



UNITED NATIONS
ECONOMIC COMMISSION
FOR EUROPE



Food and Agriculture
Organization
of the United Nations

The Green Life of Wood - LCA Workshop

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European Cork Confederation

Cork – a Sustainable Choice for the 21st Century

Geneva, Switzerland

15 October 2012



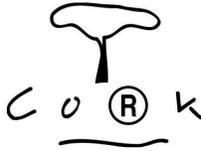
Cork Oak Forests

- ❑ The cork oak (*Quercus Suber* L.) is a slow growing tree that lives up to 200 years, which allows it, on average, to be stripped 16 times during its lifetime:
- ❑ 2,2M ha in Europe (2,7 M ha worldwide)
- ❑ Regular extraction of the cork is a fundamental contribution for **environmental, economic and social sustainability** of the rural areas of the Mediterranean region where the cork oak may be found.





Cork – a Sustainable
Choice for the 21st Century



Social - Economic Contribution of Cork Sector

- ❑ Approximately 100 000 people depend on cork. (WWF Report)
- ❑ One of the best paid rural activities in Europe (> 100€ / worker / day) – “decent green jobs in the forest sector”
- ❑ Around 1.000 companies in Europe dependent on cork
- ❑ High-level of qualification in Cork Industry
- ❑ Important contribution to industrial jobs in Portugal, Spain, Italy and France – in the Maghreb as well
- ❑ Gross income 1,700,000,000 € per year (2010), exports to more than 100 countries worldwide



© WWF-Canon / Sebastian RICH



Cork Products Diversity



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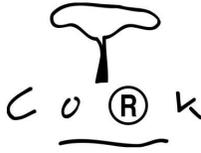
World Leading Brands



Cork – Iconic Uses



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Portugal Pavillion, Expo Shangai - China



Sagrada Familia Cathedral, Barcelona



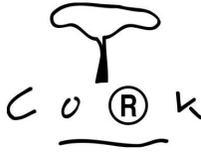
Serpentine Gallery Pavilion 2012 by Herzog & de Meuron and Ai Weiwei.
Image © Iwan Baan



Environmental Contribution of Cork Sector

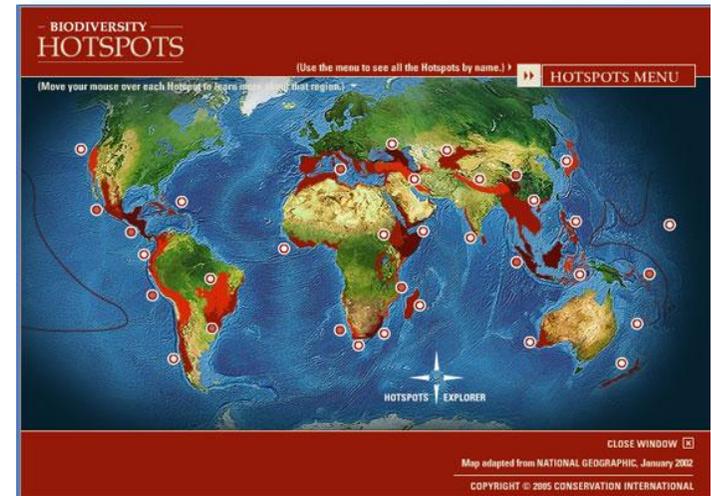


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Goes beyond CO2 – Environmental Services

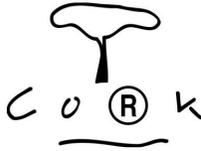
- ❑ The cork oak forest plays a fundamental role in combating desertification insofar as it contributes to fixing soil and organic material, reducing erosion and increasing water
- ❑ The cork oak forest is the basis of an ecosystem unique in the world, contributing to the survival of many native species of fauna and flora
- ❑ Includes Eurasian Black Vulture, Imperial Eagle, various species of butterflies, ants, bees, lizards, Egyptian mongoose, Iberian lynx, black stork
- ❑ Fighting Forest fires



Environmental Contribution of Cork Sector



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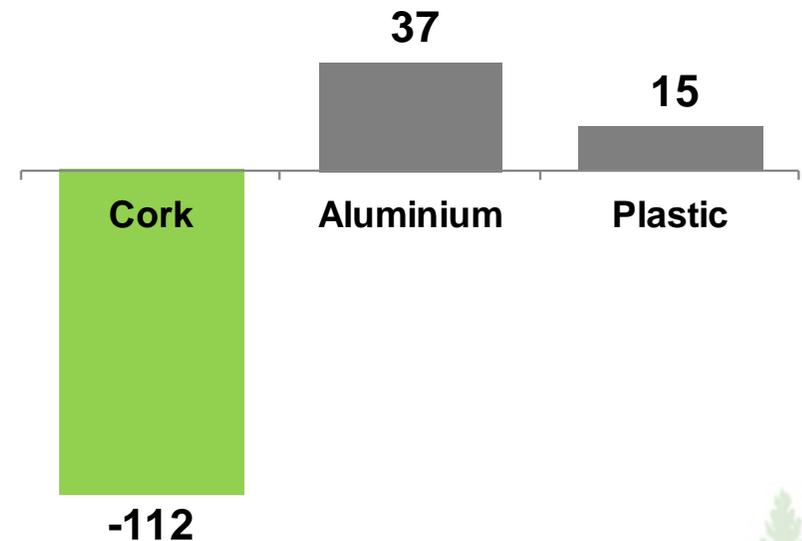
More than “Environmentally neutral”

| **Carbon sink:** in 2006 Portuguese cork oak forests represented a carbon sink of around 4.8 million tons of CO₂ (5% of total CO₂ emissions in Portugal).

