Paper & sustainability

ITALIAN PAPER INDUSTRY AT A GLANCE
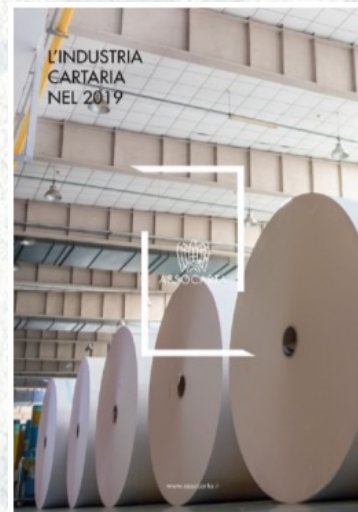
119 companies, 153 paper mills

19.100 employees

7,26 billions of € of turnover

8.901.000 t. produced

3.724.000 t. exported

5.406.000 t. imported
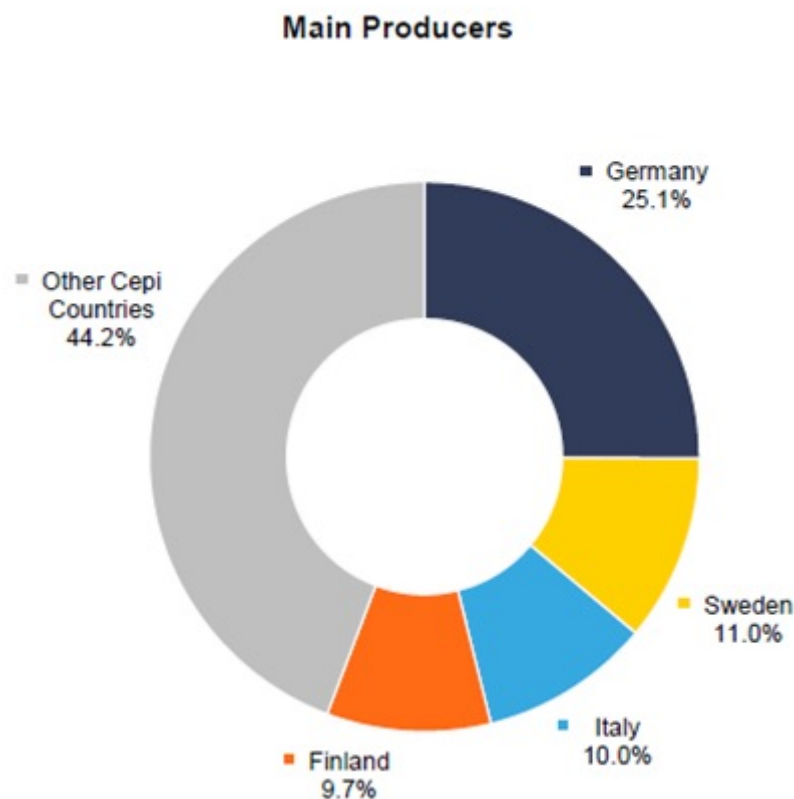
10.583.000 t. consumed, i.e to 175,3 kg pro capite

