



International Council of Forests and Paper Associations (ICFPA)

Annual Activity Report – July 2016

Introduction

The International Council of Forest & Paper Associations (ICFPA) is a worldwide network of more than 30 national and regional forest and paper industry associations that promotes cooperation in areas of common interest to its members and serves as the industry's advocate at the international level. Together, ICFPA members represent over 90 percent of global paper production and more than half of global wood production. It is a platform for global dialogue, coordination and cooperation across the forest based 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, chemicals 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 and events, besides media and journalists.

ICFPA advocates and promotes the industry purpose and sustainability, by transparently reporting on global industry progress related to the ICFPA's 2006 sustainability commitments.

The following provides an overview of ICFPA's activities in the 2015 - 2016 working year.

ICFPA Policy Statements and Actions

The ICFPA Steering Committee released a statement at the 21st Conference of the Parties of the UN Framework Convention on Climate Change (COP-21) in December 2015 on the role of the Forest Products industry as part of the Solution to Climate Change. The Statement was released and presented at COP-21 calling on governments and the UN Framework Convention on Climate Change to recognize sustainable forest management and reforestation and the forest industry for their contribution to the global climate efforts.

A research was commissioned to support the ICFPA advocacy on climate change leading up to COP-21. The report named “Fact Sheets of Forest Contributions to the INDCs” was conducted by the advisor Paulo Canaveira, and it states that forests and the land-use sector will be an important contributor to reaching targets proposed on the countries Intended Nationally Determined Contribution (INDCs). This was presented at the side event organized by ICFPA at the EU Pavilion at COP-21. The report can be downloaded at: www.icfpa.org/mediaroom/49/23/Forest-Contributions-to-the-INDCs.

Following upon the recommendations by the CEO Roundtable from the 2015 Washington Meeting, ICFPA engaged in a discussion on how the global industry could collaborate to identify its original purpose. Based on the common storyline, the Steering Committee drafted a global forest products industry purpose statement to be presented for approval at the 2016 Annual Meeting. This document shall be used as an orientation for new members interested in joining ICFPA. It will also be used as a communication tool and may convey more interests of ICFPA members to engage.

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

Recycling Datasheet

Considering the CEOs’ recommendation to continue to work on the paper recycling project focusing on raising the quantity and quality of paper recovery around the world and consider the development of international recovered paper specifications, CEPI and AF&PA are drafting a concordance of European and U.S. recovered paper definitions and quality guidelines. The goal is to develop a datasheet with information from different countries on paper recycling definitions. This could be used to improve ICFPA members understanding of global specification and well as by governments. A first draft of the datasheet should be presented at the ICFPA Annual Meeting for discussion and contributions.

ICFPA Communication Outreach

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

In February 2016, ICFPA established a Communication Committee aiming at improving communication with our members and external stakeholders. The committee is currently composed of communication staff of the following associations: Brazilian Tree Industry (Ibá); Paper Manufacturers Association of South Africa (PAMSA); Forest Owners Association – NZ (FOA); American Forests and Paper Association (AF&PA); Forest Products Association of Canada (FPAC); Confederation of European Paper Industries (CEPI); Japan Paper Association (JPA); and Finnish Forest Industries Federation (FFIF). The committee works remotely for a shared decision making on communication strategies and content.

ICFPA also launched a LinkedIn Profile on March, 2016. Content extracted from ICFPA statements of relevant news to the global



industry are posted twice a week. The main objective is to promote existing content produced by the SC and ICFPA members to drive stakeholders and other interested followers to ICFPA website and allow for capitalization of information among members.

On November 2015, prior to COP-21, ICFPA published a press release and a communication toolkit shared among members aiming to highlight the key messages about the role of forest and this industry on the global INDCs and also to promote the ICFPA side event at COP-21.

