



BY ELIZABETH DE CARVALHAES,
EXECUTIVE PRESIDENT OF THE BRAZILIAN
PULP AND PAPER ASSOCIATION (BRACELPA)
✉: FALECONOSCO@BRACELPA.ORG.BR

RIO+20 – TIME TO CHOOSE THE FUTURE WE WANT

The numbers are huge: 50 thousand people, 200 countries, 1,000 parallel events. It is estimated that the United Nations Conference on Sustainable Development (Rio+20) will be the biggest event ever registered in United Nations' history. If all these estimates become reality, the city of Rio de Janeiro will become the world's sustainability capital for 10 days.

Within this context, this is a unique opportunity to make decisions, define actions and goals for the planet's future, particularly since highly relevant issues will be discussed, such as the green economy for sustainable development and eradication of poverty, which are themes of global interest. We want Rio+20 to be remembered as the Conference that was able to obtain the greatest amount of commitment from countries towards adopting concrete and fundamental measures for future generations.

In addition to hosting Rio+20, Brazil will have the chance to take on a leading role in the event, since, in addition to having one of the cleanest energy grids in the world, there is also a clear commitment on the part of Brazil's industrial sectors to pursue sustainability in all their production processes. The result of various successful initiatives in the country will now be presented to the rest of the world at Rio+20.

The pulp and paper sector will contribute to the Conference by promoting a discussion of two important themes for the planted forest chain: to stress the importance of carbon credits and tree biotechnology. Responsible for maintaining one of the largest forests for industrial use in the world, as well as for preserving an extensive area of native vegetation, the sector now advances to improve production, with proposals based on the three pillars of sustainability (economic, social and environmental), with a strong component in social development, particularly in the field, promoting the inclusion of small rural producers who live far from large urban centers.

On June 18, the United Nations' Food and Agriculture Organization (FAO), the International Council of Forest and Paper

Associations (ICFPA) and the Brazilian Pulp and Paper Association (Bracelpa) will promote the *Forests: the Heart of a Green Economy* seminar with the objective of discussing the forestry activity's role in sustainable development and poverty eradication.

José Luciano Penido, Chairman of Bracelpa's Decision-Making Board and Chairman of Fibria's Board of Directors, will be one of the main speakers in the event, which will include the presence of the Minister of the Environment Izabella Teixeira, and international guests such as Prince Albert II, of Monaco, and Don Koo Lee, Minister of the Korea Forest Service.

The forest activity's role in the bioeconomy, the importance of forestry certifications and contributions of the forestry base industry for rural development are themes that will guide discussions. The presence of industry representatives is fundamental for recognizing and valuing Brazil's good practices and for exchanging experiences with representatives of other countries.

On the following day – June 19 – will be the *Business Day*, organized by the World Business Council for Sustainable Development (WBCSD), International Chamber of Commerce (ICC) and UN Global Compact. Throughout the day, key executives of the sector will debate forestry solutions for a sustainable world.

The objective of this is to include the two themes – forestry carbon credit and tree biotechnology – in the agenda of Rio+20's macro debates and extend discussions beyond the Conference, involving the sector, Brazilian government, international organizations and other players working in favor of sustainability.

It is important that the discussion process that is starting out now be given continuity and more importance so that the significant growth in world population projected for the next few years - 8 billion people in 2025, according to the United Nations - can become a challenge capable of being mastered. We must prepare to produce much more food, clean energy, consumer goods, etc., without depleting natural resources, while at the same time seek greater environmental preservation and recovery. This is the path that the pulp and paper sector wishes to follow. ■