

1A – Natural Resources: Unleashing Innovation for a Sustainable and Durable Utilization of our Natural Resources

Luis Fernando, Executive Director of Ouro Verde Amazonia (Brazil) presented Grupo Orsa, a vertically organized Group consisting of different companies, thus managing the complete process from planting trees to producing and packaging paper. The Group focuses on 3Ps (people, profit and planet). In year 2000, Grupo Orsa bought 1,365,000 hectares of Amazonian forest and launched the Jari Project, a unique zero deforestation project. Orsa Forestal Activities include 545,000 hectares of FSC certified forests, all included in a 30-year protection cycle: forests are divided into 30 units, logging activities are rotated each year to a different unit, and only four trees are extracted in each hectare. Ouro Verde is dedicated to transforming Amazon heritage into healthy, tasteful food products. The company buys Brazil nuts at a premium price from local Amazonian families to create value-added products. Ouro Verde has strong relationships with the local producers and the company creates employment opportunities and revenue for native communities. As of year 2010, the Orsa Foundation has made a cumulative investment of US\$ 80 million and has 200 partnerships with different NGOs.

Petri Heinonen, Environmental Management, Finland presented UPM, as a company dedicated to sustainable use of natural resources, is constantly looking for new opportunities in natural resources and using lifecycle approach including raw materials and recyclable products. UPM is a frontrunner in 5 key areas: sustainable products, water, climate, forest and waste. Their goals for year 2020 include a 15% decrease in use of water and fossil energy, reduce waste and use 80% of timber from certified forests. UPM is committed to sustainable forestry in all operations by utilizing certification, chain of custody, and not using controversial sources of timber. The Global Biodiversity Program goes even further by aiming to maintain and increase biodiversity in the company-owned forests and by promoting best practices in sustainable forestry. UPM implements the program through local action plans and country-level targets.

Jean-Marie Bolika, Project Manager EMIS WWF RDC (DR Congo) presented WWF objectives as stopping the destruction of natural environment and creating a future in which people will live in harmony with nature. The Congo initiatives aim at zero deforestation and managing the natural resources in responsible ways. WWF works with the Ministry of Environment, the civil society and universities to achieve these goals. Negotiations are ongoing with the EU for a voluntary partnership. Part of the profits of the forest managing companies is committed to a locally-managed development fund to help build roads, schools, and health centers. By developing the relationships with local communities the WWF aims to reduce the conflict between the forest-managing companies and the locals and improve the image of these companies.

DISCUSSIONS included issues about society, certifications and profit. Sustainability is a social agreement: decided and implemented by society. Funding is a big issue. Also discussed were the differences among the markets: high costs of legal certified markets, the less costly legal but not certified markets, and the low-cost illegal markets.