INTERNATIONAL COUNCIL OF FOREST & PAPER ASSOCIATIONS

# ICFPA NEWS

**ICFPA Newsletter – Issue 24**

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## Message from Derek Nighbor – Incoming Chair of the ICFPA

As global political and business leaders recently descended on Davos-Klosters (Switzerland) for the annual meeting of the World Economic Forum, issues related to climate change loomed larger than ever. It's not just the official theme of "Stakeholders for a cohesive and sustainable world" that set the tone so succinctly. It's the evidence that is most convincing this year, and a feeling that the world is running out of time to reverse course.

As ICFPA enters a new year and a fresh decade, it's never been more clear that the global forest sector is uniquely positioned to play a key role in driving the transition to a low-carbon and circular future rooted in renewable, natural resources. This past year we've seen various efforts to align global forest objectives with the UN's sustainable development goals, including our own report that was released last May.

Over the next year, ICFPA members will continue to operate at our collective policy, operational, scientific and political levels to deliver meaningful benefits to all value chain actors and further increase the comparative and competitive advantages of sustainable wood products, with wider social, economic and climate benefits, countries.

Now is the time for our sector to demonstrate leadership, and apply our creativity, share our knowledge and provide innovative solutions to achieve a sustainable, resilient and inclusive future for all. I look forward to working with you all in the coming months to make this happen.

Sincerely,
Derek Nighbor

## ICFPA Blue Sky Young Researchers and Innovation Award – member level

Using the angle of innovation, the ICFPA launched the Blue Sky Young Researchers and Innovation Award in 2016. This global award aims to stimulate competition between students and young researchers exploring forest science, products using forest-based raw materials, process improvements or other innovations throughout the value chain. The award is not only focused on research and development; it is also about being innovative, inspirational and green.

Winners have the opportunity to present their projects in front of global forest products industry CEOs at the CEO Roundtable, organised by the ICFPA. Each member nominates candidates to compete internationally after going through a national selection process. Only three students are selected every two years to receive this prestigious international reward.

The third edition of Blue Sky Award will start in 2020 in national level and culminate in 2021 with the international award ceremony. ICFPA kindly ask for members to think about the 2020 theme that will be discussed and deliberated in the Annual Meeting late march in Rome. The last two themes were "Game Changing Tecnologies – Unfolding the Potentials of Forest, Paper and Wood-Based Products" in 2019/2018 and "Forest based products and services – how disruptive technologies are revolutionizing the future" in 2017/2016.

ICFPA refreshed website www.icfpa.org

## Members news

## Africa

### South Africa

- **Beyond the box: South African paper industry invests in research for viable alternative uses for waste paper**

More than 12 million tonnes of paper and paper packaging have been recovered in South Africa for recycling during the past decade. The overall paper collection rate of 71.7% in 2018 is comparable with the most successful countries globally. This, according to the Paper Manufacturers Association of South Africa (PAMSA), ensures that waste paper is diverted from landfill and recycled into new products.

Although 2019 has seen an over-capacity of both pulp and paper worldwide, collection rates for the year-to-date are still looking good. However, the global market for waste paper has changed considerably over the past few years and this – plus the local economy's lack of growth – means 2020 is expected to get off to a slow start.

China's stricter requirements for cleaner waste paper imports since and its ultimate aim to achieve zero imports has meant that a new use must be found for 30 million tonnes of waste paper every year. As a result, global prices for waste paper have declined significantly, and in some countries, one even has to pay to have waste paper collected. These structural changes present both a challenge and an opportunity.

Greener opportunities in wood-based fibre products South Africa is in the enviable position of being able to recycle up to 90% of its recovered waste paper into paper packaging for the agricultural, manufacturing and retail sectors.

PAMSA's producer responsibility organisation, Fibre Circle, has earmarked R2 million specifically for research and development into alternative and innovative uses for waste paper. "The challenge – and opportunity – is to develop new uses for recovered waste paper during this economic slowdown, which has led to lower production by South African paper mills that use waste paper as raw material," says Fibre Circle manager Francois Marais.

Fibre Circle aims to broaden the scope and use of recovered paper through extended producer responsibility (EPR). Representing manufacturers and importers of paper and paper packaging, Fibre Circle's EPR programme supports the establishment of infrastructure and alternative systems to advance the collection and reprocessing of recyclables.

