

MORE FORESTS,
BETTER FUTURE.



The Portuguese Paper Industry Association (CELPA) launches a European campaign

“More Forests, Better Future” promotes Portuguese paper products

“More Forests, Better Future”- four words, one idea: to challenge misconceptions about the industry and to provide facts showing that paper making in Portugal actually promotes forestation and is a source of natural wealth, drawing attention to contribution made by the pulp and paper industry to the growth of forests and demonstrating the sustainability of Portuguese paper products. This is the starting point of the campaign that CELPA will launch internationally on 13 December.

The *Paper From Portugal* campaign is also designed to promote Portuguese pulp and paper products as a European success story, combining sustainability with high quality standards.

Featuring the *Paper From Portugal* signature, the campaign is designed to attract attention by using headlines that surprise readers with forthright assertions and objective facts. A range of media and activities will be used, including viral video, exhibits at international trade fairs and a pamphlet.

The online dimension will be the defining factor of the campaign, making use of substantial online advertising coverage and dynamic activities designed to attract approximately 1 million visitors to the website at www.paperfromportugal.com. Print *media* tools will also be developed as part of the broader media and communication strategy for the campaign.

The campaign seeks to clarify a number of myths and to make consumers aware of the fact that the Portuguese pulp and paper industry contributes to the growth and sustainability of the country's forest.

Aimed at international markets, and specifically at opinion leaders in Germany, France, the United Kingdom, Belgium, Holand and Spain, the campaign is set to run from 13 December into early 2013.

The campaign is organized by CELPA with funding from QREN (Competitive Factors Operational Program - COMPETE - SIAC).

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About CELPA

CELPA was formed in 1993 as the result of a merger between ACEL (Association of Cellulose Pulp Manufacturers) and FAPEL (Association of Portuguese Paper and Cardboard Manufacturers).

At present, CELPA has 10 member companies and represents Portugal's leading manufacturers of paper pulp, paper and cardboard. The companies represented by CELPA account for 100% of Portugal's output of paper pulp and roughly 90% of the country's output paper and cardboard, processing some 6 million cubic meters of wood per year, while planting approximately 200,000 hectares of forest.

CELPA is a non-profit body promoting the collective interests of the pulp, paper and cardboard industry and associated sectors in dealings with national and international authorities and private sector organizations.

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