The first FSC Business Forum for the CIS countries is held in Russia

19 August 2015, Saint Petersburg – The International FSC (Forest Stewardship Council) Business Forum was held for the first time in Russia. The key topic of the two-day event, co-organized by Tetra Pak and International Paper in addition to FSC, was “Business cooperation and promotion via FSC”. The Forum was attended by over 80 participants.

Representatives of FSC, Tetra Pak, International Paper, WWF, PepsiCo, IKEA, Marks & Spencer, Mondi Syktyvkar, SFT Group, Kastamonu, NLK Domostroenie and other organizations discussed the importance and benefits of a sustainable business model within the overall environmental trend in business development, as well as the benefits FSC provides for the economy, environment and society amid the current global economic environment.

During the two-day event, participants also reviewed tools and methods which make it possible to develop a business in line with sustainability principles through the use of FSC technology, both for the timber industry in general and various business sectors – the pulp and paper industry, the processing industry (including recycling), the construction industry and the packaging industry. On the second day of the forum the participants visited some of International Paper’s wood lots in the city of Tikhvin (the Leningrad region), where they had the opportunity to become familiar with the principles and benefits of sustainable forestry, as well as to take part in the creation of a tree alley dedicated to the event. Thus, representatives of the business community saw FSC certification and sustainable forestry concepts in practice, and learnt about the lifecycle of cardboard packaging from the woods to a shop shelf.

“Responsible business, which includes forest protection, is very important. The very activities of such companies and how much they take advantage of the benefits provided by FSC certification influence consumer behaviour. And this, in return, influences the state of global forests and guarantees their preservation for generations to come, - believes Andrey Ptichnikov, Executive Director of the Russian national office of FSC and director of the regional office of FSC in the CIS countries. – This is why events such as the FSC Business Forum are important. The expertise that representatives of leading companies bring in such areas is simply priceless.”

“Fiber, coming from renewable materials, is the key component of Tetra Pak packaging. One of our strategic goals in the area of the environment is the certification of our production and supply chain in line with FSC standards. We hope that the Forum showcased how sustainable forest management in accordance to FSC standards is implemented in practice, and also demonstrated how FSC certification contributes to the implementation of business projects for socially and economically responsible companies” comments Dina Epifanova, head of environment at Tetra Pak.

“We are glad to have participated in the FSC Business Forum which has a special meaning both for the pulp and paper industry, and for all companies promoting sustainability in Russia,” says Elena Lavreneva, Director for Cardboard and CTMP Sales at International Paper in Russia. “International Paper has supported the development of sustainable business in Russia since it first arrived here in 1998. FSC certification is a tool that confirms that our products - in particular cardboard for fluid foods – are produced in line with international standards, which makes it possible to achieve the best results, meeting the interests of our partners and our consumers.”
ABOUT TETRA FSC

FSC (Forest Stewardship Council®, FSC) - FSC is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. We enable businesses and consumers to make informed choices about the forest products they buy, and create positive change by engaging the power of market dynamics. Logo FSC "tree with a check mark" on the product ensures that in production is used wood from responsibly managed forests, where it is not only alongside with national legislation, but is also a subject for additional social, environmental and economical standards.

ABOUT TETRA PAK

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 170 countries around the world. With more than 23,000 employees based in over 80 countries, we believe in responsible industry leadership and a sustainable approach to business. Our motto, “PROTECTS WHAT’S GOOD™,” reflects our vision to make food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com

ABOUT INTERNATIONAL PAPER

International Paper (NYSE: IP) is a global leader in packaging and paper with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include industrial and consumer packaging along with uncoated papers and pulp. The company is headquartered in Memphis, Tenn. International Paper started its operations in Russia in 1998. The company focuses on the production and marketing of office and offset papers, liquid packaging board and bleached chemical thermo-mechanical pulp with wholly owned manufacturing operations in Svetogorsk. The company’s Russian footprint also includes a 50:50 joint venture with the Ilim Group, the largest integrated paper and pulp manufacturer in Russia. International Paper’s most well-known brands in Russia are Ballet and SvetoCopy.

More information about International Paper is available at http://www.internationalpaper.com/