



Close to Customer Elopak launches first FSC cartons

for Tropicana in Europe

Elopak's first Forestry Stewardship Council (FSC) labeled cartons have been launched. Key global customer PepsiCo has selected FSC cartons for its European Tropicana juice products.

The FSC Chain-of-Custody (CoC) certification awarded to Elopak is an approved traceability system for raw materials fibres used within packaging, ensuring that they come from forests that are well-managed. For PepsiCo it provides the assurance of control and security of FSC standards throughout the entire supply chain from forest to filling. The FSC logo on the Tropicana cartons instills consumer confidence that PepsiCo is serious about its role in combating climate change, the future of its forests and the renewability of the materials used for their packaging.

The FSC cartons in sizes of 500 ml, 1 litre, 1.15 litre, 1.5 litre, 1.75 litre, 2 litre and 750 ml Pure-Pak Curve® are being rolled out across Europe beginning with the 2 litre Tropicana in the UK in August 2010. The FSC logo has been incorporated into a redesign of the entire West European Tropicana range totaling 180 new designs.

The rollout continues throughout Europe with the next countries to receive the new look cartons being France, Benelux, Germany and Nordic markets.



Bert Lohuis, Director Global Accounts PepsiCo explains, “Tropicana is one of the first customers to select FSC-labeled cartons following Elopak’s Chain-of-Custody (CoC) certification earlier this year. Elopak’s main European operations are now fully CoC certified by the FSC. Approximately two

billion FSC labeled beverage cartons will be delivered to European customers. Tropicana will account for a significant annually volume and marks a significant step in our industry’s contribution to reducing the environmental impact on our planet.”

For questions regarding FSC, please contact Environmental Director Sveinar Kildal at Elopak Headquarters; sveinar.kildal@elopak.no

If you wish more information, please take contact with Bert Lohuis at our office in Switzerland; bert.lohuis@elopak.ch

Behind the label

Why FSC Cartons can save Life on Earth

As Elopak this year announced its Forestry Stewardship Council [FSC] Chain-of-Custody certification and its first FSC-labeled cartons are launched with the Tropicana brand in Europe, Elotalk takes a look at the story behind the FSC label.

Sveinar Kildal, Elopak’s Environmental Director, explains, “It is important that companies do not lose sight of the reasons why we put huge resources and efforts into our environmental projects. The reasons behind Elopak driving its certification and production of FSC cartons are central to both our strategy but also to the industry’s contribution to saving our planet.”

Why FSC?

Every year an area half the size of the UK is cleared of natural forests. These forests which once covered half the planet are irreplaceable. Their loss has profound economic, social and environmental implications. This is because 60



million indigenous people and countless species of plants and animals are wholly dependent on forests to live. In the world today forests support up to 1.6 billion of the poorest people. The illegal logging trade puts every single one of these people at risk of losing their homes, communities, livelihoods and in many cases their lives.

And the threat is moving fast. A study published 5 August 2010 by the

Carnegie Institution for Science’s Department of Global Energy in Washington predicted that by 2100 climate change and illegal logging could completely wipe out all rainforest wildlife. This is the first study



to combine the effects of climate change and deforestation on tropical rain forests and reports that by 2100 only 18% to 45% of the plants and animals making up ecosystems in global, humid tropical forests may remain as we know them today.

The scientists studied the threat of deforestation by looking at satellite imagery showing the current rate of illegal logging and deforestation. They stated that the worst affected areas are the Amazon, and rainforests in Africa and Indonesia. In the Amazon basin alone, we could see changes in biodiversity of over 80%.

The study also reports that about 70% of Africa's tropical forest biodiversity would likely be affected if current practices are not curtailed. In Asia and central and southern Pacific islands, deforestation and logging are primary drivers of ecosystem changes.

Sveinar Kildal continues, "Illegal forestry practice threatens all our lives, not just those who live or work in forestry areas. The pressure of deforestation stops species adjusting to climate

change, therefore biodiversity - a term used to describe the variety of life on Earth - is interrupted. The natural order of life from every plant, animal, bacteria and microorganism is not allowed to function or evolve correctly. This puts the future of our planet in danger."

The illegal Logging trade in detail

Illegal logging and the international trade in illegally logged timber is a major problem for many timber-producing countries in the developing world. It causes environmental damage, costs governments billions of dollars in lost revenue, promotes corruption, and undermines the rule of law and good governance, and funds armed conflict. It retards sustainable development in some of the poorest countries of the world. Consumer countries contribute to these problems by importing timber and wood products without ensuring that they are legally sourced. (Chatham House: www.illegal-logging.info)

Biodiversity is life

The United Nations declared 2010 International Year of Biodiversity. The campaign celebrates the diversity on earth to promote an understanding of biodiversity and why environment health is important.

