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EUROPEAN PAPER

AFVP Événement Annuel

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# The Paths to Bioeconomy – Challenges and Opportunities for the Pulp Industry

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**Director General**

# Agenda

1. What is Cepi?
2. What a tree can do?
3. How is the sector organised?
4. What is the policy?
5. What are we delivering?
6. Fitting the Cinderella shoe





# About Ceperi

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

## Cepi represents in Brussels

**500** pulp, paper and board companies

**895** mills across Europe

**180000** people employed directly

**18** member countries

## Transforming pulp wood into cellulose and bio-based products

>92% of our raw materials is sourced in Europe and certified as sustainable



## Keeping the fibres in the loop

>72% recycling rate of EU paper-based products

## Producing

Pulp & fibres

Nano-cellulose

Bio-energy

Bio-chemicals

Print & graphic paper

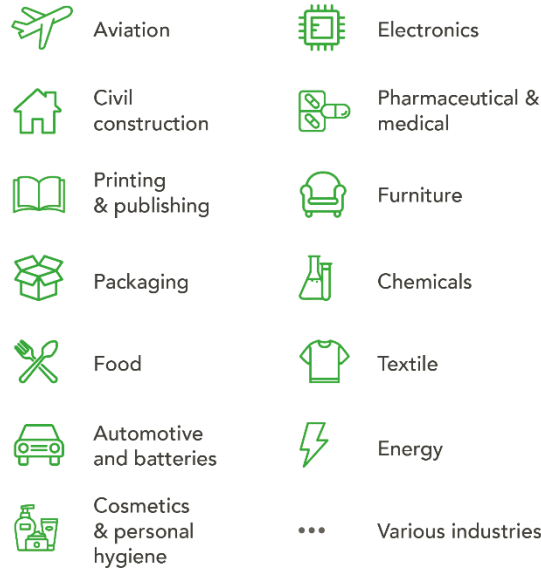
Packaging solutions

Hygiene and tissues

Specialty papers

# What a tree can do?

## >5000 products for:

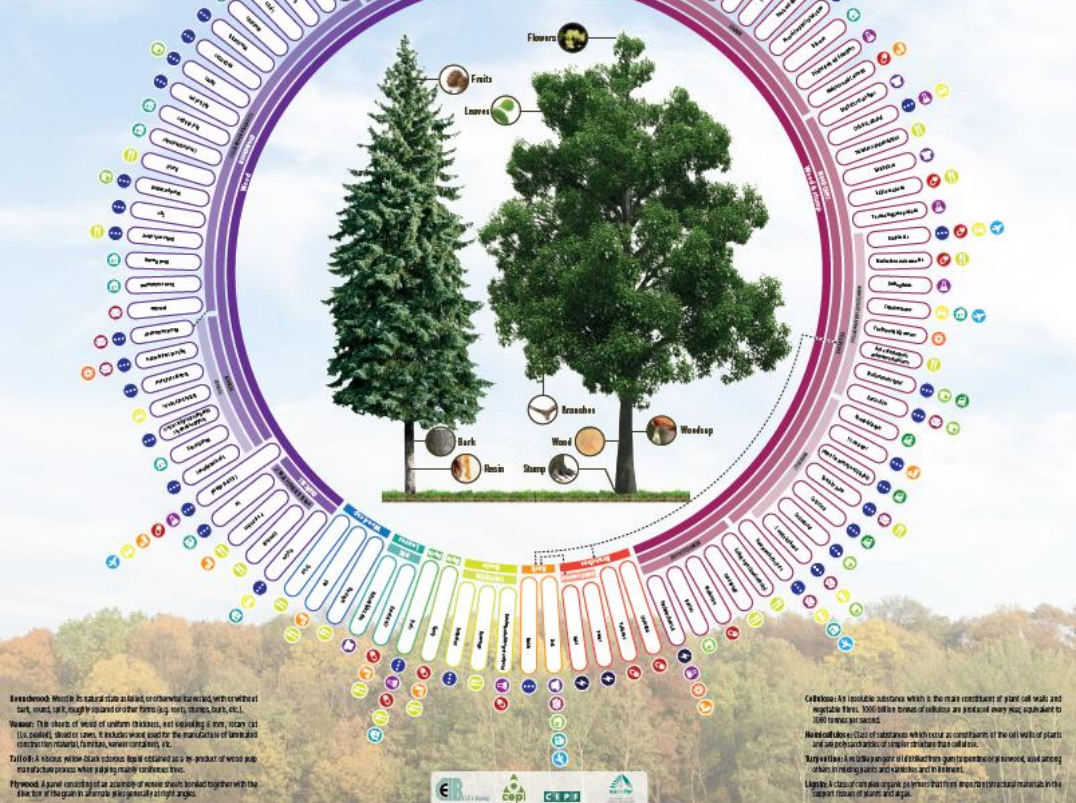


