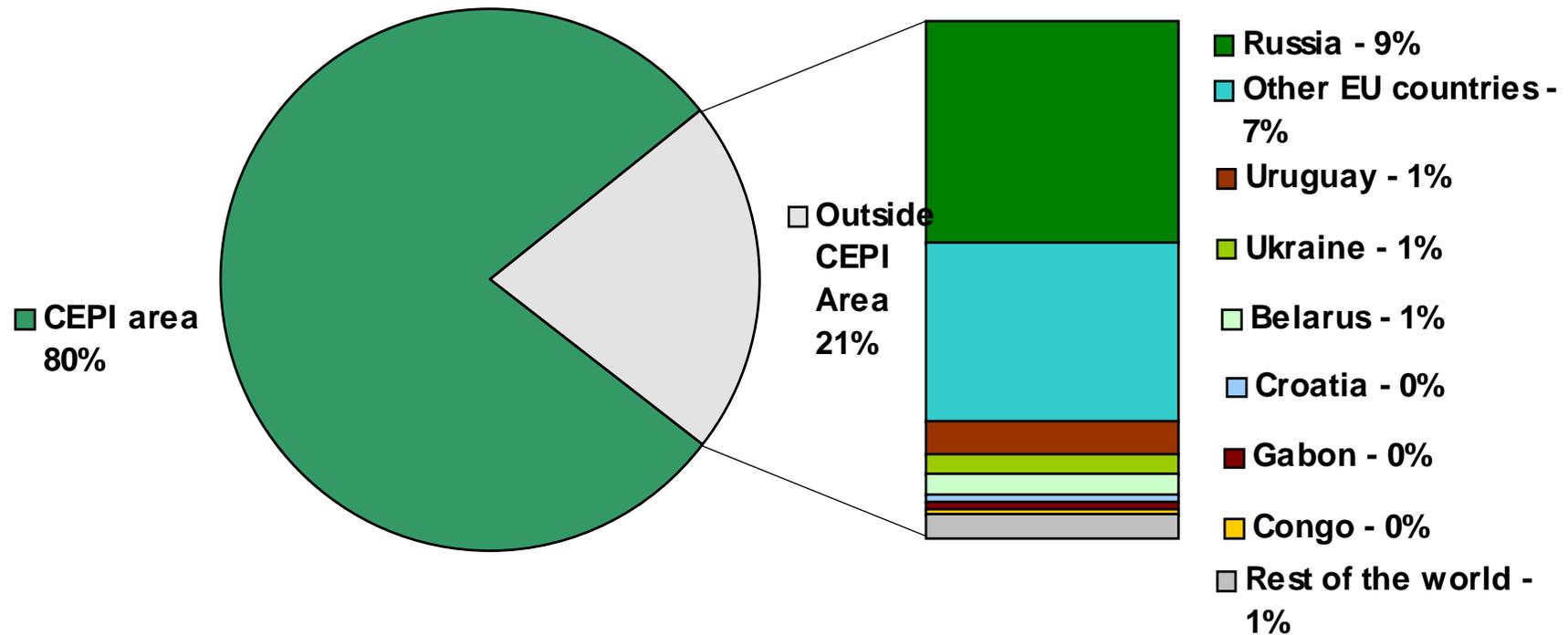
- Focuses on:

- Raw materials availability/ quality
  - Management of energy and carbon
  - Product policy
  - Sustainability
-

# Raw Materials Consumption in CEPI Countries 1991 - 2008



# Wood consumption by Origin



Source: Pöyry



# Biodiversity....

A photograph of a lush green forest with many trees and sunlight filtering through the canopy. A white rectangular box is overlaid on the center of the image.

**...at the core of our business**

## Chapter 9 of the 4th assessment report of the IPCC:

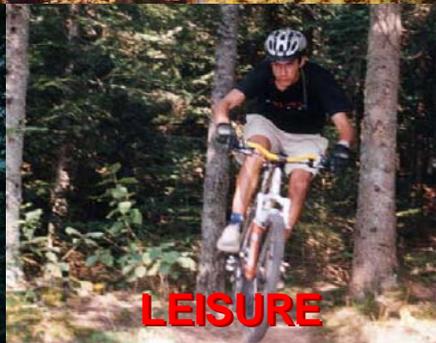
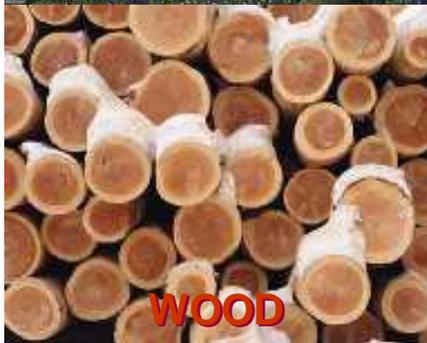
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„In the long term, a sustainable forest management strategy aimed at mitigating or increasing carbon stocks, while producing an annual sustained yield of timber, fibre or energy from the forest, will generate the largest sustained mitigation benefit.“



