The importance of forests and their significant role in the building of a green economy was one of the topics discussed by world leaders at Rio+20. That is why the 2012 edition of the Food and Agriculture Organization of the United Nations’ (FAO) Committee on Forestry (COFO), held in Rome, from September 24 to 28, will focus on translating the results of Rio+20 into action. Read more on page 4.
Forestry's potential as a solution to global needs

This has been a productive year for ICFPA and the global forest and paper industry.

I am honoured to have been elected as the new ICFPA president at our meeting in New Delhi in May. On behalf of all ICFPA members, I would like to again thank Teresa Presas for her dedication to ICFPA and congratulate her for the many ICFPA achievements under her leadership.

In June, we co-hosted the event “Forests: the Heart of a Green Economy” with FAO and BRACELPA at the landmark Rio+20 conference in Rio de Janeiro, Brazil. Elizabeth de Carvalhaes and the BRACELPA team deserve our thanks and congratulations for bringing together a well-attended and successful event.

ICFPA accomplished its mission in Rio by ensuring that the forest sector was recognized as an important part of a sustainable global economy.

Around the world, organizations are implementing projects that tap into forestry’s potential as a solution to global needs such as food, fuel, fibre and medicines. But for true sustainable development, innovation, collaboration, partnership and dialogue must exist at all levels, between businesses, governments, NGOs.

ICFPA will continue to advocate in the international arena and fight for policies that recognize the economic, social and environmental value the industry provides by growing and converting a renewable and recyclable resource into products that meet people’s needs.

On September 25, the ICFPA Working Group will meet in Rome during the FAO World Forest Week. We will follow up on the ICFPA’s governance issues raised in New Delhi and discuss plans for the 2013 International CEO Roundtable, scheduled to take place on June 6th, 2013, in Brazil.

I look forward to working with you over the coming two years.

Donna Harman is the president of ICFPA and president and CEO of The American Forest & Paper Association
Rio+20

During the Rio+20 conference, held in the city of Rio de Janeiro, the major initiative of the forest and pulp and paper sectors was the international seminar ‘Forests: the Heart of a Green Economy’, held on June 18th and sponsored by the Food and Agriculture Organization of the United Nations (FAO), the International Council of Forest and Paper Associations (ICFPA) and the Brazilian Pulp and Paper Association (Bracelpa). The event highlighted the role of forests in sustainable development and poverty eradication.

Participating in the official opening were Prince Albert II of Monaco; Don Koo Lee, South Korea’s Forest Service Minister; and Sven Alkalaj, Executive Secretary of the Economic Commission for Europe. Izabella Teixeira, Brazil’s Environment Minister, addressed the event’s participants.

For Eduardo Rojas-Briales, FAO’s Assistant Director-General of Forestry, the forest industry offers the best model for transition to a green economy. He showed a video on forest activity in Vietnam, produced by FAO, as an example of good practices (check his presentation here).

Donna Harman, ICFPA’s President, pointed out the global economic and social benefits of the forest industry and its potential to tackle one of the major issues on the table at Rio+20, climate change and food safety.

Social and environmental aspects

Keynote speaker José Luciano Penido, Fibria’s President of the Board and Bracelpa’s President of the Deliberative Council, emphasized the 2050 Vision of the World Business Council for Sustainable Development (WBCSD) – a set of public policy recommendations for sustainable development in an increasingly populated world, where the growing demand for products could lead to dwindling forest resources.

Penido affirmed that the industry is experiencing a transition period with the development of new agro-forest strategies, new markets and new products - such as biofuels, bio-plastics, materials made of carbon and others. He ended his presentation by showing the nanotechnology video Rethink Trees, produced by the Technical Association of the Pulp and Paper Industry (Tappi).

Biotechnology

Stanley Hirsch, FuturaGene’s CEO, advocated the use of biotechnology in the context of a green economy. According to him, the future challenges for this industry include investments in biotechnology and innovation; development of public-private partnerships; direct involvement of industries and governments; and the engagement of communities.
During the 21st session of FAO's Committee on Forestry (COFO) in Rome, from September 24th to 28th, some of the topics discussed are:

- Forests and forest products at the heart of sustainable production and consumption;
- Integrating forests with environmental and land use policies at all levels;
- Forests, trees and people together in a living landscape: a key to rural development;
- Broadening the financial basis for sustainable forest management: wood and non-wood products, services, innovations, markets, investments and international instruments;
- Sound information and knowledge base for better policies and good governance.