"In line with the circular economy, we have to work together to develop new paper-based solutions to prevent valuable and usable fibre from going to landfill and ensure that it is turned into value," says Marais. "This will require exploring novel material substitutions."

"There is also a socio-economic imperative – we cannot afford to see the fruits of 10 years of entrepreneur training and SMME creation come to nothing," says Marais. "We have to adjust to a new normal: reduce the amount of packaging we consume and find innovative uses for waste paper beyond cardboard boxes."

Wood-based fibre, which includes paper and board, is a greener and renewable alternative to fossil-based materials. Made from farmed trees, wood and paper store carbon in their fibres. Wood and paper – essentially cellulose – are also versatile.

"Sending it to landfill is just not an option," says Marais.

- **PAMSA and Fibre Circle to launch paper cup separation station**

PAMSA and its EPR organisation, Fibre Circle, will soon go to market with a specially designed bin to grow awareness that paper cups can be recycled.

The bin has been designed to resemble a giant coffee cup and lid and comprises three inner compartments – one for remaining liquids, one for lids and one for cups. Your leftover latte can be poured into a spout on the side of the bin while the lid and cup are caught by bags inserted into the compartment.

The bin and inner compartments have been made from recycled 'polyalu'. Polyalu is made up of polyethylene and aluminium removed from paperboard during the liquid packaging recycling process. "The use of polyalu in this concept not only supports the principles of the circular economy, but shows that the material can be formed into useful containers," explains Marais. Other uses for this material include preformed and injection moulded products such as broom handles, buckets and even roof tiles.

Cups and lids will be collected by a company or recycling entrepreneurs and taken to the Mpact mill in Springs or Gayatri Paper in Germiston. These are currently the only two mills able to process liquid packaging board in South Africa.

- **South Africa's Public-Private Growth Initiative signals progress despite difficult conditions**

Representatives from South Africa's private sector, corporate CEOs and leaders from more than 20 economic sectors met with government on 21 January to discuss the progress made on various Public-Private Growth Initiative (PPGI) projects and action plans.

The PPGI was formed in response to President Cyril Ramaphosa's February 2018 State of the Nation Address in which he called on citizens and businesses to be part of the solution to the many challenges facing South Africa.

Dr Johan van Zyl (chairman of Toyota South Africa and president and CEO of Toyota Europe), Roelf Meyer (In Transformation Initiative) and Minister Nkosazana Dlamini-Zuma, then in the presidency, came together in a meeting of minds and crafted a two-pageplan based on the Japanese model of co-operation between the private sector and government towards the stimulation of growth in an embattled economy after World War II.

This plan has since evolved to include more than 20 major economic sectors, with the South African forestry value chain playing a pioneering role. In early 2019, the South African forestry and forest products sector pledged its support to the PPGI five-year business plan with a collective investment of R19 billion towards plantation forestry and infrastructure development. This will enable the sector to increase wood fibre production through the sustainable planting and farming of trees for processing into renewable and sustainable wood, pulp and paper-based products and, in turn, create much-needed jobs and economic growth in rural and urban areas.

Among the investments planned is the expansion and upgrading of four pulp, paper and bio-refinery plants in Kwazulu-Natal and Mpumalanga.

Michael Peter, executive director of Forestry South Africa, explains, "Water use licences are finally being sorted out, we have made progress with Transnet on freight and for the first time in six years, we are seeing movement on the recapitalisation of state forestry."

The PPGI is a voluntary initiative focused on enabling, facilitating and driving actions to implement sector-developed growth plans. Sectors adopt their own approaches, determine their plans and identify catalytic mega-projects for immediate implementation. Inhibitors or constraints are identified and unlocked with government.

- **Forestry South Africa launches new corporate website**

Forestry South Africa (FSA) has launched a new corporate website, **www.forestrysouthafrica.co.za**.

FSA is the country's largest forestry organisation and represents 11 active corporate forestry companies, approximately 1,300 commercial timber farmers and some 20,000 small-scale growers who, among them, own or control no less than 93% of the country's total plantation area.

Apart from presenting an overview of FSA's roles, functions and structures, the new website provides useful information and case studies, while showcasing industry initiatives, such as environmental partnerships, community outreach and forestry-related recreational activities.

