

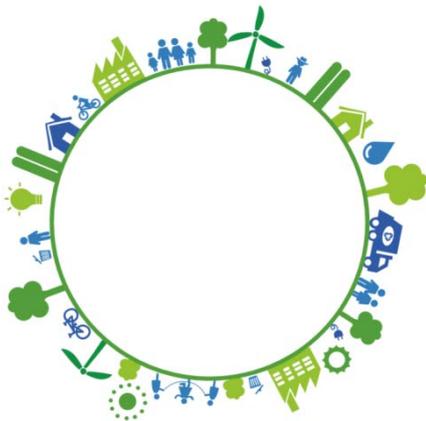


## Press Release

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Brussels, 28 September 2018

### *Sustainability goes 'live' as CEPI unveils new sustainability platform*



CEPI, the European association representing the pulp and paper industry, today unveils a dynamic 'live' [sustainability platform](#) which demonstrates, amongst other things, industry's sustainability achievements.

*"We are delighted to offer our members and the European industry at large a one-stop shop for all industry sustainability data and achievements"* says Jori Ringman, Deputy Director General of CEPI. *"The platform will be systematically updated once the new data becomes available; meaning our sustainability platform is always 'live' and up to date when you need it".*

#### **The concept behind the platform**

The new platform departs from the past practice of producing a new, 'static' sustainability report biannually. Building on CEPI's more than twenty year history of being the focal point for third-party verified, industry data, all information on the site will be updated systematically multiple times per year. Users will be able to download the entire website as a PDF or pick and choose per policy section.

#### **Pulp and paper company good practices, all in one place**

The new platform also offers the possibility for companies across CEPI's membership to display their good practices in the fields of bioeconomy, circular economy/recycling, environment, energy and climate change and forestry. The dedicated [Good Practices](#) section will be the focal point for researchers, journalists, policymakers and more seeking best examples from the sustainability leaders in our industry.

#### **Key data for 2017 revealed**

Following on from the publication of CEPI's [Key Statistics](#) in July, the new platform also reveals a wealth of data on industry's sustainability achievements. Notably, new certification figures were made public showing that **83.2%** of the pulp purchased by the industry is certified and that **70.7%** of wood, woodchips or residues from saw mills purchased by the industry comes from certified forests.

#### **Note to editor:**

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