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# International Council of Forest & Paper Associations (ICFPA)

## Activity Report – June 2014

**T**he 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 commitments.

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

## 2013 ICFPA Sustainability Progress Report

The ICFPA's biennial report showcases the forest industry's best practices and commitments, as well as the positive results achieved by solid investments. The report was released at the International CEO Roundtable meeting June 6, 2013 in São Paulo, Brazil. The full report is available at [www.icfpa.org/resource-centre/sustainability-information](http://www.icfpa.org/resource-centre/sustainability-information).

## ICFPA Policy Statements

The ICFPA approved a new policy statement in support of the Carbon Neutrality of Biomass. The ICFPA also approved updated policy statements on Sustainable Forest Management (SFM), Climate Change, Illegal Logging, Sustainable Forest Management Certification and Forest Plantations. The new and updated statements are available at: [www.icfpa.org/resource-centre/statements](http://www.icfpa.org/resource-centre/statements).

## ICFPA Recovered Paper Recommendation to FSC

The ICFPA Steering Committee agreed to support a Forest Stewardship Council (FSC) recommendation to erase the distinction between pre-and post consumer recovered paper in its chain of custody standard. Currently, pre-consumer recovered fibre is eligible as an input into FSC Recycled or Mix product, but it does not count toward the certified content value. The ICFPA comments were submitted to FSC on January 15, 2014.

## ICFPA Press Releases

The ICFPA issued a press release following the international CEO Roundtable that took place June 6, 2013 in São Paulo, Brazil. More than 50 CEOs and association leaders from around the world discussed the future of the forest and forest products industry.

Announcing the release of the 4<sup>th</sup> biennial Sustainability Progress Report, the ICFPA issued a press release on June 11, 2013 highlighting the industry's progress on sustainability commitments and the industry's contribution to the "green economy".

In celebration of the U.N. International Day of Forests, the ICFPA issued a press release on March 20, 2014 highlighting the global forest products industry's contribution to sustainable forest management and commitment to eradicating illegal logging.

The ICFPA issued a press release in advance of its participation in the special event *International Coalition Bio-based Packaging: A Green Food Saver* at the 2014 Interpack trade fair held May 9, 2014 in Düsseldorf, Germany.

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 Committee on Forestry (COFO 22) of the FAO.

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](http://www.icfpa.org/media-centre/news).

## New ICFPA Steering Committee Members

In late 2013, Jane Molony, Executive Director of the Paper Manufacturers Association of South Africa (PAMSA) and David Rhodes, CEO of the New Zealand Forest Owners Association (NZFOA) joined the ICFPA Steering Committee. Other Steering Committee members are the leaders of the American Forest & Paper Association (AF&PA), the Brazilian Tree Industry (Ibá, formerly Bracelpa), the Confederation of European Paper Industries (CEPI), The Forest Products Association of Canada (FPAC), and the Japan Paper Association (JPA).

## ICFPA Meetings

### 2014 ICFPA Annual Meeting

June 11, 2014  
St. Petersburg, Russia

The 2014 ICFPA Annual Meeting was held in St. Petersburg, Russia. International association leaders reviewed progress on recommendations made by international CEOs at the 2013 CEO Roundtable and discussed plans for next year's meeting. ICFPA members agreed to develop a paper that clarifies definitions and terms related to biotechnology; develop a data base on recycling systems in ICFPA member countries and consider developing common standards for recycled paper; and explore the possibility of developing a policy statement on extended producer responsibility. Finally, the ICFPA approved the activity plan and budget for 2014-2015, which includes the preparation of the 5<sup>th</sup> biennial ICFPA Sustainability Progress Report.

### 2013 ICFPA Annual Meeting

June 4, 2013  
São Paulo, Brazil

The 2013 ICFPA Annual Meeting was held in São Paulo, Brazil. Leaders of 18 forest-based industry associations around the world discussed issues such as carbon neutrality of biomass, forest plantations, government incentives and forest certification, as well as governance issues. Also discussed was the Forest Industry Carbon Assessment Tool (FICAT) developed by the National Council for Air and Stream Improvement (NCASI), which calculates carbon footprints of the effects of forest-based manufacturing activities on carbon and greenhouse gases along the value chain and ICFPA cooperation with the World Business Council for Sustainable Development.

### ICFPA 6th International CEO Roundtable

June 6, 2013  
São Paulo, Brazil

More than 50 CEOs and association leaders from around the world took part in this biennial meeting, hosted by the ICFPA and organized by Ibá. International CEOs addressed issues of common interest, including the outcomes of economic pressures on forests related to the demand for food, fuel and fibre; the impact of government policies and programmes on the forest products industry; and how to position the industry for the future.

The International CEOs charged the ICFPA with a number of recommendations, including to engage in dialogue regarding biotechnology as a tool to enhance forest productivity, share best practices for improving the quantity and quality of recovered paper, agree on a strong policy statement in support of the carbon neutrality of biomass, and share communication materials that promote the image of the forest products industry and its products.