## What a tree can do?

Forests cover around 40% of Europe's territory (394 million ha), making Europe one of the most forest-rich regions in the world. Europe is in fact one of the few regions of the world where forest cover has increased over the last century. Forest owners and managers contribute to growth and jobs in rural areas while increasing the wood and ecological services provision. Forest activities have a turnover of almost 650 billion, employing approximately 1.5 million people. Industry has invested in technology to turn raw materials and by-products into innovative bio-based products that are essential for the development of the bioeconomy. As more investments are made in innovative technologies, more products from this industry will reach new market segments, providing additional benefits to society as a whole.

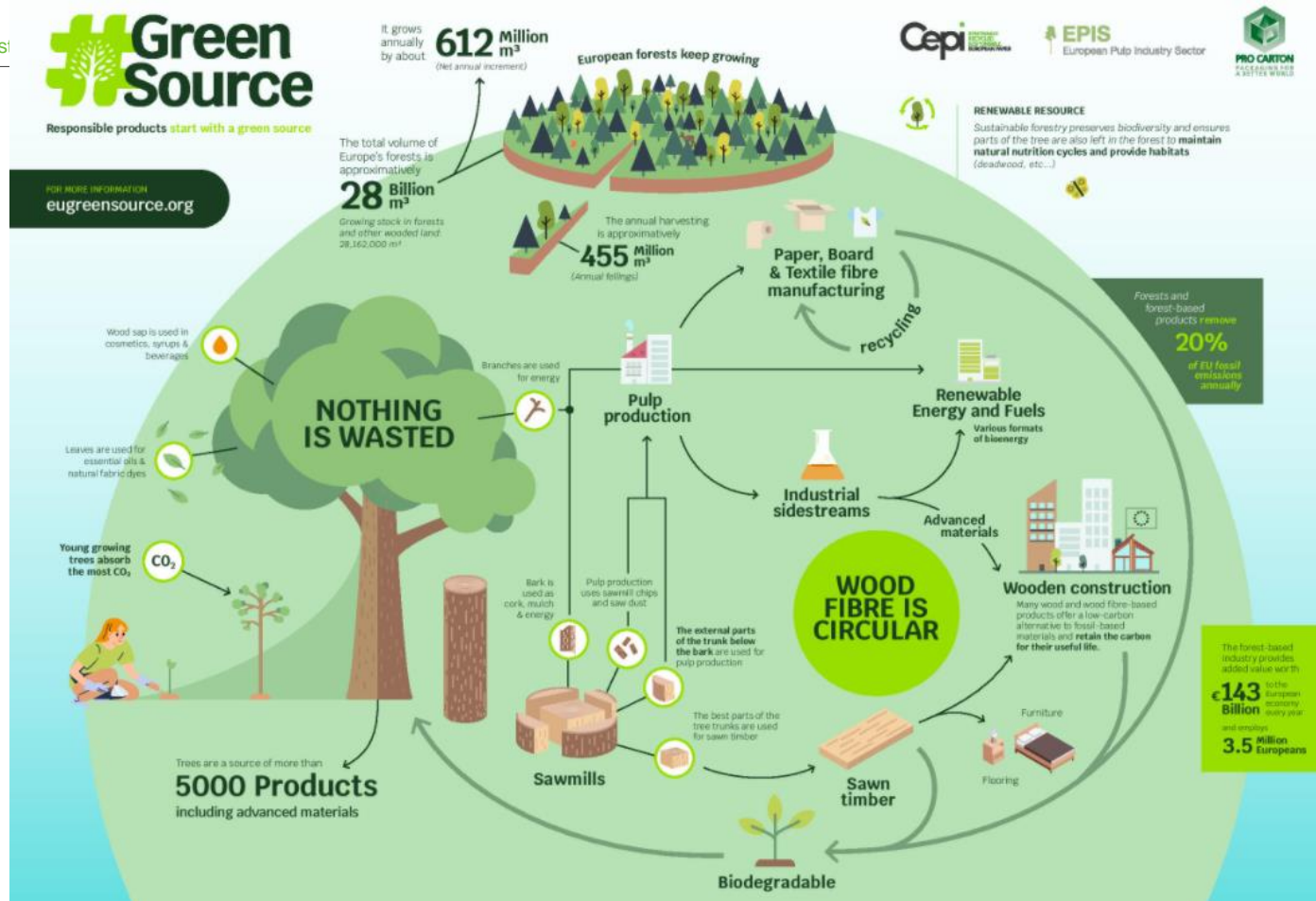
The bioeconomy comprises the sustainable provision of renewable resources and services and their conversion as well as the conversion of waste streams into food, feed, fibres, materials, chemicals and bioenergy. Bioeconomy, essential part of the bioeconomy, are industrial installations that provide products from renewable natural resources, replacing fossil-based products.

