

# Business growth and sustainability, hand in hand

Having developed a clear sustainability strategy, Italian tissue company Sofidel is committed to minimising its environmental impact while maximising social benefits



Can attention to environmental issues stimulate business and growth? That's what Sofidel's history demonstrates. Based in Italy, the company is one of the major global manufacturers of tissue paper for hygienic and domestic use, with operations in 13 countries in Europe and the US. It is deeply committed to sustainability, which it considers to be a strategic factor in its development.

Sofidel implemented a "Less is More" philosophy in its operations and was the first in its industry to join WWF Climate Savers, a climate leadership programme that aims to transform market-leading businesses into leaders of the low-carbon economy.

Sustainability for Sofidel means minimising environmental impacts in production, sourcing and

*"Contributing to sustainable growth means building alliances with influential partners to share knowledge and experiences and pursue common goals"*

logistics as well as promoting responsible consumption. The company has been working to achieve this goal by limiting the production of GHGs and purchasing certified sustainable virgin pulp, in compliance with responsible forest management schemes. As of today, Sofidel has reduced carbon direct emissions by 19.1% (carbon intensity, from 2009 to 2016), and uses cellulose from certified sustainable sources (FSC®, FSC® Controlled Wood, PEFC™, SFI®) for 100% (2016) of its overall requirements.

Another crucial factor in Sofidel's sustainability strategy is responsible water usage management, limiting its consumption in manufacturing processes. The result is that

Sofidel has achieved an average use of water per kilogram of paper produced well below what is considered best practice in the sector (7.0 l/kg vs. 15-25 l/kg).

The company's final goal is to create products with an ever shrinking ecological footprint, yet ever increasing performance. Technology innovation is the key to achieving this goal, developing products that enclose a lower share of natural capital, thanks to higher functional qualities and innovative performance.

## Sustainability strategy

Business-wise, sustainability makes sense: reducing costs, setting higher market standards, going hand in hand with the needs of new consumers and customers and enhancing the company's global reputation.

Sofidel's sustainability strategy is aimed at "building an inclusive, sustainable and resilient future for people and planet", in accordance with the UN Sustainable Development Goals. Through its commitment, Sofidel aims to contribute, among others, to the following SDGs: climate action (13); renewable energy (7); good health and well-being (3); clean water and sanitation (6); responsible consumption and production (12).

Sofidel is also aware that contributing to sustainable growth means building alliances with influential partners to share knowledge and experiences and pursue common goals. To this end, the company is a member of the UN Global Compact as well as the WWF Climate Savers programme. Recently, Sofidel has also begun a partnership with WaterAid, the world's leading NGO providing access to safe water and sanitation in some of the world's poorest communities.

This is also the reason why the company is focused on raising awareness about sustainability issues among its stakeholders. This is something that is deeply-rooted. Our mission is: "Making everyday life tidier, cleaner, safer, more practical and pleasant by investing in people and innovation and promoting conduct based on sustainability, commercial transparency and respect for regulations, with the aim of creating value for customers, employees, partners, shareholders and the community." ■