

The CEPI **TWO TEAM** PROJECT

1000s OF IDEAS, 2 TEAMS, 1 GOAL

A new approach to innovation – SUBMIT YOUR IDEAS!



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WANTED: Ideas

To meet the two objectives of the CEPI 2050 Roadmap new ideas and concepts for breakthrough technologies are needed. To give innovation a push we created two competing teams to identify these new concepts: Red and Blue.

The teams are urged to think out of the box, outside their comfort zone. The final concepts will need to be creative, innovative and imaginative. Breakthrough technologies are new concepts; new ways of thinking that go beyond current borders.

Your ideas are essential to the success of this project. The Two Team Project ambition is to move our European sector forward. Both our teams are looking for maximum support from passionate stakeholders within the pulp and paper industry, but also from beyond the sector to identify fresh, new ideas and concepts. Everyone with a creative thought and an enthusiastic mind set is welcome to submit ideas.

Gather your ideas for the most efficient pulp and paper mill and submit them today! Our two teams will ensure it gets the attention it deserves and it might just become the cornerstone of a new technology that will make our future more sustainable.

**SUBMIT YOUR
IDEAS** ➤



**BECOME
A FAN**



Building the low carbon economy ...

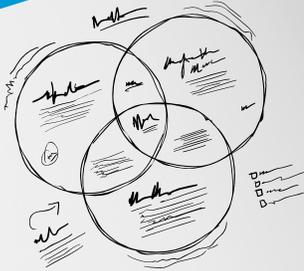
With a global population estimated to reach 9 billion by 2050 and demand for food and energy set to rise dramatically, reducing greenhouse gas emissions and creating 50% more value for the forest fibre industry can appear as an insurmountable challenge. We respectfully disagree.

We believe that **open innovation, sharing research** across companies, research institutes, academic institutions and public authorities is a great way to generate ideas and solutions efficiently.

Today's innovation model is fragmented. Innovative research takes place at companies and universities on a daily basis. However, only a small percentage is used in products or deployed in industrial processes. The rest is often lost.

WE WANT TO CHANGE THAT.

... and **creating** more value together



A carbon reduction idea that was not pursued in one industry might very well work in another.

Many good ideas are developed within a single company or sector, but not all ideas should necessarily be further developed within the company's or sector's

boundaries. If we make the best use of internal and external ideas, we will be able to come up with workable solutions to lower emissions. Many of the most innovative industries are moving towards an open innovation model. They have realised that the stakes are too high and the challenges too great for one company, or industry, alone.

2050 is only two investment cycles away and we need to act now to find the technologies and solutions that will have a real impact on efficiencies and value creation in future forest fibre mills.

If you think you have an idea to share; be it blueprints, a paper, data or a brainwave on the back of a napkin, please get in touch.

www.unfoldthefuture.eu

Why submit an idea?

- You can make a real difference for the future forest fibre industry.
- A large industry network will follow up your idea and might push to make it reality.
- Connect with like-minded people in the industry.

TWO TEAM PROJECT

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What happens after I submit my idea?

Both teams will be able to build on your idea for their breakthrough concepts. The teams will keep you informed on how your input is being used. You will remain owner of the idea.



2TP – the CEPI TWO TEAM PROJECT

CEPI (the Confederation of European Paper Industries) is giving innovation a head start by launching the Two Team Project. It consists of two competing teams - Red and Blue - that include experts, scientists, manufacturers, suppliers and representatives of the pulp and paper industry and other sectors. Applying a unique method of open innovation, both teams are set to identify breakthrough concepts of technologies and processes that make the current pulp and paper manufacturing process more efficient and create more value.

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Team Project"



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2050 Roadmap:
Two Team Project

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Breakthrough technologies are at the heart of CEPI's '2050 Roadmap to a low-carbon bio-economy' report. A successful delivery on the two objectives of the roadmap – namely 80% decarbonisation of the industry and 50% value creation in 2050 – is only possible when breakthrough technologies are available by 2030.

In November 2013, at least four breakthrough technology concepts will be delivered. The jury – composed of CEOs and high-level European officials – will select the winning concept. CEPI's Annual Meeting at European Paper Week 2013 will unveil the winner.