



International Council of Forest & Paper Associations (ICFPA)

Annual Activity Report – May 2015

The International Council of Forest & Paper Associations (ICFPA) is an organisation of national and regional forest and paper industry associations whose purpose is to serve as a forum for global dialogue, coordination and cooperation across the industry.

ICFPA works collaboratively with the United Nations Food and Agriculture Organization's (FAO) Advisory Committee on Sustainable Forest-based Industries to develop research that can inform government policies by recognizing forestry's potential as a solution to global needs such as food, fuel, fibre and medicines, in addition to wood, paper and packaging products used by people every day around the world.

Member associations agree on key policy statements on behalf of the global industry, which are presented to government leaders around the world by ICFPA members and highlighted in various international meetings such as Conferences of the Parties, United Nations sessions and other forums.

Working together, we advocate on behalf of the industry and its sustainability story, by transparently reporting on global industry progress related to our 2006 sustainability commitments.

The following provides an overview of ICFPA's activities in the past year.

ICFPA Policy Statements & Actions

The ICFPA Steering Committee drafted a new statement on Paper Recycling to be presented for approval at the 2015 annual meeting.

New research was commissioned to support the ICFPA advocacy on climate change leading up to the 21st Conference of the Parties of the UN Framework Convention on Climate Change in December 2015. ICFPA collaborated with the UN Food and Agriculture Organization in organizing a session on Innovation and Investment for the XIV World Forestry Congress scheduled for September 2015.

All ICFPA policy statements are available at: www.icfpa.org/resource-centre/statements.

ICFPA Communications Outreach

ICFPA and its members have been making a concerted effort to increase communications to augment the work of the ICFPA.

In advance of the UN International Day of Forests, the ICFPA issued a press release on March 19, 2015 highlighting the global forest products industry's contribution to climate change mitigation.

The ICFPA represented the global forest and paper industry at the United Nations Global Compact Consultative Meeting with industry and trade associations in New York City, and consequently issued a press release on September 10, 2014 highlighting the industry's sustainable contributions.

In celebration of International Literacy Day, the ICFPA issued a press release on September 8, 2014 highlighting the global forest products industry's contributions to increase literacy around the world and the benefits of paper-based materials in promoting reading comprehension, information retention and learning.

To highlight the global forest products industry's contributions to and the benefits of the forest-based bioeconomy, the ICFPA issued a press release on June 24, 2014 during the 22nd session of the FAO's Committee on Forestry (COFO 22).

In each instance, a number of ICFPA member associations issued supporting press statements to their national press contacts.

The press releases are available at www.icfpa.org/media-centre/news.

Sustainability Report Development

The ICFPA agreed with its Sustainability Task Force recommendation to focus the 2015 ICFPA sustainability report on 7 key performance indicators and collected information from 10 associations to develop the 5th biennial global industry Sustainability Progress Report, which will be presented at the 2015 ICFPA annual meeting and the CEO Roundtable.

ICFPA Meetings

2014 ICFPA Annual Meeting

June 11, 2014

St. Petersburg, Russia

International association leaders reviewed progress on recommendations made by international CEOs at the 2013 CEO Roundtable and discussed plans for the 2015 meeting. ICFPA members agreed to develop a data base on recycling systems in ICFPA member countries; consider developing common standards for recycled paper; and explore the possibility of developing a policy statement on paper recycling, and discussed possible joint work projects with other industry stakeholder groups. Finally, the ICFPA approved the activity plan and budget for 2014-2015, which includes the preparation of the 5th biennial ICFPA Sustainability Progress Report.

ICFPA Steering Committee Meeting

February 5-6, 2015
Nice, France

The ICFPA Steering Committee held a planning meeting for the 7th CEO Roundtable and the 2015 ICFPA annual meeting.

ICFPA Participation in International Conferences

UN Global Compact Meeting

September 9, 2014
New York City, New York, USA

The ICFPA represented the global forest and paper industry at the UN Global Compact Consultative Meeting with industry and trade associations.

The meeting brought together global industry associations to review industry progress on corporate sustainability and discuss emerging corporate sustainability and responsibility issues for business and industry that are relevant to UN's Sustainable Development Goals.

