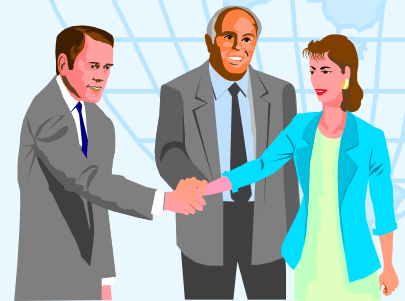
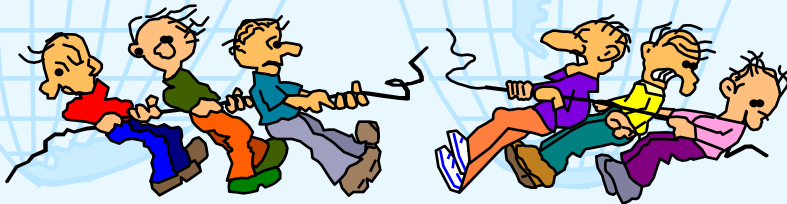


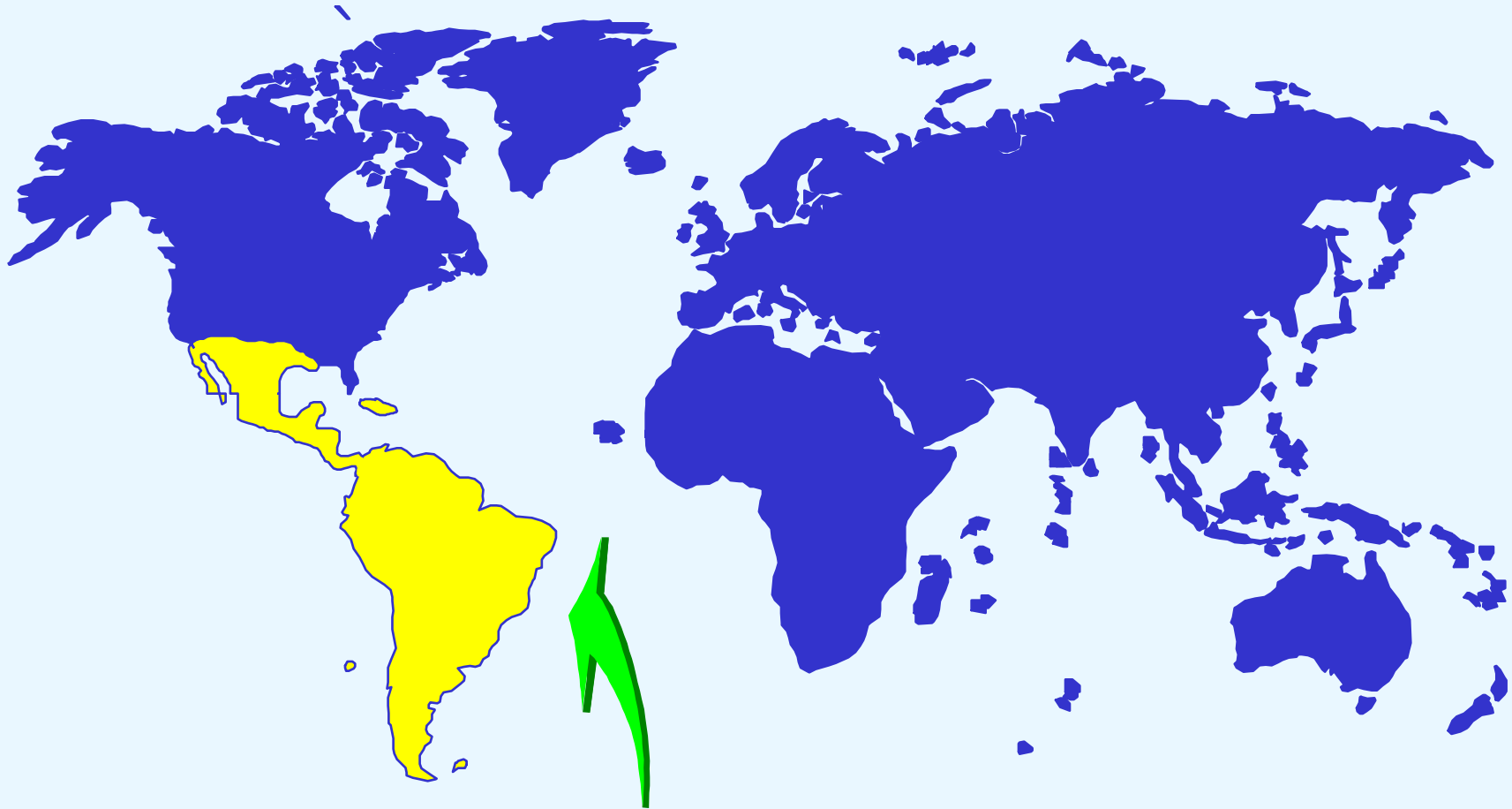
# ***ENVIRONMENTAL CONFLICTS AND