## Asia and Pacific

### Japan

- **JPA Forecasts a 1.7% Decline in Domestic Demands for Paper & Paperboard in 2020**

On January 20, JPA published its report on the forecast of domestic demands for paper and paperboard in 2020.

According to the report, the domestic demands in 2020 will decrease by 1.7% from 2019 (25,362 thousand tonnes) to 24,942 thousand tonnes, falling for the ten consecutive years since 2011.

Positive contributors to the domestic demands in 2020 include the prospects of a moderate economic growth, Tokyo Olympics and Paralympics, accelerated movements to reduce plastic pollutions, increasing the number of tourists visiting Japan, and the continued growth of e-commerce. On the other hand, negative ones include ⅰ) the advanced digitalization, ⅱ) decline in population, and ⅲ) the trend of paperless among companies and government offices.

As a result of those factors, JPA forecasts a 3.2% decrease of the paper demands and a 0.1% increase of the paperboard demands

By major grade, graphic papers (newsprint and printing & communication) are forecasted to decrease by 4.3% due to the continued decline in circulation figures of newspaper as well as in commercial printing and publication printing led by the digitalization.

Packaging grades are expected to be almost flat. It is expected that although Tokyo Olympics, the growth of e-commerce and demand shifts to paper bags from plastic will bring the increase in demand, the efforts among customers for saving the use of packaging materials will offset the above-mentioned increase.

Sanitary papers are expected to grow by 0.8% and reach a record high, led by the increased number of nuclear families, as well as the inbound effects by increasing foreign tourists to Japan.

**Domestic Demands for Paper & Paperboard in Japan**

(1,000 tonnes, %)

| Grade | 2016 | YoY change | 2017 | YoY change | 2018 | YoY change | 2019(e) | YoY change | 2020(f) | YoY change |
|---|---|---|---|---|---|---|---|---|---|---|
| Newsprint | 2,926 | ▲ 3.5 | 2,777 | ▲ 5.1 | 2,609 | ▲ 6.1 | 2,407 | ▲ 7.8 | 2,263 | ▲ 6.0 |
| Uncoated printing paper | 2,091 | ▲ 1.6 | 2,031 | ▲ 2.9 | 1,912 | ▲ 5.9 | 1,836 | ▲ 4.0 | 1,763 | ▲ 4.0 |
| Coated printing paper | 4,743 | ▲ 4.3 | 4,598 | ▲ 3.1 | 4,296 | ▲ 6.6 | 4,102 | ▲ 4.5 | 3,897 | ▲ 5.0 |
| Communication paper | 1,836 | 1.3 | 1,805 | ▲ 1.7 | 1,811 | 0.3 | 1,800 | ▲ 0.6 | 1,782 | ▲ 1.0 |
| Total printing & communication | 8,670 | ▲ 2.5 | 8,670 | ▲ 2.7 | 8,019 | ▲ 4.9 | 7,738 | ▲ 3.5 | 7,442 | ▲ 3.8 |
| Unbleached wrapping paper | 468 | ▲ 0.8 | 469 | 0.3 | 474 | 1.1 | 465 | ▲ 2.0 | 459 | ▲ 1.1 |
| Bleached wrapping paper | 249 | ▲ 3.5 | 245 | ▲ 1.6 | 249 | 1.8 | 241 | ▲ 3.4 | 239 | ▲ 0.6 |
| Total wrapping Paper | 717 | ▲ 1.7 | 714 | ▲ 0.4 | 723 | 1.3 | 705 | ▲ 2.5 | 699 | ▲ 0.9 |
| Sanitary paper | 1,994 | 2.5 | 1,994 | 0.0 | 1,974 | ▲ 1.0 | 2,016 | 2.2 | 2,033 | 0.8 |
| **Total Paper[1]** | **15,037** | **▲ 2.0** | **14,695** | **▲ 2.3** | **14,069** | **▲ 4.3** | **13,565** | **▲ 3.6** | **13,134** | **▲ 3.2** |
| Linerboard | 5,431 | 1.8 | 5,553 | 2.2 | 5,614 | 1.1 | 5,533 | ▲ 1.4 | 5,561 | 0.5 |
| Corrugating medium | 3,590 | 1.2 | 3,652 | 1.7 | 3,700 | 1.3 | 3,634 | ▲ 1.8 | 3,652 | 0.5 |
| Total containerboard | 9,022 | 1.5 | 9,204 | 2.0 | 9,314 | 1.2 | 9,167 | ▲ 1.6 | 9,213 | 0.5 |
| Boxboard | 1,999 | 0.8 | 2,026 | 1.3 | 2,029 | 0.2 | 1,970 | ▲ 2.9 | 1,934 | ▲ 1.8 |
| **Total Paperboard[2]** | **11,665** | **1.3** | **11,892** | **1.9** | **12,025** | **1.1** | **11,797** | **▲ 1.9** | **11,807** | **0.1** |
| **Total Paper & Paperboard** | **26,702** | **▲ 0.6** | **26,587** | **▲ 0.4** | **26,094** | **▲ 1.9** | **25,362** | **▲ 2.8** | **24,942** | **▲ 1.7** |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Graphic papers** | **11,596** | **▲ 2.8** | **11,212** | **▲ 3.3** | **10,628** | **▲ 5.2** | **10,145** | **▲ 4.5** | **9,704** | **▲ 4.3** |
| **Packaging grades** | **13,112** | **0.9** | **13,381** | **2.1** | **13,492** | **0.8** | **13,201** | **▲ 2.2** | **13,204** | **0.0** |

