



RENEWABLE
RECYCLED
RESPONSIBLE
EUROPEAN PAPER

BWPA/AIAC

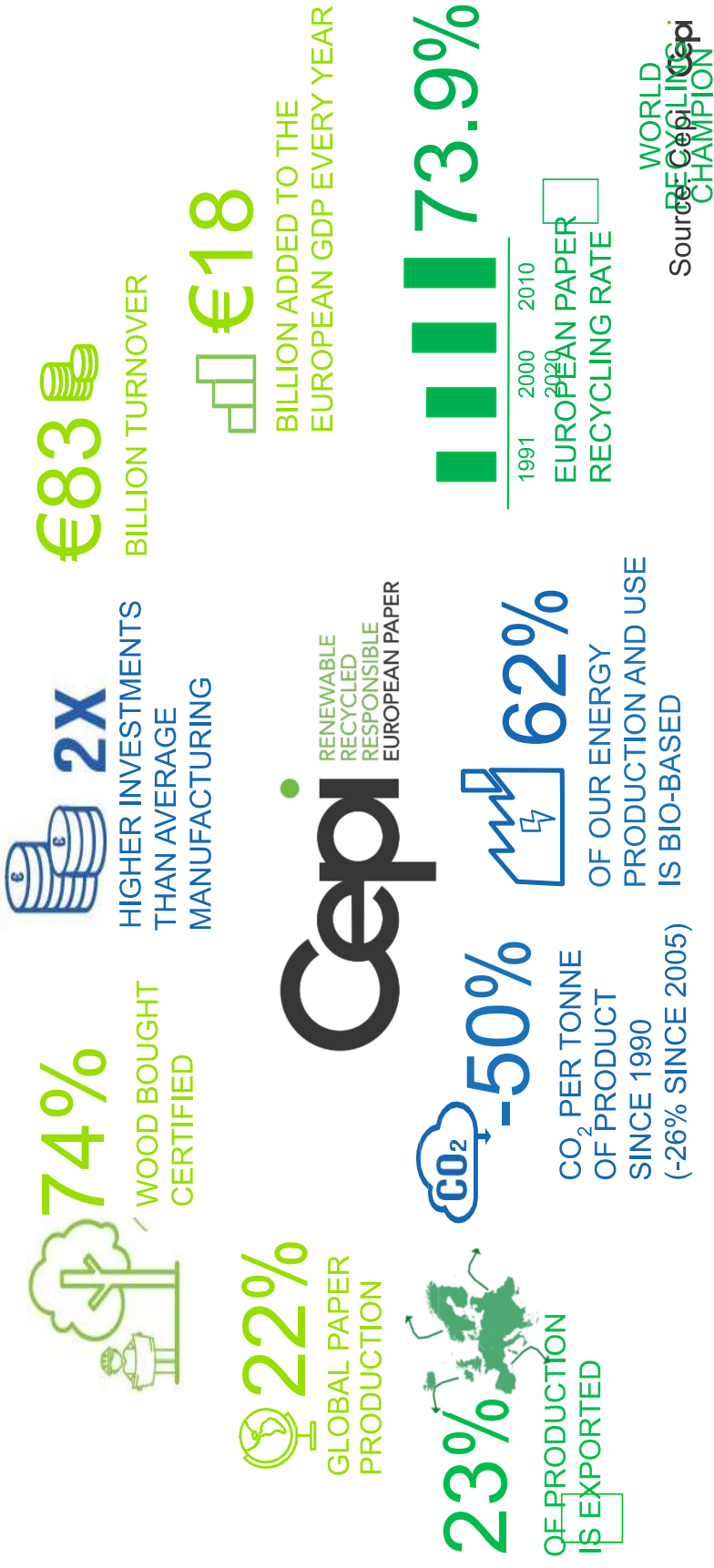
Thursday 11 May 2022

Cepi

The EU Green Deal: What does it mean for the P&P industry?

