

The paper industry experience in industrial ecology and symbiosis

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CEPI in summary

Represents:

- 18 National Associations
- **520 companies (2/3 SMEs)**
- **950 mills**
- 95% of the EU pulp&paper sector
- 23% of the global production

Focuses on:

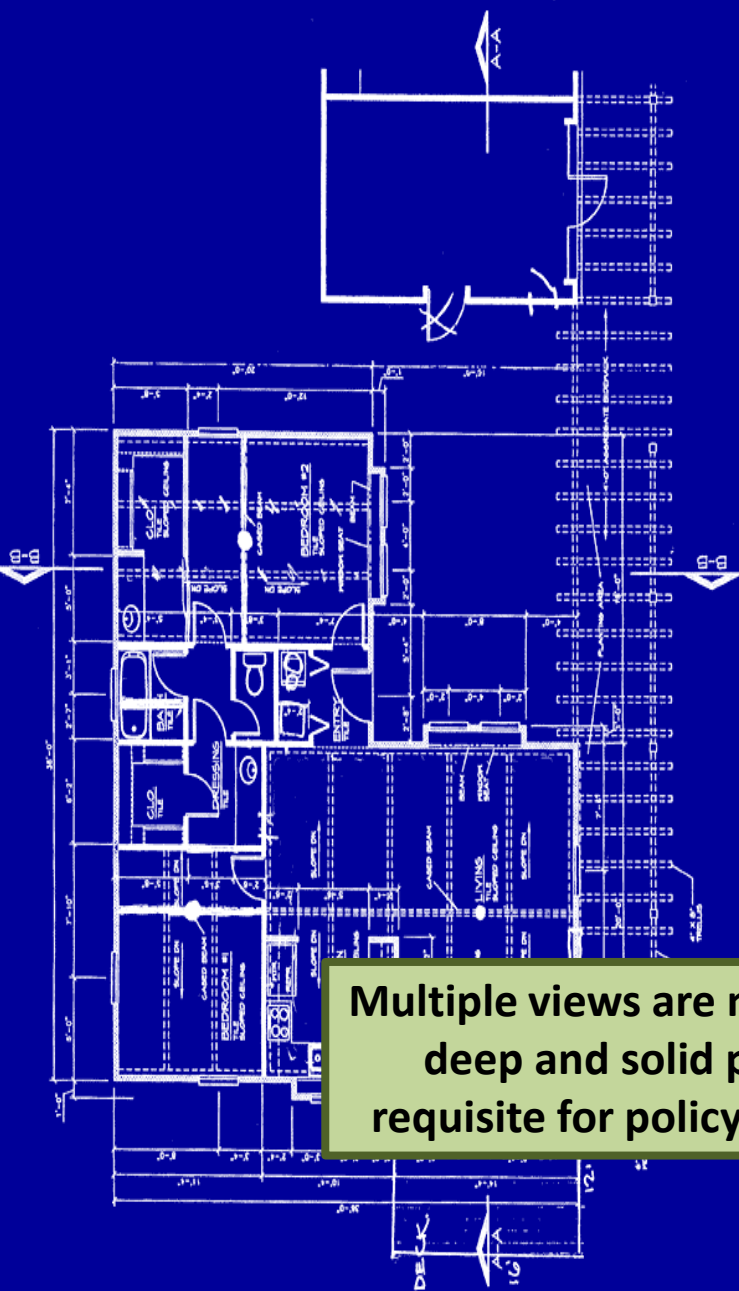
- Raw materials availability/quality
- Management of energy & carbon
- Product policy
- Sustainability
- Business environment



EUROPEAN PAPER INDUSTRY



Living in a blueprint – or with many dimensions?



Multiple views are needed to have rich, deep and solid perspective, prerequisite for policy that is true to life.

Nature challenges those who think less = less



Nature challenges those who think the solution can be found in austerity and restrictions.

