

EU Ecolabel Ambassador: Mondi

Company name: Mondi

Product category: Paper

Country of origin: Austria

License holder since: 2012

Website: www.mondigroup.com

Available throughout the EU and worldwide



Sustainability is at the Heart of Mondi's Paper Production

Forests are crucial to the world's ecological balance as they do not only limit climate change through CO2 absorption but they also contribute to the survival of entire ecosystems. Mondi, a leading global packaging and paper group with group offices in London, Johannesburg and Vienna, prioritises responsible forest practices, and sustainable manufacturing solutions. Actions such as obtaining the EU Ecolabel for their products demonstrates the sustainability of their processes, which are at the heart of their paper production.

The paper and pulp industry are often in the spotlight for deforestation-related topics, an issue which affects people's livelihoods and the survival of plants and animal species. Many endangered animals live in forests, and 1.6 billion people rely on forests for food, fresh water, clothing, tradition medicine and shelter. Almost 20% of all greenhouse gas emissions are the result of deforestation*. These same paper producers are often at the forefront of sustainable issues, since their business models rely on the survival of forests.

Over the years, sustainability continues to be a growing and prevalent concern which places pressure on the industry. Business-to-business consumers are particularly demanding with their sustainability requirements which have led to the presence of a large number of environmental certifications in the paper industry. Mondi finds the EU Ecolabel to be the most comprehensive amongst them, since it not only addresses the sustainable sourcing of virgin fibre, but also measures the emissions to air and water consumption of their production and takes into account the environmental impact of recycled fibres.

The EU Ecolabel promotes synergies with credible single criterion labels such as FSC and PEFC; the EU Ecolabel criteria accept companies which have FSC and PEFC certificates on their paper products as proof of valid sustainable forest management. The EU Ecolabel's approach to recycling fibres fits well with Mondi's adoption of the 'cascading use of wood' principle, which optimises the use of virgin and recycled fibres. Cascading use is a strategy to use raw materials such as wood, or other biomass, in chronologically sequential steps as long, often and efficiently as possible for materials and only to recover energy from them at the end of the product life cycle. It is the intention that the increased cascading use of wood will contribute to more resource efficiency and consequently reduce pressure on the environment.

* <https://www.worldwildlife.org/threats/deforestation>

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Mondi was awarded with the EU Ecolabel for their uncoated fine paper mill brands in 2012 and for their PERGRAPHICA® design paper range in 2015. The company wanted to provide their customers with the assurance that they are buying reliable products, which are less harmful for the environment and local communities. The brand chose the EU Ecolabel because it is an independent entity and more comprehensive than chain-of-custody schemes focused only on forest management. Mondi is particularly committed to changing customers' perception of recycled paper, promoting that high-quality recycled paper can be sustainable, and does not have to be thin and grey.

Mondi's Green Range, a portfolio of eco-efficient products, all have the EU Ecolabel, is proof of this commitment. Initially started in 2006 with a handful of premium products, the range has now grown in popularity and momentum, encompassing all of Mondi's own mill brand products. For example, Mondi's leading brand for digital colour printing, 'Color Copy' is the first brand to become CO2 neutral from harvest to final product, thanks in part to offsetting programs. Mondi has successfully achieved their goal of producing high-quality products that are sustainable both for the environment and make good business sense.

In addition, Mondi's 'growing responsibly model' looks at sustainable forest management, but also focuses on other UN Sustainable Development Goals, such as the development of local communities, the preservation of ecosystems and biodiversity and the reduction of water consumption and carbon emissions. Being awarded the EU Ecolabel is proof of their commitments to these goals. In 2016, Mondi Group sustainably managed around 2.4 million hectares of forests and planted nearly 31 million seedlings. The group also sources their wood and fibre from solely responsibly managed forests, is committed to zero deforestation and fights against illegal logging. In 2017, 71% of the wood they procured for raw material came from FSC or PEFC-certified sources, and 65% of their mill fuel consumption came from biomass-based renewable sources. These actions are fundamental for achieving the UN SDG target of zero net deforestation and forest degradation by 2020, which Mondi is striving to meet.

