

# The pulp, paper and board industry



## Sustainability at CEPI

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23 September 2011



# Confederation of European Paper Industries



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## Represents:

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

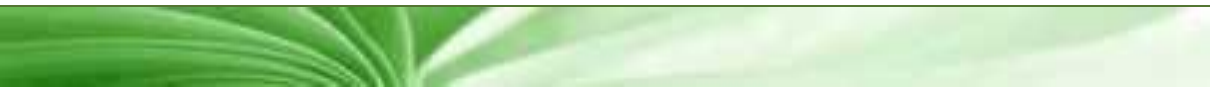
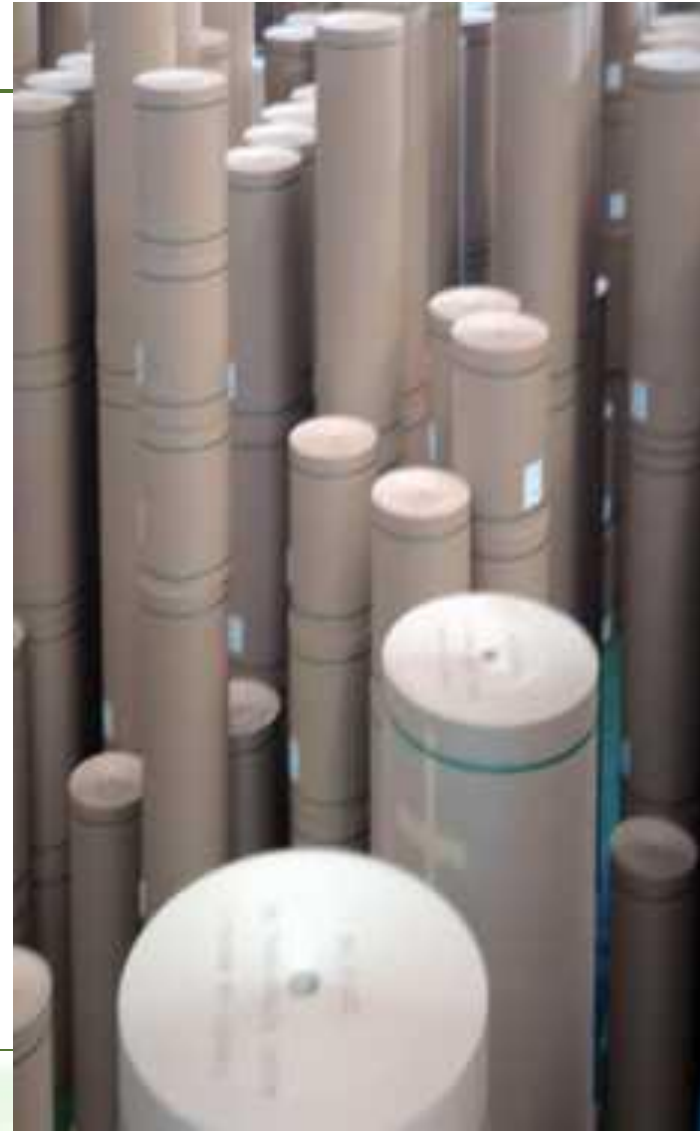
## Focuses on:

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

# CEPI Vision



**The European Pulp and Paper Industry is a leading example of how competitiveness and sustainability can go hand in hand**



# CEPI Vision



- 
- Innovative
  - Competitive
  - Technology-driven



**European  
Paper  
Industry**

A Venn diagram consisting of three overlapping circles. The top-left circle is light gray, the top-right circle is light gray, and the bottom circle is light gray. The text 'European Paper Industry' is centered in the intersection of all three circles.

- 
- N 1 in efficient use of resources
  - Champion carbon profile

- Responsible employer
  - Focused on health, safety and employability
-

# A role model in sustainability



- ✓ Wood is a renewable raw material
- ✓ EU forests grow by 6,000 km<sup>2</sup> every year
- ✓ 55% wood used by paper industry comes from certified responsibly managed forests
- ✓ 66,6% of paper is recycled
- ✓ 42% reduction of CO<sub>2</sub> since 1990
- ✓ 54.55% of total renewable energy.