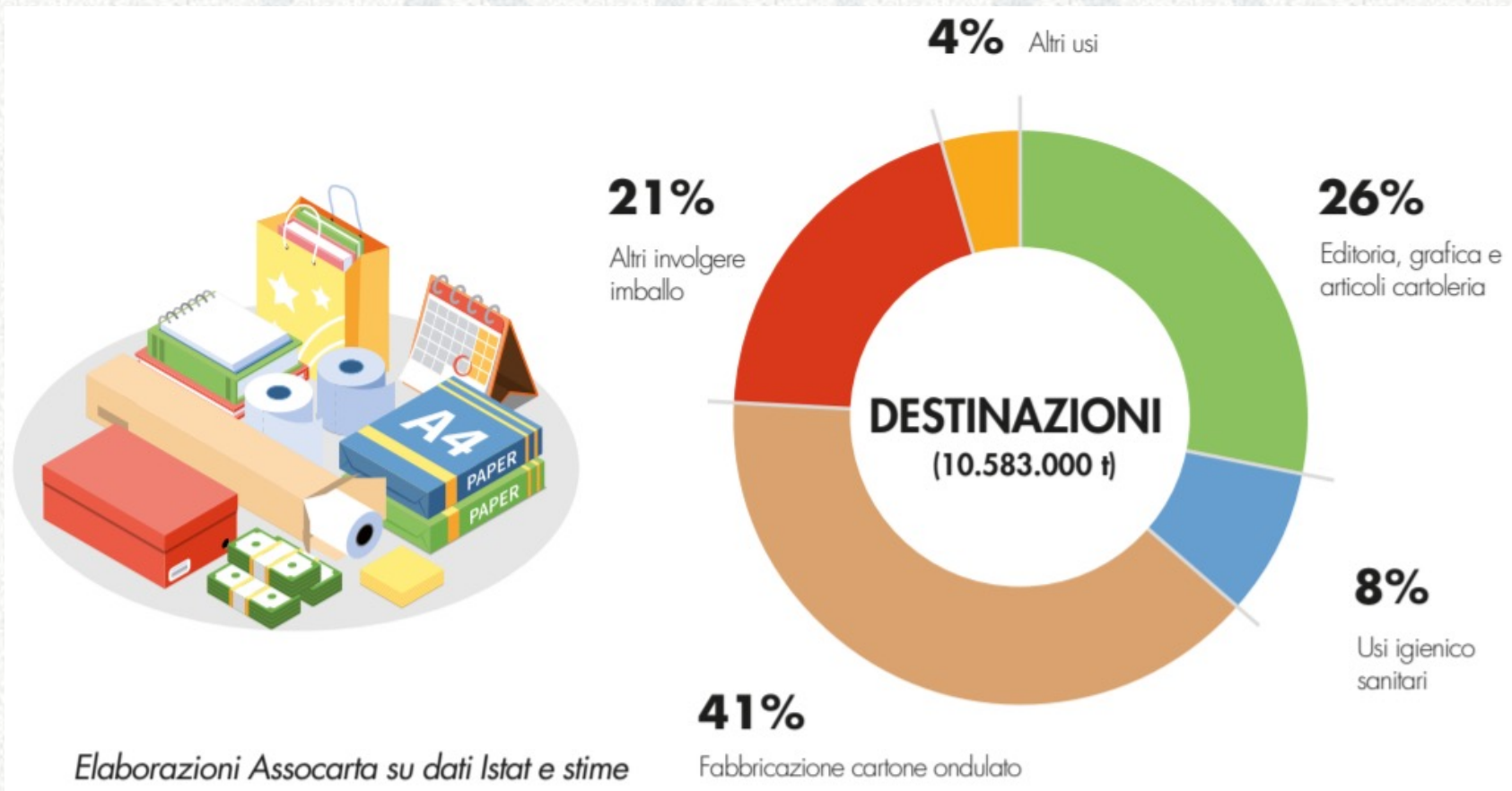L'INDUSTRIA CARTARIA NEL 2019

(Source: Assocarta, 2020)

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EUROPEAN RANKING

Second Eu producer of wrapping paper, first producer of tissue, Third in recycling.

Main Producers

- Germany 25.1%
- Sweden 11.0%
- Italy 10.0%
- Finland 9.7%
- Other Cepi Countries 44.2%

(Source: Assocarta, 2020)

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USES OF PAPER

4% Altri usi

21% Altri involgere imballo

26% Editoria, grafica e articoli cartoleria

DESTINAZIONI
(10.583.000 t)

8% Usi igienico sanitari

41% Fabbricazione cartone ondulato

Elaborazioni Assocarta su dati Istat e stime

An «essential» sector for information, culture, packaging and hygiene

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ENVIRONMENTAL PERFORMANCES

The Italian paper industry has been publishing environmental reports over the last 21 years

RAPPORTO AMBIENTALE DELL'INDUSTRIA CARTARIA ITALIANA

DATI 2018-2019

58,6% of fibre source is paper for recycling

85% of virgin fibre are FSC or PEFC certified, 100% with due diligence

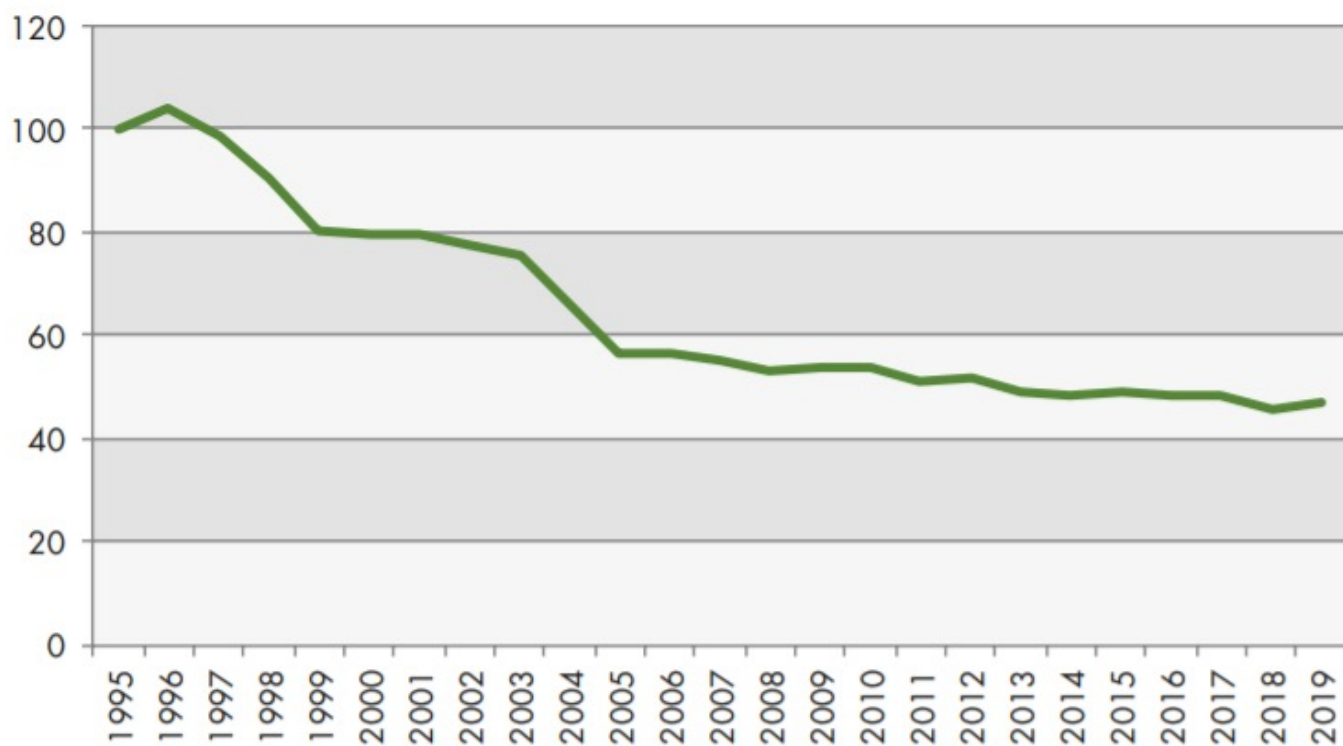79,6% of the paper produced come from ISO 14001 or EMAS sites

