

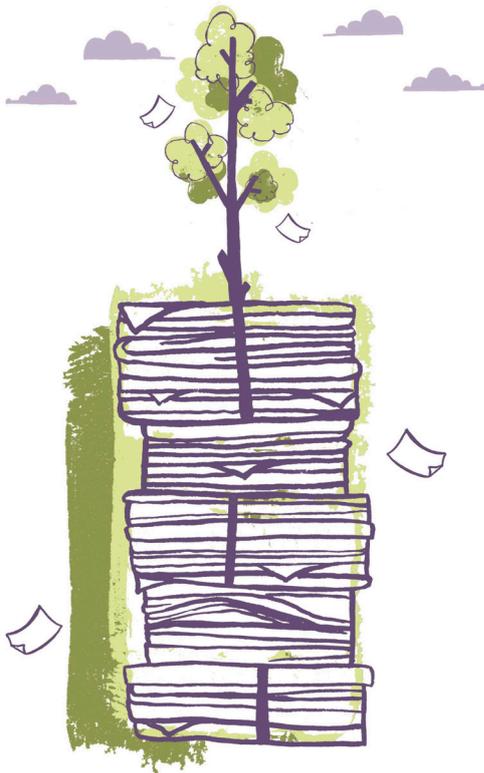
Print and Paper The Facts

Paper is one of the few truly sustainable products

Paper is made from a natural resource that is renewable, recyclable and compostable. These features, combined with the paper industry's advocacy of responsible forestry practices and certification, use of renewable, carbon -neutral biofuels and advances in efficient paper-making technology, make paper a product with inherent and unique sustainable features.

"Paper has been an integral part of our cultural development and is essential for modern life. Paper helps to increase levels of literacy and democracy worldwide and plays an important role in protecting goods and foodstuffs during transit. Paper is made from renewable resources, and responsibly produced and used paper has many advantages over other, non-renewable alternative materials..."¹

- Paper is recyclable and one of the most recycled commodities in Europe. The benefits of paper recycling include: extending the supply of wood fibre; reducing greenhouse gas emissions that can contribute to climate change by avoiding methane emissions (which are released when paper decomposes in landfills or is incinerated); contributing to carbon sequestration; reducing the amount of energy needed to produce some paper products; and saving considerable landfill space.²



- "Forest certification is widely seen as the most important initiative of the last decade to promote better forest management. [It] is a mechanism for forest monitoring, tracing and labelling timber, wood and pulp products and non-timber forest products [like paper], where the quality

of management from environmental, social, and economic perspectives is judged against a series of agreed standards. The key to forest certification is the development of a system that combines auditing forest practices with tracing forest products."³

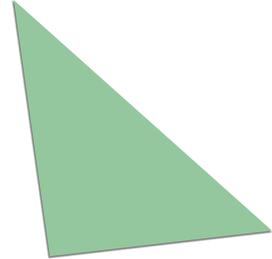
- The growing demand for sustainably produced wood and paper-based goods can lead to improved forest management. Sustainably managed forests are a renewable source of raw materials; these forests also provide services such as clean air and water, wildlife habitat, and sometimes recreation opportunities.⁴
- "I think it's now increasingly apparent to pretty much everybody who is involved in the world of paper that it is a raw material of enormous value both economically and from an ecological point of view. It is true that there is an assumption that using paper is wasteful and irresponsible. That, to me, is completely crazy"⁵
- "The biomass emissions from paper-making are part of the natural carbon balance and do not add to atmospheric concentrations of carbon dioxide, unlike emissions from fossil fuel. The forests that provide that biomass support key climate change mitigation technologies and practices currently commercially available including, afforestation; reforestation; forest management; reduced deforestation; harvested wood product management; use of forestry products for bioenergy to replace fossil fuel use; tree species improvement to increase biomass productivity and carbon sequestration; improved remote sensing technologies for analysis of vegetation/soil carbon sequestration potential and mapping land-use change."⁶
- Bioenergy accounts for 58% of our energy use.⁷ Our sector is the largest industrial producer of bioenergy, generating 20% of the biomass based energy in Europe.⁸
- Today, 95.2% of electricity is produced on-site in paper mills using the energy-efficient combined heat and power method⁹ [which recycles exhaust steam for use as manufacturing process heat or space heating]. CHP systems are highly efficient (up to 80% efficiency compared to about 50% for traditional

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fossil-fuel powered systems) and have lower emissions than separate heat and power generation.¹⁰

- 88% of production capacity is certified or registered according to internationally recognised environmental management standards ISO14001 and EMAS.¹¹
- The print and paper industry accounts for only 1.1% of global carbon dioxide emissions.¹² "In 2007, the net sequestration of CO2 from the atmosphere into the forest products industry

value chain was 424 million tonnes of CO2 equivalent, enough to offset 86% of the greenhouse gas emissions associated with manufacturing forest products, and almost half of the value chain's total emissions"¹³

1. [WWF, 2010](#)
2. [US EPA, 2013](#)
3. [WWF, 2010](#)
4. [WBCSD/WRI, 2014.](#)
5. [Sir Jonathan Porritt / Printmonthly.com, 2014](#)
6. [Intergovernmental Panel on Climate Change \(IPCC\), 2007](#)
7. [CEPI, Sustainability Report, 2013, p 36](#)
8. [CEPI, Sustainability Report, 2013, p 36](#)
9. [CEPI, Sustainability Report, 2013, p36](#)
10. [Association for Decentralised Energy, 2015](#)
11. [CEPI, Sustainability Report, 2013, p40](#)
12. [World Resources Institute \(WRI\), 2005](#)
13. [FAO, 2010](#)

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