



Sian Sutherland

Sian Sutherland is a prominent British entrepreneur. She launched the skincare brand Mio and succeeded in guiding it from start-up to international fame with Hollywood stars among its customers, in just ten years.

In 2017, Sian left her business behind and, together with Frederikke Magnussen, founded "A Plastic Planet".

If we are to solve the marine plastic problem, we must each take action

We asked Sian Sutherland, who is working to solve the marine plastics problem, about the activities of the NGO "A Plastic Planet", and the possibilities for the Nippon Paper Group.

Establishing an NGO with a Strong Sense of Mission

It all started when my good friend, Frederikke Magnussen, got me involved with a movie she had been working on. It was Craig Leeson's documentary "A Plastic Ocean", released in 2016 to critical acclaim. It very powerfully demonstrated our pollution of the world's oceans with plastic waste, and it changed my life! I realised just what we were doing to the planet and how much we needed to change our behavior. Many of the products we buy are made, or partly made, from plastic, and almost all of them are packaged in plastic. It adds up to a vast flow of plastic which all ends up as waste. Together, Frederikke and I founded "A Plastic Planet". Our mission is to stop that flow.

To Change People's Behavior in Cooperation with Companies

The First problem is in the way in which our advanced economies, and societies, work. In North America, Europe, and in Japan, we have large populations of enthusiastic consumers, brought up to buy, throw away, then buy again. That's the consumer society, and it must change.

Secondly, we think of plastic as disposable, because we think it's cheap. It's only cheap because it's a by-product of the heavily subsidized oil industry.

So, what can we do? The most important thing is to educate, to get people thinking. So, we work in schools, government, industry, and we work a lot with the media.

Marketing the Idea

Changing People's awareness and behavior requires marketing skills and an entrepreneurial spirit.

Retail food packaging is one of the biggest parts of the problem, so supermarkets were the focus of our first campaign. We thought, "Wouldn't it be amazing if your supermarket gave you the choice to buy plastic-free?"

We got together with EkoPlaza (a Dutch supermarket chain). After a year of work, we were able to announce the world's first plastic-free supermarket aisle.

It was a success. The idea quickly spread across the whole store, and then the whole chain.

We followed up with a second supermarket in North London. In just 10 weeks, we helped them set up an aisle full of 2000 plastic-free product lines. We continue to work with them, advising on packaging and new products.

Other supermarkets, from across the world, have come to see what's going on and how they can learn from it. That's because it has increased turnover for the supermarket. Plastic-free is good for business!

Opportunities for Nippon Paper Group

Because paper comes from trees in sustainably maintained forests, replacing paper with plastic is one of the effective measures to solve the marine plastic problem.

The amount of innovation happening in paper is amazing. Throughout Europe new paper-based packaging companies are setting up to replace things like the cups used by takeaway coffee shops, and straws used in fast food places. I've heard of amazing new technology. Such as water-resistant paper that can be used for tents but then recycled, or the paper with high barrier properties against water vapor and oxygen that Nippon Paper makes. They all greatly contribute to solving marine plastics.

Things like this are the future. They will help to stop the flow of plastic waste. We are convinced that paper, wood pulp, cellulose, everything that comes from the tree, will be a big part of the solution. I have no doubt that Nippon Paper will be involved in that.

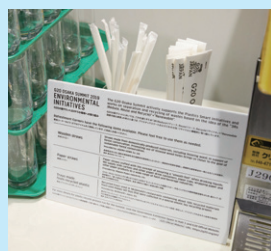


EkoPlaza, Amsterdam
All packaging is either cardboard cartons or compostable foil

TOPIC Our products at the G20 Osaka Summit

The marine plastics issue was taken up as one of the major issues at the G20 Osaka Summit held on June 28 and 29, 2019, and our "paper straw" was the delegation at the venue of the summit. Used and exhibited at restaurants, international media center catering corners, and press dining. Prior to that, the paper barrier material "Shield Plus®" was exhibited at the "G20 Innovation Exhibition".

Under the slogan "Let paper do what it can do" we are promoting "paper-making solutions" that help solve social issues, and we are working to expand the possibilities of "paper".



Displayed paper straws

Your Feedback

We'd love to get your feedback on the subjects covered in this issue, or any other aspects of our CSR activities. Please complete our web survey form.



<https://bit.ly/2KNkWJ5>

Editor's Note

The movie that sparked Sian's involvement in the plastic problem was originally intended to be a documentary about blue whales.

Sian's activities so far – opening plastic-free stores in just two years – have been impressive. She is enthusiastic about paper and its various properties such as water absorption and water resistance.

Let's all spread the word about the possibilities of paper through this issue.