As a recommendation from the CEO Roundtable at the 2013 meeting in Sao Paulo, Brazil, to continue engaging on an open and transparent dialogue about biotechnology, the ICFPA represented the global forest and paper industry at the FAO Agribiotechnology Symposium, in February, 2016. The symposium was perceived as an opportunity to discuss the subject, due to the increasing demand for information, particularly from government of some member countries. ICFPA issued a press release on the event on March 3rd, 2016 highlighting the objective of the event and the role of FAO as a neutral platform to keep a neutral platform for the exchange of ideas and experiences and improve the dialogue around this topic.

In advance of the UN International Day of Forests, the ICFPA issued a press release on March 21, 2016 to represent the contributions



of the global forest products industry to sustainable development, ensuring that environmental, social and economic benefits are available to current and future generations.

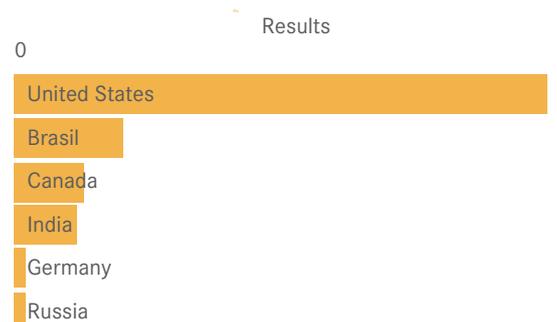
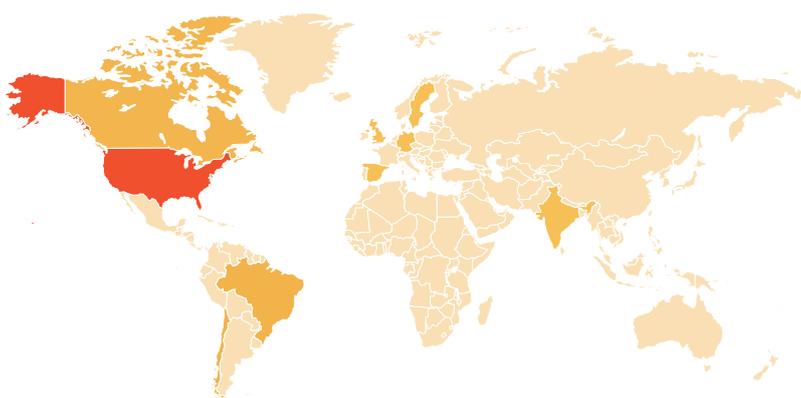
On April 22, 2016 the Steering Committee identified that the Paris Agreement Signing Ceremony would be an event to be used as an opportunity to increase the visibility of the ICFPA and demonstrate the role of the global forest industry in mitigating climate change. A press release was issued highlighting the role of forest products industry contributions to implement the INDCs.

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.

On March 3, 2016, ICFPA released the first issue of ICFPA News, the new electronic bulletin of this forum. The issue was around the discussion of biotechnology motivated by the participation of ICFPA at the FAO International Symposium on “The Role of Agricultural Biotechnologies in Sustainable Food Systems and Nutrition”, which took place on 15- 17 February, 2016. Besides information

ICFPA on media: Heat map 2016 and Top Locations





on the event and the perception that FAO has taken the lead on this biotechnology dialogue, this News Issue also brought ICFPA members views around this topic.

Participation at International conferences

ICFPA members participated at the XIV World Forestry Congress, organized by FAO and hosted by the Republic of South Africa. The event brought together the global forestry community to review and analyze the key issues and to share ways of addressing them. ICFPA members contributed to special events in collaboration with the Advisory Committee on Sustainable Forestry Industry (ACSFI). Marco Mensink (CEPI) was a keynote speaker on break-through processes at the Innovation and Investment Forum (Sub-theme 4), bringing the Two-Team project as a case. Elizabeth de Carvalhaes was a key note speaker in Integrating forests and other land uses (Sub-theme 3) and spoke about the role of forest plantations in landscape management. At the occasion ICFPA also awarded two prizes for the student winners of the TREEHOUSING International Wood Design Competition.