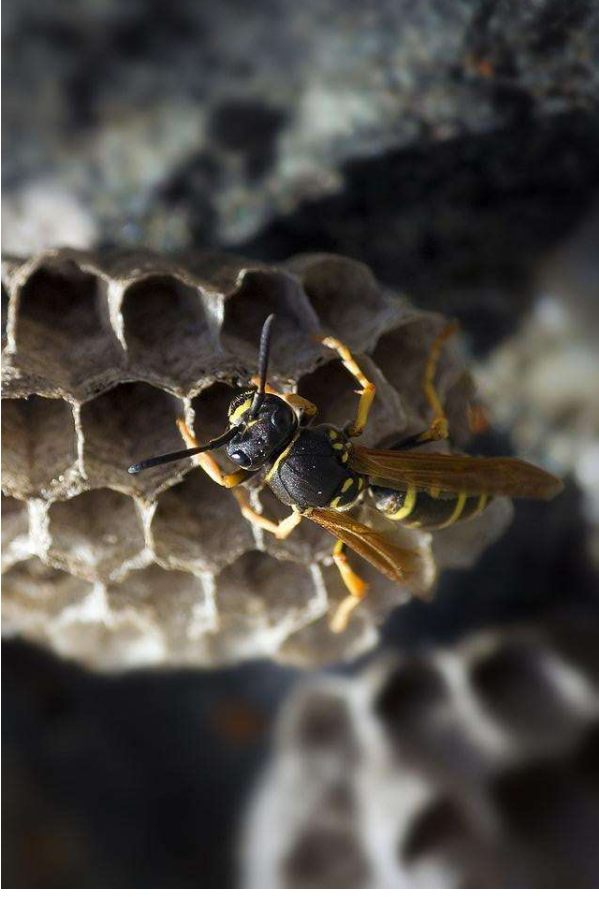
Jori Ringman
Director General

The European pulp & paper industry delivers on its competitiveness and sustainability agenda, while providing essential products



Learning from and working with nature

- The pulp and paper process is based on biomimicry
- Cellulose is the most abundant material in nature
- “Sustainability” is a good forestry principle coined over 300 years ago – now used by all about 30 years



Pixabay

Biomimicry /bəˈmɪmɪkri/

the design and production of materials, structures, and systems that are modelled on biological entities and processes

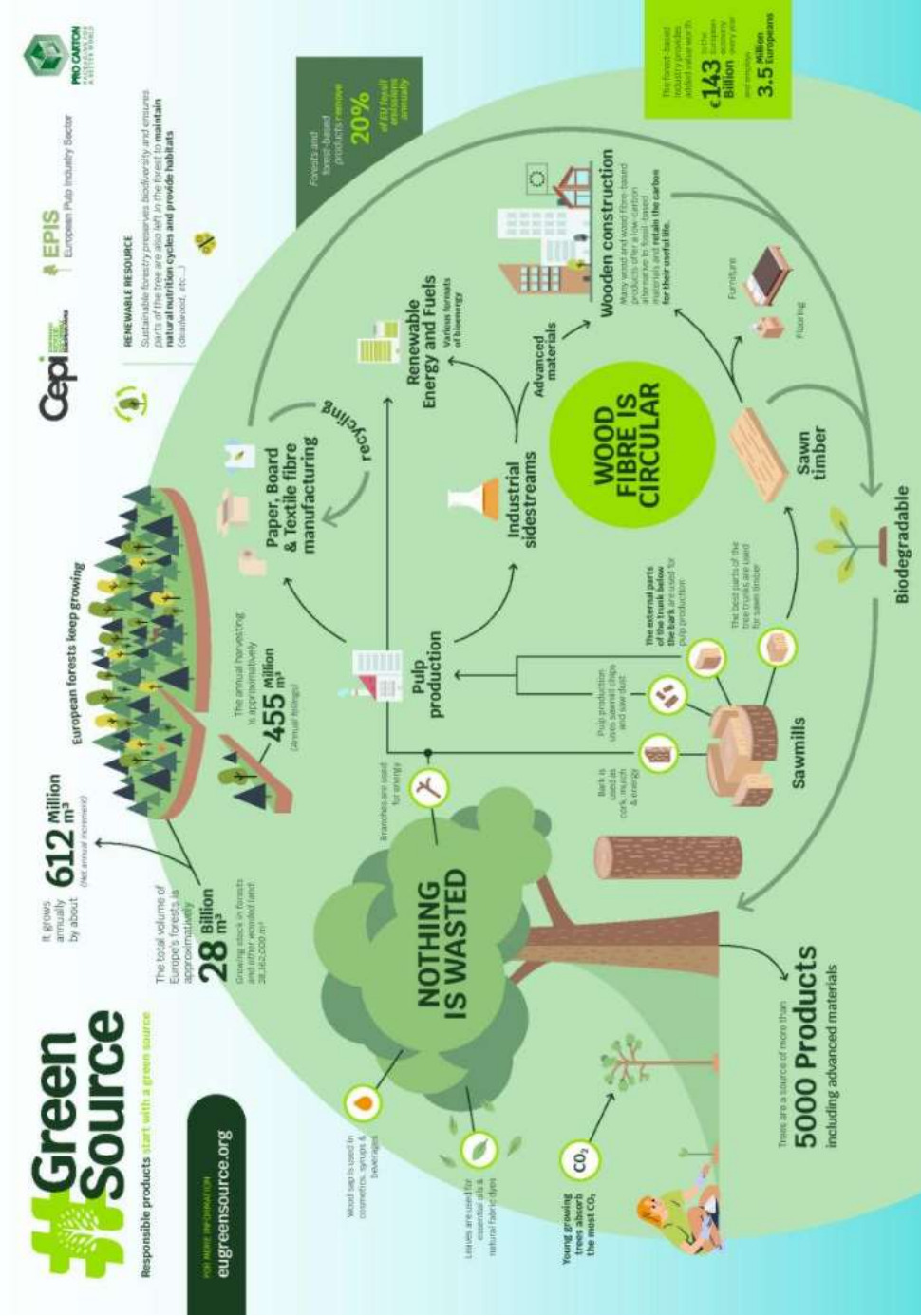
Trees are grown for houses: the rest is made with residues



