



ERLING LORENTZEN A SUSTAINABLE LEGACY

Legacy. A word highly sought by many and conquered by few. Erling Sven Lorentzen is one of those whose ideas will perpetuate in history, particularly in the forestry sector. And it is with fondest memory that the soft-spoken Norwegian born with a Brazilian heart contributed enormously during a large part of his life to the forest industry, today considered a global benchmark in forestry development aligned with sustainable production.

A man with a vision, his history meets with Brazil's in the 1950s, when he came to the country due to the family's business in the shipping segment. He invested in a cooking gas distribution company. In 1963, he started his own shipping company, Norsul. Today, in its 58th anniversary, the company is the leading maritime cabotage company in Brazil. During this period, Lorentzen began to analyze shipping wood chips and saw that it was possible to do even more by developing a local pulp production industry. In 1968, Aracruz Florestal started planting eucalyptus forests in Brazil that would supply the raw material for the future mill. Aracruz Celulose was

founded in 1972 in the state of Espírito Santo, with an annual production of 400 thousand tons, being the largest single-line plant built at the time.

As pointed out in IBÁ's message to Lorentzen, all this courage "not only worked out, and Aracruz became the first Brazilian company listed on the New York Stock Exchange and the only forestry company in the world to initially participate in the Dow Jones Sustainability Index".

Erling had a strategic vision of utilizing natural resources and a cyclical vision of renewable industry that gained force and partners who believed in this process. As reported by Paper Discovery, "Lorentzen's stimulus to technical development and the promotion and the use of eucalyptus fibers led to an improvement in the quality of printing & writing and tissue paper. His incentive to research and development efforts of highly productive and safe commercial eucalyptus forests earned Aracruz' researchers the Marcus Wallenberg Award (1984)". It was the first Brazilian team to win the award. An announcement about the company at the time praised the

fact that Aracruz had stimulated on a global level the high productivity levels obtained, reaching up to 20 times more than those achieved by forests in temperate regions, as a result of research conducted since 1975 by the company, at the time the world's largest exporter of the product.

Over the years, events focused on the environment, such as ECO-92, leveraged these ideas and the big partnerships led to the creation of the Business Council for Sustainable Development (BCSD) and, subsequently, made him a member of the World Business Council for Sustainable Development's (WBCSD) Executive Committee, between 1995 and 2004. In 1996, advised by Lorentzen and an advisory group, WBCSD kicked off a global paper-cycle study called "A Changing Future for Paper", which was conducted by the International Institute for Environment and Development (IIED), and became a source for considerable continuous analysis. In 1997, he was named Honorable Chairman of the Brazilian Business Council for Sustainable Development (CEBDS) and, since 1996, participated as a member of Brazil's Conservation International Board.

In 2015, the Brazilian Pulp and Paper Technical Association (ABTCP), in celebrating its 50th anniversary, provided an overview of the industry's trajectory and highlighted Lorentzen as one of the most important milestones. "The



pulp and paper sector had the opportunity to present a much-deserved public tribute to Mr. Lorentzen during the ABTCP 2015 opening ceremony, which included the participation of government authorities and company executives. An example of businessman and entrepreneur," said ABTCP's Executive Director. In the October issue of that same year, Erling was interviewed by Caroline Martin from *O Papel* magazine, where he talked about his memories and future plans, using his experience in a project that would generate benefits for Africa, such as a 60 MW thermal power plant in Ghana that would run on eucalyptus from a planted forest. An example of his relentless desire to do things despite countless challenges or, as he liked to say, countless opportunities.

At age 98, Erling left his children Haakon, Ingeborg, and Ragnhild, grandchildren and great-grandchildren. He also left his entire legacy on behalf of sustainability. ■

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