Press release

Tetra Pak: sustainable resource management for effective business

Moscow, Russia, October 19, 2018

Tetra Pak, in collaboration with International Paper and FSC Russia, organized a demo eco-tour for WWF Russia, Sustainable Business Centre at SKOLKOVO IEMS, Auchan Retail and other retailers and food producers.

Tetra Pak®, world's leading food processing and packaging solutions company, together with International Paper and Forest Stewardship Council® (FSC) organized a demo tour “Where Tetra Pak pack grows” highlighting the importance of sustainable resource management for businesses. The tour took place in Tikhvin (Leningrad Region) on October 9-10 and engaged environmental groups, representatives of retail chains and Sustainable Business Centre at SKOLKOVO IEMS, as well as food producers. The program of the tour included a trip to a FSC-certified forest and a business discussion dedicated to sustainable resource management.

FSC label on Tetra Pak packaging and other responsibly produced products is a guarantee that they are made of wood supplied from sustainably managed forests. The total area covered by FSC-certified forests amounts to 200 million hectares – 47.6 million hectares of those forests are located in Russia, the country with the second largest FSC-certified forest area.

“At FSC Russia, we value that FSC-certified companies aim to not only fulfill the standard requirements, but also tangibly improve forests and make a positive change for employees and local residents. For example, it is evident that International Paper strives to preserve the main habitats of plants and animals on the territories where the company harvests its timber,” commented Mikhail Karpachevskiy, deputy director of project management at FSC Russia.

Representatives of WWF Russia also supported the discussion of sustainable forest management. Alexander Voropaev, WWF’s head of forest trade projects, pointed out that forestry should not only supply wood products to the market, but also ensure proper forest care and reforestation. According to the expert, FSC’s voluntary certification system is the most efficient way to promote effective and sustainable forestry.

“By purchasing products made out of wood supplied from certified forests, producers promote forest preservation and help to ensure well-being and productivity of forest ecosystems for current and future generations,” said Alexander Voropaev.

Mikhail Babenko, Ph.D., the head of WWF’s “Green Economy” program, noted that consumers are becoming increasingly more aware of ecology, responsible production and sustainable consumption. Now, sustainable business management is becoming a prerequisite, while ignoring climate change and pollution carries a financial risk.
International Paper – Tetra Pak’s long-standing partner and long-term lesee of the state-owned forest territory visited during the tour – presented an example of sustainable business management, previously discussed by the representative of WWF. International Paper is one of the world’s leading producers of fiber-based packaging, pulp and paper. In Russia, the company produces high-quality office and offset papers as well as liquid packaging board for liquid products made out of fiber supplied from sustainably managed forests.

“All International Paper’s entire business depends upon the sustainability of forests. We promote the principles of sustainable forestry all over the world, including Russia, and are sure that together with our partners – Tetra Pak, WWF Russia and FSC – we can increase the level of corporate responsibility and awareness among our customers, preserving the natural wealth of our country for generations to come,” commented Alexander Golubev, manager of wood supply development, International Paper Russia.

“Traceability of timber materials is a priority of Auchan Retail’s Commitment to Quality program approved by the holding at a global level. Single standards allow us erase the borders between countries and sell goods in any country where we operate,” said Yulia Trubitsina, Head of CSR at Auchan Retail Russia and Director at Auchan Generation charity fund.

“We are pleased that “Where Tetra Pak pack grows” tour stirred up our partners’ interest and value their support in promoting sustainable development. During the tour, we were aiming to not only highlight the importance of sustainable resource management, but also demonstrate how to effectively raise a topic of sustainable forestry with consumers using tools like FSC-certified packaging,” said Dina Epifanova, the head of department for environmental protection at 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. With more than 24,000 employees around the world, 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.

For more information about Tetra Pak, please visit http://www.tetrapak.ru

Contacts:

Ekaterina Volkova
Regional Communications Director at Tetra Pak Russia, Ukraine, Belarus, Caucasus, Central Asia & South Eastern Europe

Ekaterina.volkova@tetrapak.com
+7 (495) 787-80-00
www.tetrapak.ru
Pavel Egorov
Win2Win Communications
Pavel.Egorov@win2win.ru
+7 (495) 66-44-800