2 000 m³ of sawn wood products

6 000 m³ *rub* which at the same time becomes pulpwood and *bitar*.

A unique, symbiotic industrial ecosystem

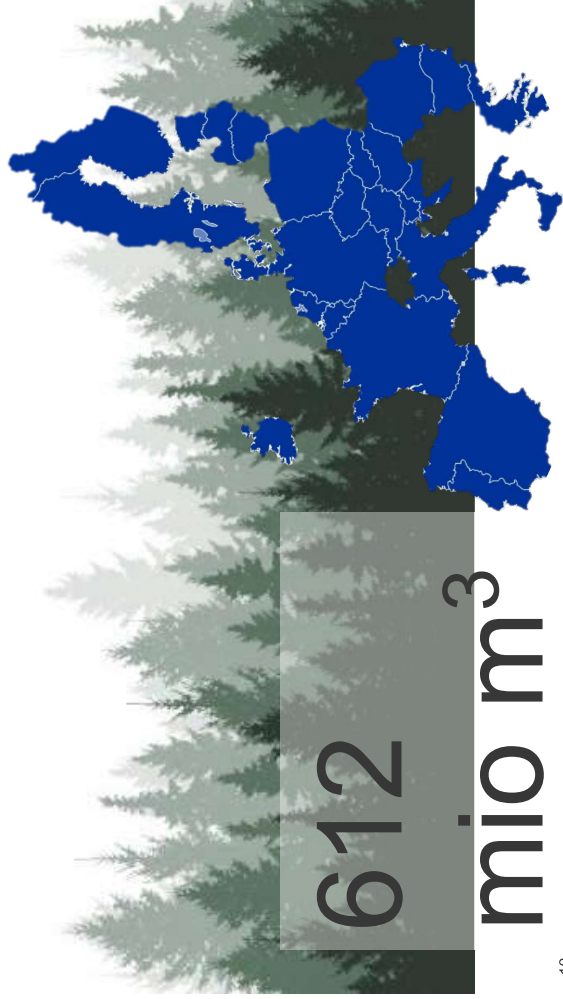




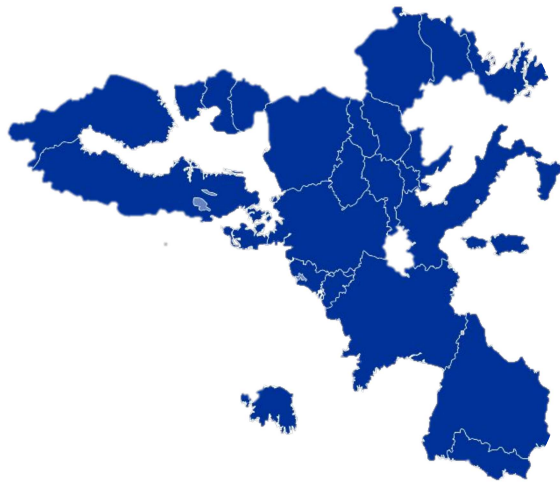


How much is 612 million m³?

