

Paper is present wherever quality of life counts – be it used for information, education, personal hygiene or wellbeing. For this reason, paper consumption by inhabitant per year is a key indicator of a country's socioeconomic development.

Fibria works to ensure that the growing global demand for paper can be met sustainably. Its customers comprise major manufacturers and distributors of products in key consumer markets, which include countries with large populations like China.

In this context, the company seeks to contribute to a sustainable society, providing economic efficiency and social and environmental responsibility to the preferred raw material used for the manufacture of paper today – eucalyptus pulp.

The table below shows how Fibria's business can benefit from its commitment to the future.

Commercial benefits	Opportunities
Gain support for Fibria's operations	<ul style="list-style-type: none"> – Ensure the supply of wood for current operations and future growth. – Build trust with strategic audiences (social license to operate). – Facilitate approval of government permits (legal license to operate). – Facilitate expansion of existing mills or construction of new facilities.
Facilitate access to capital	<ul style="list-style-type: none"> – Diversify the funding sources – attract long-term, sustainability oriented investors. – Meet the demands of multilateral banks. – Keep abreast with the concerns of foreign investors. – Improve Fibria's risk profile. – Reduce social and environmental risks.
Maintain market share	<ul style="list-style-type: none"> – Show continuous improvement in social and environmental performance. – Foresee and meet the purchase conditions of the main long-term customers. – Meet certification demands. – Add value to customers by keeping up with the latest trends and advances in the sustainability field.
Reduce costs	<ul style="list-style-type: none"> – Reduce costs arising from pressure groups, legal action and interference in business. – Foresee and meet the rightful concerns of stakeholders before costly mitigation measures are required. – Identify environmental or social improvements in forest handling, pulp production, and logistics that lead to financial gains.
Manage risk	<ul style="list-style-type: none"> – Identify potential risks and issues with enough time for planning and fund-raising (key requirements in the pulp industry) whenever changes are necessary – Increase the safety of wood supply. – Participate in public discussion and help define rules with other segments of society.
Motivate employees	<ul style="list-style-type: none"> – Encourage pride and loyalty among employees. – Encourage total commitment with maximum creativity.
Strengthen Fibria's reputation	<ul style="list-style-type: none"> – Send positive signs to the market, media, customers, government, etc. – Build trust and credibility bonds. – Foster open dialogue and constructive relationships.

Long-term commitment

Goal: optimize the use of natural resources

Target: reduce by one-third the amount of land required for the production of pulp

- **How:** increasing productivity from 10 tonnes of pulp per hectare per year, in 2011, to 15 tonnes of pulp per hectare per year in 2025, through:
 - traditional genetic improvement
 - improvement in forest management
 - increase in industrial productivity
- **Benefits:**
 - lower concentration of land
 - greater availability of land for other purposes
 - increased competitiveness and greater return shareholders

Goal: contribute to the mitigation of the greenhouse effect

Target: double the carbon absorption from the atmosphere

- **How:** increasing net capture from 5.5 million tCO₂eq, in 2011, to 11.1 million tCO₂eq, in 2025, through:
 - increase in forest areas (eucalyptus plantations and native reserves)
 - restoration with native species of degraded pasture areas
- **Benefits:**
 - reducing atmospheric concentrations of greenhouse effect gases

Note: net annual capture is defined by the difference between the total capture by planted and native forests and the direct and indirect carbon emissions from forestry, industrial and logistics operations throughout the cycle of production of pulp, from the nursery to the customer.

Goal: protect biodiversity

Target: promote environmental restoration in 40 thousand hectares of own land, between 2012 and 2025

- **How:**
 - plantation of native species
 - stimulate the natural regeneration of native species
- **Benefits:**
 - enrichment of fauna and flora, including endangered species, in the Atlantic Rainforest and the Cerrado biomes
 - expansion of environmental services - carbon capture and water availability and quality, among others - areas whose original features have been altered due to human activity

Note: target does not consider Fibria's support in restoration projects in third party land, developed in partnerships with other organizations.

Goal: increase ecoefficiency

Target: reduce by 91% the amount of solid waste at landfills

- **How:** decrease from 60 kg per tonne of pulp in 2011 to 5 kg per tonne of pulp in 2025:
 - reduction in the generation of waste by the mills
 - reuse of waste in the soil
- **Benefits:**
 - reduction of the impacts and risks caused by industrial landfills
 - increase in ecoefficiency of the company's production processes
 - reduction in costs for the disposal of waste and substitution of supplies

Goal: strengthen the interaction between business and society

Target: reach 80% of approval in neighboring communities

- **How:** elevating the approval rate in neighboring communities from 50%, in 2011, to 80%, in 2025, through:
 - improvement in the quality of relationship with the communities
 - support for local development projects
 - inclusion of the community in the company's value chain
- **Benefits:**
 - harmonious coexistence with the neighboring communities
 - enabling environment for local development

Note: approval rate measured through research.

Goal: strengthen the interaction between business and society

Target: help the community make self-sustaining 70% of income generation projects supported by Fibria

- **How:** increasing self-sustaining projects from 5% in 2011 to 70% in 2025, through:
 - expansion of the Rural Territory Development Program (PDRT)
 - promotion of technical and management training, through partnerships and support of consultants
 - attraction of other partners
- **Benefits:**
 - social inclusion of communities, reducing their socioeconomic vulnerability
 - protagonism of the community in its development
 - increased managerial and technical skills of community members

- autonomy of the communities in relation to the private and public sectors
- stimulation of the construction of social capital
- reduction of conflicts and maintenance of good relations with neighboring communities