OPPORTUNITIES***

Celso Foelkel





*Celso Foelkel*



**WE ARE HERE**

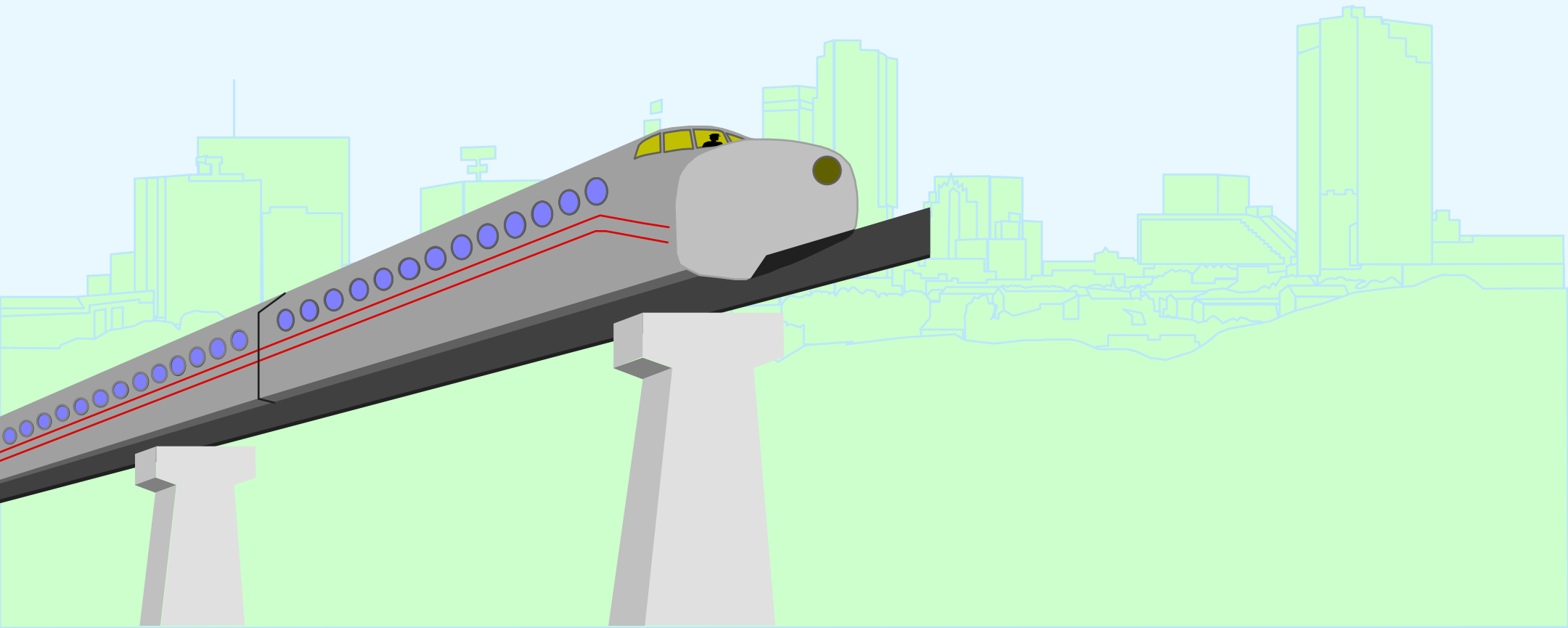
# THE PULP AND PAPER BUSINESS ARENA





**\$\$\$ \$ GLOBALIZATION**

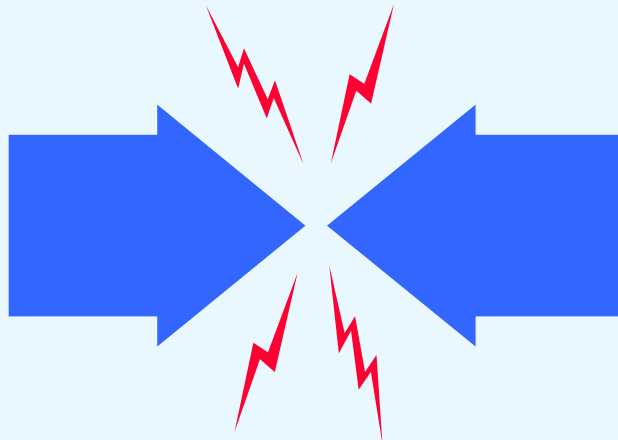
# THE DRIVING FORCES





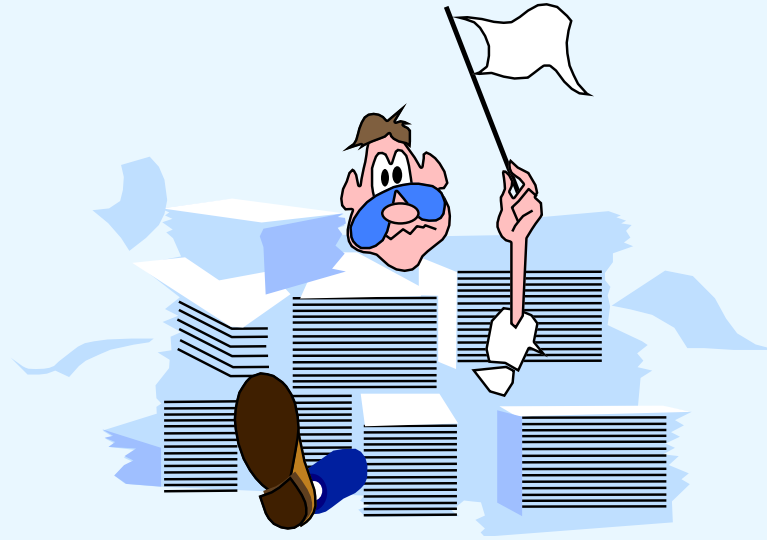
# **THE WORLD ARENA AND THE ENVIRONMENT**