### Steering Committee meetings

October 27 & 28, 2013, Rome, Italy  
February 5, 2014, Montreal, Canada

The ICFPA Steering Committee met twice to plan follow-up actions from the 2013 annual meeting and CEO Roundtable, complete the updating of position statements and plan for the 2014 ICFPA annual meeting. Membership outreach and increased communication were two key priorities for the year. A new “value proposition” document was developed for sharing with members and prospective members. Steering committee members also took regional outreach assignments to bring more associations into the ICFPA. In addition, the Steering Committee developed a “communications calendar” and identified events for ICFPA press releases to supplement our member communications through the three issues of the ICFPA newsletter produced by Ibá.

2013 annual meeting, ICFPA members supported more joint cooperation between ICFPA and WBCSD. ICFPA members contributed to the FSC leadership statement that promotes the expansion of forest certification across the supply chain and the updating of the group’s biomass carbon neutrality issue brief.

### Programme for the Endorsement of Forest Certification (PEFC) General Assembly

November 13, 2013  
Malaysia

The General Assembly of the Programme for the Endorsement of Forest Certification (PEFC) announced the acceptance of ICFPA as a PEFC International Stakeholder. Elizabeth de Carvalhaes (Ibá) made a presentation on behalf of the ICFPA, explaining the group’s purpose and sustainability policies.

## ICFPA Participation in International Conferences

### World Business Council for Sustainable Development (WBCSD) Meeting

November 4, 2013  
Istanbul, Turkey

ICFPA Steering Committee members Elizabeth de Carvalhaes (Ibá), Teresa Presas (CEPI) and Masataka Hayama (JPA) attended the WBCSD’s Forest Solutions Group (FSG) meeting in Istanbul, Turkey to achieve closer coordination on forest and manufacturing sustainability issues between the two organizations. The FSG represents international forest and paper companies. At the

### Interpack Trade Fair

May 9, 2014  
Düsseldorf, Germany

ICFPA co-hosted the special event *International Coalition Bio-based Packaging: A Green Food Saver* with the United Nations Food and Agriculture Organization (FAO) and the Technology Research Centre of Finland (VTT). The questions discussed at the event included: What should be done in food packaging for reducing food loss and waste?; Why are bio-based packages important in food security?; Which are the next technical steps towards a more responsible food packaging?; How can stakeholders find common targets to work together towards an International Coalition the FAO is seeking to launch at Milan Expo in 2015?

*The ICFPA’s new email tagline*



Connect with the global forest and paper industry at [ICFPA.org](http://ICFPA.org)

## Membership and Member Activities

ICFPA's membership spans 30 countries in 6 continents. Altogether, ICFPA members represent 87% of the world's paper production and 60% of the world's wood production.

### Africa

The Paper Recycling Association of South Africa is offering four-day training courses to assist aspiring entrepreneurs and unemployed individuals to set up and manage sustainable paper recycling and recovery ventures.

### Americas

The American Forest & Paper Association (AF&PA) released a "Think Before You Shred!" poster providing guidance for consumers to determine which paper documents should be shredded and which ones should be recycled.

Seventy Brazilian companies from four associations, including the Brazilian Pulp and Paper Association (Bracelpa), created the Brazilian Tree Industry (Ibá). This new association was established to increase value and competitiveness of Brazilian planted forests and their products.

The Forest Products Association of Canada (FPAC) has published its first report card on the transformation agenda for the Canadian forest sector called *Vision2020, Pathways to Prosperity*. It shows headway in each of the three ambitious goals of products, environmental performance and people. The Vision was launched in May 2012 as a challenge to industry as well as governments, academic researchers, policy thinkers and other partners to help the sector reach its potential. For details on the progress to date go to [fpac.ca/vision2020](http://fpac.ca/vision2020).

The Colombian paper production chain, including Asociacion Nacional De Industriales – Camara de Pulpa, Papel y Carton (ANDI), teamed up to develop a communications campaign that presents realities and myths associated with paper, and showcases its contributions to society.

### Asia

China Paper Association (CPA) issued the "Guideline for Collecting, Sorting and Trading Domestic Scrap Paper." Targeted at recyclers, the document aims to regulate domestic scrap paper recovery.

Japan Paper Association (JPA) hosted a workshop on paper recycling for colleagues from Malaysia, Thailand and Vietnam. The annual workshop is part of an agreement to improve paper recovery and the balance of recovered paper supply and demand in Asia.

### Europe

The Confederation of European Paper Industries (CEPI) announced the results of its Two Team Project, which aimed to identify breakthrough technology concepts for the paper industry in its bid to lower CO<sub>2</sub> emissions by 2020, at the 2013 European Paper Week.

The German Pulp and Paper Association (VDP) organises an annual workshop with representatives of the recycling paper suppliers to present and discuss current developments.

The Finnish Forest Industries Federation (FFIF) launched a campaign to get young people interested in the forest industry. About 200 professionals from Finnish forestry companies visited nearly 300 schools in Finland to talk about career opportunities.

The Russian Association of Pulp and Paper Organisations and Enterprises (RAO BUMPROM) release its “Outlook of Russian Pulp and Paper Industry” publication, which focuses on the development of the industry in the global economy.

The Spanish Association of Pulp and Paper Manufacturers (Aspapel) released the fifth edition of “Paper, Myths Versus Facts,” which dispels myths about paper. Since the release of the first edition in 2008, more than 30,000 copies have been distributed.

The Swedish Forest Industries Federation (SFIF) presented their vision of a bio-based economy in their 2012 Sustainability Report.



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