
Press release

#ForestBiodiversity:

A new platform to show how sustainable forest management supports biodiversity preservation

Brussels, 12 October 2020

“Listen to EU forest stewards, understand their actions on the ground, learn from their experience, and go beyond the clichés!” In a few words, this is the message of the new awareness campaign **#ForestBiodiversity** launched today in Brussels by 6 associations representing the European Forest-based Sector.

As the debate around the biodiversity and forest strategies has never been so high on the agenda, this joint initiative gives the floor to European forest owners and managers through a series of videos available on the dedicated platform forestbiodiversity.eu. The interviews concretely show that behind the concept of sustainable forest management, special attention is given to biodiversity preservation and climate adaptation- two essential objectives for the forest owners and managers when managing forests.

Sustainable Forest Management provides a balance between biodiversity preservation, climate protection and socio-economic viability that local players, forest owners and managers, ensure on a daily basis. This multidimensionality in forest management is sometimes misunderstood.

Well managed forests have the capacity to remain a home for biodiversity in times of natural disturbances and changing climate. Well managed forests have the capacity to foster a greater amount of CO₂ and increase carbon storage in forests and wood products as well as substituting for fossil-based materials and energy. Well managed forests have the capacity to be the first link in a value chain that provides nearly 4 million green European jobs while also offering preserved spaces for all.

Only resilient and healthy forests can continue to deliver multiple ecosystem services, including biodiversity preservation. Conservation and enhancement of biodiversity are at the heart of Sustainable Forest Management.

Note to editor:

For press inquiries, please contact Claire Couet, Public Affairs & Communications Director, at c.couet@cepi.org

About Cepi :

Cepi is the European association representing the paper industry. We offer a wide range of renewable and recyclable wood-based fibre solutions to EU citizens: from packaging to textile, hygiene and tissue products, printing and graphic papers as well as speciality papers, but also bio-chemicals for food and pharmaceuticals, bio-composites and bioenergy.

We are a responsible industry: 92% of our raw materials are sourced in Europe and certified as sustainable, 91% of the water we use is returned to the environment, in good condition. We are the world champion in recycling at the rate of 72%. At the forefront of the decarbonisation and industrial transformation of our economy, we embrace digitalisation and bring 20 billion value addition to the European economy and €5.5 billion investments annually.

More information about our sustainability performance [here](#).

Through its 18 national associations, Cepi gathers 500 companies operating 895 mills across Europe and directly employing more than 180,000 people.