1: Includes "other paper"

2: Includes "other paperboard"

# Europe

## Cepi

- **Paper & Beyond 2019**

The last edition of Cepi's conference at a EU level, Paper & Beyond, was dedicated to discussing the contribution of our industry to the fight against climate change and how we can help Europe meet the carbon neutrality objective in 2050.

We presented two strategic initiatives, our CEO initiative on climate and our Forest-Based Industry vision for 2050, as well as a unique industry alliance to boost the contribution of fibre-based packaging in a circular and sustainable economy: 4evergreen.

We also published new recyclability guidelines helping the paper value chain, including retailers and brand owners, to improve the recyclability of paper-based packaging products.

You can now check out the event video and the pictures.

- **European Blue Sky Awards 2019**

In the frame of Paper & Beyond, Cepi held the European Blue Sky Awards where 3 European students out of 8 finalists were selected. The young researchers came to the Brussels based ceremony from all around Europe to present their work to the audience and a jury formed by Derek Nighbor, President of FPAC & ICFPA, Maila Puolamaa, Principal Administrator for the Forest-based and Related Industries at the European Commission, and Johan Elvnert, Managing Director of FTP. The three winners are Ville Rissanen (VTT Technical Research Centre, Finland), Marja Ahola (Technical University Darmstadt / Essity Operations, Germany), and Laura Riva (Politecnico di Milano, Italy).

- **Cepi. Renewable, Recycled, Responsible**

We took Paper & Beyond as an opportunity to reveal our new visual identity. Watch the story behind it and see how we contribute to a carbon neutral Europe in 2050 (link).

## Finland

- **Finnish forest industry will make a climate road map to illustrate the road towards CO2-neutral Finland by 2035**

*The Finnish forest industry has already largely switched away from fossil fuels. This development has been accomplished by increasing both the use of domestic forest resources and the benefits of export products. In order to further underline its response to the climate change the industry will make a climate road map to illustrate the road towards $CO_2$-neutral Finland by 2035.*

The Finnish government's program states that the government, in cooperation with various actors, will develop industry-specific low-carbon roadmaps that will be coordinated with new climate actions. The forest industry is willing to respond to this challenge by participating in the work launched by the Ministry of Employment and the Economy.

The forest industry has strong evidence of a wide range of production-related emissions reductions. Since the early 1990s, emissions reductions in proportion to production have been significant. For example, landfill waste has been reduced by 95%, $CO_2$ by over 60%, odor sulfur compounds by 97% and phosphorus emissions by 80%.

- Our factories have largely stopped using fossil fuels, as the share of renewable fuels in our mills is already 86%. Our goal is to increase the share to 90% by 2025, says **Timo Jaatinen**, President of the Finnish Forest Industries Federation.

In order to achieve globally positive climate impacts, action are needed in four areas sets.

Firstly, emissions must be reduced by investing in low-emission technology at the mills and reducing emissions throughout the forest industry's operating chain. At the same time, the environmentally harmful carbon leakage must be prevented by strengthening the operating conditions of the Finnish factories which already have a world-class environmental performance. Thirdly, increasing carbon stocks in forests through forest growth and vitality, and fourthly, industry must be able to produce more and more products that replace fossil, non-renewable materials and meet the demands of environmentally conscious consumers.