| Cork products **act as carbon sinks**: The carbon absorbed by the cork oaks is stored in the cork and the products produced, and it remains there throughout the useful life of the product.

Cork vs Competitors

CO₂ emissions (kg / 1000 stoppers)



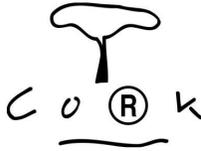
LCA – effective tool and used to demonstrate sustainability of products

Positive:

- LCA introduces an objective quantification of the positive or negative environmental impact of products
- The OIV - Organisation Internationale de la Vigne et du Vin presented the new environmental standards for the winegrowing sector, in which it unambiguously recommends the use of cork stoppers rather than artificial sealants.
- recognition from our main client



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RESOLUTION OIV-CST 431-2011

GENERAL PRINCIPLES OF THE OIV GREENHOUSE GAS ACCOUNTING PROTOCOL FOR THE VINE AND WINE SECTOR

- Cork closures

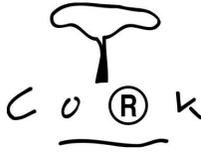
Cork closures represent a specificity of the wine sector and its use has an important impact in the sustainable conservation of forest. Because of this important role, carbon balance of corks may be taken into account when applying the EP. When accounting the GHG emissions related to natural cork closures, the cork production system should be considered from a holistic approach. The final figures of the GHG emissions due to the cork production should consider the managed forest it comes from and its carbon sink effect.



Promoting Cork Products



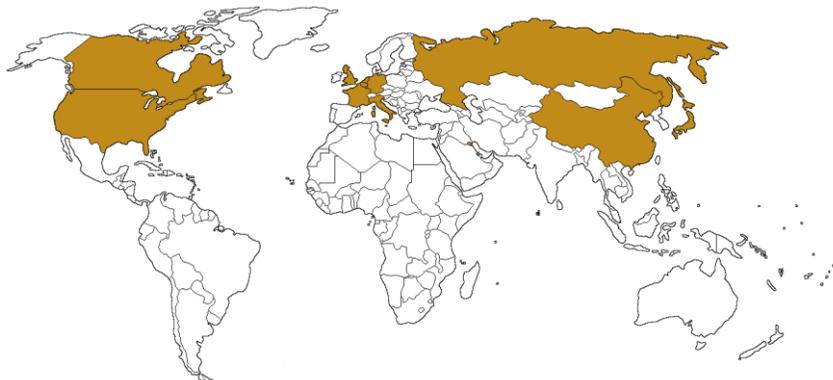
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InterCork Programme

Project Description

- ❑ Duration: 24 months (2010 & 2011)
- ❑ Total budget with VAT included: 21M€
- ❑ 25% private support - 75% EU funding
- ❑ 14 countries campaign
- ❑ Cork stoppers and other applications
(Construction, Design, Home, etc.)



Protect the environment



Natural cork and wine have an age old bond and the tale of one cannot be told without the other. A natural cork possesses unrivalled qualities that even today cannot be imitated or improved upon. It not only enhances the flavour, it also protects the planet making it the only truly sustainable wine stopper. Do one small thing today to make a huge environmental difference tomorrow. Choose wines closed with natural cork. Visit lovenaturalcork.co.uk to find out more.



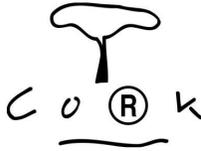
- ❑ Good example of partnership between **public sector and forest industry** to promote and demonstrate the environmental benefits of cork – a forest product



Promoting Cork Products

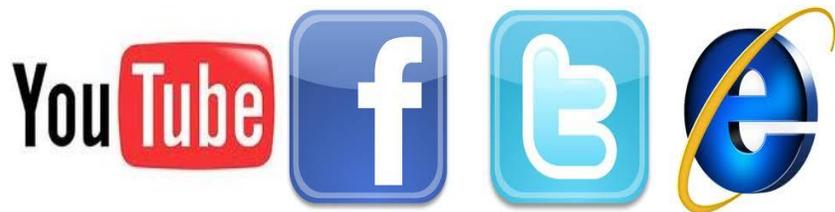


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Consumers preference for Cork products

- ❑ Both in the wine sector and other cork uses, like flooring, design, fashion
- ❑ The campaign generated more than 9.521 articles worldwide in 18 months of activity.
- ❑ More than 12h in TV and 6h30 in Radio!
- ❑ On **Facebook** cork has **96.178 fans**
- ❑ On **Twitter**, we have **12.122 followers!!**
- ❑ **112.000 views** on **Youtube** and Vimeo
- ❑ Total website visits (to Dec. 2011): 319.324 and more than 1 million page views.



