



ENSURING "SUSTAINABILITY" - FOR PAPER

WHAT IS SUSTAINABILITY ?

In 1987, the United Nations released the Brundtland Report, which included what is now one of the most widely recognized definitions of SUSTAINABILITY.

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Sustainable development, which is synonymous with 'sustainability', has been broken down into three constituents: **environmental**; **economic** and **sociopolitical**. More recently, **culture** has been proposed as the fourth domain of sustainability, also termed as **good governance**.

'Sustainability' or 'Sustainable development' connotes that meeting the 'Needs of the Future' would depend on how well we balance the *social, economic, environmental and cultural objectives* - or needs - while making decisions 'Today'.

WHY IS 'SUSTAINABLE DEVELOPMENT' A 'JOURNEY' WITH A TIME PLAN ?

'Sustainability' by its very definition involves the resolution of 'conflicts', as many objectives conflict with each other in the short term. For example, industrial growth might conflict with the need of 'preserving' natural resources. Yet, in the long term, responsible use of natural resources now will help ensure that these resources are available for sustained industrial growth far into the future.

'Sustainable development' is necessarily concerned about

- 1) **Depletion of finite resources** (*fuels, soil, minerals, species*);
- 2) **Over-use of renewable resources** (*forests, fish & wildlife, fertility, public funds*);
- 3) **Pollution** (*air, water, soil*);
- 4) **Inequity** (*economic, political, social, gender*);
- 5) **Species loss** (*endangered species and spaces*).

'Economic growth' must be directed towards being: *less material intensive; less energy intensive; and more equitable in its impact*.

Industry must consider future and present needs when making decisions about:

- *resource and energy use*
- *technological development*

- *direction of investments*
- *social, political & institutional change*

The most broadly accepted criterion for Corporate Sustainability constitutes a firm's efficient use of natural capital. This idea has been popularised by the **World Business Council for Sustainable Development** (WBCSD) with the following precept *"Eco-efficiency is achieved by the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity throughout the life-cycle to a level at least in line with the earth's carrying capacity."*

PAPER AND SUSTAINABILITY

The Paper Industry is closely related to sustainability. The **American Forest & Paper Association** (AF&PA)'s sustainability initiative called *Better Practices, Better Planet 2020* - is a proactive commitment to the long-term success of the forestry industry, its communities, the environment and the nearly 900,000 men and women who make the paper and wood products vital to the lives of people around the world.

The six goals targeted within *Better Practices* focus on *1) Increasing paper recovery for recycling 2) Improving energy efficiency 3) Reducing greenhouse gas emissions 4) Promoting sustainable forestry practices 5) Improving workplace safety and 6) Reducing water use*.

FIBER SOURCING

The most important aspect of papermaking is Fiber Sourcing. Fiber sourcing from Sustainable forestry includes certification programs such as *Sustainable Forestry Initiative (SFI), Forest Stewardship Council (FSC), The American Tree Farm System and the Program for the Endorsement of Forest Certification (PEFC)*.

PAPER RECYCLING

Recycling of Paper as a sustainable fiber source has drawn the attention of the global pulp and paper industry. Paper recycling reuses a renewable resource that sequesters carbon and helps reduce greenhouse gas emissions. Paper recovery is thus an environmental success story.

AF&PA's avowed goal is to ensure a continuing, expanding domestic recovered fiber supply to help meet global demand.

INDUSTRY NEWS

PrintWeek India, in collaboration with Goethe-Institut / Max Mueller Bhavan Mumbai, will host 'Print Fair' in November 2013. The five-day event will showcase the depth and breadth of top print work and print ideas in India. It will feature an array of print workshops, panel discussions, and print-related film screenings. The organizers plan to make 'print' appreciated, accessible and relevant to all.

The US industry's success in paper recovery is largely attributed to the voluntary, market-driven product recovery system that AF&PA and so many others have fostered. The paper recovery rate remains strong, exceeding 60 percent each year since 2009. The annual achievements in paper recovery continue to be above the trend line for AF&PA's goal of exceeding 70 percent paper recovery for recycling by 2020.