In any case, there is a growing need for climate-friendly solutions worldwide. The global market for wood products is estimated by engineering and consulting firm *Pöyry* to grow by nearly EUR 200 billion by 2030.

- A competitive operating environment and the renewal of the forest industry are key to future success and the implementation of the climate roadmap. The use of wood, in turn, requires healthy, renewable and sustainably managed forests. From these points of view, we believe that the ambiguous goal for $CO_2$-neutral Finland by 2035 can be achieved. The forest industry road map, when completed, will not only describe how the industry is reducing its own emissions. The focus must be on the fossil fuel economy, Jaatinen adds.

## Germany

- **Receipt Obligation**

In Germany a new law has come into force on January 1st that means bakeries, hairdressers, restaurants and other retailers will have to issue receipts to customers at every purchase. The "Law on the Protection against Manipulation of Digital Records" (Kassengesetz), which was passed back in 2016, means German retailers will have a "receipt obligation" and must issue a record of the item or service they have sold to customers. The move is intended to make tax evasion more difficult.

The case has caused a heated debate in Germany, whereby bakery-, pharmacie- or retail association raised environmental concerns about the additional amount of paper needed. As an alternative argument they pointed out, that thermal papers have to be treated as hazardous waste, thereby neglecting the fact, that BPA has been banned for use in thermal paper by the EU from January 1st on. VDP actively participated in the debate by informing German media about the real facts.

## UK

- **Paper and Board Recyclability Guidelines**

Almost a year ago, in February 2019, the Confederation of Paper Industries (CPI) launched its *Paper and Board Packaging Recyclability Guidelines*. Considered controversial at the time, the document was intended as a first step in helping UK retailers and brands better understand how they might specify and design future packaging so it can be easily reprocessed by paper mills with "standard" pulping technology. As society changes and the applications to which paper products are put expands, so the potential to undermine efficient resource circularity increases. The expanding uses of paper and board in "on the go" food packaging (estimates suggest this market is growing 3-4% per annum) with a resulting increase in complex composites and coatings, pose a threat to the quality of fibrous material collected for recycling. To be clear, the guidelines argue that nearly all fibre-based products are recyclable but offer advice for efficient paper recycling, seeking to give direction for future packaging design within the context of sustainability and resource efficiency.

In 2020, as we move towards a first revision and the first anniversary of their publication, we can report a broadly positive response. There has been warm reaction from brands and retailers who seek guidance as they navigate through a minefield of confusing information and a complicated political landscape. Some negative reaction has been received from those likely to be impacted by change to their business, but such change is coming anyway as Governments begin to take the lead in reducing the impact of plastic and other pollutants on the environment.

The guidelines have sparked wide debate and are already influencing design behaviours in the UK. For example, close attention is now being paid to improving the construction of products such as sandwich boxes and coffee cups with technology offering a range of alternative solutions. There has been interest from farther afield including Australia, the United States and Europe, suggesting a wider demand for such guidance, and the Confederation of European Paper Industries (CEPI) has recently published its own guidelines that broadly align with the CPI's document. It is not the intention of the industry that our recyclability guidelines are used to suggest that paper and board-based packaging material with specifications outside those recommended is unrecyclable, but rather to drive innovation and change and ensure that paper and board solutions remain at the forefront of sustainable packaging.

The UK Government is indicating it believes that there must be a clearer marking system for

consumer packaging, to help consumers recycle more. On-Pack Recycling Label Ltd (OPRL), a UK based not for profit organisation, looks to be the leading candidate to provide the marking system and want to use the CPI guidelines as a basis for this. A dialogue has been opened with OPRL and supply chain stakeholders to agree a way forward. We expect publication of ORPL's proposals imminently.

## Latin America

### Brazil

- **Planted forests in Brazil and the United Nations Strategic Plan for Forests**

The United Nations Forum on Forests (UNFF) is an intergovernmental body linked to the United Nations Economic and Social Council (ECOSOC) for discussion and for countries to construct their vision related to forest issues, including planted forests. In 2017, UNFF approved the United Nations Strategic Plan for Forests 2017–2030 which establishes a set of goals to promote sustainable management of all types of forests, combating deforestation, forest degradation. Besides that, the plan also promotes forest-related actions and practices for the 2030 Agenda for Sustainable Development, the Paris Agreement, the Convention on Biological Diversity, the UN Convention to Combat Desertification, and other international agendas and commitments.