A great example of bioeconomy is pulp and paper along with wood processing plants. These have the potential to deliver a wealth of products such as the ones identified in the poster.



# How the sector is organised?

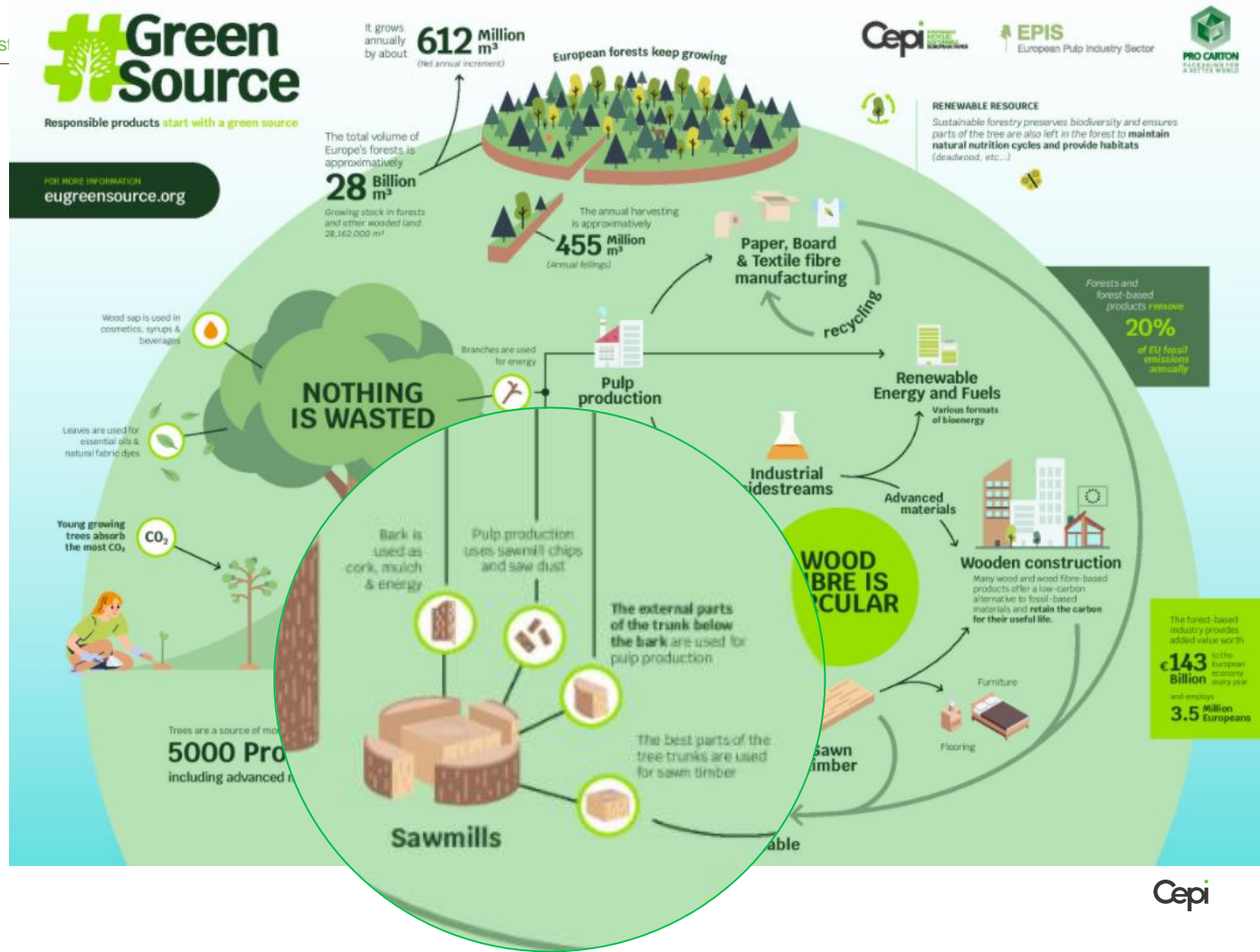
A symbiotic and resource efficient business ecosystem





