
Press release

The European pulp and paper industry presents its contribution to the Three Billion Trees Initiative

Brussels, 25 October 2021

The European pulp and paper industry fully supports the European Commission's initiative to plant three billion additional trees in the EU by 2030. Cepi is ready to contribute to the long-term sustainable growth of forests. We believe this is the right strategy: **forests need to be grown more, rather than their use limited.**

Together with the forest owning and managing companies from our sector, we are committing to reinforce our efforts towards the objective of the initiative, from our own forests to those managed by our suppliers. **Cepi's contribution to the Three Billion Trees Objective offers concrete ways in which our industry can support:** through our experience in ensuring regeneration of harvested areas, afforestation and reforestation, climate-smart forest integration, and our expertise on digitalisation and information systems, the European pulp and paper industry has the necessary "tools" to help make the initiative a success.

"Our companies, operating in the European forest-based sector have a longstanding history in owning and managing forest land in Europe and have a strategic interest on keeping forests healthy and growing," says Jori Ringman, Cepi Director General. *"The European Pulp and Paper industry is ready to contribute to the Three Billion Trees Initiative and to continue to provide the wider society with forest fibre-based products which replace fossil-based alternatives that are harmful in terms of climate and environment."*

We need more forests in Europe but a short-term tree-planting exercise will not be sufficient to reach the EU's climate objectives. A consistent EU and national policy framework for forests and the forest-based sector enable us to fully contribute to a successful transition towards fossil-free and sustainable solutions for everyday needs of the citizens.

Cepi's contribution to the Three Billion Trees Objective is available [here](#).

Note to editor:

For press inquiries, please contact Ana Díaz Cordero, EU Public Affairs Manager, at a.diaz-cordero@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.