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)

**CO₂ EMISSIONS**
-45% CO₂ per tonne of product since 1990

**PEOPLE**
63% Employed in rural areas

**RAW MATERIALS**
82% of our raw materials come from Europe

**ENERGY PRODUCTION AND USE**
56% of our energy production and use is bio-based

**INVESTMENTS**
2x higher investments than average manufacturing

**RECYCLING**
Every paper fibre is recycled 3.5 times in Europe

**CERTIFICATION**
64% Wood used by paper mills are certified

**WATER USAGE**
92% of water used is returned in good condition to the environment

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.

Source: CEPI Sustainability Report 2013