# How the sector is organised?

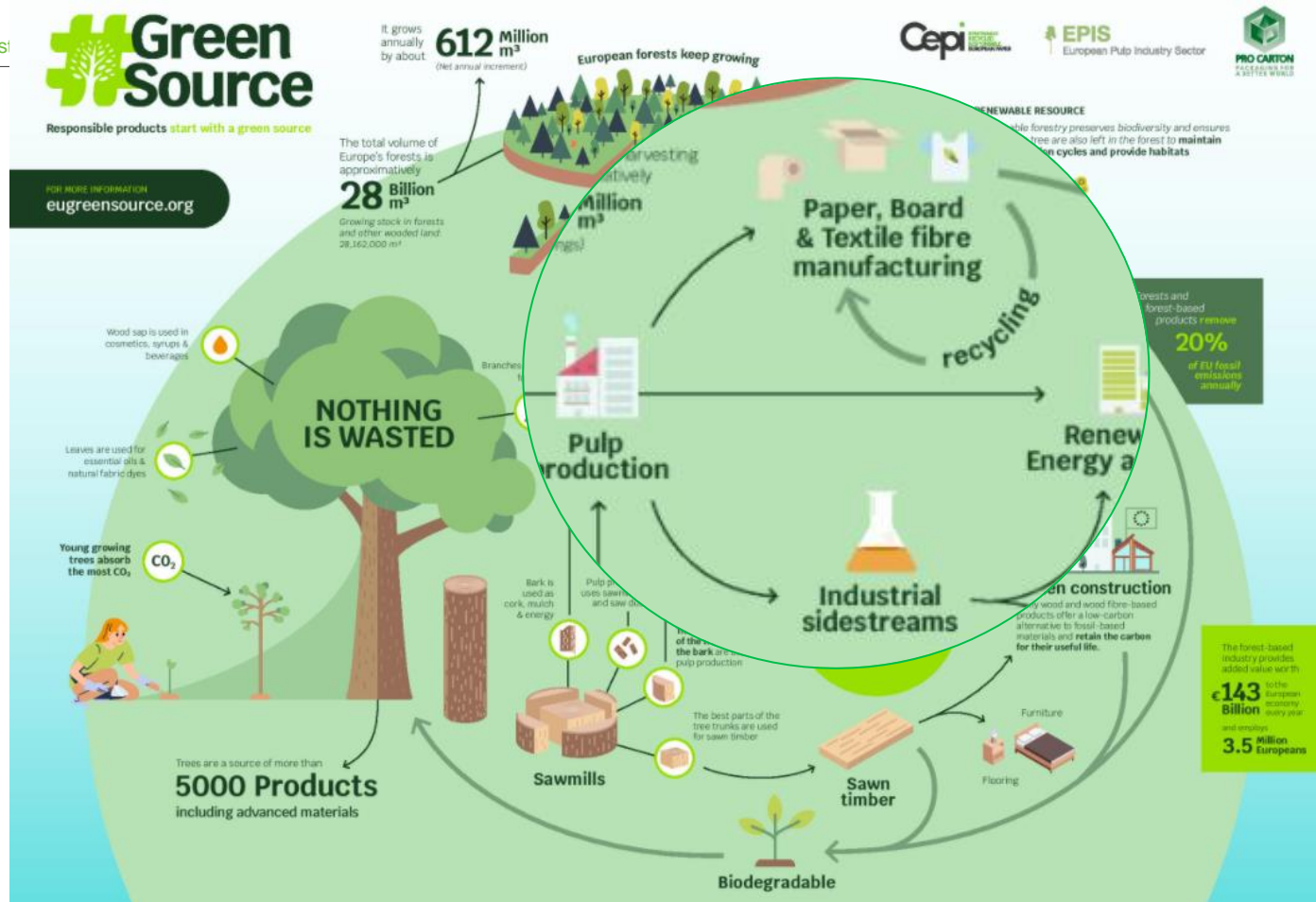
A symbiotic and resource efficient business ecosystem



