

# Sustainability

Think today about tomorrow!



people market leader innovative latin america europe growth integrated

**International Strawberry Congress**

1-2-3 September 2010  
Antwerp, Belgium



## Smurfit Kappa Group at a glance

(as at December 2009)

<b>Net Sales</b>	<b>€ 6 billion</b>
<b># Employees</b>	<b>39.000 FTE</b>
<b>Presence</b>	
- Europe	21 countries
- Latin America	9 countries
<b>Operations</b>	<b>349 operating facilities *</b>
<b>Containerboard</b>	<b>4.9 million tonnes</b>
<b>Corrugated packaging</b>	<b>4.8 million tonnes</b>

*\* Including 1 BIB in Canada*



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## Smurfit Kappa in Europe

### European Specialties Division

Sales Volumes (million tonnes)

Solidboard	0.9
Solidboard Packaging	0.3
Sack Paper	0.1
Sacks	0.1

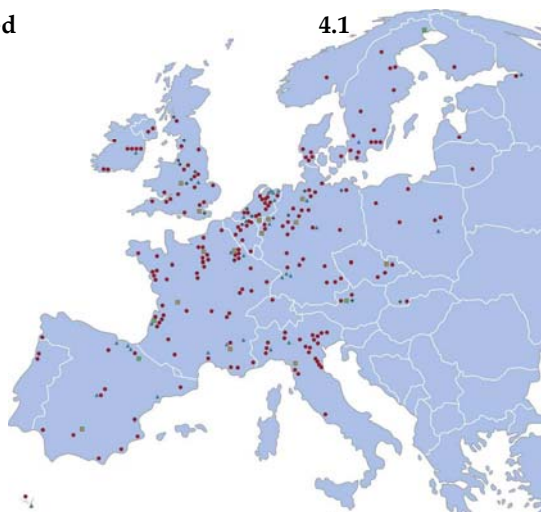
### European Packaging

Sales Volumes (million tonnes)

Recycled Containerboard	2.8
Kraftliner	1.4
Corrugated	4.1

### Operations

Virgin Mills	4
Recycled Containerboard Mills	15
Other Paper and Board Mills	8
Corrugated	162
Paper Sacks	10
Other	76



(Full Year 2009 figures)





## ESBO (European Solid Board Organization)

- Foundation May 24<sup>th</sup>, 2004  
under the name ASSCO (1961)

### *Objectives*

1. To encourage mutual co-operation amongst members and other organizations within the industry.
2. To promote and extend the interests of members/companies and the industry in which they operate.
3. To provide a forum for the exchange of industry technical expertise, marketing information, legislation, statistics and innovations.
4. To promote the use of solid fiberboard and solid board packaging.
5. To develop solid board and solid board packaging
6. To protect the solid fiberboard industry's interests.
7. To encourage machinery suppliers to develop and adapt machines for solid fiberboard.



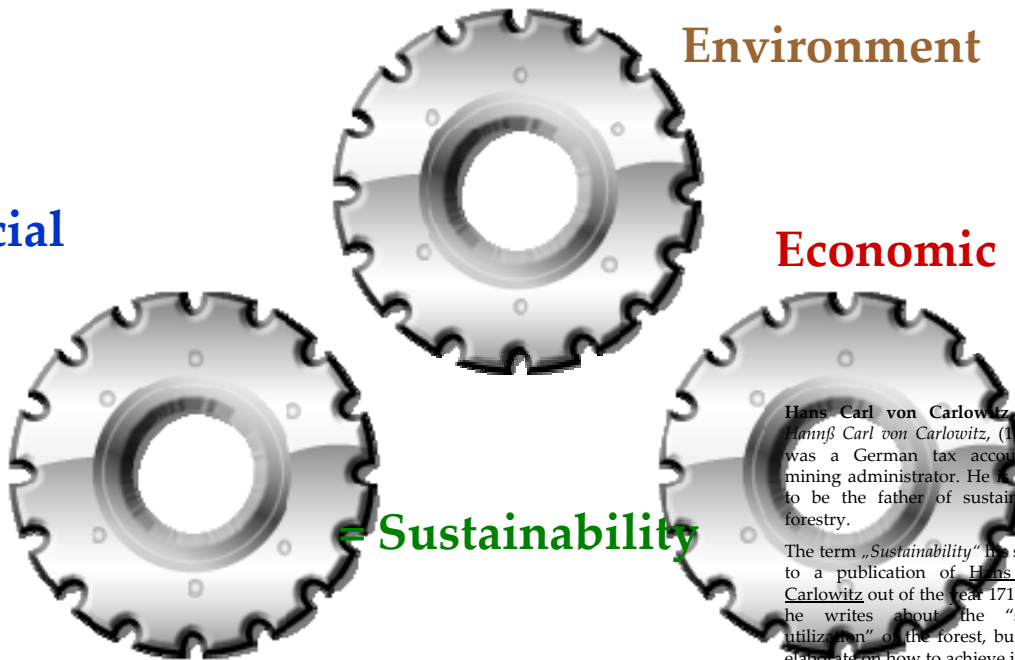
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## What is Sustainability ?