- **AGENDA 21**
- **FREE TRADE AGREEMENTS**
- **COUNTRY TAXATION POLICIES**
- **ECO-LABELLING SCHEMES**





# THE PULP AND PAPER BUSINESS AND THE ENVIRONMENT





# **ENVIRONMENTAL CERTIFICATION**

**ISO 14001**

**BS 7750**

**EMAS**



**FORESTRY CERTIFICATION**

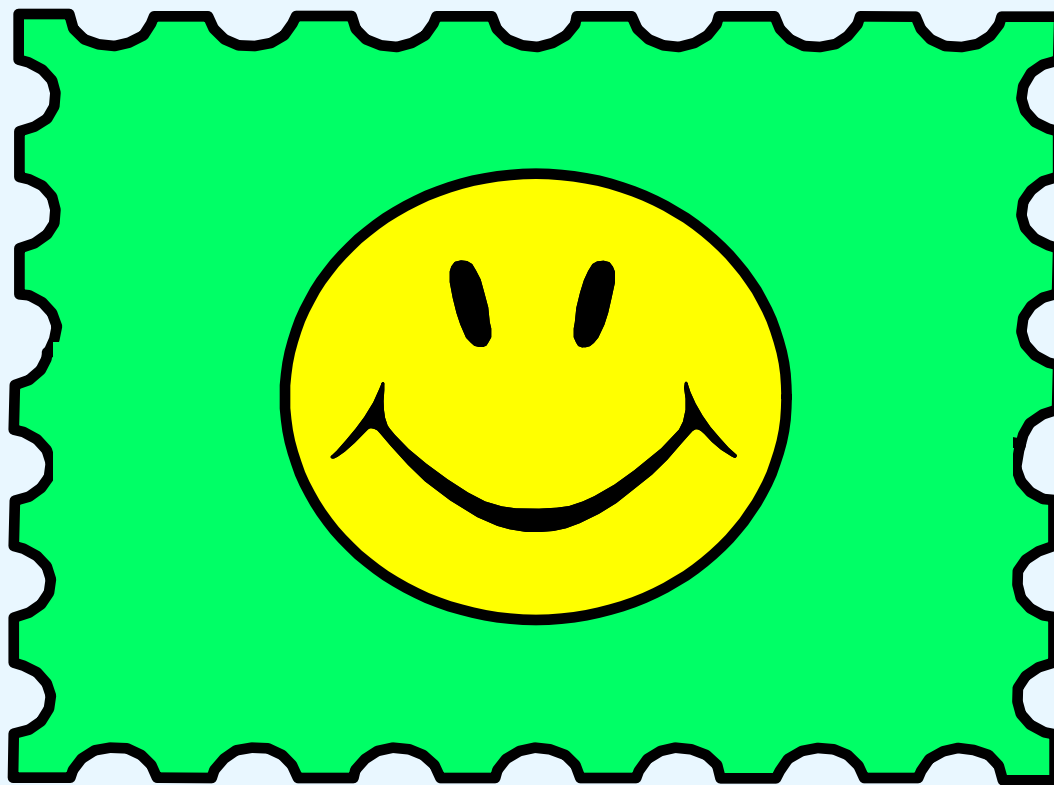
**ISO 14001 / 14004 FOR  
SUSTAINABLE FORESTRY**

**FSC**

# **ECO-LABEL**

**SELF-DECLARATION (TYPE 2)**

**THIRD PART SCHEME (TYPE 1)**



***ECO - LABEL***

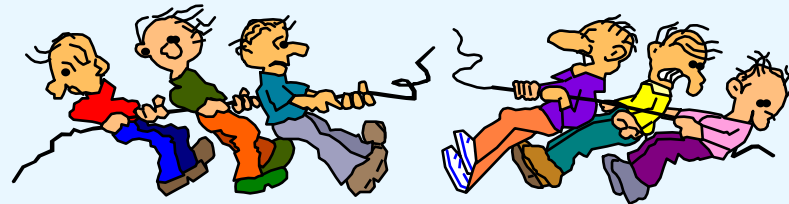
# FORCES IN CONFLICT

- **GLOBALIZATION / CONCENTRATION**
- **CORE BUSINESS PARADIGM**
- **DOWNSIZING AND SOCIAL ISSUES**
- **NETWORKING / ALLIANCES**
- **COMPETITION**
- **CAPITAL REQUIREMENTS**
- **PROFITABILITY**