# How the sector is organised?

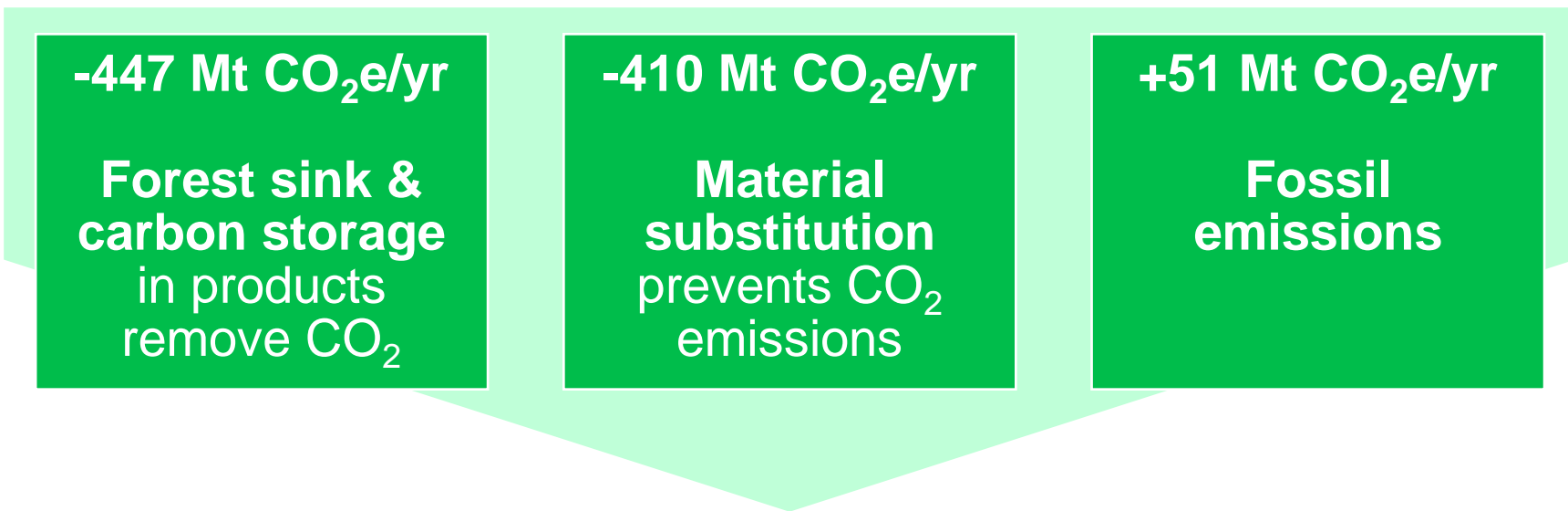
A symbiotic and resource efficient business ecosystem