American schools have been made part of the 'recovery' culture. The 2013 AF&PA Recycling Award was awarded to Bishop Watterson High School, located at Columbus Ohio. Started in 2009, the Bishop Watterson recycling program successfully recovered more than 90 percent of the paper and paper-based packaging generated on the school campus. Nearly all of the 1,100 students and staff actively participate in the recycling efforts - an exercise worth emulating.

In India the WOW (Wealth from Waste) program was initiated by ITC-PSPD in 2007. With a modest initial collection of 100 MT recyclable waste paper in a month, today it has reached a level of 4000 MT per month.

Farm Forestry has become an important source of wood fiber for the Paper Industry of many fiber-deficient countries like India. It is developing as a part of sustainable agro-forestry which is defined as consisting of environmentally friendly methods of farming that allow the production of crops without damage to human or natural systems. More specifically, it might be said to include preventing adverse effects to soil, water, biodiversity, surrounding or downstream resources-as well as to those working or living on the farm or in neighboring areas. Furthermore, the concept of sustainable agriculture extends intergenerationally, relating to passing on of a conserved or improved natural resource, biotic, and economic base instead of one which has been depleted or polluted.

The use of non-wood agro-residues and plants are also a viable alternative step towards 'sustainability'.

Apart from fiber sourcing; ongoing 'Water and Energy Conservation' goals set by Paper mills are a part of the 'Sustainable future' for the Industry.

DO 'SUSTAINABILITY' MEASURES MAKE GOOD BUSINESS SENSE?



It has now been proven many times over that taking 'sustainable' measures in Paper Mills have resulted in their economic success.

- Fresh water treatment results in optimisation of chemical additives.
- Farm forestry has led to earnings of Carbon Credits.
- Steam has become cheaper with use of bio-mass as boiler feedstock.
- Waste paper recovery programs have reduced RM costs.
- Recovered sludge from paper production is used for board making.

CONCLUSION

'Sustainability' in Industrial production is becoming a social compulsion for all countries. The Paper industry is slowly transforming its image of being a 'energy guzzling, water polluting' industry to being an eco-friendly, sustainable industry of great social and economic value.

In this respect the **Confederation of European Paper Industries** (CEPI) echoes the collective aspirations of the global Paper industry when it declares the European Paper Industry to be **"working with and for the environment, delivering essential everyday products to society and making an important contribution to Europe's economic wealth, including providing vital jobs in rural areas."**

QUOTABLE QUOTE	"Everything comes to us that belongs to us if we create the capacity to receive it." - Rabindranath Tagore
SCRABBLE	What does H L B stand for? (Hint : Relates to surfactants) First correct answer will win a Parker Vector Roller Pen (Maximum two prizes for one person in a year). Email your answers to snippets@wirefabrik.com by 20 th November, 2013.
WINNER OCT'13	Mr. Biman K Ghosh, Manager-Product Development, ITC Ltd., PSPD, Unit-Tribeni, PO Chandrahathi, Dist. Hooghly, WB Answer : p p i : PAGES PER INCH
?QUIZ	Give the full names of the following organizations involved in "R&D" for forestry, pulp and paper products. a) VTT b) PTS c) ICFR d) CPBIS e) KCL Email your answers to snippets@wirefabrik.com by 20 th November, 2013.
WINNER OCT'13	Mr. Prasad Reddy BVVSV, Deputy Manager, ITC Ltd., PSPD, Sarapaka, Dist. Khammam, Andhra Pradesh-507128 Quiz : Place in order of bond strength (strong to weak) : a) Van der Waals force b) Hydrogen bond c) Ionic bond Answer : c); b); a)
 Prizes	1. Best / first correct answer received will win one-year subscription to IPPTA Journal (Maximum one prize for one person in a year). 2. Best of the 12 monthly winners in a year, will win one-year subscription to Paper 360° Magazine, USA.
 Synonyms	A marriage certificate is just another word for a 'work permit'.

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