Also, for the third time during COFO, World Forest Week will take place. This series of meetings and events sponsored by FAO and its partner organizations and institutions presents an opportunity for sharing state-of-the-art knowledge and major accomplishments and achievements.

On September 25th, from 9:00am to 12:40pm, FAO’s Forestry Department and the Brazilian Pulp and Paper Association (Bracelpa) will co-organize the side event “The role of forest plantations towards a sustainable future”. The event’s objective is to deepen the discussion about forest plantations for commercial uses, divided into three sessions: Innovations; Socio-Economic Development; and Sustainability and Responsible Management. It also aims to discuss strategies to increase forest plantations’ significance and visibility within the framework of a green economy.

COFO’s participants are, among others, forestry delegates to the Committee, government representatives, international organizations and NGO’s. Further information is available at http://www.fao.org/forestry/cofo/en/.

Forest Certification
The panel on forest certification highlighted how it can add value to the supply chain, and its ever-growing importance to technology.

Learn more about this panel by viewing panelist and IKEA Global Forestry Manager Anders Hildeman’s presentation.

Rural Development
The last panel at the event focused on how forest industries contribute to the sustainable development of rural areas. This panel addressed the importance of developing work sponsored by the industry, governments and local communities as a means to mediate conflicts resulting from land disputes, while encouraging local sustainable development.
Brazil - Brazilian Pulp and Paper Association – Bracelpa

E-mail signatures

Bracelpa, together with partner companies, created a series of phrases that may be used in any e-mail signature, institutional documents, websites and on Twitter. Each phrase conveys a message about the sector's sustainability practices and highlights the importance of planted forests for the preservation of the environment and the responsible consumption of paper, among other usages. Click here, learn, use and spread.

Communication at Rio+20

The proposals and actions of the Brazilian pulp and paper sector during Rio+20 were the subject of a lot of Bracelpa's communication outreach. See some examples below.

- BR Pulp&Paper News;
- Special page on the website;
- Twitter;

FSC Election

FSC International opened nominations for its 2012 election. They are seeking successors for the three Economic Chamber members whose terms end in 2012. There are two vacancies for the Northern Economic Chamber and one for the Southern Economic Chamber. Bracelpa supports Miguel Sampol Pou’s candidacy for the Southern Economic Chamber. He was nominated by Klabin S.A, and seconded by Stora Enso Brazil (Economic Chamber) and OELA (Social Chamber). Governance, controlled wood, forest carbon and technological development are among the themes championed by him. Miguel Sampol’s has 45 years of experience in business management, long-term contracting, planning and managing large corporations. As Klabin’s CEO, he was responsible for completing the certification of 100% of the company’s forest areas and the product’s Chain of Custody, including timber, paper, sack rafts and packaging boards. The election result will be known by the end of September.

Canada - Forest Products Association of Canada

Vision 2020

The Canadian forest products industry is on the move. Member companies of the Forest Products Association of Canada (FPAC) have established Vision2020 to propel the industry forward in terms of products, performance and people. With it, the sector intends to
become a global leader in quality, sophistication and environmental integrity as related to forest products. The main objectives are:

- **Goal one** - generate a further $20 billion in economic activity from new innovations and growing markets. Canada needs to build on the work already underway to develop new bioproducts made from trees, from car parts to clothing and cosmetics.

- **Goal two** - further improve the industry's environmental footprint by 35%. Already among the “greenest” forest sectors in the world, FPAC identified 12 parameters, including air and water, in which the industry will further its environmental credentials.

- **Goal three** - hire at least 60,000 new recruits including women, Aboriginal people and new Canadians. After a decade of job cuts, the Canadian forest products industry is recruiting and offering solid careers for those with the skills and desire to work in the sector.

