

Image of using virgin fibre in Germany

- NGOs, public agencies and governmental ministries continuously defame the image of using virgin fibre for pulp and paper production.
- Contention that only recycled fibre was ecologically harmless.
- Negative effects:
 - Green marketing by quoting defamation of paper products seems “trendy” (e.g. Deutsche Bahn, or even ***economic promotion agency*** of Leverkusen)
 - Creation of Public Procurement Guidelines against use of paper with virgin fibre: Recycled Paper only!

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- Countermeasures:
- VDP promotes image of virgin fibre by:
 - direct approach of the responsible agencies/ministries/NGOs
 - press releases PRO virgin fibre in print and online media
 - organize workshops or meetings with multipliers including “on-site”-visits of pulp and paper mills
 - conferences, workshops, **governmental meetings**

Meeting with member of the German Parliament on 29th September 2016



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Key messages:

1. Recycled fibre grew in trees as well!
2. Paper recycling loop simply doesn't work without continuous input of virgin fibre!
3. The use of virgin fibre is ecologically unproblematic as long as its source is being legal and sustainable managed!
4. Use of renewable raw material is better than the use of fossil raw material!