80% of packaging is recycled

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WATER USE

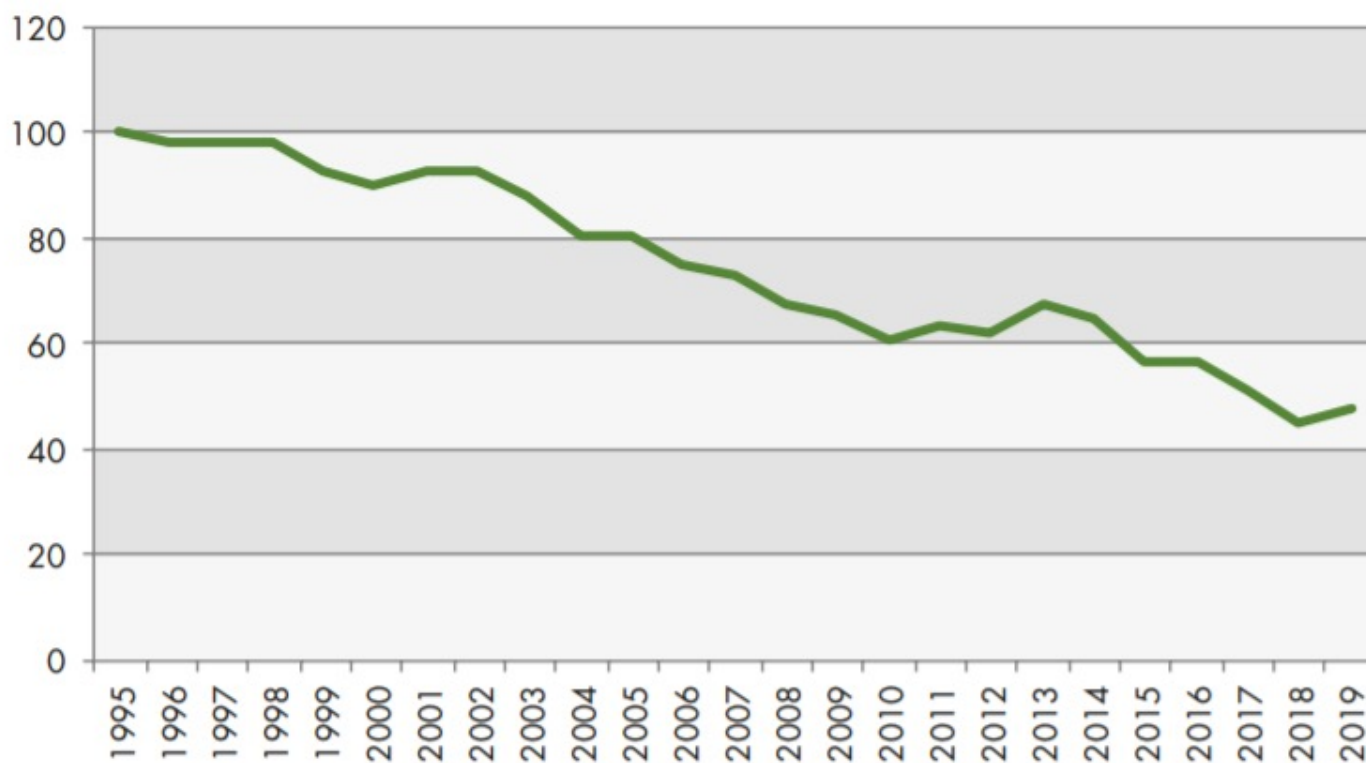11 - ANDAMENTO DELL'IMPIEGO SPECIFICO DI ACQUA (M³/T INDICIZZATO AL 1995 =100)