**United States – American Forest & Paper Association**

**Illegal Logging and Trade: AF&PA Opposes Legislation to Weaken the Lacey Act**

AF&PA played an active role in advocating for passage of the 2008 Lacey Act amendments, which make it illegal to import plants and plant products, including wood and paper, harvested or traded in violation of the laws of a foreign country.

In recent months, there has been strong pressure in Congress to pass legislation that would weaken the Lacey Act. The legislation was scheduled for a vote in the U.S. House of Representatives in July. After intensive education by AF&PA, its member companies, other industries and environmental groups, sufficient concerns prevented its consideration by the U.S. House of Representatives. The industry has opposed the RELIEF Act (H.R. 3210) because of concerns that it will weaken the effectiveness of the 2008 Lacey Act amendments by narrowing the scope of foreign laws that triggered Lacey Act violations and limiting the declaration requirement only to imports of solid wood products.

It is possible that the RELIEF Act will be considered at some point later this year. In the meantime, AF&PA will continue to work with key Members of Congress to resolve our concerns with legislation that would weaken the Lacey Act.

**Progress on AF&PA’s Sustainability Goals: Better Practices, Better Planet 2020**

The following is an overview of our latest achievements regarding Better Practices:

- In 2011, 66.8 percent of all paper consumed in the U.S. was recovered for recycling, nearly doubling our rate of paper recovery since 1990;

- Improved energy efficiency led to a reduction in purchased energy of 8.1 percent in 2010, compared to the 2005 baseline;

- We cut our own greenhouse gas emissions intensity by 10.5 percent from 2005 to 2010.

- Between 2005 and 2010, our members increased the amount of fiber procured from certified forestlands increasing to 24 percent and increased the fiber procured through certified fiber sourcing programs to 96 percent;

- We also continue to work with governments and other stakeholders on effective policies to combat illegal logging;
India – Indian Paper Manufactures Association (IPMA)

IPMA sponsors ICFPA Annual Meeting

“Through the pursuit of a sustainable forestry policy, India expects to make wood and paper its major export items”, said Eduardo Rojas-Briales, FAO’s Assistant Director-General, Forestry Department, during the ICFPA Annual Meeting and the 53rd FAO Advisory Committee on Paper and Wood Products, last May.

Representatives of wood and paper industries from 24 countries, including Russia, Brazil, Japan, Australia, North America, Europe, New Zealand and South Africa, participated in the meeting.

The event’s most important theme was how India could transform its forest ventures into a sustainable forestry policy. The example cited was Vietnam - the country successfully transformed forest products into substantial revenue.

The next step, according to Madhukar Mishra, IPMA’s President, is formulating a policy to be used in degraded forest areas in the industries’ premises and neighboring areas.

Japan – Japan Paper Association

Japan Paper Association publicizes its new environmental action plan

On April 1st, 2012, JPA published its new “Environmental Action Plan”. With it, JPA member companies are expected to contribute to the global environment by further improving their environmental performance and promoting international cooperation in the field of research and development of resources and energy-saving technologies.

The key targets of the Environmental Action Plan are:

- By fiscal 2020, reduce fossil energy-derived CO₂ emission by 1.39 million tons as compared with fiscal 2005. Expand forest plantations owned or managed by JPA member companies at home and abroad to 800 thousand hectares;
- By fiscal 2015, achieve a recovered paper utilization rate of 64% and reduce by-product landfills from pulp and paper production to 350 thousand tons on a wet weight basis.

JPA will conduct a follow-up survey on the Environmental Action Plan’s progress and will publicize the results every year. Visit the website to read the Environmental Action Plan’s full text and the Committed Action Plan’s key achievements on the environment.
“Write a letter on Valentine’s Day! Love with PAPER”

On February 11th and 12th, the weekend just before Valentine’s Day, JPA held the event “Write a letter on Valentine’s Day! Love with PAPER”, in Tokyo. The event took advantage of the Valentine’s season and tried to make teenagers and 20-year old youngsters, used to communicating by e-mail, learn and discover how to express their feelings with the written word. The event, held in front of a popular department store, included the distribution of a set of letter papers and paper envelopes. Later on, a mural was formed with message cards written by participants.