The UN Global Compact is the world's largest corporate citizenship initiative. Its participants represent approximately 50 million employees from nearly every industry sector and size in both developed and developing countries.

World Business Council for Sustainable Development (WBCSD) – Forest Solutions Group Meetings

November 3, 2014 and April 20, 2015
Atlanta, GA, USA and Montreaux, Switzerland

Several ICFPA Steering Committee members attended WBCSD's Forest Solutions Group (FSG) meetings to achieve closer coordination on forest and manufacturing sustainability issues between the two organizations. FSG represents international

forest and paper companies. ICFPA and FSG are coordinating on carbon neutrality of biomass, forest certification issues, and climate change policies.

PEFC Stakeholder Dialogue

November 20, 2014
Paris, France

ICFPA President Donna Harman presented research findings and awareness programs related to consumers' perception and expectations of sustainable paper and wood products.

Membership Highlights

The ICFPA represents more than 30 national and regional forest and paper associations around the world. Together, ICFPA members represent countries with over 90 percent of global paper production and half of global wood production.

In late 2014, ICFPA welcomed the membership of the Argentine Forestry Association and the Thai Pulp and Paper Industries Association.

Africa

The Paper Manufacturers Association of South Africa (PAMSA) funds SATeacher, a professional education and curriculum development agency, to enable educators to make use of paper-based resources to teach math in a comprehensible way.

Americas

The American Forest & Paper Association (AF&PA) created a video that explains the complex issue of biomass carbon neutrality in 90 seconds, and a video that encourages people to improve the quality of their paper recycling. The videos are available at: www.youtube.com/user/afandpa1.

Other ICFPA members -- Australian Forest Products Association (AFPA) and the Paper Manufacturers Association of South Africa (PAMSA) -- used the AF&PA videos to create their own country specific versions.

The Brazilian Tree Industry (Ibá) took part in the 7th General Assembly of the Forest Stewardship Council (FSC) where they spoke about the importance of certification of tree plantations and showcased the economic, environmental and social benefits of planted trees.

The Forest Products Association of Canada (FPAC) released the “Productivity Report Card: Canada’s Forest Industry Gets Top Grade,” an independent study showing that the Canadian forest sector’s labor productivity grew at a rate well above the national average and had the second highest labor productivity growth rate of all Canadian industries.

Asia

The China Paper Association (CPA) reported that the State Forestry Administration’s 8th forest resources inventory shows that national forest cover is 208 million hm², and forest coverage rate is 21.63%.

The Japan Paper Association (JPA) organized a contest during the Valentine’s Day season where participants were asked to handwrite letters to loved ones. The contest helps people, especially digital-focused younger generations, discover how meaningful handwritten letters on paper are.

Europe

The Confederation of European Paper Industries’ (CEPI) Keep Me Posted EU campaign promotes the citizen’s right to choose how they receive important information – on paper, digitally, or both – without being penalized. This pro-citizen choice campaign promotes the inclusion of vulnerable citizens, many of whom do not have internet access.

The German Pulp and Paper Association (VDP) celebrates 625 years of papermaking in 2015. A timeline, historic photos, press kits, magazine style features and participating companies can be found on www.625jahrepapier.de.

The Finnish Forest Industries Federation (FFIF) is seeking fresh growth from the bioeconomy. The forest-based sector is planning or preparing for investments in Finland that are worth about €1.5 billion in total.

The Russian Association of Pulp and Paper Organisations and Enterprises (RAO BUMPROM) is looking to develop the Program of Biotechnical Projects (BioTech2030), which was adopted by the Russian government in 2014. The concept of biotechnology is very general and in the forestry area deals with conservation and rapid reproduction of forest biological resources.

Oceania

The AFPA (Australia) met with Commonwealth Scientific and Industrial Research Organisation (CSIRO), Australia’s premier research organization, to discourage them from cutting forestry science as they seek staff reductions driven by government measures.

The New Zealand Forest Owners Association (FOA), in partnership with the Farm Forestry Association, introduced an industry wide levy in 2014 which has fundamentally changed the way sector activities of benefit for forest growers are funded, particularly research. Currently, the FOA is working with other stakeholders to establish a Forest Industry Safety Council to help implement the recommendations of an independent review that FOA commissioned, and received, last year.

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