At COP-21, the European Union hosted a joint event between ICFPA and the Joint Research Center (JRC) on “Assessing Transparency and Ambition in the Land Use Sector” at the EU Pavilion on December 1, 2015. At the event, ICFPA launched the results of the report “Fact Sheets of Forest Contributions to the INDCs” conducted by the advisor Paulo Canaveira. The event also included presenters from JRC, WBCSD and FAO bringing perspectives of LULUCF; monitoring and certifying emissions; economics of climate change mitigation; and low carbon technology initiatives.

On May 1-4, 2016 The ICFPA also participated at the 13th International Pulp Week, highlighting the importance of the forest

products global industry in the development of a sustainable economy, improving the performance of social and environmental indicators and the industry’s investments in technology an innovation. Elizabeth de Carvalhaes, ICFPA President, addressed the ongoing pursuit of the industry for innovation and sustainability, with important achievements, such as increased paper recycling and fiber use optimization.

- ✓ XIV World Forestry Congress
- ✓ COP-21
- ✓ International Pulp Week

ICFPA Engagement on Certification

ICFPA has been an effective member of the Program for the Endorsement of Forest Certification Systems (PEFC) and also became a member of the Forest Stewardship Council (FSC) on December 2015 and is now able to engage on public consultations, engage on working groups and vote on General Assemblies and other processes.

ICFPA has been participating at public consultations of PEFC and FSC with members’ input. On May 2, 2016 ICFPA sent a letter to PEFC raising concerns in regards to the PEFC’s draft Standard for GHG Emissions Data Transfer, under public consultation at the moment. The letter was shared among ICFPA members.

ISO/PC 287 specifies requirements for a chain of custody (CoC) of wood and wood based products and lignified materials other than wood (such as bamboo, cork). Considering this scope and the initial controversy that it with existing certification systems, ICFPA applied to become a liaison to ISO/PC 287 to further understand the process and share

information with its members. ICFPA had participated and shared information from the PC 287 Committee Meeting in London, in November 2015, and has shared the report from the Sandsvall Meeting, held in April 2016. ICFPA will keep following the development of the ISO CoC and informing its members.

Innovation and Young Talents

On the occasion of XIV World Forestry Congress in Durban, South Africa, the ICFPA sponsored prizes to the student winners of the TREEHOUSING International Wood Design Competition, recognized by the United Nations. The winning designs can be viewed at www.treehousing-competition.com. Categories included: Affordable Wood Housing and Tall Wood Buildings.

The ICFPA will continue its support of students and young professionals through its soon-to-be launched Blue Sky Young Researchers Innovation Award initiative. Using the perspective of innovation, ICFPA aims to stimulate competition between students and young researchers carrying out projects in a wide range of activities relevant to forest-based science, products using forest-based raw materials, process improvements or other innovations throughout the value chain. Approved by the CEO Roundtable of 2015, the [Blue Sky Young Researchers Innovation Award](#) will take place every two years and grant up to three awards to the most attractive submissions during each global CEO Roundtable promoted by the ICFPA. The first prizes will be awarded in May 2017 in Berlin. Further information on the Award and the process of engaging other ICFPA members will be provided at the ICFPA Annual Meeting in Australia. The award is not only about research and development; it is about innovation and about being inspirational, interesting and green. For the Term of Reference with complete information for the

candidates please visit: http://www.icfpa.org/uploads/_Documents/ToR_Blue%20Sky%20Awards_Global.pdf



Blue Sky Young Researchers
and Innovation Award 2016-2017

ICFPA Meetings

2015 ICFPA Annual Meeting | May 5, Washington , USA

International association leaders reviewed progress on recommendations made at the 2014 Annual meeting in St. Petersburg, Russia, and discussed the 2015 ICFPA Sustainability Progress Report. The group approved the position statement on paper recycling and agreed to continue the exchange of information on national and regional developments and positions on biotechnology. Presenters from WRI, WWF and WBCSD presented initiatives related to forestry and the forest based industry. ICFPA and WBCSD-FSC agreed to engage particularly towards coordinated action to COP-21. ICFPA members approved the implementation plan of the Blue Sky Young Researchers and Innovation Award. The group discussed ICFPA presence at the FAO World Forestry Congress and at COP-21, including the commissioned of the study from Mr. Canaveira, to map the contributions of forests and forest products in the INDCs. The group also plan for the CEOs RT which took place on May 7th. ICFPA members thanked Donna



Harman for her service as ICFPA President for the past three years and elected Elizabeth de Carvalhaes as the new ICFPA President for a two year term Finally, the ICFPA approved the activity plan and budget for 2015-2016.