139 biorefineries throughout Europe





## Climate effects of the forest-based sector



Our mitigation net effect corresponds to 20% (-806 Mt CO<sub>2</sub>e/yr) of total EU CO<sub>2</sub> emissions

”

*The European Green Deal is  
Europe's Man on the Moon  
Moment*

**Omnipolicy?**

#EUGreenDeal

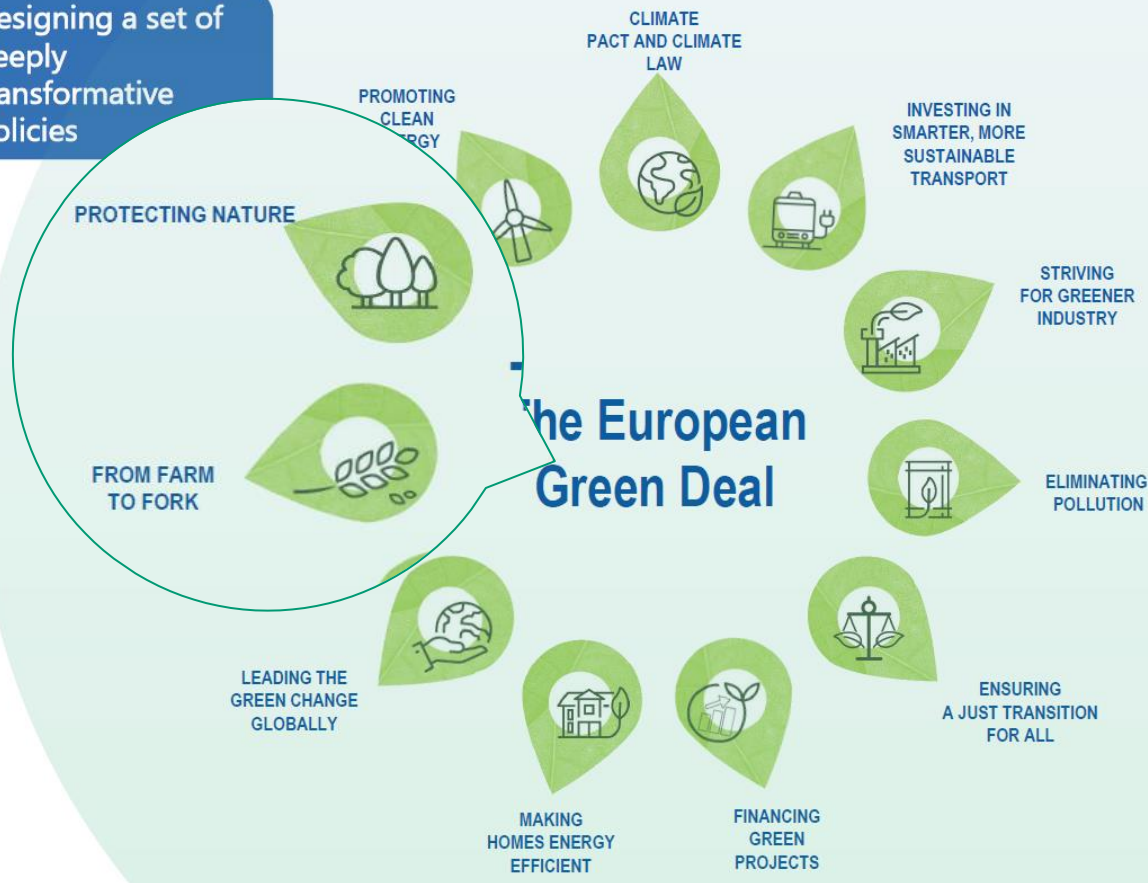
 European Commission

Designing a set of  
**deeply  
transformative  
policies**





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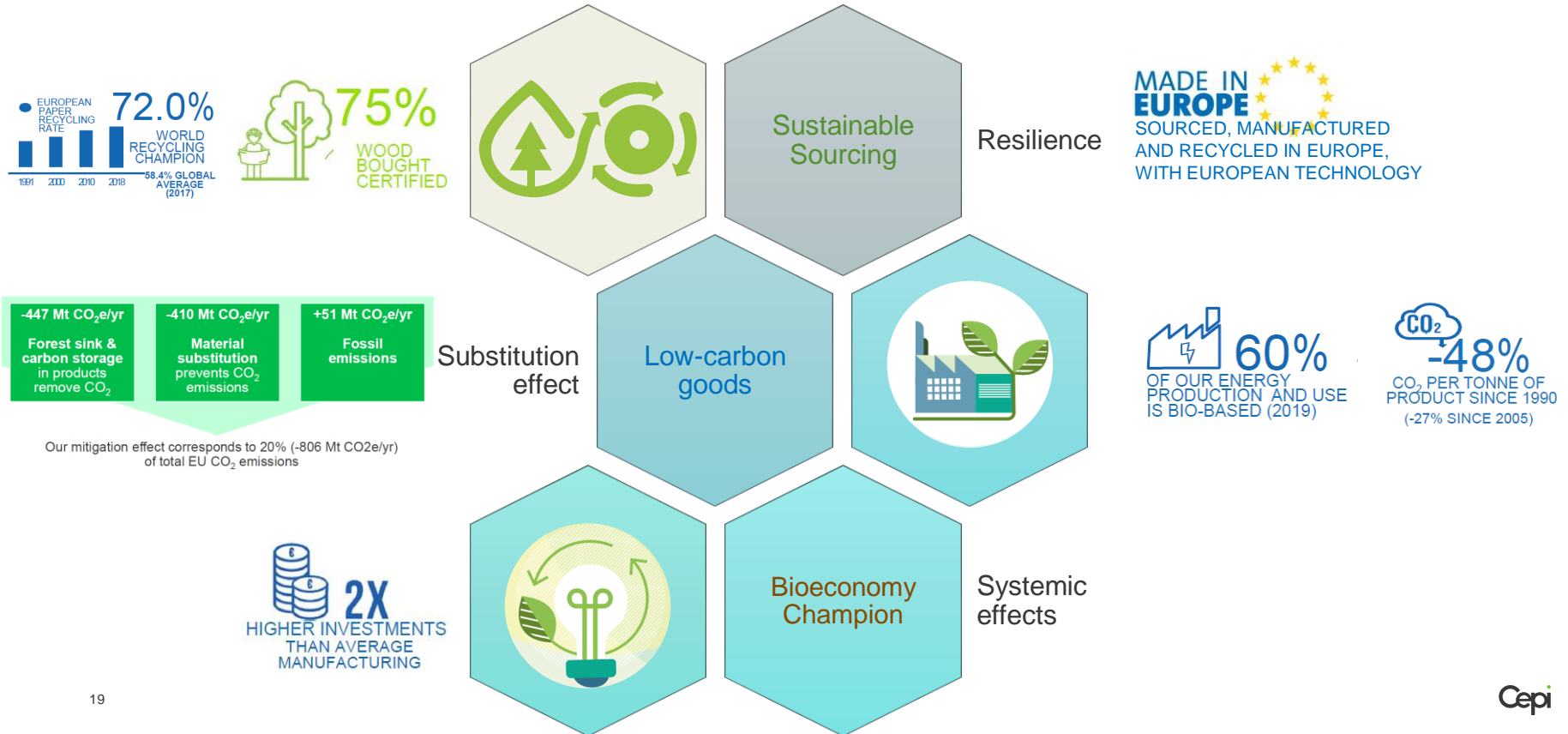




Designing a set of  
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# What are we delivering?