# Forest protection



# Industry's supply chains



## Short supply chain



Company managed forests



Pulp/paper mill

## Medium supply chain



Public or private forests



Logging company or forest management company



Pulp/paper mill

## Long supply chain



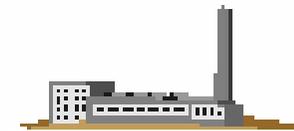
Public or private forests



Logging company or forest management company



Saw mill or Wood merchant



Pulp/paper mill



# Certification in Europe



- Certified surfaces
  - PEFC total: 223 545 612 ha (5.6% of the global forest area)
    - PEFC (CEPI): 56 456 300 ha (38.9 % of CEPI forest area)
  - FSC total: 117 932 066 ha (3% of the global forest area)
    - FSC (CEPI): 23 238 991 ha (16 % of CEPI forest area)
- Number of CoC certificates
  - PEFC total: 6171
    - PEFC (CEPI-18): 5198
  - FSC total: 15713
    - FSC (CEPI): 6656



# Certification in the European paper industry



- 82% of company owned/leased forests are certified
- 56% of roundwood, chips and sawdust delivered at mills are certified
- 90% of market pulp capacities are certified
- 76% of paper capacities are certified



# Promoting Biodiversity in the paper industry

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- CEPI and its member companies have come together with Eurosite to share experiences and encourage our industry to take biodiversity further into consideration



2010 International Year of Biodiversity



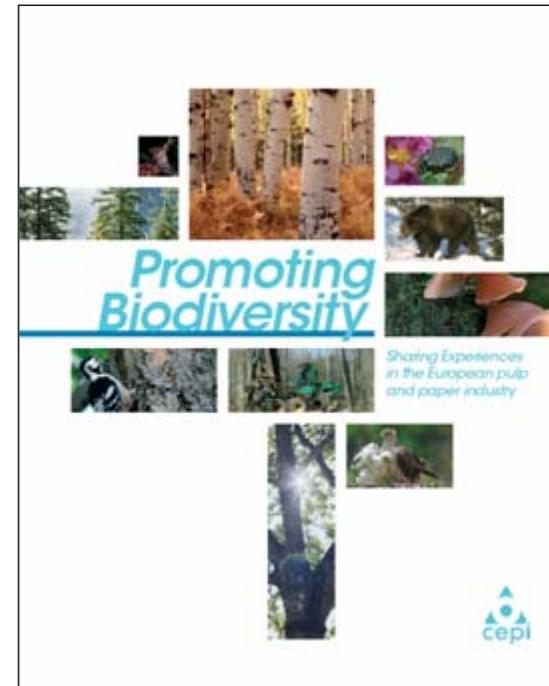
Life in harmony, into the future  
いのちの共生を、未来へ  
COP 10 / MOP 5



# About "Sharing Experiences"



- Aim to promote biodiversity in our everyday operations
- Focus on voluntary action in commercial forests
- Support existing protection network
- Directed to those players who can make an impact
- Scope is Europe, but the tools are applicable outside Europe



# What is in it?



- Political background
- Protection framework
- The industry, forests and biodiversity
- 28 Best Practice examples
- Six cooperation projects with Eurosite



Biodiversity tools	Pulp or paper mill	Wood buyer	Logging company	Transport company	Forest owner or manager	Example of best practices
Policies, rules & guidelines	●	●	●	●	●	Purchasing policy
Management systems	●	●	●	●	●	ISO & EMAS
Forest certification	○	○	○	○	●	Norwegian Living Forest Standard
Chain of Custody	●	●	●	●	●	Chain of Custody for wood suppliers
Origin of wood tracking systems	●	●	●	●		Tracing wood imports
Contract terms & conditions	●	●	●	●	●	Wood supply contract
Operator training and certification	○	○	●	●	●	Green Drivers Licence
Biodiversity programme			●	●	●	Biodiversity programme for company owned forests
Communication	●	●	●	●	●	Biodiversity communications
Operational guidelines	○	○	●	●	●	Biomass procurement guidelines Green tree retention Minimizing impact on water Avoiding soil compaction Logging site planning Controlled burning
Forest management planning					●	Green forest management plan Forest plantation design Creating structural diversity Mapping valuable habitats Fire prevention Voluntary conservation
Biodiversity projects	●	●	●	●	●	White backed woodpecker Bonelli's Eagle Dormouse Black grouse European Brown bear Rhododendron Forest restoration