Fonte: elaborazione Assocarta

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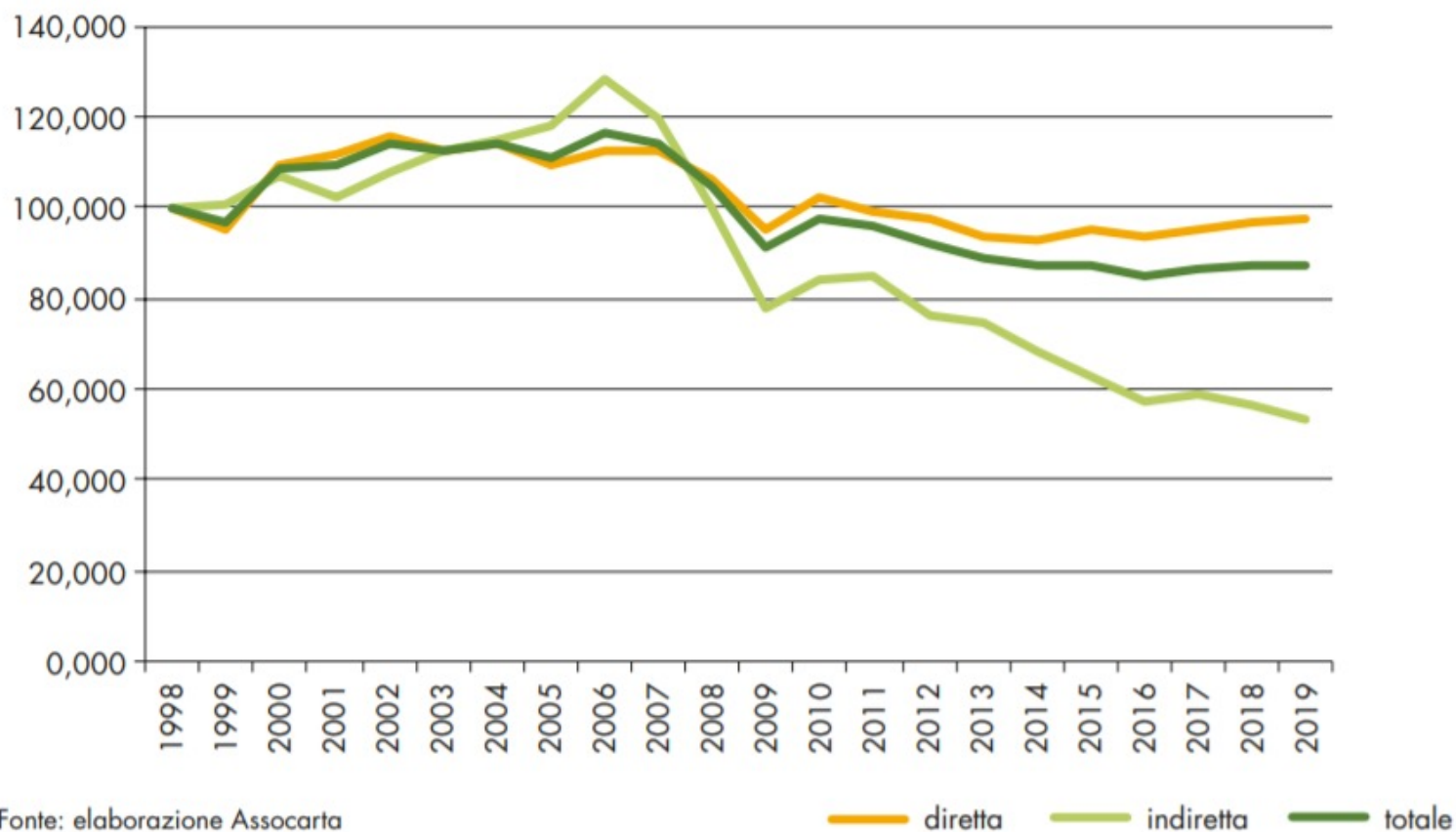12 - ANDAMENTO DELLE EMISSIONI SPECIFICHE DI COD (KG/T INDICIZZATO AL 1995 =100)

Fonte: elaborazione Assocarta

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ARIA

15 - ANDAMENTO DELLE EMISSIONI TOTALI DI CO_2 DA FONTE FOSSILE (KG/T INDICIZZATO AL 1998 =100)