Social

Environment

Economic



= Sustainability

Hans Carl von Carlowitz, originally *Hannß Carl von Carlowitz*, (1645 - 1714) was a German tax accountant and mining administrator. He is considered to be the father of sustainable yield forestry.

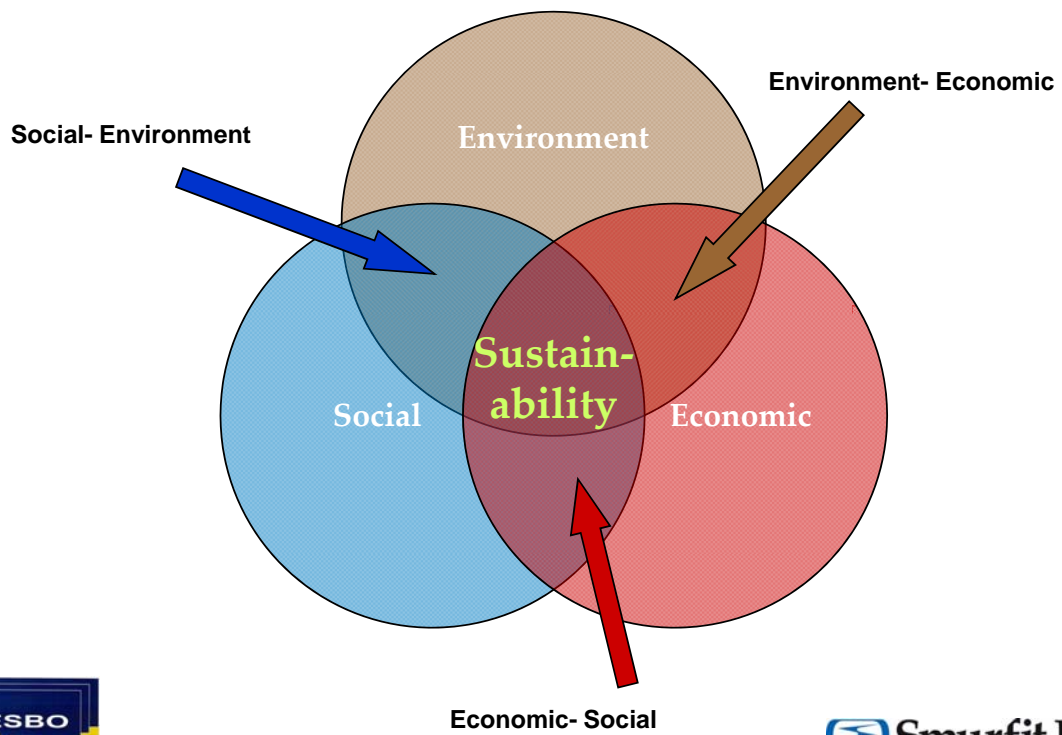
The term „Sustainability“ has its roots in a publication of Hans Carl von Carlowitz out of the year 1713, in which he writes about the “sustainable utilization” of the forest, but he didn't elaborate on how to achieve it.



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## The Three Spheres of Sustainability



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Economic- Social

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## The Result



Environment



Social

Economic



## Environment

### Environment

- Natural Resource Use
- Environmental Management
- Pollution Prevention (air, water, land, waste)

### Environment- Economic

- Energy Efficiency
- Subsidies/ Incentives for use of Natural Resources

### Social- Environment

- Environmental Justice
- Natural Resources Stewardship Locally & Globally



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## Social & Economic

### Economic

- Profit
- Cost savings
- Economic Growth
- Research & Development



### Social

- Standard of Living
- Education
- Community
- Equal Opportunity



### Economic- Social

- Business Ethics
- Fair Trade
- Worker's Rights



## The paper industry makes use of

- the renewable primary product “wood”
- renewable energy in the production process
- recycled paper



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**The German paper industry worldwide supports qualified certification systems for a sustained yield of the forestry.**

Among the most common:

- Programme for the Endorsement of Forest Certification Schemes (**PEFC**)
- Forest Stewardship Council (**FSC**)



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The paper production needs water as dissolver and transport medium. The required water is cleaned in bio-mechanical purification plants. More and more the water circuits are closed systems and therefore the water consumption can be reduced continuously.

Quantity of sewage water per kg paper:

1955 approx. 160 l

2009 approx. **10 l**



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**The cost of energy takes at least 14% of the manufacturing costs; this is one big reason to decrease the specific energy consumption.**

- 1955 approx. 8.200 kWh/t
- 2009 approx. 3.100 kWh/t



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**Ambitious projects from the industry, which contribute to enhance the environment and the sustainability, will be supported with subsidies from the Ministries of the Environment.**



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**Small but powerful!**

**“When you print this email, please recycle it. Paper is  
renewable and recyclable.”**



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## Consequence

**Sustainability is:**  
**keeping in mind the final result**  
**of everything you do!**



*Thank you for your attention!*

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