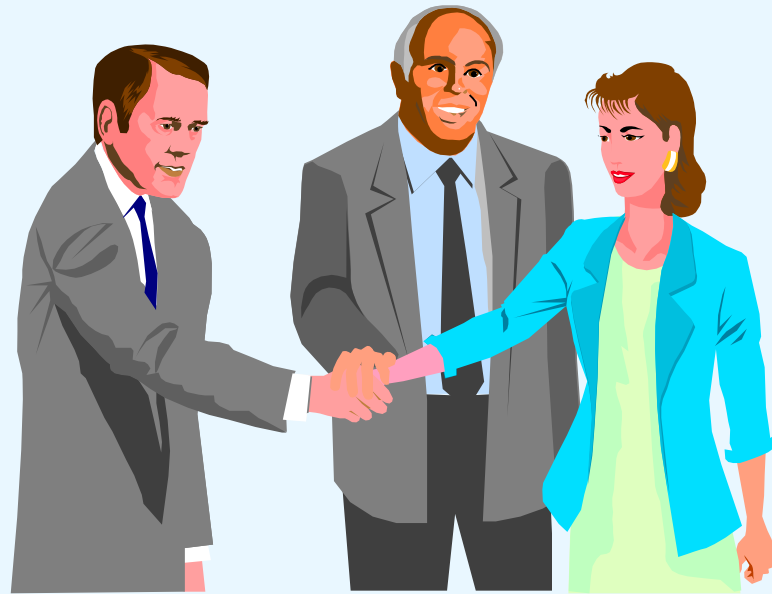


# FORCES IN CONFLICT

- **TRADE**
- **THREAT OF SUBSTITUTES**
- **RAW MATERIAL SCARCITY**
- **POPULATION GROWTH**
- **ENVIRONMENTAL  
SUSTAINABILITY**



# FORCES OF OPPORTUNITIES





# **BRAZIL**



- **CONSENSUS AMONG PLAYERS**
- **EUROPEAN ECO-LABEL SCHEME**
- **STRONG ASSOCIATIONS**
- **ISO 14000**
- **ISO 14001 FOR SUSTAINABLE FORESTRY**
- **FORESTRY FORUMS**

# **BRAZIL**



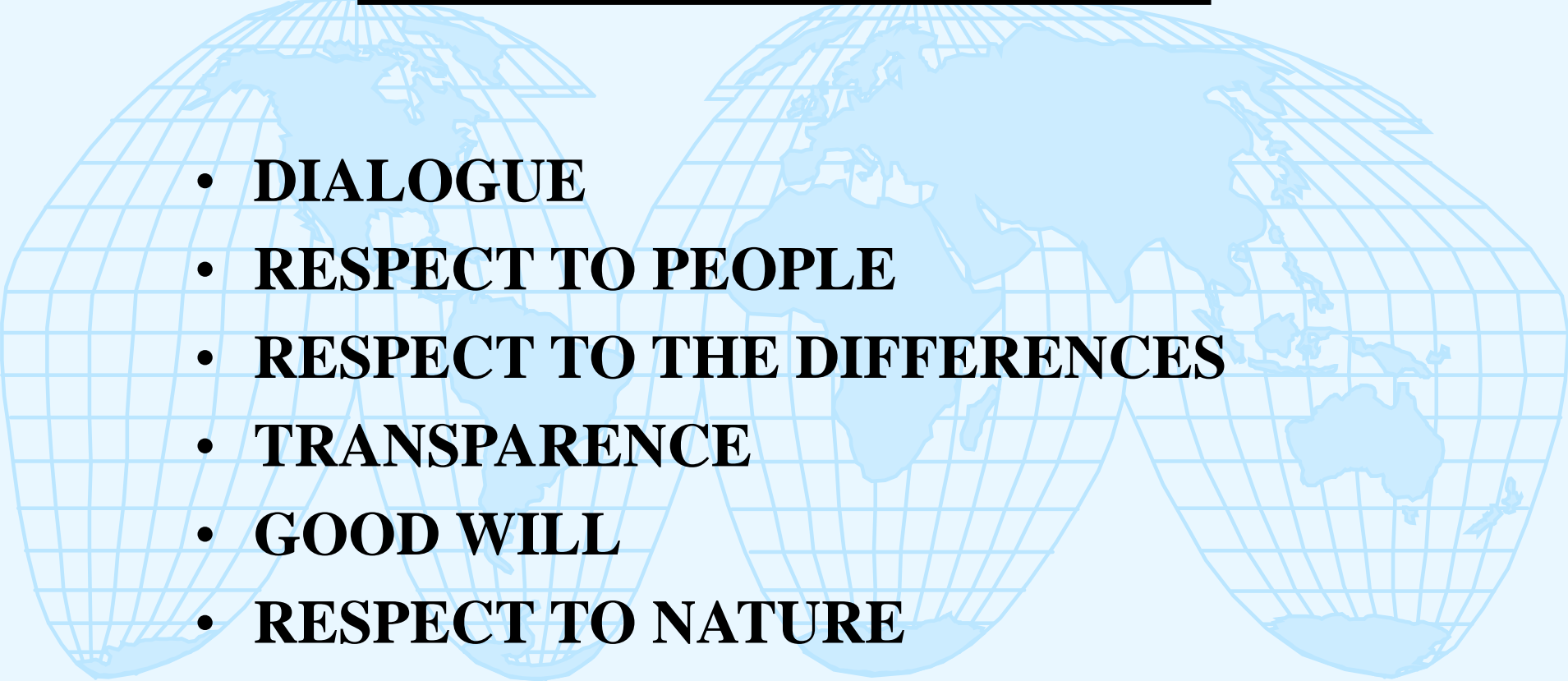
- **FOREST CERTIFICATION**
- **DIALOGUE WITH GOVERNMENT**
- **INTERNATIONAL CHAMBER OF COMMERCE / EUROCOMMERCE**
- **DOMESTIC ECO-LABELS**
- **TECHNICAL STUDIES “SUSTAINABLE PAPER CYCLE”**