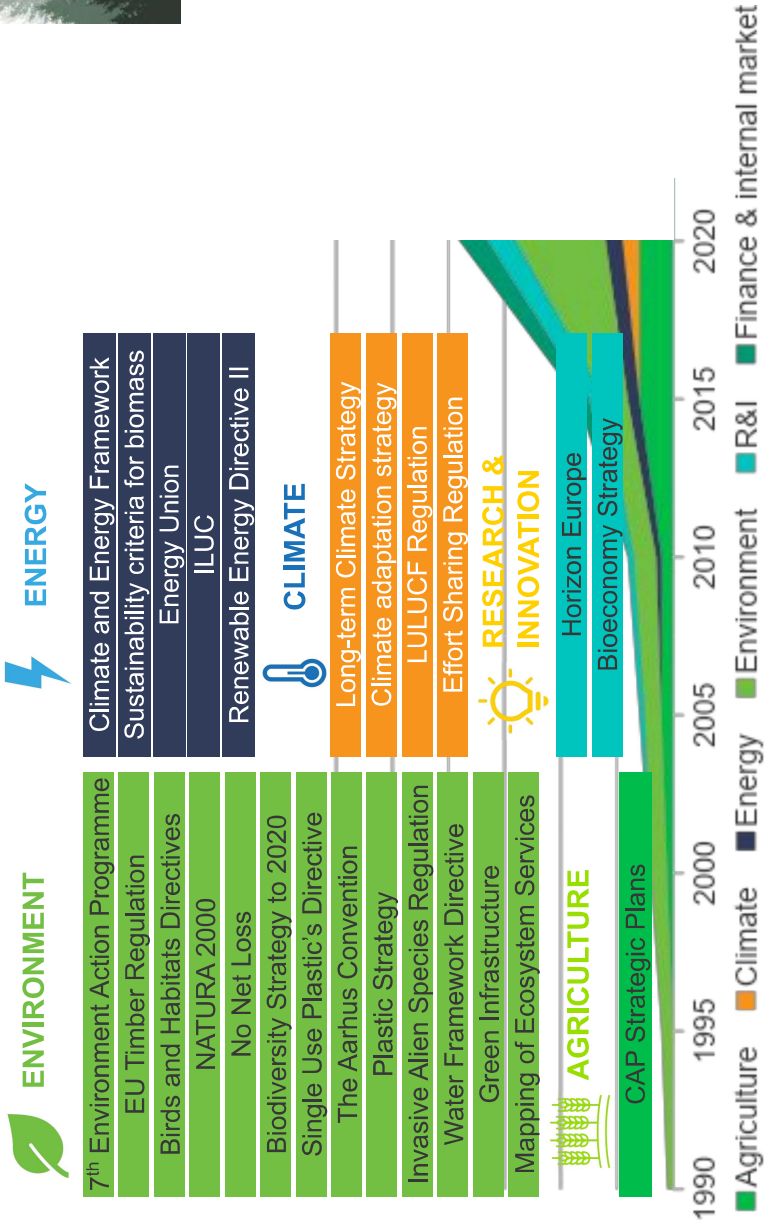
- Forest grows in **Europe** by 612 million m³ each year.
- ... a volume large enough to fit inside the **entire global population**.



