



Press Release

European Forest-Based Industries team up to empower consumers for a carbon-neutral European society

BRUSSELS, 18 November 2019 – In light of the climate crisis, the European Forest-Based Industries (FBI), including the pulp, paper and other fibre-based product industries, the woodworking industries, the producers of furniture, the bio-energy sector and the printing industry, have come together to present their vision of the European society in 2050 and the essential role that they can play, delivering on the carbon neutrality goal. Being part of this joint mission, the Forest-based Sector Technology Platform (FTP) aims to boost research and innovation together with engaging in market development, to ensure our innovative solutions are attainable for consumers in their daily lives.

By 2050, FBI will provide the most competitive and sustainable net-zero carbon solutions by:

- substituting CO₂-intensive raw materials and fossil energy with forest-based alternatives;
- eradicating waste and boosting recycling with a sector target of at least 90% material collection and 70% recycling rate for all wood-based products;
- driving resource efficiency and enhancing productivity in all areas including materials, manufacturing and logistics.

In its [10 vision targets for 2040](#), FTP addresses the European forest-based sector's ambition to continue growing as a key enabler of the circular bioeconomy. Its upcoming Strategic Research & Innovation Agenda (SIRA) 2030, which will be launching at the [FTP annual conference 2019](#) on 27th of November in Helsinki, provides the first 10-year scheme towards the realisation of the FTP Vision for 2040 as well as the FBI Vision for 2050.

"A sustainable increase of wood production will provide more recycled and environment-friendly products for consumers, which accordingly helps to replace carbon-intensive and fossil-based materials for a long-term run. We believe that innovation is and will play a significant role in reaching this mission", said Johan Elvnert, Managing Director of FTP.

About FTP

The Forest-based Sector Technology Platform (FTP) is a [European Technology Platform \(ETP\)](#) dedicated to the forest-based sector. It is the meeting place for industry, forest owners and public authorities, to discuss and build up a critical mass of knowledge on common research and innovation needs for the sector, and to decide on the best ways to cooperate. FTP's mission is to advance the competitiveness and sustainability of the sector through innovation.

More information: www.forestplatform.org