# **BRAZIL**



- **R & D**
- **DIALOGUE WITH OTHER ASSOCIATIONS BOTH DOMESTICALLY AND INTERNATIONALLY**
- **NGO's**
- **ENVIRONMENTAL REGULATIONS**
- **DIALOGUE WITH THE PRESS**

# THE NEW WORLD

- 
- **DIALOGUE**
  - **RESPECT TO PEOPLE**
  - **RESPECT TO THE DIFFERENCES**
  - **TRANSPARENCE**
  - **GOOD WILL**
  - **RESPECT TO NATURE**



**NO-FUTURE COMPANIES ARE  
THOSE WISHING TO GROW IN  
MISERABLE PLACES**

# CITIZEN COMPANY

- 
- **TO EDUCATE**
  - **TO TRAIN PEOPLE**
  - **TO DEVELOP AND TO GROW HUMAN RESOURCES**
  - **TO BECOME CATALIST TO HELP REGIONAL DEVELOPMENT**
  - **TO HELP DEVELOPMENT AND GROWTH OF NEW FORESTRY-BASED BUSINESSES**

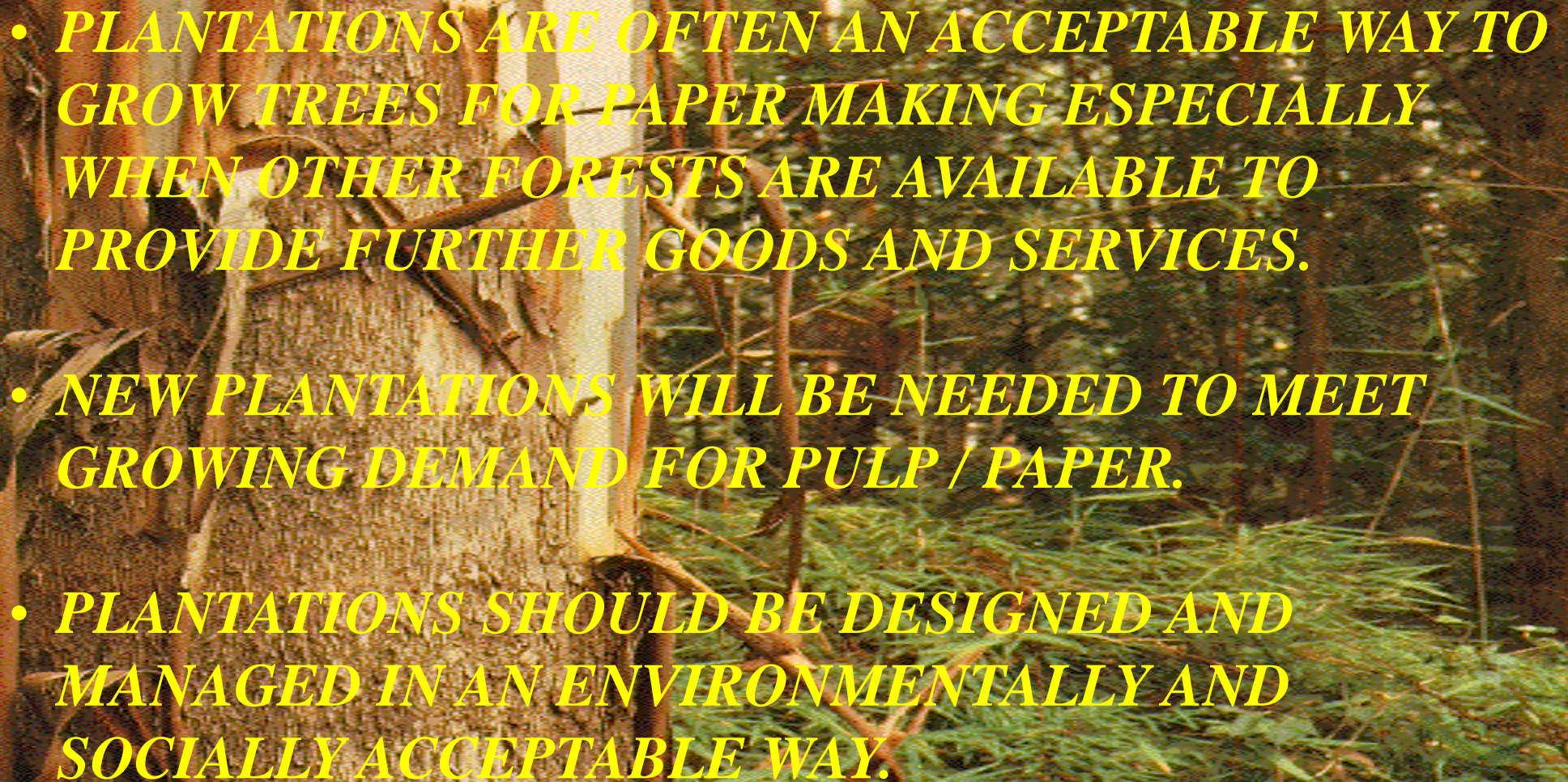


**HISTORY EXISTS TO TELL THE PAST AND NOT TO  
TALK ABOUT THE PRESENT.**


**MOREOVER, HISTORY TELLS THE WINNERS'  
VERSION OF THE FACTS.**

**THE LOSERS ARE REGARDED AS UGLY, BAD AND  
STUPID ONES.**

**WE DON'T KNOW HOW HISTORY IS GOING TO  
TELL ABOUT US IN YEARS TO COME.**

- 
- *PLANTATIONS ARE OFTEN AN ACCEPTABLE WAY TO GROW TREES FOR PAPER MAKING ESPECIALLY WHEN OTHER FORESTS ARE AVAILABLE TO PROVIDE FURTHER GOODS AND SERVICES.*
