

## Press Release

---

Brussels, 13 February 2012

### **Good news from Brussels – The EU embraces the bioeconomy**

The European pulp and paper industry welcomes the strategy on “Innovating for Sustainable growth: A bioeconomy for Europe” launched by the European Commission today and looks forward to its timely implementation.

The EU can create a first mover advantage on global markets, if this bioeconomy strategy leads to a true system shift and finds its place in a broader industrial policy agenda.

“The action plan presented by the Commission today is a good start and a great step forward”, said Teresa Presas, CEPI Director General. “Our sector already represents a large part of the bioeconomy in terms of volume and value. Also our industries’ expertise in forestry, recycling, wood chemistry and fibre processing provides a unique know-how for the bioeconomy.”

Already today the pulp and paper sector uses forest fibre as a renewable and low-carbon resource to also produce bio-chemicals, viscose for textiles as well as industrial vanillin and many other bio-based products.

CEPI – the Confederation of European Paper Industries - expects the communication to lead to a comprehensive policy approach, ensuring enough biomass is available to develop the bio-based economy through provisions in the EU Energy policy and the reform of the Common Agricultural Policy.

The recently launched CEPI 2050 roadmap fully embraces the bioeconomy by defining a technology roadmap and the required policy agenda for a decarbonisation of the forest fibre sector. “Our roadmap gives practical input to the debate. It perfectly fits in the bioeconomy strategy of the European Union”, explained Teresa Presas. “It also shows our potential to develop a high-added value, low-carbon forest fibre industry. “

END

For more information, pictures or interview opportunities, please contact: Daniela Haiduc, Communication & Public Affairs Manager – [d.haiduc@cepi.org](mailto:d.haiduc@cepi.org) or +32 473 562 936



## Note to the Editor

'Forest Fibre Industry 2050 Roadmap to a Low-carbon Bio-economy': [www.unfoldthefuture.eu](http://www.unfoldthefuture.eu)

European Commission Strategy on the bioeconomy:  
[http://ec.europa.eu/research/bioeconomy/pdf/201202\\_innovating\\_sustainable\\_growth.pdf](http://ec.europa.eu/research/bioeconomy/pdf/201202_innovating_sustainable_growth.pdf)

### **CEPI aisbl - The Confederation of European Paper Industries**

The Confederation of European Paper Industries (CEPI) is a Brussels-based non-profit making organisation regrouping the European pulp and paper industry and championing this industry's achievements and the benefits of its products. Its mission is to promote the member's business sector industry, environment, energy, forestry, recycling and competitiveness in general. Through CEPI, the paper industry increases its visibility and acts on emerging issues, making expert and constructive contributions on behalf of the industry.

Its collective expertise provides a unique source of information both for and on the industry; coordinating essential exchanges of experience and knowledge among its members, the ability to Through its 19 member countries (17 European Union members plus Norway and Switzerland) CEPI represents some 550 pulp, paper and board producing companies across Europe, ranging from small and medium sized companies to multi-nationals, and 1000 paper mills. Together they represent 25% of world production.

Website: [www.cepi.org](http://www.cepi.org)