MEDIA COVERAGE

Wine Business Monthly: “Natural Cork Preferred in Study of Consumer Attitudes about Closures”

The New York Times Ads Urge Wineries to Stick a Cork in It

The Portuguese cork industry, backed by the Portuguese government, is undertaking an American-style campaign with a green twist.

TIME

Portugal's New Twist on the Cork Industry

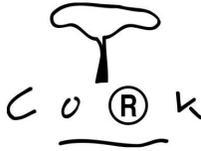
By CHRIS REDMAN Monday, Nov. 08, 2010



Conclusions



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In order to increase effectiveness of LCA:

- ❑ Integrate LCA in the day-to-day business, of the wine sector and in the construction sector (building or rebuilding)
- ❑ Establish a central public database of high quality and consistent LC data;
- ❑ Provide support, especially for SME's, by working with Associations to provide more LCA information, product group criteria/tools, etc.
- ❑ Strength and coordinate efforts between different instruments for life cycle approach, such as eco-design, eco-label, identifying common criteria in order to eliminate misunderstanding and misleading information from some industrial sectors.
- ❑ **Introduce new criteria such as the environmental services (next slide)**



Conclusions



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An Estimate for Economic Valuation of EGS (work in progress)

EGS (BSE)	Valuation Method	Unit value (€ per physical unit)
2.1.2 Natural Food Harvesting (potential)	Market price paid to pickers	€ 3.371/t
2.4.2 Medicinal species and with interest for cosmetic industry (potential)	Market price paid to pickers	€ 3.371/t
3.1.5 Local climate regulation (carbon)	Market price	€ 14,02/t CO ₂ eq
3.3.2 Fire Prevention/Control	Cost based method	€ 22,03/ha
3.3.4 Exotic species control	Cost based method	€ 48,16/ha
3.4.1 Habitats Maintenance	Cost based method	€ 7,04/ha
3.4.2 High Conservation Value Areas (HCVA) and the existence of critically endangered (CR) and endangered (EN) habitats and species	Cost based method	€ 7,04/ha
3.4.3 Functions of a Biodiversity Bank	Cost based method	€ 7,04/ha
4.1.1 Recreation Activities	Contingent Valuation Method	€ 3,31/day-visit
4.1.3 Landscape	Cost based method	€ 7,04/ha
4.2.1 Education/Interpretation	Contingent Valuation Method	€ 3,31/day-visit
4.2.2 Scientific Research/Ecological Knowledge	Cost based method	€ 8,36/ha

EGS at HMdG (overall)

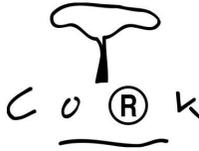
€ 100-120 / ha / year



Conclusions



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In order to promote environmental benefits of forest products:

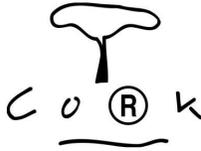
- ❑ Make life cycle thinking and LCAs accessible and understandable for non-professionals and all relevant actors:
 - Consumers communication, clear and comprehensible;
 - Let consumers decide in a conscientious way;
 - Introduce or adapt label schemes that can easily identify environmental performance of products;
- ❑ Promote fiscal and pricing policies that in a LCA perspective reflect the cost of environmental impacts and resources efficient consumption;
- ❑ Eco-design legislation to promote/remove, good/bad environmental products;
- ❑ Extend Green Public Procurement and green buying;
- ❑ Close the gap between what consumers say and what consumers do.



Conclusions

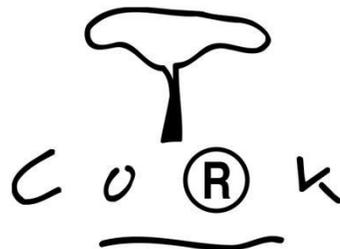


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Cork is a real sustainable choice for the 21st century:

- ❑ Create synergies between forest products to promote them among consumers vs other materials like plastics, aluminium, etc.
- ❑ GREEN ECONOMY is taking root and Cork, among other forest products is an important part of it
- ❑ Consumers choice have a strong impact in all the ecosystem shown before
- ❑ Cork is the only responsible for all the beautiful landscapes, sustainable ecosystems and positive socio-economic scenario I have shown you before



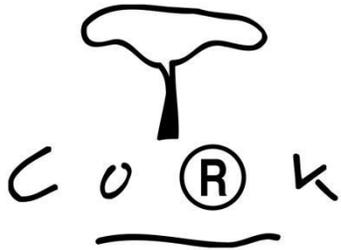


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THANKS!



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