2015 CEO Roundtable | May 7, Washington, USA

More than 20 CEOs and association leaders from around the world took part in this biennial meeting, hosted by the ICFPA and organized by AF&PA. The theme of the event was “Global Innovation Rebranding Our Sector”. International CEOs addressed issues of common interest, including initiatives in their national industry related to manufacturing, marketing, products and workforce, innovation in the industry or on the forestry; and innovative programs to diversify social contributions. CEOs engaged in a roundtable discussion on how the global industry can collaborate to use the keynote speaker, Joey Reiman’s, “story of purpose” to rebrand the sector to make it more attractive for workers and consumers.

The international CEOs charged the ICFPA with a number of recommendations, including to draft a global forest products industry purpose statement by identifying the original purpose of the industry, based on the common national storylines; Continue work on the paper recycling project focusing on raising the quantity and quality of paper recovery around the world and consider the development of international recovered paper specifications; explore whether messaging being developed by the U.S. Paper & Packaging Board program can benefit the industry globally.

The CEO Roundtable approved an ICFPA proposal to launch the Blue Sky Young researchers Innovation Award to create interest in the industry as providing workplaces that offer opportunities for innovation and a bright future.

The CEOs also welcomed the release of the 5th ICFPA Sustainability Progress Update that highlights the performance of the global forest products industries when it comes to the engagement taken by the CEOs in the 2006 Global Leadership Statement.

2015 ICFPA SC Meeting | September 10, Durban, South Africa

The ICFPA Steering Committee met in Durban at the occasion of the FAO World Forestry Congress, jointly with ACSFI members to discuss the ACSFI agenda, particularly the Deforestation Free report. The SC also discussed issues related to governance; and the preparation for the participation of ICFPA at COP-21, including the Statement on Climate Change and the side event at the EU Pavilion.

2015 ICFPA SC Meeting | December 4, Paris, France

On the occasion of COP-21, the Steering Committee met to work on follow up action from the 2015 Annual meeting and CEO Roundtable and to assess the outcomes of the event held at the EU Pavilion. Increase and improve communication was a key priority of this meeting, including the agreed creation of the communication committee and ICFPA entering social media.

2016 ICFPA SC Planning Meeting | April 8, Paris, France

The ICFPA Steering Committee held a planning meeting for the 2016 Annual Meeting in Paris, 2016 which also discussed communication, developments of the sustainability progress report, and the discussions pos-COP-21.

Advisory Committee on Sustainable Forest- Based Industry - ACSFI

The Advisory Committee on Sustainable Forest-based Industries (ACSFI) is a FAO statutory body composed of senior executives from the private industry sector worldwide. It has the mandate of providing guidance on activities and program of work of the FAO Forestry Department on issues relevant to the paper and forest products industry, in support of member countries efforts to progress towards sustainable development.

There is also a close coordinated interaction with the ICFPA including alignment of meeting dates, agendas and collaborative support of mutual objectives and activities. ACSFI it is a highly relevant channel for the industry engagement with FAO. ICFPA often makes recommendations to ACSFI program of work, which in the year on 2015-2016 included cooperating at an Innovation and Investment Forum at the WFC; exploring opportunities at COP-21 to present the book “Forests, wood products and climate change”; help facilitate understanding on definition of “Deforestation-free” and implications for forest products value chains; lead and facilitate the dialogue on tree biotechnology issue; continue ongoing work related to food saving bio-based packaging and forest products statistics, further explore the role of forest-products industries in the bioeconomy around the world.

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