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SUSTAINABILITY IN MANAGING BUSINESS

Bracelpa just published its second edition of the *Sector's Sustainability Report*, which presents consolidated data for 2010. As an important communication tool, the publication's main objective is to report the progress of good practices and performance of industries in the sector in their pursuit of sustainable development.

The data presented also helps clarify and counter misperceptions about pulp and paper production in Brazil. Additionally, the Report restates the sector's commitment to maintain and expand permanent dialogue with stakeholders.

One of the highlights of this issue is the 10% increase in the number of participating companies in relation to the first *Report*, published last year. A total of 22 companies provided information for this second edition, totaling 60% of Bracelpa members. This increase proves the thesis that seeking sustainability is part of business management in industries of the sector.

More and more, they assume the commitment to produce, ensuring the sustainable use of natural resources, adopting cleaner production cycles, utilizing best socio-environmental practices to protect biodiversity, expanding social benefits through the creation of jobs and income or through the involvement of small producers who participate in forestry partnership programs. Thus, they acknowledge that sustainability is the best path for diversifying the economic use of planted forests.

The *Report* was prepared according to guidelines defined by the Global Reporting Initiative (GRI) – an organization recognized throughout the world for its consistent work in creating guidelines and indicators in this area. This issue presents 11 new GRI indicators, selected by members, such as, actions to reduce energy consumption, volume of water reutilized in the production process, practices for maintaining biodiversity, practices for reducing emissions, volume and disposal of waste generated in the production process, and assessment of suppliers from a sustainability perspective. The companies that participated answered a total of 30 GRI indicators.

One of the main aspects of the *Report* is to show the sector's effort to improve relations with its various stakeholders. One of the most relevant actions in 2010 was the participation of Bracelpa and member

companies in the Forestry Dialogue debates, aimed at developing a consensus proposal among pulp and paper producers and socio-environmental organizations to review the Brazilian Forestry Code.

Because of this work, a document was prepared with 16 points of consensus, which was presented in March to government representatives and society. Negotiations continue on account that the document approved in the House of Representatives is now being analyzed by the Senate. Nonetheless, it is possible to say that this debate, which started in 2010, represents a concrete example of how the sector is aligned with society's expectations and demands, as conveyed by stakeholders, whose depositions helped create the Materiality Grid that guided the production of this *Report*.

Representatives from socio-environmental organizations – The Nature Conservancy (TNC), Instituto do Homem e do Meio Ambiente da Amazônia (Imazon), Instituto de Manejo e Certificação Florestal e Agrícola (Imaflora) and World Wildlife Found (WWF) –, as well as sister entities from the Forest Stewardship Council (FSC-Brazil) were some of the interviewees in this process.

They stated that the pulp and paper sector operates based on a vision that is in line with the need to produce in a more sustainable manner and with less environmental impact. They also said that, in order for this process to evolve, it is paramount to improve the level of transparency and relationships with government representatives. Without a doubt, these points will help guide the actions of Bracelpa and companies over the next years, with the objective of further recognizing the sector's practices and activities.

The *Sustainability Report* is being sent to member companies and industry associations of the sector, government representatives, socio-environmental organizations and international relationship forums of the Association; sister entities, industry and agribusiness sectors, universities and libraries, among other stakeholders.

By the end of October, the online version will be available through the Bracelpa website, further disseminating this joint effort of companies and of the Association of valuing continuous dialogue to achieve sustainable management. ■

Pöyry ganha Prêmio

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