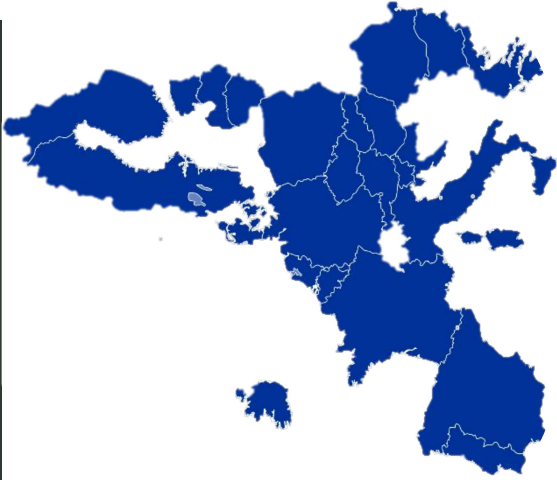
designed by freepik.com



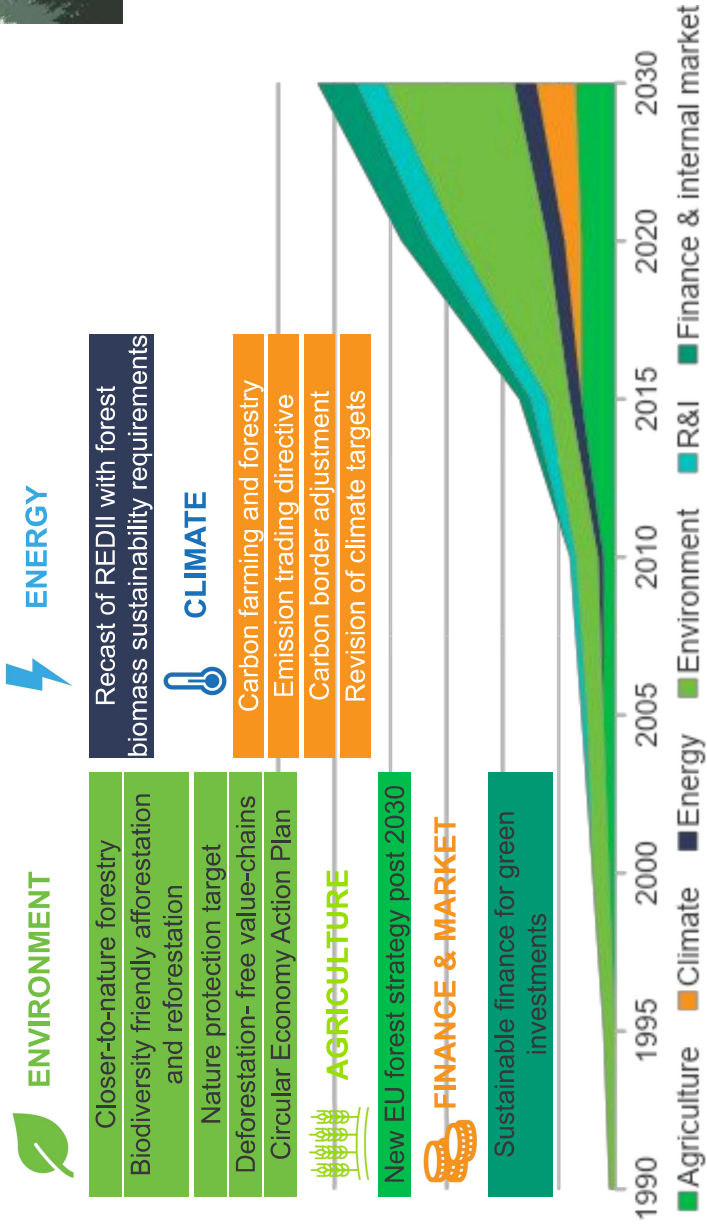
EU forest-related policies have grown manifold



illustrative



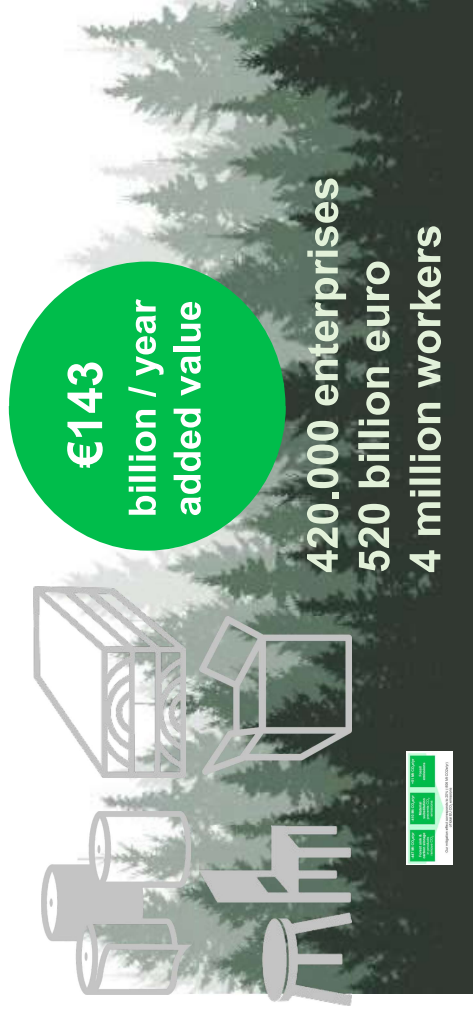
EU forest-related policies have grown manifold and many more are in the pipeline



illustrative

What is our contribution?