EUROPE’S CORNER

EU - Confederation of European Paper Industries (CEPI)

European Paper Week 2012

The European Paper Week 2012 will take place on November 13th to 15th at the brand new EU Thon Hotel in Brussels. Organized by CEPI, EPW is the European paper and pulp industry’s largest annual event, gathering over 330 participants from all areas and levels in the industry. Featured topics in 2012 are:

- Innovation in Paper;
- Implementing the 2050 Roadmap;
- Health & Safety best practices;
- Print Media in times of change;
- EU Timber regulation: Info session.

Printed invitations will be sent out and will include all necessary information for online registration and hotel reservation.

Biobased for Growth PPP

CEPI is progressing with the implementation of the ‘Forest Fiber Industry 2050 Roadmap for a low carbon bio-economy’. Together with a group of Brussels-based agro, forestry, chemical, food, starch and pulp and paper associations and technology platforms, the association has been leading the launch of an EU-wide Public Private Partnership (PPP) of bio-based industries to accelerate innovation and market uptake of bio-based products (called BioBased for Growth). Enabling the European Commission’s strategy “A Bioeconomy for Europe”, the objectives of the PPP are to address challenges related to investment, innovation and integrating new products, and building new value chains.

This global paradigm shift from oil-based to bio-based materials represents a unique opportunity for the European paper industry and may trigger a world-leading competitive bio-based industry over the next decade, with significant economic, environmental and social benefits.
CEPI Key Statistics Published

The CEPI Statistics team published the CEPI Key Statistics 2011 at the end of June. The latest edition of this popular publication features production, environmental and social affairs statistics. At the same time, CEPI published the Annual Statistics 2011, which features more than 80 pages of detailed figures and graphs on the pulp and paper industry.


Paper-based packaging recycling at 78%

Paper is the most recycled packaging material in the EU with a recycling rate of 78%, based on 2010 figures. This result exceeds the 60% target set in the Packaging and Packaging Waste Directive, reached in 1997 (European Commission data). In fact, the paper-based packaging recycling rate was already at 73.3% in 2005, compared to 63.8% in 2000 (Eurostat). This outcome indicates that renewable and recyclable paper packaging positively contributes to the European objective of resource efficiency.

Photo competition winners announced

As part of its 20th anniversary celebrations, CEPI launched a photo competition under the theme “Paper Moments”. Out of the 543 photos submitted, the judges awarded three and commended five photos. The first prize went to the photo “I have a dream” by Sandu Mihai from Romania. The judges thought that it captures a “Paper Moment” perfectly. It has a strong emotional appeal, with perfect composition and lighting. It shows a child’s positive view towards the future and the paper industry a youthfull image. The 2nd prize went to Dominik Fleischmann from Germany for his photo “Paper Room” and the 3rd prize went to Benoit Gradel, from France, for the photo “Declaration”. All photos can be viewed at: www.flickr.com/groups/cepiphotocompetition2012.

Austria - Austropapier

Austrian Paper Conference

Under the headline “New horizons – Roadmap 2050”, the annual Austrian Paper Conference (23rd-24th May), in Graz, attracted more than 400 guests from over 15 countries. After remarks by Marco Mensink, from the European Confederation of Paper Industries (CEPI), and Johan Elvnert, from the Forest-based Sector Technology Platform (FTP), a high-level panel discussion investigated challenges and opportunities for the pulp and paper industry. More than 40 presentations were given by national and international experts about strategies and technologies for the future. Wolfgang Pfarl, Austropapier’s
Chairman, also welcomed high-level political representatives from the federal and regional governments. For the first time, the highly appreciated award-winning short films from the successful initiative “Papier macht Schule” were presented. Get to know more at www.papiermachtschule.at.

Austrian Paper Day

On 14th June, 2012, more than a hundred top level representatives of the paper chain met in Vienna for the first Austrian Paper Day, organized by Austropapier. After remarks by Teresa Presas (CEPI) and Peter Berg (McKinsey), intensive discussions carried on about the 2050 Roadmap, the future paper and board markets, innovation policies, future packaging and the carbon footprint of printed products.