Fonte: elaborazione Assocarta
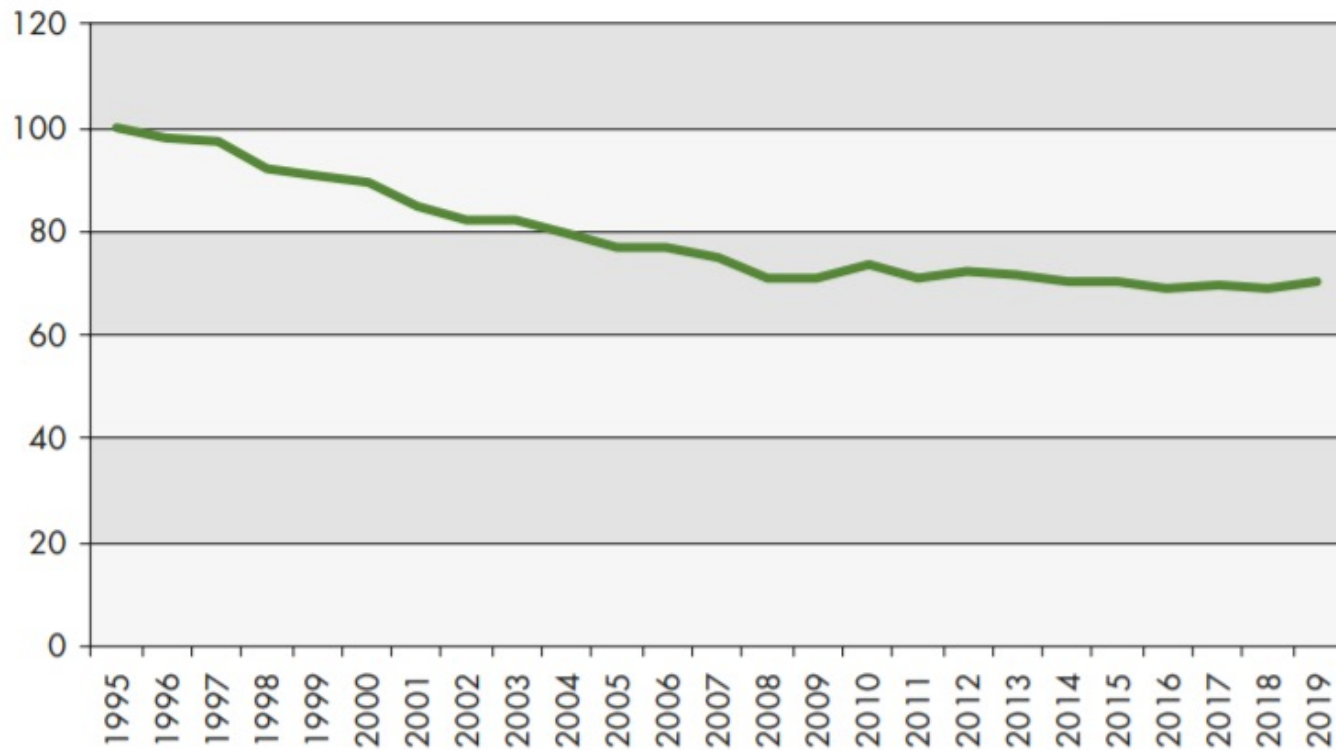
— diretta — indiretta — totale

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ENERGY EFFICIENCY

17 - ANDAMENTO DEI CONSUMI ENERGETICI SPECIFICI DEL SETTORE CARTARIO IL RELAZIONE ALLA PRODUZIONE (GJ/T INDICIZZATO AL 1995 =100)