  - *NEW PLANTATIONS WILL BE NEEDED TO MEET GROWING DEMAND FOR PULP / PAPER.*
  - *PLANTATIONS SHOULD BE DESIGNED AND MANAGED IN AN ENVIRONMENTALLY AND SOCIALLY ACCEPTABLE WAY.*



A photograph of a tree trunk with peeling bark and a vine in a forest. The bark is light brown and peeling in several places, revealing a darker, textured inner layer. A thin, brown vine is wrapped around the trunk. The background is a dense forest with green foliage and other tree trunks.

- *To be winners or survivals, we need winning strategies...*

- *And respect to people, Nature and to the business we are involved...*

# VIII SILVOTECNA



RESERVAS Y CONSULTAS  
RESERVATION AND CONSULTATIONS  
CORMA, REGION DEL BIO-BIO  
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Auspiciadores:

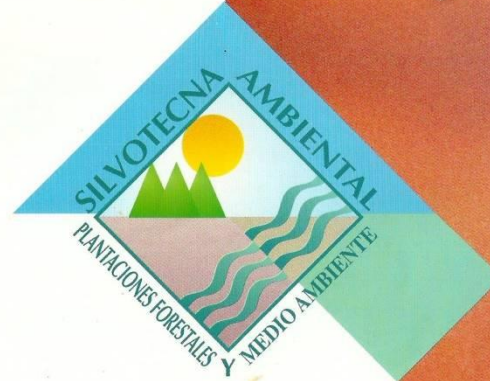


*Centro Forestal*

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# VIII SILVOTECNA



19 • 20 MAYO 1997  
19 • 20 MAY 1997

ORGANIZA ( ORGANIZED BY )  
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COLABORA:

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