Sustainability and competitiveness have to go hand in hand in order for industry to excel; we are a leading example of this. Reducing our raw material consumption makes sense from an economic and a sustainability point of view.

For instance, we use residues, e.g. bark and wood cuttings, from the pulpmaking process to produce renewable energy. We also turn residues from recycling into useful products that foster Europe’s Circular Economy. At the same time we are pioneering research that will provide low-carbon alternatives to the way we produce our products, reducing not only the amount of raw materials we use, but the amount of energy we consume.

Sustainability is precisely that, a vision of business development based on sustainable practices that address society’s key challenges, on a long-lasting basis. The European forest fibre and paper industry is the only mainstream industry that is both renewable and recyclable. We are therefore uniquely placed to create new sustainable opportunities for the European circular bioeconomy; a key pathway to safeguarding the European manufacturing industrial base.

CEPI is proud to represent the European forest fibre and paper industry and to champion the sustainability of its products and achievements. As a Brussels-based, non-profit, research and advocacy association, our mission is to represent the interests of our members and the industry towards the EU institutions in the areas of the bioeconomy, Circular Economy, environment, energy, forestry, research and trade. We also seek to enhance the knowledge of our members and the value chain in specific technical areas, as well as facilitating the flow of information between our member associations and their companies.
## Our Products are at the Core of Everyday Life

### 92.2 Million Tonnes (MT) of Total Production in 2017

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Quantity (MT)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging Paper and Board</td>
<td>47.3</td>
<td>51.3%</td>
</tr>
<tr>
<td>Case Materials</td>
<td>29.1</td>
<td>31.6%</td>
</tr>
<tr>
<td>Other Packaging &amp; Paper</td>
<td>14.0</td>
<td>15.1%</td>
</tr>
<tr>
<td>Wrapping</td>
<td>4.2</td>
<td>4.5%</td>
</tr>
<tr>
<td>Newsprint, Printing and Writing Paper</td>
<td>33.3</td>
<td>36.2%</td>
</tr>
<tr>
<td>Coated Paper</td>
<td>12.9</td>
<td>14%</td>
</tr>
<tr>
<td>Uncoated Paper</td>
<td>14.4</td>
<td>15.6%</td>
</tr>
<tr>
<td>Newsprint</td>
<td>6.0</td>
<td>6.6%</td>
</tr>
<tr>
<td>Hygiene Paper</td>
<td>7.4</td>
<td>8.1%</td>
</tr>
<tr>
<td>Other Paper and Board</td>
<td>4.1</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

**Examples**

**Packaging Paper and Board**
- Mainly used for wrapping and packaging purposes.
  - Boxes
  - Bags
  - Packaging
  - Wrapping
  - Toys and Games
  - Product Displays

**Newsprint, Printing and Writing Paper**
- Represents the sum of newsprint, uncoated mechanical, uncoated woodfree and coated papers.
  - Newspapers
  - Magazines
  - Catalogues
  - Flyers
  - Books
  - Envelopes
  - Brochures
  - Greeting Cards

**Hygiene Paper**
- Covers a wide range of tissue and other hygienic papers for use in households or commercial and industrial premises.
  - Toilet Paper
  - Tissues
  - Napkins
  - Kitchen Paper
  - Nappies
  - Sanitary Napkins

**Other Paper and Board**
- Are used for industrial and other special purposes.
  - Gypsum Liners
  - Building Materials
  - Insulation
  - Roofing Materials
  - Waxing
  - Asphalting
  - Stock of Filter Paper
Our products are made using renewable and recyclable resources that come from certified natural forests.

CEPI has a long standing commitment towards sustainable forest management and the use of forest resources.

Consumers can be certain that products are made in sustainable ways that respect the environment.
A THRIVING INDUSTRY

GLOBAL PAPER PRODUCTION 22%

177,000 PEOPLE EMPLOYED
890 MILLS
495 COMPANIES

18 MEMBERS IN EUROPEAN COUNTRIES

92% EUROPEAN PAPER PRODUCTION

€19 BILLION/YEAR
ADDED TO THE EUROPEAN ECONOMY
*To the European GDP every year

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CEPI IN FIGURES

EXCELING IN SUSTAINABILITY AND COMPETITIVENESS

93% OF WATER USED IS RETURNED IN GOOD CONDITION TO THE ENVIRONMENT

63% EMPLOYED IN RURAL AREAS

72% OF PAPER PRODUCTION IS EXPORTED

72% OF OUR RAW MATERIALS COME FROM EUROPE

75% OF OUR RAW MATERIALS COME FROM EUROPE

-68% REDUCED ACCIDENT RATE

59% OF OUR ENERGY PRODUCTION AND USE IS BIO-BASED

3.5X MORE RESOURCE EFFICIENT WITH 1M WOOD

22% HIGHER INVESTMENTS THAN AVERAGE MANUFACTURING

3.5X MORE RESOURCE EFFICIENT WITH 1M WOOD

1890
100
2010
2014

EUROPEAN PAPER RECYCLING RATE


72%
57.7% WORLD AVERAGE

72.3% WORLD RECYCLING CHAMPION

CO2

-43% CO2 PER TONNE OF PRODUCT SINCE 1990

177,000 people employed

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DATA QUALITY

We pride ourselves in ensuring that our statistics are third-party quality assured. Deloitte has issued a limited assurance statement verifying the quality of the data we collect.