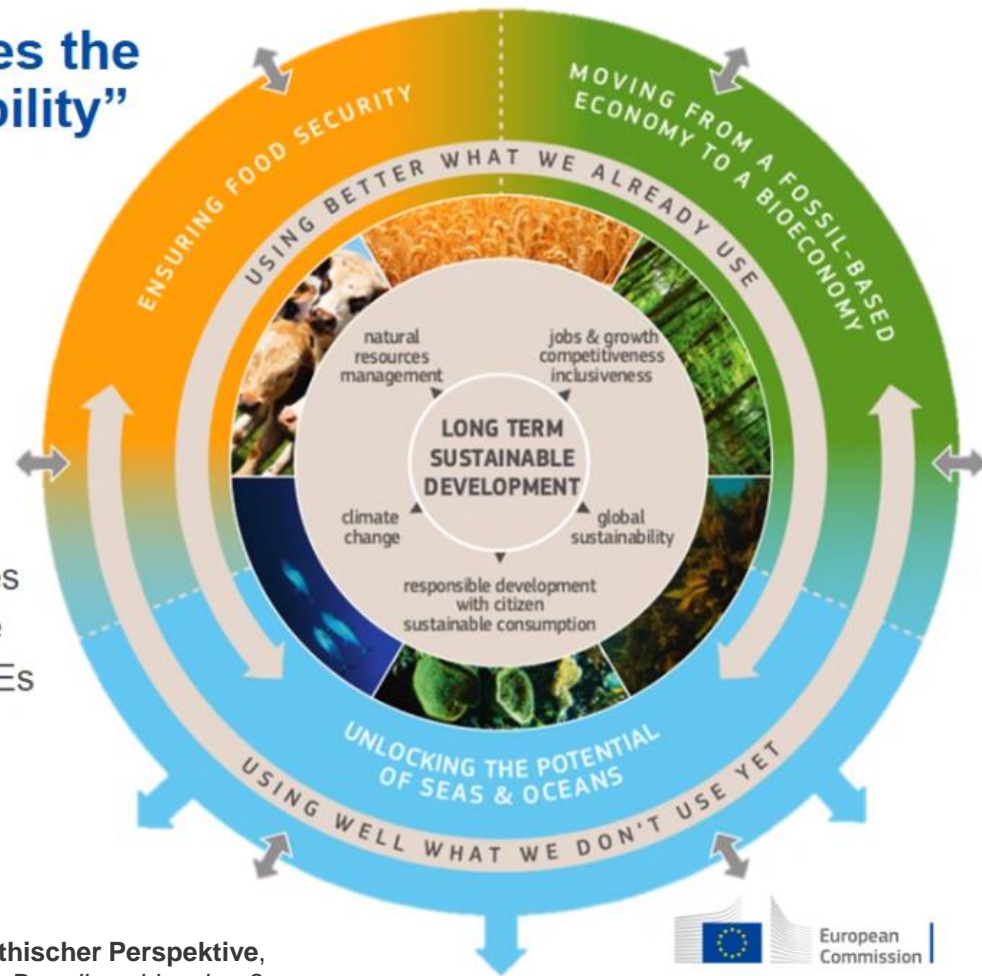
# Fitting Cinderella's shoe



# “The bioeconomy operationalizes the innovative aspects of sustainability” - Vogt, 2020

## A model for green growth:

- Holistically address the economic, social and environmental aspects of the transition
- Build a climate-neutral future
- Protect biodiversity and ecosystems
- Reduce dependence on non-renewable resources
- Modernise and strengthen the EU industrial base
- Create new green business opportunities for SMEs
- Enhance resource efficiency and circularity



Vogt, M, 2020. Horizonterweiterung zulassen – Bioökonomie aus ethischer Perspektive, in Oekom and Umweltbundesamt (ed.), *Bioökonomie – Weltformel oder Brandbeschleuniger?* Oekom Verlag, München





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