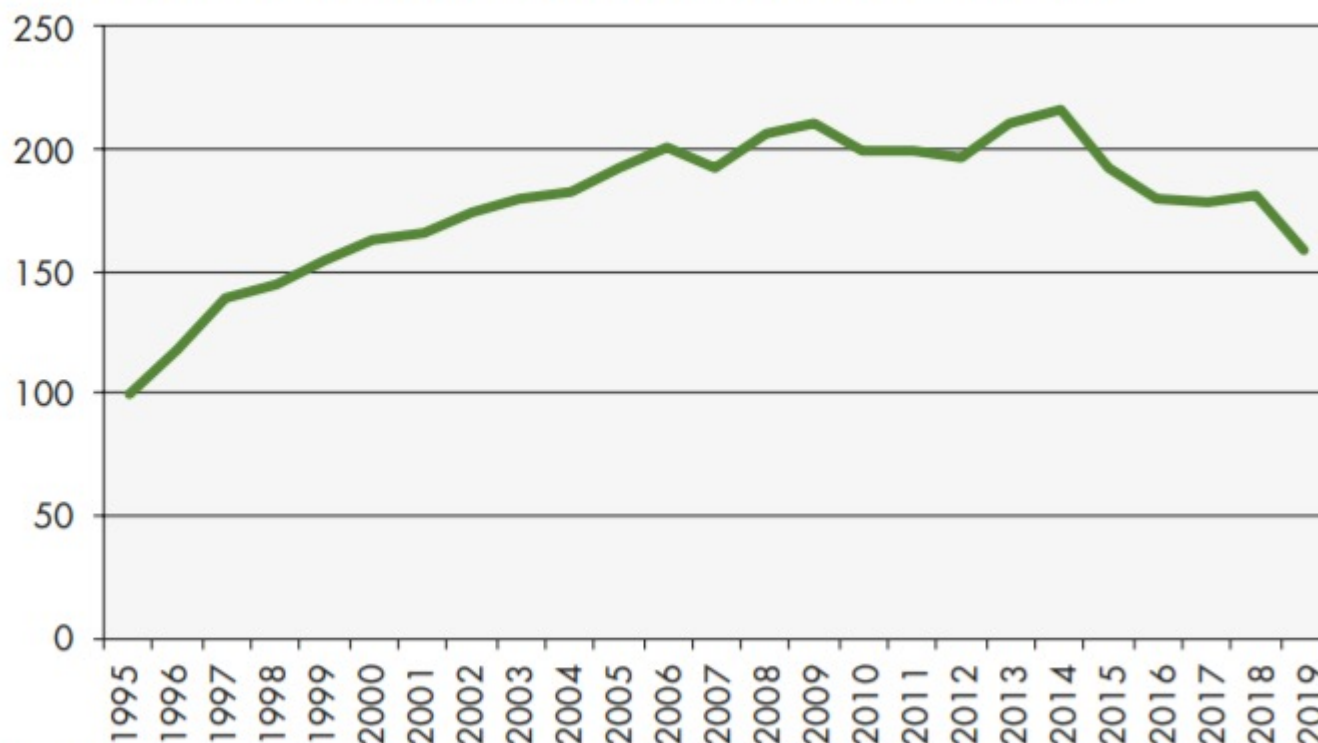Fonte: elaborazione Assocarta

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TERRA

19 - ANDAMENTO DELLA PRODUZIONE SPECIFICA DI RIFIUTI (KG/T INDICIZZATO AL 1995 =100)
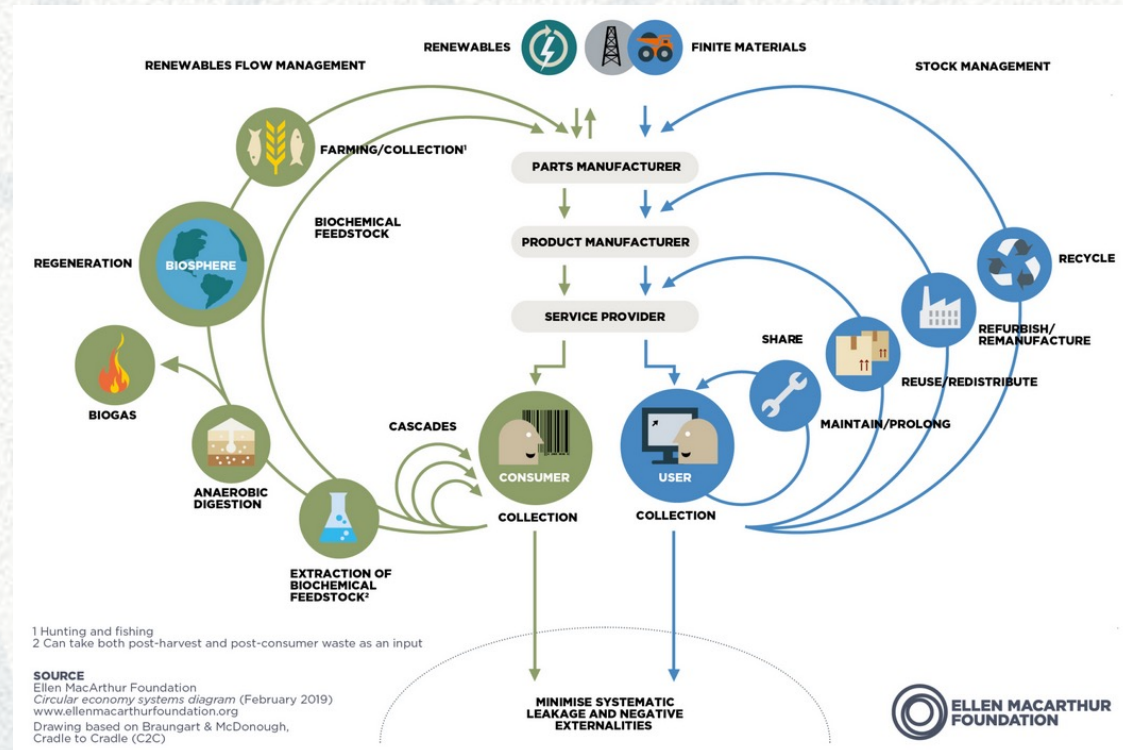

Fonte: elaborazione Assocarta

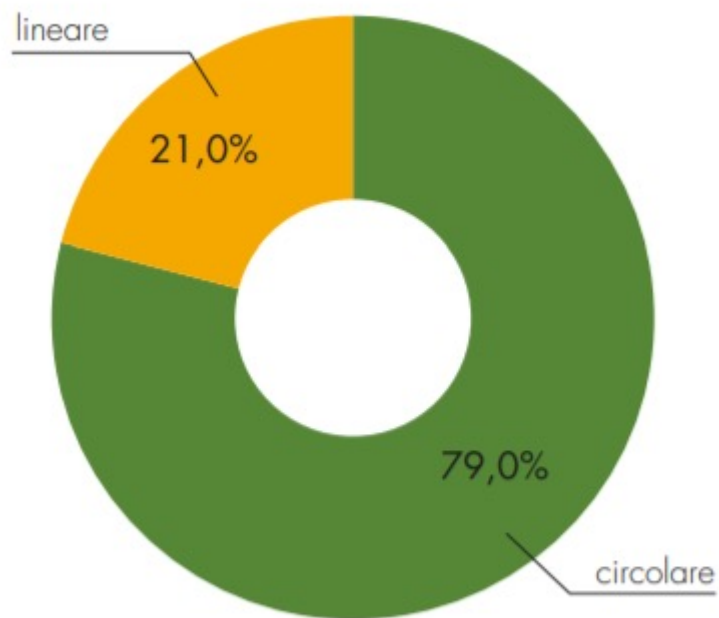ASSOCARTA

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PAPER: A CIRCULAR MATERIAL

Natural origin, renewable, biodegradable and recyclable.