That same day, for the 25th time, Austropapier awarded the best printed products and the most innovative packaging systems with the Emballissimo and Printissimo Awards. More than 150 paper, board and corrugated board products were submitted by designers and printers and evaluated by a jury. Also, for the first time, new and highly innovative forest fibre applications were awarded with the fibrePLUS Award.

140 Years Austropapier & 100 Years ÖZEP

To celebrate ÖZEP's 100th year anniversary, the Austrian Association of Pulp and Paper chemists and technicians, Wolfgang Pfarl, Austropapier's Chairman, and Max Oberhumer, ÖZEP's Chairman, will welcome the Federal Minister of Economic Affairs and more than 200 special guests to an evening event on 27 September, 2012. Read more at www.austropapier.at/oezepa.

Germany – German Pulp and Paper Association

U-turn in Germany’s energy policy

The radical change in Germany’s energy policy is now the focus of a public debate, due to the Fukushima nuclear disaster in Japan last year. The already existing, highly ambitious energy concept was drastically sharpened to usher in an energy U-turn. At its core are the expansion of renewable energy and an accelerated phase-out of nuclear energy by 2022. This expansion will enable the renewables' share in gross power consumption to be increased to 35% by the year 2020 and to 80% by 2050. Obviously, these plans entail serious risks for the industry, in terms of prices, especially in energy-intensive branches like the paper industry. The industry points out that secure, clean and affordable energy supplies are an indispensable prerequisite for its survival in an extremely competitive environment.

Russia - Russian Association of Pulp & Paper Organizations and Enterprises

Russia at the WTO

The most important news on Russia in 2012 was the fact that it joined the World Trade Organization (WTO). The Russian Association of Pulp & Paper Organizations and Enterprises (RAO BUMPROM) determined that equal access opportunities to markets and resources
promotes competitiveness and guarantees consumers the best quality for the best price. Also, in this scenario, the Association analyzes economic influence forecasts from pulp and paper companies and offers conclusions on how to decrease negative influence on Russian manufacturers.

The Association aims to increase investments in the Russian Forest Sector by eliminating administrative and bureaucratic barriers; develop the private-state partnership for building financing and modernization of enterprises; develop a wood road network infrastructure in non-exploiting forest regions; and improve the forest specialists’ education and training system.

The Association was one of the organizers of the Forest Section of the Russian Technological Platform on forest biotechnology.

Spain - Aspapel

Paper pride in social media: #quieropapel

Twelve Spanish paper trade organizations led by ASPAPEL are behind the launch of a social media initiative supporting the values of paper as an indispensable and beloved product in communication, marketing, education, transport, hygiene and multiple other applications. The project is supported by pulp and paper makers, printers, publishers, paper and board packaging converters, and others.

Social media, namely Twitter, is used to continuously spread paper's successes.

The startup of the social movement was formalized in a public event in Madrid attended by more than 200 people, animated by a magic performance on the theme of paper. Ten photo scripts on the use of paper in our daily lives decorated the room. A wall in which the assistants left their written thoughts about paper completed the scene.

For a video of the event: http://go4.es/0aYS.

Sweden - Swedish Forest Industries Federation

Swedish Wood

The Swedish Forest Industries Federation mentions all its activities related to the promotion of wood, wood products and wood construction together under the name Swedish Wood. In Sweden, it will be known as Svenskt Trä (Swedish spelling for “Swedish Wood”).

“Now we have a clear brand for our external communications to ensure our contribution is fully recognized”, says Jan Söderlind, director of the international wood programme at Swedish Wood.

The campaign goal is to increase the use of wood in Sweden and selected international markets by providing inspiration and information, spreading knowledge and encouraging the development of markets relating to wood, wood products and wooden buildings.

Swedish Wood cooperates with national partners. In the UK, this initiative is called Wood for Good, and in France, Bois.com. In Japan and China, Swedish Wood acts through an international network called European Wood.
NEW ZEALAND – NZ FOA

Copying the Canadians technology search

A joint effort between the forest industry, the government and the national forest science research institute has the objective to identify leading technology options to be adopted in the New Zealand forest processing sector. Called “Woodscape”, it will mirror a similar exercise carried out in Canada by the Forest Products Association of Canada, developed in cooperation with the Canadian government. The most promising options are expected to be in the area of bioenergy and biotechnology, which once again highlights a global transition and diversification in the global forest industry.

