

## PACKAGING CONSUMPTION BY REGION

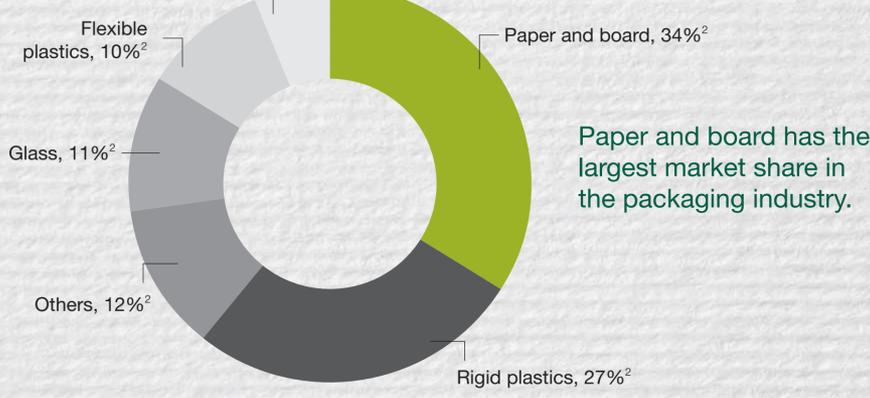


**US\$ 400 bn**

Global consumer packaging market value.<sup>1</sup>



## MARKET SHARES IN THE PACKAGING SECTOR

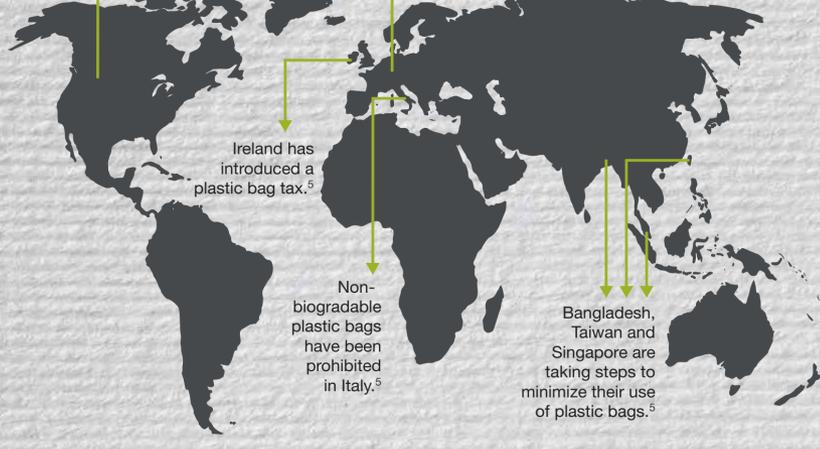


Paper and board has the largest market share in the packaging industry.

## CONSUMERS PREFER PAPER-BASED PACKAGING



## GLOBAL TRENDS ON PAPER-BASED PACKAGING AND RECYCLING



## WHAT IS THE PROBLEM?

### CARBON FOOTPRINT

Beverage packaging, such as PET plastic and glass bottles, has greater environmental impacts in terms of greenhouse gas emissions, fossil resource consumption and acidification than beverage cartons.<sup>6</sup>

CO<sub>2</sub> + ACIDIFICATION

### ILLEGAL LOGGING

costs governments in developing countries 10-15 billion Euro every year in lost revenue.<sup>7</sup>

TAXES

### GREENHOUSE GAS EMISSIONS

CO<sub>2</sub> emissions from deforestation and other land-use changes account for 10% of all emissions from human activities for the period 2002-2011.<sup>8</sup>

10%

### DEFORESTATION IS A THREAT TO PEOPLE

350 million people, including 60 million indigenous people, depend on forests for their daily subsistence and long term survival.<sup>9</sup>

350,000,000

## THE FSC® APPROACH

FSC is not just about protecting trees. FSC recognises that forests include people and communities that depend on them for their livelihood, and that forests provide important natural resources crucial to our economy and economic growth.

### ENVIRONMENTALLY APPROPRIATE

The FSC label ensures that certified forests are responsibly managed. This not only prevents deforestation and illegal logging, but it also protects the animals, watercourses and vegetation in certified forests.

Sustainable forest management helps reduce the amount of CO<sub>2</sub> in the atmosphere as trees sequester carbon dioxide while they grow and store it within.

### SOCIALLY BENEFICIAL

FSC offers tools for local and indigenous people to benefit from the forestry operations and ensures that their rights and interests are protected. FSC also requires decent working conditions for all people working in certified forests.

### ECONOMICALLY VIABLE

As awareness of deforestation and its impacts grows, the demand for FSC certified products is steadily increasing. FSC certified materials help retaining existing clients while attracting new ones, meaning producers, traders, manufacturers and retailers all benefit. Sourcing from responsibly managed forests also helps ensuring long-term access to natural resources that are becoming increasingly scarce as the world's population expands.

The greater the demand for FSC certified products, the greater the benefits, which cascade back down through the chain, right back to the heart of the forest itself.

*“Belonging to FSC is a way for Pan Pac to demonstrate that it is pro-active in environmental stewardship. It [the FSC logo] is a fantastic logo. It says we are doing a good job and it's supported by a comprehensive public FSC audit summary for those that want to know more. FSC is well-recognised all over the world and has strong endorsement by many environmental groups. Our customers know what it means and consumers are increasingly becoming aware so we don't have to explain it.”*

- Brett Gilmore, Environmental and Technical advisor, Pan Pac Forest Products Limited



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7. European Commission, 2007. *Report on additional options to combat illegal logging, Commission Staff Working Document*. [online] Brussels, European Commission. Available at: [http://ec.europa.eu/environment/forests/pdf/impact\\_assessment.pdf](http://ec.europa.eu/environment/forests/pdf/impact_assessment.pdf), [accessed 23 January 2014].

8. Global Carbon Project, 2013. *Global Carbon Budget Highlights*. Available at: <http://www.tfi.net/PresentationHandouts/GCP%20-%20Carbon%20Budget.pdf>, [accessed 28 January 2014].

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