# The future is taking shape...

Low carbon economy

Efficient use of resources

Sustainable material management

Sustainable consumption



**...and forest-based industries can secure that future**



***“A sustainable forest management strategy aimed at maintaining or increasing forest carbon stocks, while producing an annual sustained yield of timber, fibre or energy from the forest, will generate the largest sustained mitigation benefit”***



**4th Assessment Report**  
Intergovernmental Panel on Climate Change

# Sustainability Reporting

## Why



- To engage the industry
- To go forward
- To communicate
- To increase trust



# Sustainability at CEPI

- First Report 2003
- Published every two years
- In between report sees publication of newsletter with best practices
- Stakeholders involvement
- GRI Level B+
- Microsite: [www.cepi-sustainability.eu](http://www.cepi-sustainability.eu)

# 2003 – The European paper industry on the road to Sustainable Development



The European paper industry on the road to Sustainable Development



November 2003



- First report based on UNCED principle of three pillars: Economic, social and environmental
- 12 targets:
  - 2 quantitative:
    - Recycling
    - Renewable Energy
  - 3 aspirational:
    - Accidents
    - Forest certification
    - EMS
- Industry Carbon Cycle introduced

# Sustainability Report 2005



Cepi Sustainability Report  
2005



- Use of GRI indicators, but no level reported
- First Stakeholder consultation via survey
- Progress report on existing indicators and targets; new indicators and targets
- First 'Best Practices'
- First decoupling graph

# Sustainability Newsletters



- Published every two years
- To keep attention and focus on sustainability
- Includes best practices of National associations in Europe
- Smaller print-run

# Sustainability Report 2007



- CEPI becomes an organisational stakeholder of GRI
- Stakeholder consultation by survey and interview
- First GRI level report: C
- GRI checked
- More CEPI members publish their own sustainability reports

# Sustainability Report 2009



Sustain  
Sustainability Report / 2009  
(Participation of European Paper Institute)



- GRI level check: B+
- First GRI verified report from and industry association with B+
- First third party verification by Plenum (Austrian company)
- Plenum checks the report on strengths and weaknesses, gives recommendations for improvement and verifies how CEPI gathers data
- More indicators and management approach description for each area

# Summary leaflet

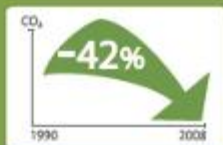


Sustainability Report / 2009  
[Confederation of European Paper Industries]

sustainability

## SUSTAINABILITY OF PAPER - A NATURAL FACT

The European paper industry continued to build upon its impressive sustainability performance in the last two years and did their bit in the fight against **Climate Change**. CEPI members decreased specific emissions of CO<sub>2</sub> per tonne of paper produced by 42% since 1990.



Here are some of the European paper industry's other accomplishments:

- The paper industry was the only industrial sector to reduce emissions under the EU Emissions Trading System in 2008 vs 2007 by **6.5%**.
- A reduction in the levels of both **SOX** and **NOX** emissions since the last report.
- A recycling rate increase to **66.6%**, higher than the target set for 2010.
- Primary energy use reduced by **2.9%**.
- **54.4%** of energy used is biomass-based 'green' energy, an increase of 1.5% since 2007.
- **95%** of paper companies use trading systems for the wood they are using.
- **82%** of company-owned/leased forests are certified.

**94%** of electricity produced on-site, using combined heat and power (CHP)

Summaries of main messages are useful...

... but the report is still an important tool for face-to-face meetings with stakeholders, etc.