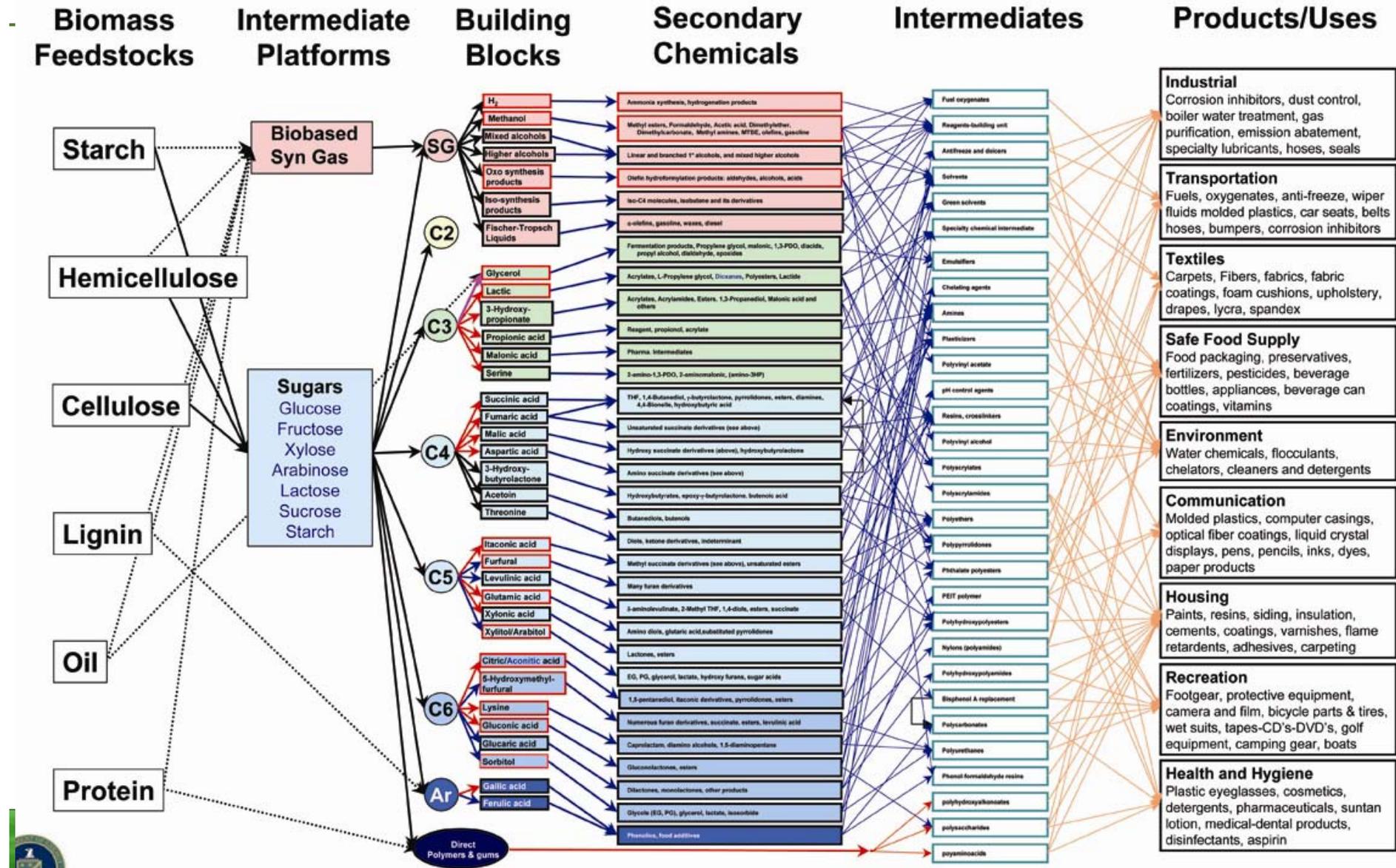
# Our opportunity towards 2020



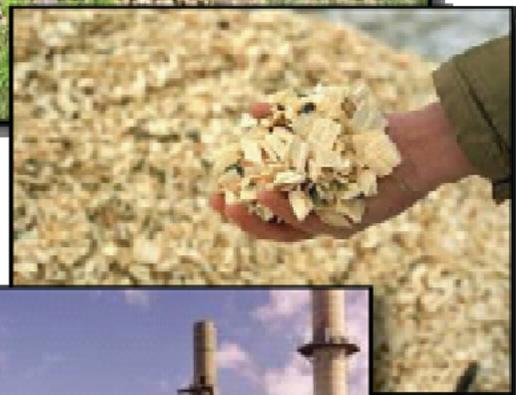
- Biodiversity Strategy Post-2010
- EU Business & Biodiversity initiative
- Our initiative can contribute to the 2020 engagement
- Developing sustainable forest management and harvesting practices offers a unique possibility to make a significant positive impact on biodiversity
- Plantations also offer possibilities through good design



# Doing more with the same...



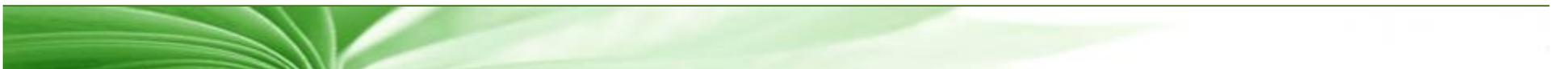
# The same material, different requirements



# EU2020



## A fully integrated approach



The background of the slide is a close-up photograph of a large stack of cut logs, likely birch, showing the light-colored wood grain and dark bark. The logs are stacked in a somewhat chaotic but dense manner, filling the entire frame.

**Thank you for listening!**