Paper is a material that can actively participate
to both the technological and biological cycles.
It is a champion of circular bio-economy

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CIRCULARITY IN NUMBERS

21 - INDICE DI CIRCOLARITÀ DI MATERIA NEL 2019 (%)

lineare 21,0%
circolare 79,0%

Fonte: elaborazione Legambiente

23 - MATERIE SECONDE E RINNOVABILI NEL 2019 (%)

materia non rinnovabile 11,0%
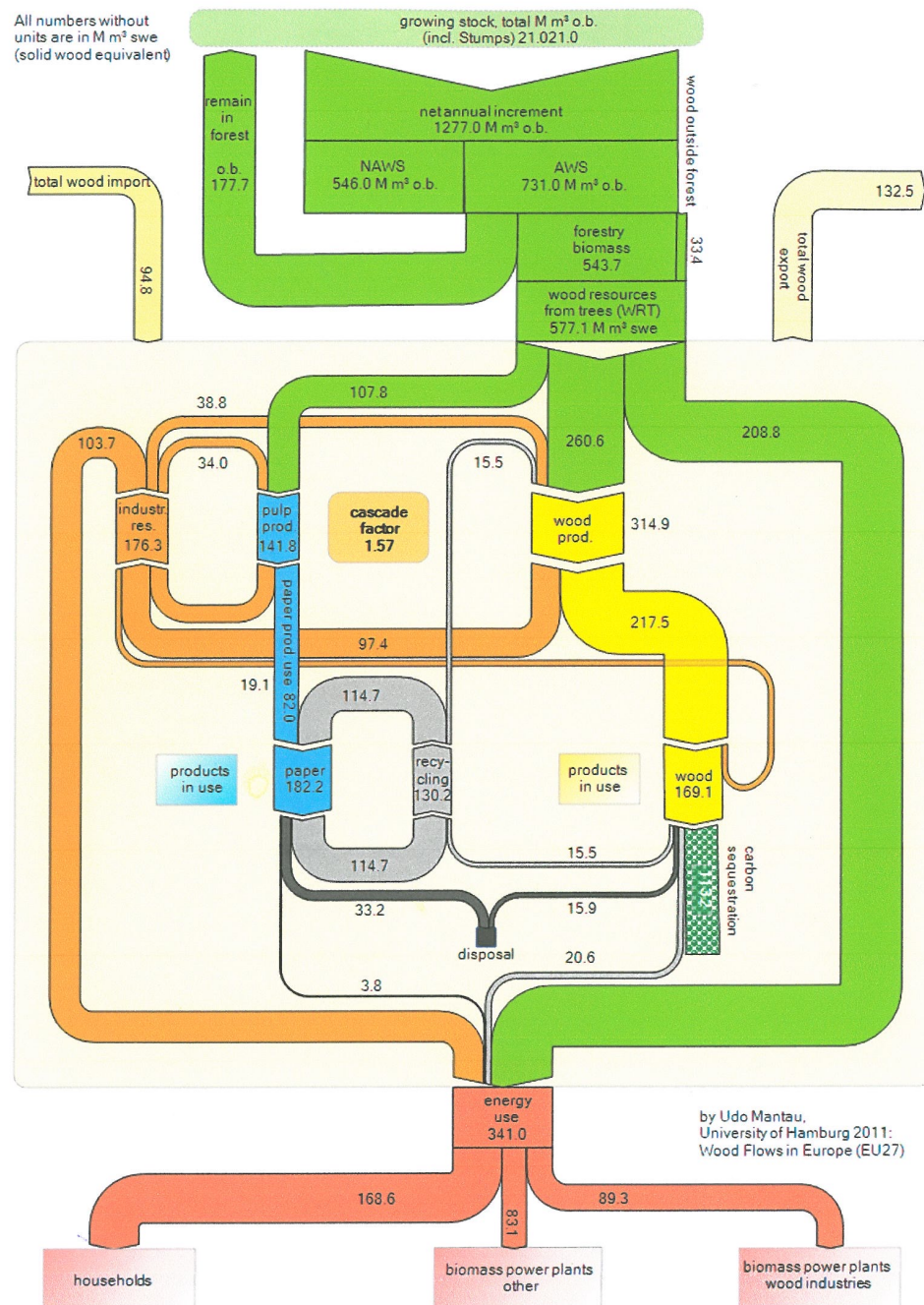materia biologica 39,0%
materia seconda 50,0%