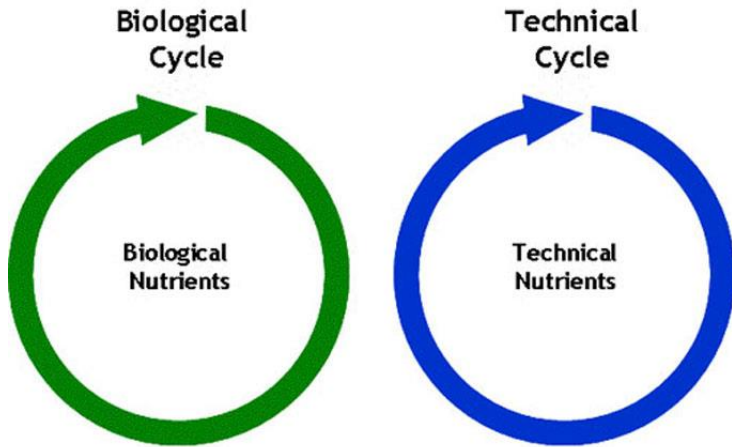
Nature itself is endlessly productive, creative, ***generous*** down to wastefulness – but at the same time very efficient and functional.



The exuberant generosity of the nature – the basis of evolution – could help re-discover stewardship of the environment as a unifying issue for the society.



1. Generosity requires opening up



- Let down defences of sectorial thinking in favour of collaboration
- Be open for becoming aware of what is already happening and what could be the potential
- In policy, accept the complexity of reality with multiple flows and actions

Reduce,
reuse, then
recycle.



2 Generosity requires purity



- Knowledge gap prevails over the life-cycle of practically all products and materials
- Information on chemicals in products is a pre-requisite for managing IS; information exchange without risking IPR can be done
- Stewardship, supported by tools such as traceability, ecodesign are necessary for ensuring sustainable foundations



3 Generosity requires ability to learn



- Industry needs to learn about IS:
 - What others really want
 - What we can get from others
 - What is the business case
- Learn from the nature!
- Look for renewability

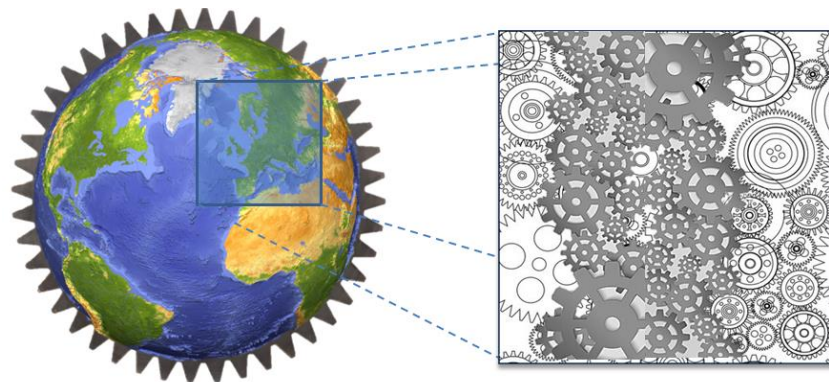


<http://www.economist.com/blogs/babbage/2013/11/greening-papermaking-industry?fsrc=rsshttp://>

4 Generosity requires trust



- Technically, proximity is not required for IS (except for few streams)
- Proximity is the foundation for trust, and trust is needed for the human nature, necessary for:
 - willing to share information,
 - behaving responsibly in a stewardship or
 - willing to open up and becoming aware





- Resource efficiency, industrial symbiosis are key in achieving the strategic goals of EU regarding global resource scarcity and the EU's dependency on imported goods, raw materials & energy.
- Rooting IS into business requires new attitude of generosity in the society which can only happen if there is a will to open up to others and learn, and is built on stewardship for purity and trust.
- Success is in the old maxim “think globally, act locally”.
- If rooted in local cycles rather than global, making the benefits to local sustainability more transparent and tangible, the transition will not only make sense, it will also be likely to deliver to its high potential.
- Putting people, proximity and local economies at the heart of environmental policies might even - finally - solve many problems in the EU. IS has all the chances in doing this!



Thank you!

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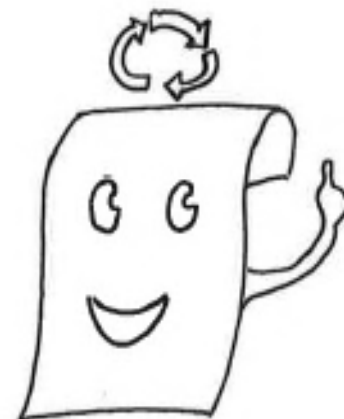
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