European forest-based industries' importance for the EU economy



What is our contribution?

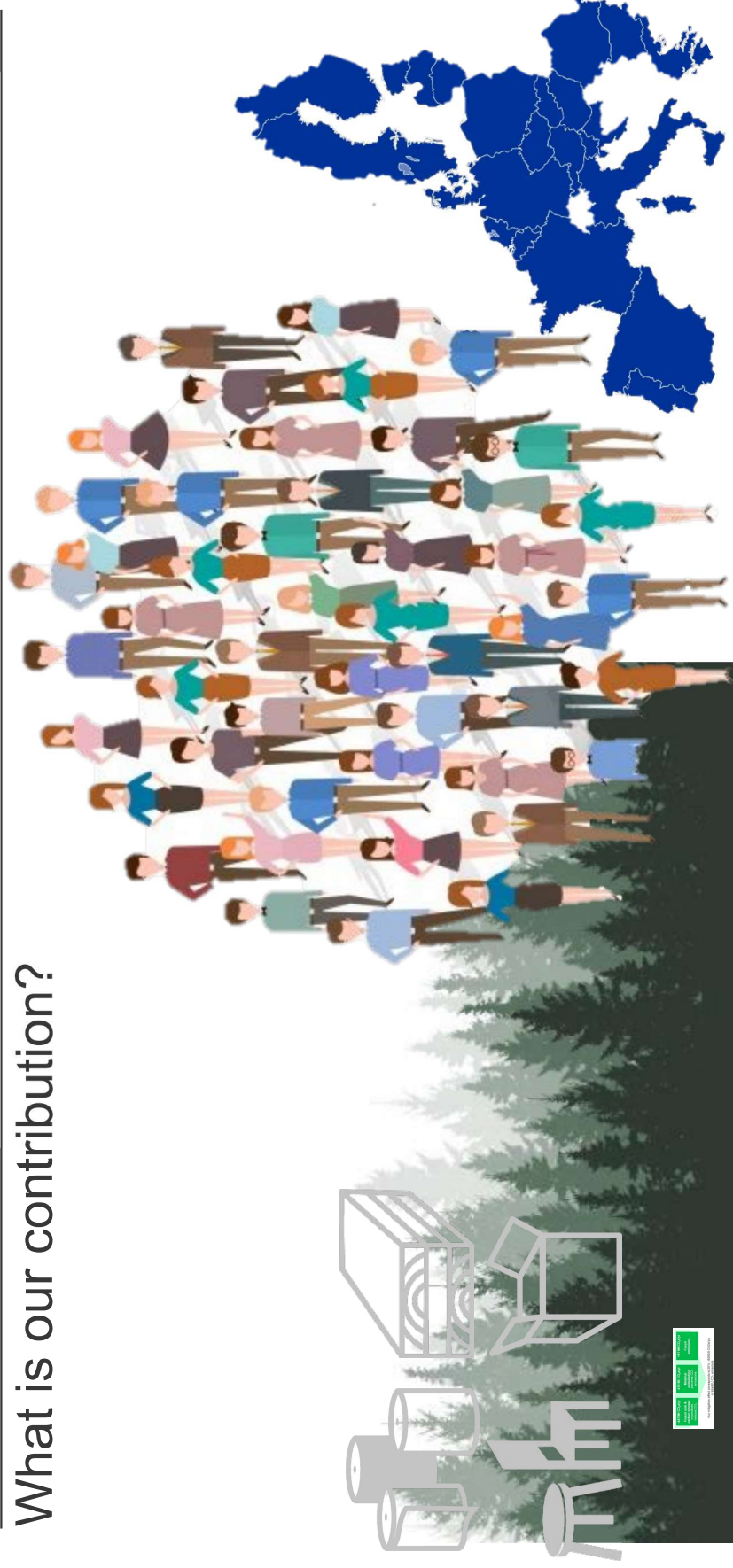
-447 Mt CO₂e/yr
**Forest sink &
carbon storage
in products
remove CO₂**

-410 Mt CO₂e/yr
**Material
substitution
prevents CO₂
emissions**

+51 Mt CO₂e/yr
**Fossil
emissions**

**Our mitigation effect corresponds to 20% (-806 Mt CO₂e/yr)
of total EU CO₂ emissions**

What is our contribution?