Fonte: elaborazione Legambiente

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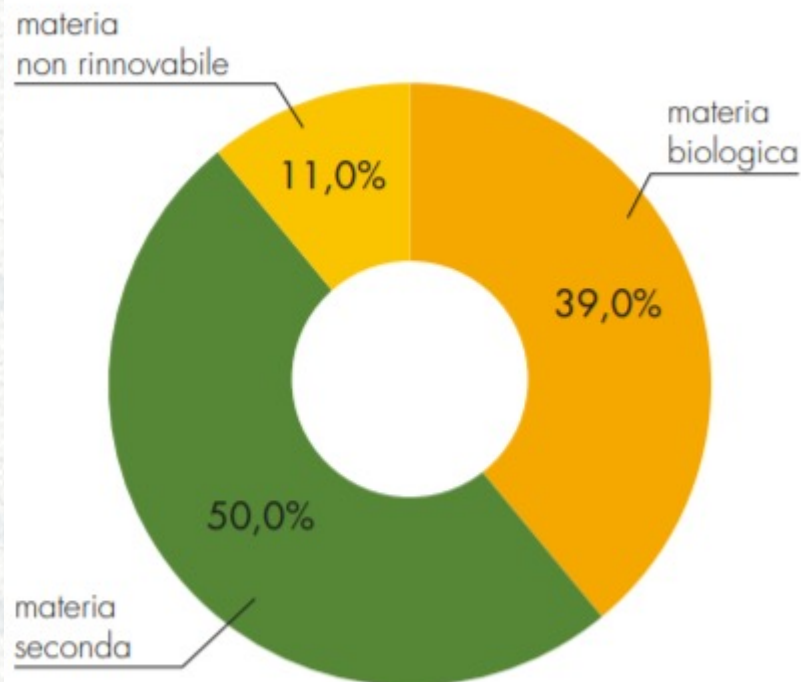
FOREST STREAMS

Forest management and recycling allow to use forest resources in a sustainable manner.

CONSUMER PERCEPTION

Paper and board packaging scores at the highest for compostability (72%), better for the environment (62%) easier to recycle (57%), while glass is better for reuse (55%) and better protection (51%). Paper is also considered less expensive, light, easier to open and store.

53% of citizens ready to pay more for sustainable packaging.

Il packaging agli occhi del consumatore europeo – 2020

Uno studio sulle preferenze, le percezioni e gli atteggiamenti dei consumatori verso il packaging.

TWO SIDES

Fonte: https://www.twosides.info/documents/research/2020/packaging/Il-packaging-agli-occhi-del-consumatore-europeo-2020_IT.pdf
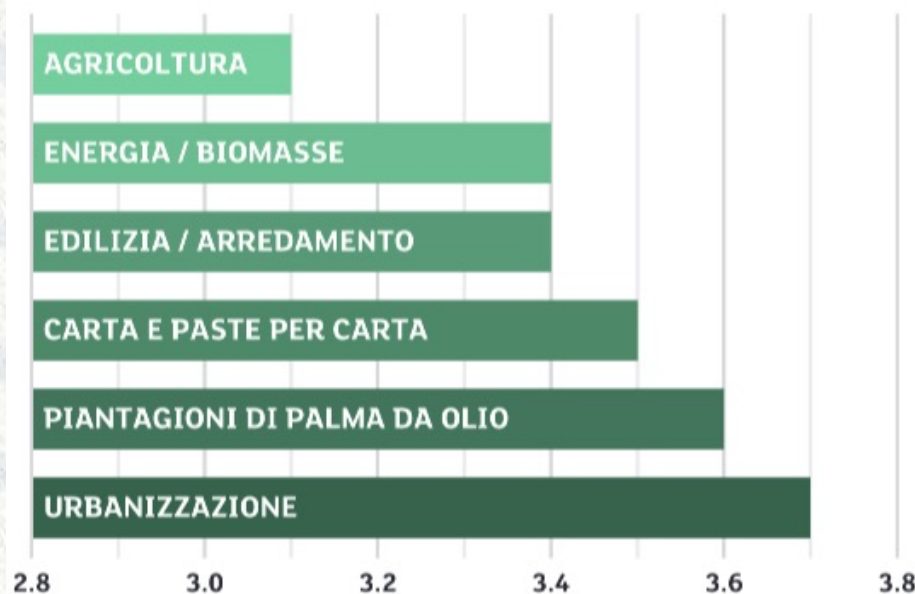
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PAPER STILL PERCEIVED AS HIGHLY RESPONSABLE

82% of Italian citizens believe that European forest area is reducing in size (EU average is 64%)

62% pay attention to label related to forest certification when purchasing paper products.
(Eu average is 40%)

Quale industria/attività reputi abbia il maggiore impatto sul patrimonio forestale? 1 indica l'industria con minor impatto e 5 l'industria con l'impatto maggiore

AGRICOLTURA	
ENERGIA / BIOMASSE	
EDILIZIA / ARREDAMENTO	
CARTA E PASTE PER CARTA	
PIANTAGIONI DI PALMA DA OLIO	
URBANIZZAZIONE	

2.8 · 3.0 · 3.2 · 3.4 · 3.6 · 3.8

Source: https://www.twosides.info/ year 2019 and 2021

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CONCLUSIONS

The consumer, who is increasingly aware of sustainability issues, is now the main driver in the choice of products and materials.

Paper fundamental characteristics (natural origin, renewability, biodegradability, recyclability) make it ready to meet current and future sustainability needs.

Perception about paper is improving but we need to work more to allow citizens to distinguish virtuous behaviour.

The paper industry renews its commitment to sustainable raw material sourcing, responsible manufacturing and circular end-of-life.

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