Short video clips for the microsite and YouTube and as interactive elements for the pdf version of the report: each director introduces their main message from the sustainability report


# Microsite: [www.cepi-sustainability.eu](http://www.cepi-sustainability.eu)




**Sustain**  
CEPI's online Sustainability Report

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## Home

 **The Global Reporting Initiative (GRI)** provides standardised criteria by which public and private bodies can benchmark, chart and report progress in their activities in economic, environmental and social terms. This sustainability report is guided by the GRI criteria and has achieved the B+ requirements with A+ being the highest possible ranking. This is a great example of the effort CEPI is putting in improving data collection and forging agreements amongst members.

**Sustainable:** sums up a set of values we are learning to acquire. Human activities should respect the balance of nature. For the paper industry it means acting responsibly in the interests of stakeholders, forest and urban environments and natural resources.



2011

## Resource efficient and Sustainable



Constant improvement in data gathering

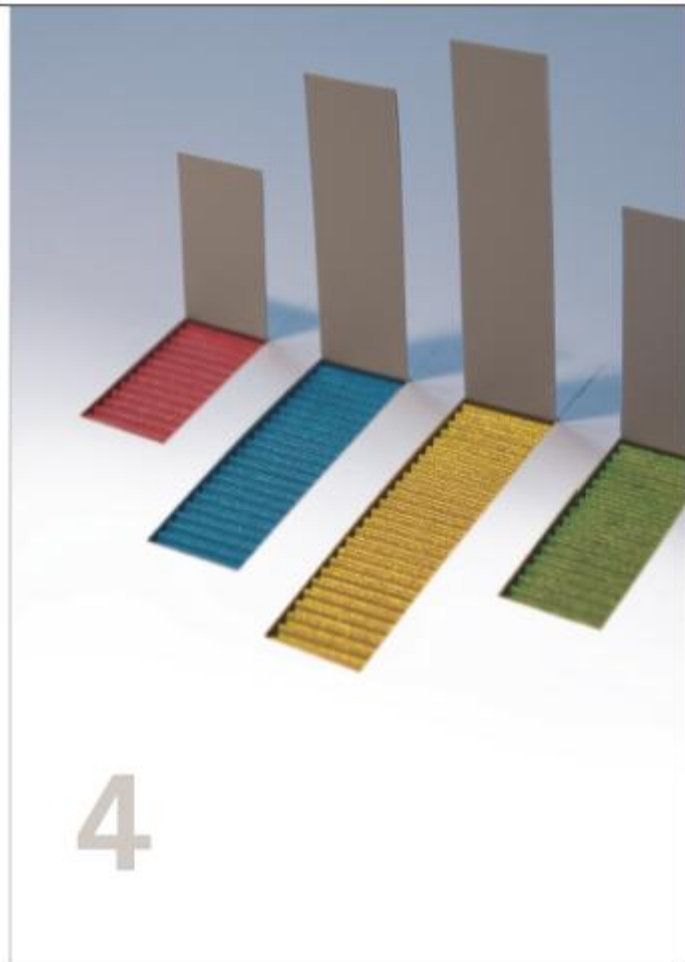
Difficult to increase number of indicators due to the nature of a European association

Aiming to consolidate B+ level reporting

GRI checked, Plenum verified

New reporting guidelines from GRI

# 2011



Broader stakeholder engagement with on topics – highly useful!

Also this year:

- Executive summary
- Update of the microsite
- Interactive pdf

# Support to industry

- ✓ Large pulp and paper producers have sustainability reports
- ✓ Some National associations publish reports
- ✓ Investigating GRI sector supplement for the paper industry defining sector specific indicators



# Lessons learned

- Key communication tool
- Replaces annual reports
- Value of development (internally) and publishing (external).
- Alignment of messages
- Source of information for the whole industry
- Unsure of audiences/readers
- Association takes the lead
- Difficult gathering data – but valuable exercise for many purposes
- Different definitions – opportunity to harmonise
- New targets/engagement????

A photograph of a paper mill warehouse. Numerous large, white rolls of paper are stacked in rows, receding into the background. The rolls are cylindrical and have a central hole. The lighting is bright, highlighting the texture of the paper.

**Thank you!**