Considering the role of the planted forest sector in response to the many challenges contained in the strategic plan, and remembering that the UNFF discusses the best way to reach the targets, Brazilian Tree Industry (Ibá) elaborated a document to present the contributions of the planted forest sector which reflect our commitment in the face of global challenges to sustainable development. The document, published on the UFNN website, shows each of the six UNFF goals, their respective sub-goals which are closely in line with practices in the Brazilian forest sector, and their connection with the SDGs in the UN's 2030 Agenda.

- **Certification**

It is open for public consultation the first draft of the FSC Global Strategic Plan 2021-2026, which will guide all the efforts of the FSC system for the next 5 years. The expectation of the productive sector is a strategy that can balance ambition and realistic targets, as well as total focus on responsible forest management, which is FSC's core mission. The consultation closes on Feb 26th, but the discussions will be carried out along all this year until the General Assembly (Bali, 11-16 October).
FSC is also consulting until Feb 16th the second draft of the Policy on Conversion, which sets that conversions that took place between Nov 1994 and Oct 2020 are able to be certified if complying with a Compensation Plan, which will cover conservation, restoration, and restitution of social losses.
There are also two Working Groups opened for application in FSC and PEFC – one to revise the FSC Controlled Wood Standard for Forest Management Enterprises (FSC-STD-30-010) (until Feb 9th – more information here) and other to join the PEFC permanent WG about Chain of Custody (until Jan 31th – more information here).
The PEFC Chain of Custody standard, which has been under revision since 2016 is now approved and, from Feb 14th will be published and ready to be used by the PEFC National Governing Bodies for benchmarking.
Ibá's president, Paulo Hartung, has published an article about the forest certification scenario and the opportunities around the new ISO Technical Committee 287, which will develop, among others, standards for sustainability specific for the forest sector. Click here to read!

- **The Forest Dialogue**

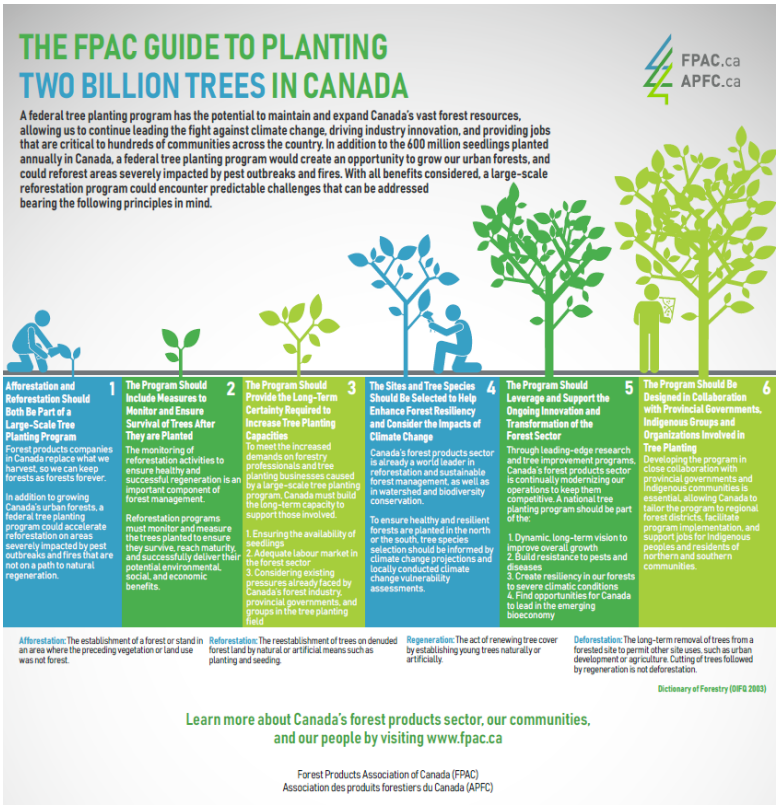
José Carlos da Fonseca Junior, Executive Director of Ibá, joined the Steering Committee of The Forest Dialogue in January 2020. Although the representation is personal in nature, it is expected that Jose Carlos will promote and assist discussions on fracture lines that are relevant worldwide but also for Brazilian planted forest companies.
The historic engagement with NGOs and civil society that has been practiced along years by Ibá and the negotiation skills that José Carlos has been trained to use throughout his career as a Brazilian diplomat and Ambassador will certainly contribute to face upcoming TFD challenges.
The 2020 Steering Committee meeting agenda includes the discussion of two new potential initiatives to be headed by TFD. The main ongoing initiatives at TFD are the Tree Plantation in the Landscape (TPL) and Land Use Dialogue (LUD).
The purpose of TFD is to contribute to sustainable use of land and natural resources, the conservation and sustainable management of forests, and improved livelihoods by helping people engage and explore difficult issues, find collaborative solutions, and make positive changes. Its mission is to pursue such purpose through constructive dialogue processes among all key stakeholders, based on mutual trust, enhanced understanding and commitment to change. These dialogues are designed to build relationships and to spur collaborative action on the highest priority issues facing the world's forests.