Biodiversity is all of us. The oxygen we breathe comes from plankton in the oceans and forests around the world. It is estimated that we share our planet with as many as 13 million different living species from plants, animals and bacteria although only 1.75 million have been named and recorded. Forests play a vital role in our biodiversity.

Behind the FSC-label

Sveinar adds, "The importance of the FSC label cannot be underestimated. It is also important that all our partners and stakeholders within the entire value chain understand the importance of maintaining its integrity. Although Elopak and its partners have achieved much this year towards safeguarding our forests, we see it as significant but small steps."



board supplier we take a lead developing and maintaining sustainable systems and participate as board members of FSC Sweden. We are also a member of ACE (Alliance for Beverage Cartons and the Environment). ACE is closely involved in debating the threat of illegal logging in Brussels, and raising awareness of the need for responsible forestry to save our biodiversity," said Uno.

Sources:

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Climate change and illegal logging could wipe out rainforest wildlife by 2100. By Louise Gray, Environment Correspondent. Telegraph.org. 5 August 2010.
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“The Wildlife Fund for Nature WWF says; Forests are vital to life on Earth. They provide important natural resources – from timber to medicinal plants. Forests purify the air, help to improve freshwater supplies, and stabilize soil to prevent erosion. They also harbor much of the world’s rapidly diminishing biodiversity.”

One integral stakeholder is Korsnäs AB, one of Elopak’s two board suppliers. Its Director of Forestry, Uno Brinnen, spoke to Elotalk about ‘behind the FSC label’.

“FSC is one of the most trustworthy and modern forest certification systems today. Chain-of-custody ensures the origin of raw materials by tracking back to the forest. It is a global system that follows 10 basic principles*. It is a control system developed with the input of all entities from economic, ecological (like WWF) and social stakeholders. As a

Korsnäs is one of Sweden’s leading forestry companies. Korsnäs develops, manufactures and sells virgin fiber-based packaging materials intended for users with exacting requirements for efficient, creative, functional packaging solutions, primarily in the consumer goods segment. The company exports approximately 90 percent of its products. Production capacity amounts to 1.1 million tonnes of carton board and paper annually, with integrated pulp production. Korsnäs employs 1,800 people and has annual sales of SEK 8,039 m (2009).

FSC's 10 Principles of Forest Stewardship

1. Compliance with Laws and FSC Principles

Forest management shall respect all applicable laws of the country in which they occur, and international treaties and agreements to which the country is a signatory, and comply with all FSC Principles and Criteria.

2. Tenure and Use Rights and Responsibilities

Long-term tenure and use rights to the land and forest resources shall be clearly defined, documented and legally established.

3. Indigenous Peoples' Rights

The legal and customary rights of indigenous peoples to own, use and manage their lands, territories, and resources shall be recognized and respected.

4. Community Relations and Worker's Rights

Forest management operations shall maintain or enhance the long-term social and economic well-being of forest workers and local communities.

5. Benefits from the Forest

Forest management operations shall encourage the efficient use of the forest's multiple products and services to ensure economic viability and a wide range of environmental and social benefits.

6. Environmental Impact

Forest management shall conserve biological diversity and its associated values, water resources, soils, and unique and fragile ecosystems and landscapes, and, by so doing, maintain the ecological functions and the integrity of the forest.

7. Management Plan

A management plan — appropriate to the scale and intensity of the operations — shall be written, implemented, and kept up to date. The long term objectives of management, and the means of achieving them, shall be clearly stated.



8. Monitoring and Assessment

Monitoring shall be conducted — appropriate to the scale and intensity of forest management — to assess the condition of the forest, yields of forest products, chain of custody, management activities and their social and environmental impacts.

9. Maintenance of High Conservation Value Forests

Management activities in high conservation value forests shall maintain or enhance the attributes which define such forests. Decisions regarding high conservation value forests shall always be considered in the context of a precautionary approach.

10. Plantations

Plantations shall be planned and managed in accordance with Principles and Criteria 1 - 9, and Principle 10 and its Criteria. While plantations can provide an array of social and economic benefits, and can contribute to satisfying the world's needs for forest products, they should complement the management of, reduce pressures on, and promote the restoration and conservation of natural forests.

For more information about Elopak's environmental work, please contact Environmental Director Sveinar Kildal at Elopak Headquarters in Norway; sveinar.kildal@elopak.no

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