SOUTH PACIFIC’S CORNER

Lebanon - Syndicate of the Owners of Paper and Packaging Industries in Lebanon

The creation of Libanpack

The Syndicate of the Owners of Paper and Packaging Industries in Lebanon (Sopil) actively helped create Libanpack, a packaging solution center, by offering its services to the Lebanese Manufacturers and Agricultural Exporters. One of Libanpack’s initiatives was to organize the National Conference on Sustainable Packaging, an event that took place on October 5th, 2011, at Adnan Kassar Edifice for Arab Economy under the sponsorship of H.E. Minister of Industry Frej Sabounjian, who also participated in the event. The Association of Lebanese Industrialists (ALI) cooperation also helped make the conference a success.

Around 350 people attended the conference, including ministers, ambassadors, UN delegates, representatives of economic associations, industrialists, academics, businessmen, and designers. The conference, which was the first of its kind to be held in Lebanon, primarily aimed to raise awareness on the latest technologies for sustainable packaging materials in order to increase the competitiveness of the Lebanese industry and enable it to access global markets, while ensuring conformity with international standards.

Fady Gemayel, Libanpack’s President, considered sustainability policy the cornerstone of the production strategy. He pointed out that Lebanon has been a pioneer in the recycling industry since 1929, specifically in the paper recycling process. He added that given the high production cost in Lebanon, Lebanese industries should focus on increasing the quality, innovativeness and competitiveness of Lebanese products and that Libanpack can play a key role in these developments.
New Zealand forest industry conference and strategic plan

In March, the NZ forest industry held its combined two-yearly conference. The event was an effort between forest owners, contractors, primary and secondary processors. The meeting was used to launch a pan-industry strategic plan developed over the previous year in tandem with the government. The plan identifies key priorities to stress the industry’s profitability and its contribution to the economy.

NZ Emissions Trading Scheme grinds to a halt

Following a review of the New Zealand Emissions Trading Scheme, the New Zealand government has announced a number of decisions that effectively postpone any further action on emissions reduction. A range of measures that protect emitting industries, such as a price cap and a two-for-one subsidy, were continued. In addition, New Zealand has gone against the trend of others, such as the EU, Australia and Korea, and decided to have no limit at all on international units allowed into the country. The result is that a carbon price that is already languishing worldwide has been driven even lower for emitters in New Zealand.

Forest Biosecurity Workshop on GE

Earlier this year, the NZ Forest Owners Association hosted a joint workshop with the government entitled “Innovative Solutions for Biosecurity Problems - Does GE have a role?” The intent was to have an open dialogue discussing advantages and disadvantages associated with genetic engineering. A wide array of speakers was assembled, including experts from other primary industries, NGO representatives and scientists. The theme of the annual workshop resulted in a record turnout. Most of the papers presented are available, click link to learn more.

Calendar

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Please send your event details to info@icfpa.org
ICFPA - International Council of Forest and Paper Industries

The ICFPA is a worldwide network of forest and paper industry associations that was formed in 2002 to promote cooperation in areas of common interest to its members and to serve as the industry’s advocate at the international level.

Email
info@icfpa.org

Web
www.icfpa.org

Be Prepared!

Paper Week Canada 2013
February, 4th
Canada
http://www.paperweekcanada.ca/

World Forest Summit – Economist Conference
March, 5th
Stockholm, Sweden
http://cema.economistconferences.com/event/world-forests-summit

International Pulp Week 2013
May, 9th
Vancouver, Canada
http://www.internationalpulpweek.com/index.html

EFIATLANTIC - European Forest Institute’s Atlantic European Regional Office / FAO / USSE
May, 20th
Estoril, Portugal
http://www.efi.int/portal/news___events/

ICFPA CEOs Roundtable
June, 6th
Brazil
http://www.icfpa.org/calendar/21/24/international-CEOs-Round-Table

Please send your event details to info@icfpa.org