## North America

### Canada

- **Canada's government announces major Tree Planting initiative**

This month, the Trudeau government committed to fulfil and election promise to plant 2 Billion trees over the next ten years. The strategy is being portrayed as a job-boosting scheme, with the aim of creating 3,500 seasonal jobs each year to plant the trees. It's expected to cost about $3 billion in a decade and reduce GHG emissions by 30 megatonnes by 2030. The government has signalled its intent to work with Canada's forestry professionals on this strategy and is now reviewing FPAC's recommendations around successful forestation programs. As Canada has retained 90% of its original forest cover, FPAC believes that we can use this opportunity to support expanded urban forests and plant trees across parts of the boreal forest that in parts has been hard hit by pests and wildland fires.




- **Canada's Forest Sector Embraces UN Sustainable Development Goals (SDGs) with 2020 social media campaign**

This summer, leading member companies from the Forest Solutions Group (FSG) of the World Business Council for Sustainable Development (WBCSD) issued a Forest Sector SDG Roadmap. The intent was to maximize the sector's contribution to the achievement of UN Sustainable Development Goals (SDGs) and help unlock the business opportunities that present themselves on this journey to 2030 and beyond.

Canada's forest products sector wants to participate in this timely global discussion about sustainability and collaboration. For FPAC and our members, the announcement and the details dovetail with mounting concerns about the impacts of climate change. This January, FPAC will be launching a social media campaign that will highlight the unique role of forestry in Canada in addressing SDGs, the commitment by FPAC members to uphold the Global Forestry Sector SDGs and how leadership from Canadian companies are central to driving beneficial innovation and change. We developed an OPED as part of this effort, which can be reviewed here. Follow us on Twitter next year! @FPAC_APFC

- **A sustainability partnership that gets results – Two Sides and the Forest Products Association of Canada**

Two Sides is an independent non-profit initiative that operates globally to support the sustainability of print and paper. It represents companies from the graphic communications industry including forestry, pulp, paper, inks and chemicals, pre-press, press, finishing, publishing, printing, envelopes, and postal operators. The Two Sides global network is present in North America, Europe, Australia, South Africa, and South America, with more than 600 members from across the industry.

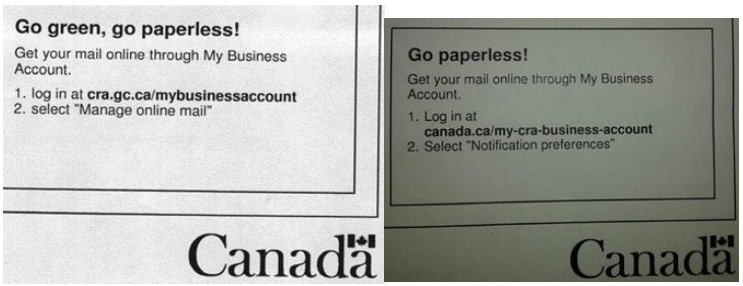
Two Sides North America and the Forest Products Association of Canada (FPAC), which provides a voice for Canada's wood, pulp and paper producers in government, trade, and environmental affairs, have worked together actively for several years on initiatives that promote the sustainability of paper products and defend the paper industry against false and misleading statements.

