



CAROL CAROLEIRO

BY ELIZABETH DE CARVALHAES,

CEO OF IBÁ AND PRESIDENT OF THE INTERNATIONAL COUNCIL OF FOREST AND PAPER ASSOCIATIONS (ICFPA).

E-mail: faleconosco@iba.org.br

IBÁ TO HEAD THE MAIN GLOBAL FORUM OF THE FOREST BASE INDUSTRY

Another important achievement for Brazil's planted trees industry was confirmed in May: the Brazilian Tree Industry (Ibá) was appointed to preside the International Council of Forest and Paper Associations (ICFPA), the most important global forum of the forest industry. This new position offers Ibá a great opportunity to disseminate worldwide Brazil's forest industry agenda in the main international forums.

This is the first time that an association from the Southern Hemisphere affiliated to ICFPA heads the entity. The two-year term may be extended for another two and, while Ibá occupies this position, which is on rotational basis, ICFPA's headquarters will be in Brazil. The induction ceremony occurred during ICFPA's Annual Meeting in Washington, and included the participation of 49 representatives of forest base and wood product associations from 25 countries.

Besides the activities developed in 2014, the meeting discussed the global industry's positionings, policies and commitments on recycling and carbon neutrality of forest base products. Other themes discussed included issues important to the sector's development, such as multiple uses of forests, global industry trends, bioproducts, bioeconomy, new technologies and other important matters.

In heading ICFPA, Ibá's main challenge will be to balance different interests into a single global agenda, considering an adverse economic landscape. In 2015, the focus of this global forum's work will be collaboration of forest base industries in mitigating the effects of Climate Change, with emphasis on ICFPA's participation in December's United Nations Climate Change Conference, COP21, which is expected to establish a new global climate deal.

Sustainability

Another important theme at ICFPA's annual meeting was the launching of the entity's *Global Sustainability Report*. The document, which includes data provided by associations from 11 countries, including from Ibá, shows significant advancements and commitment of the global forestry industry regarding themes such as energy efficiency, use of biomass in the energy grid, certifications, deforestation combating and reduction in CO₂ emissions. The report

also presents contributions to the bioeconomy of several countries, exemplifying bioproducts, efficiency in the use of resources, benefits for communities, innovative technologies and carbon absorption.

ICFPA members also approved the positioning on recycled paper and reverse logistics, reinforcing the importance of recycling for sustainability and respect towards market forces. The document points out the need for continuously inserting virgin fiber in the production process, showing that forests managed sustainably are fundamental for the continuity of recycling. Full versions of the documents, in English, can be obtained from ICFPA's website: www.icfpa.org.

CEOs Roundtable

Following the ICFPA annual meeting came the CEOs Roundtable, a meeting of global forest-base industry leaders that drives ICFPA's activities and positioning. The meeting gathered 26 global CEOs of the forest industry from 13 countries and the main theme discussed was the forest base industry's image repositioning worldwide.

56th ACSFI/FAO session

Completing the agenda, Washington hosted the 56th session of the United Nations Food and Agriculture Organization's (FAO) Advisory Committee on Sustainable Forest Industries (ACSFI), which brought together representatives from this institution, researchers, associations and companies from 13 countries, as well as FAO's Assistant Director-General for Forestry, Eduardo Rojas.

In addition to discussing the results of 2014 activities, the session also debated about the relationship between forests and water resources, the sector's importance in producing sustainable packaging to reduce food losses and a discussion of indicators that demonstrate the social value of forests.

At the end of the three meetings, it became clear the forest base industry's significant potential for satisfying the world's fundamental and growing needs, supplying fiber, wood and energy. The adoption of new technologies shows that the forest industry will be capable of supplying products in abundance and in an increasingly sustainable manner for the world population. ■