IPCC recommendations are consistent

IPCC First Assessment Report 1990

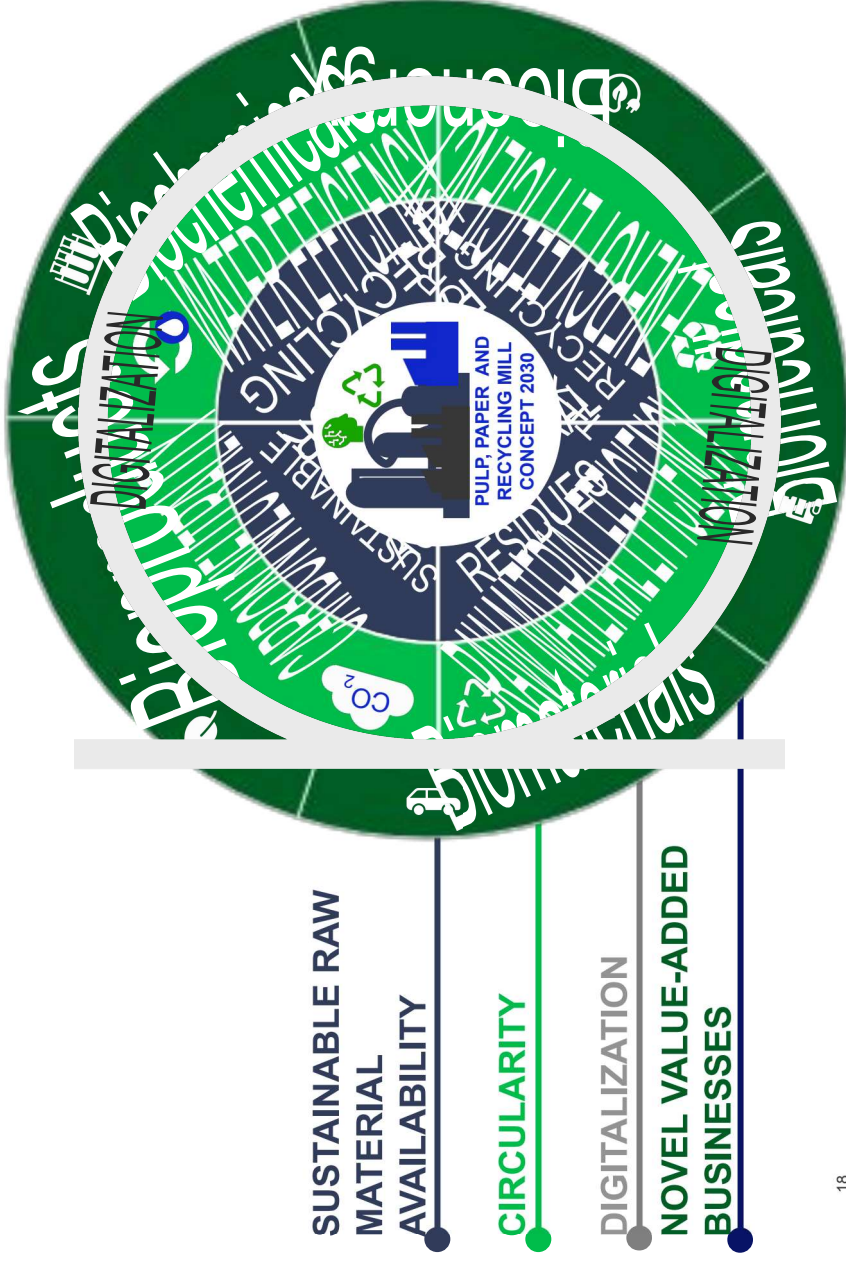
Increase wood production and forest productivity by silvicultural measures and genetically improved trees, thus helping to increase the forest carbon sink, to meet increasing demand for wood **as well as to support replacement of fossil fuels and other materials by wood** and to avoid inappropriate land use conversion.

The Intergovernmental Panel on Climate Change (IPCC) is an intergovernmental body of the United Nations that is dedicated to providing the world with objective, scientific information relevant to understanding the scientific basis of the risk of human-induced climate change, its natural, political, and economic impacts and risks, and possible response options.

IPCC August 2021: The Physical Science Basis

Sustainable forest management can help to **manage vulnerabilities**, while it can **increase and maintain forest sinks through harvest, transfer of carbon to wood products** and their use to **store carbon** and **substitute** emissions-intensive materials.