One focus of this partnership is an anti-greenwashing campaign to address misleading claims such as "go green – go paperless" and "save trees" which are regularly used by financial institutions, utility providers and governmental organizations to encourage customers to switch from paper to less costly electronic bills and statements. The claims are misleading because they fail to consider many points such as:

- The unique sustainable features of paper products such as a renewable raw material, a high recycling rate and high use of renewable energy in manufacturing, to name a few.
- The growing environmental impacts of switching to electronic communications.
- The rules related to environmental marketing which state that environmental claims cannot be vague and unsubstantiated – they must be specific, verifiable and based on credible facts.

FPAC and Two Sides North America have joined forces to approach several Canadian organizations including BCE, Scotiabank, Ontario Tech University and the Canada Revenue Agency (CRA) to educate them on the sustainable aspects of paper products and request that they modify their marketing messages.

In 2019, thanks to their joint action, the CRA changed the message on its notice of assessments (for income tax) by removing "Go green" claims. This was a huge victory given that millions of Canadians receive these assessments regularly every year for tax purposes. The number of impressions influenced is likely well over 100 million per year.




- **Messaging on Canada Revenue Agency tax assessments before and after discussions with FPAC and Two Sides**

As a major Canadian industry association, FPAC's engagement has helped add credibility and strengthen letters and requests to organizations. This will add another element of success to an already successful global anti-greenwash campaign which has now convinced 125 leading North American organizations (over 440 worldwide) to remove or changed inaccurate anti-paper claims,

including many of the Fortune 500.
As a supporting member of Two Sides, FPAC also provides facts and figures about the Canadian pulp and paper industry which are used to create many communication materials such as fact sheets, myths and facts booklets, infographics and website content. All this information is intended to provide the Two Sides network and many stakeholders inside and outside our industry a solid foundation for making well-informed decisions about the use of print and paper.
The latest joint project is a fact sheet on "Environmental Facts About the Canadian Paper Industry" which will be released in early 2020.

## Partnerships in the U.S., Europe and Brazil

Two Sides also works closely with the American Forest and Paper Association (AF&PA), which has a representative on the board of directors of Two Sides North America and the anti-greenwash committee. AF&PA provides many U.S. industry facts, reviews Two Sides' materials and has a key voice in setting the long-term strategy of the organization.

Two Sides in the UK and Europe work closely with the Confederation of European Paper Industries (CEPI), which is a great source of industry facts and provides feedback on Two Sides' communication materials about pulp and paper sustainability. CEPI currently chairs the Two Sides Sustainability Committee in Europe.
Similarly, Two Sides Brazil has a Memorandum of Understanding with Indústria Brasileira de Árvores (IBÁ), the Brazilian Tree Industry, a non-profit organization that groups together the Brazilian forest products industries.
For more information about Two Sides please see: Two Sides North America at twosidesna.org, Two Sides Europe at twosides.info or Two Sides Brazil at twosides.org.br.

## Upcoming events 2020

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| **March** | ○ **16-20: ISO meeting, São Paulo - Brazil**<br>○ **29: Steering Committee Meeting of ICFPA – Rome, Italy**<br>○ **30: ICFPA annual meeting**<br>○ **31: ACSFI/FAO meeting** |
| **April** | ○ **1-3: Members meeting PEFC – Lausanne - Suisse** |
| **May** | ○ **4-8: UNFF**<br>○ **19-20: RISI Forest Investment Conference** |
| **June** | ○ **11-19: IUCN World Conservation Congress 2020, Marseille – France**<br>○ **22-27: Committee on Forest (COFO), Rome – Italy** |
| **July** | ○ **17: International Workshop "FOREST PRODUCTS FOR SUSTAINABLE CITIES: MAINSTREAMING THE BIOECONOMY" FAO - Rio de Janeiro – Brazil** |
| **August** | **-** |
| **September** | **-** |
| **October** | ○ **5-10: COP15 of the UN Convention on Biological Diversity (TBC)**<br>○ **11-16: FSC General Assembly, Bali - Indonesia** |
| **November** | ○ **9-13: PEFC Week, Dublin – Ireland**<br>○ **9-20: COP 26 of the UNFCCC – Glasgow, Scotland** |
| **December** | - |

INTERNATIONAL COUNCIL OF FOREST & PAPER ASSOCIATIONS

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.

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