

# The European Paper Industry

## SUSTAINABILITY AND COMPETITIVENESS

Sustainability and competitiveness have to go hand in hand for industry to excel. The European paper industry is a leading example of this. It is at the core of the bioeconomy. Below are some figures from our latest Sustainability Report verifying the exceptional concurrence of sustainability and competitiveness in our industry. The full report is available at [www.cepi-sustainability.eu](http://www.cepi-sustainability.eu)

### CO<sub>2</sub> EMISSIONS

**-45%** CO<sub>2</sub> PER TONNE OF PRODUCT SINCE 1990

### VALUE

**€75** BILLION TURNOVER ADDED TO EU ECONOMY EVERY YEAR

### PEOPLE

**63%** EMPLOYED IN RURAL AREAS



### SUPPORTING THE EU ECONOMY

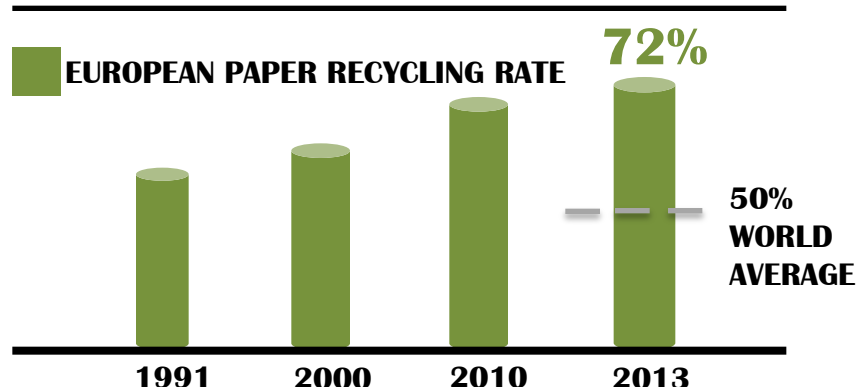
**22%** OF PAPER PRODUCTION IS EXPORTED



### RAW MATERIALS

**82%** OF OUR RAW MATERIALS COME FROM EUROPE

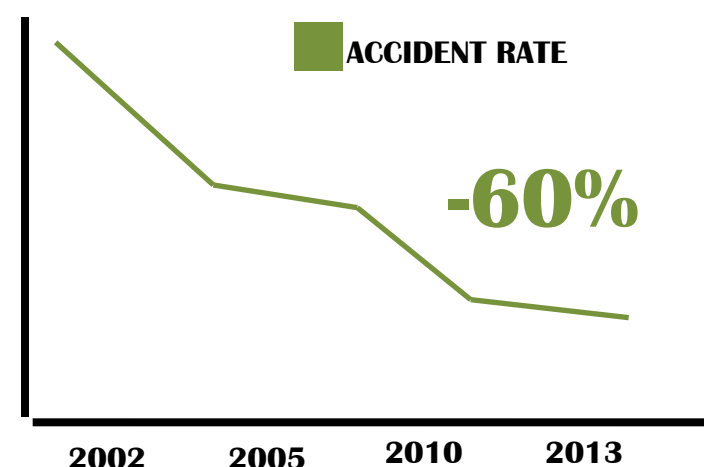
### WORLD RECYCLING CHAMPION



### ENERGY PRODUCTION AND USE

**56%** OF OUR ENERGY PRODUCTION AND USE IS BIO-BASED

### HEALTH AND SAFETY



### INVESTMENTS

**2x HIGHER** INVESTMENTS THAN AVERAGE MANUFACTURING

### CASCADING USE OF WOOD

WOOD USED FOR PAPERMAKING IS **2.38** TIMES MORE RESOURCE EFFICIENT THAN SIMPLE ENERGY CREATION WITH THE SAME 1 M<sup>3</sup> OF WOOD

### RECYCLING

EVERY PAPER FIBRE IS RECYCLED **3.5** times IN EUROPE

### WATER USAGE

**92% OF WATER** USED IS RETURNED IN GOOD CONDITION TO THE ENVIRONMENT

### CERTIFICATION

**64%** WOOD USED BY PAPER MILLS ARE CERTIFIED

The European pulp and paper industry is at the core of the bioeconomy, producing not only the original bio-based product that paper is, but also products that replace fossil fuel-based products. This way, the industry has actively become a strategic sector in the EU economy.