Shaping the factories of the future: 169 novel technologies



**SUSTAINABLE RAW
MATERIAL
AVAILABILITY**

CIRCULARITY

DIGITALIZATION

**NOVEL VALUE-ADDED
BUSINESSES**

Getting ready for 2030!

Future pulp, paper and recycling mill concept will utilise sustainable raw materials and apply new technologies contributing to value creation for novel biobased businesses.

A business ecosystem of the future!

The long-term
trends are on our
side.

The policy will
accelerate the
change that is
needed.

The industry is
proactive and
investing to make
things happen.

Thank you!



Cepi RENEWABLE • RECYCLED • RESPONSIBLE
EUROPEAN PAPER

If you print this presentation, please recycle it.
Paper is recyclable and the natural support of ideas.

Cepi aisbl
Confederation of European Paper Industries
Avenue Louise 250, box 80
B-1050 Bruxelles
☎ +32 2 627 49 11
🌐 cepi.org 🐦 [@CEPI_paper](https://twitter.com/CEPI_paper) **in** [Cepi](#)

About Cēpi

Represents in Brussels

495 pulp, paper and board producing companies

895 mills across Europe

180000 people employed directly

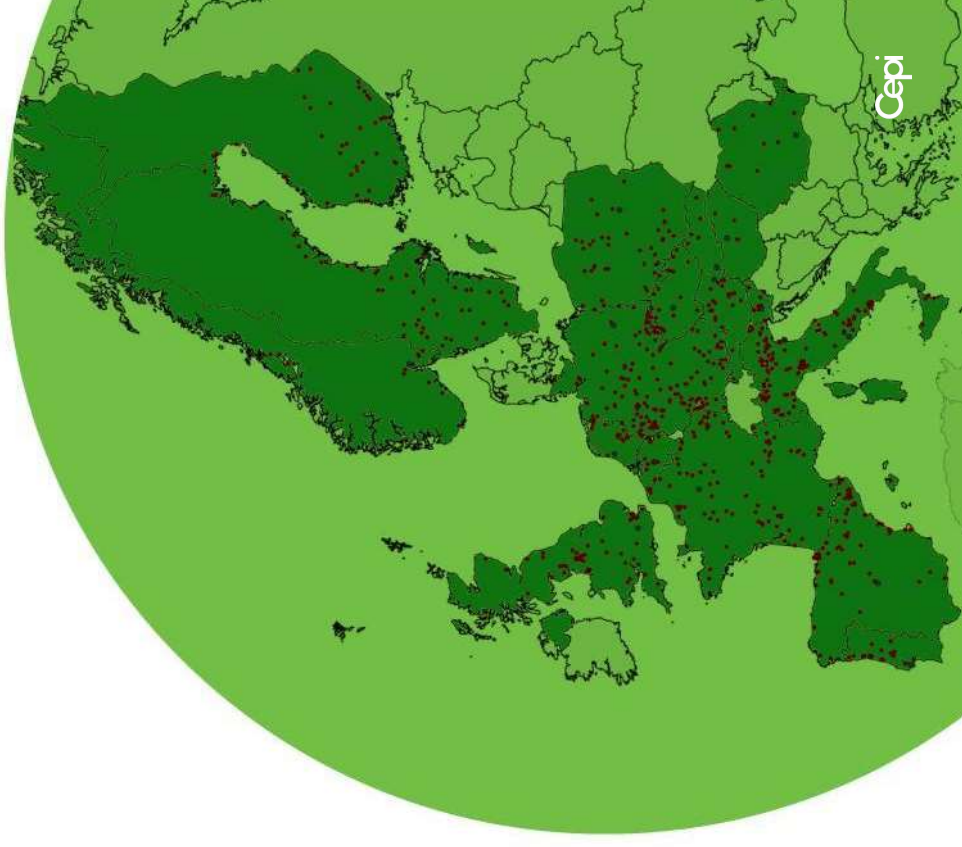
18 member countries

Engaged in international fora (UN, FAO, WTO)
to defend **21.7** % of the paper and board production
world production

Working across the value chain –
from forest owners to converters

Chair: **Ilkka Härmälä, Metsä Group**

A staff of **26** industry, policy and public affairs experts



About Cepi

We are renewable and sourced, made and recyclable, in Europe, a responsible industry towards the environment, its customers and workers