Keiko Fujita

Inquiries

CSR Department, 4-6 Kandasurugadai, Chiyoda-ku, Tokyo 101-0062, Japan
Phone: +81-3-6665-1015, Website: <https://www.nipponpapergroup.com/english/csr/>

紙季折々 Shiki Oriori

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Let paper do what it can do



Paper is a familiar part of people's lives

It has evolved over its long history, responding to people's many needs such as convenience, versatility, comfort, and the need to be environmentally friendly.

Paper has many qualities which allow it to perform many jobs. Here we want to reaffirm the value of paper in all the roles it has performed so far and to look at how it may help shape our futures in new and exciting ways.

Our watchword is
Let paper do what it can do!

 **Shaping the Future with Trees**

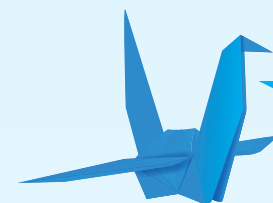
Let paper do what it can do *Uses and potential of paper*

In recent years, as people have become aware of problems in the oceans caused by disposable plastics, world demand for recyclable and biodegradable products has increased.

Paper, which is based on a renewable biomass resource*, and for which recycling technology is well-developed is a material which is ready to meet these new needs. Paper has many useful properties. It is a truly versatile material, so let paper do the things it can do.

In this special issue, we will introduce the functions and possibilities of paper, both present and future, along with examples of paper products from the Nippon Paper Group.

*Use of woody material derived from sustainably managed forests is a prerequisite (all such woody materials used in the Groups products do come from forests which are managed sustainably).



POINT 3 Contributing to SDGs

The Group's paper products, which aim to enrich the lives and culture of people around the world, are closely related to the following UN Strategic Development Goals (SDGs).



POINT 1 Paper's environmental superiority

- Renewable
- Biodegradable *1
- Recyclable *1
- Carbon neutral *2

*1 The degree varies depending on the level of paper processing.

*2 CO₂ emissions from the combustion of paper products are considered to be offset by the amount of CO₂ absorbed by photosynthesis during the growth process of the tree, which is the raw material.

POINT 2 Various paper functions

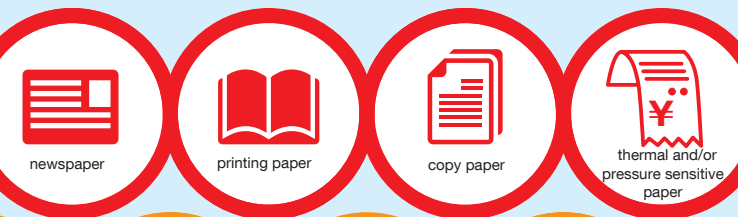
In addition to the 3 main functions (reading/writing, wrapping, and wiping/absorbing), the functions of paper will continue to expand by responding to requirements.

Representative paper products of the Nippon Paper Group

3 main functions

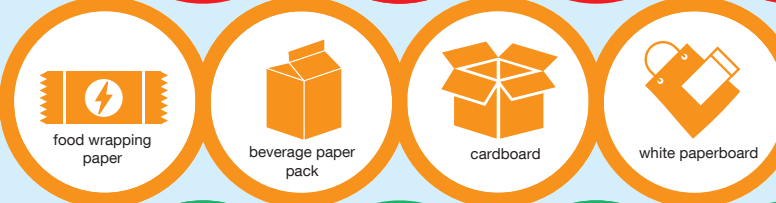
1 read / write

Communicate Information



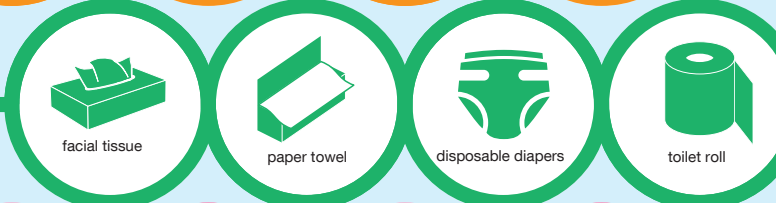
2 wrap

Protect Things



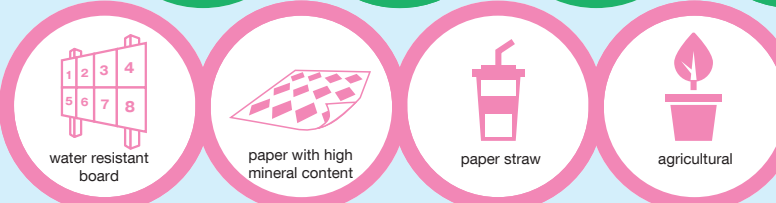
3 wipe / absorb

Absorb Moisture etc.



4 evolving function

Various New Functions.



Details of Nippon Paper Group's paper products

<https://bit.ly/2MuEZ12>



Paper will continue to evolve while responding to the demands of the times

1 Paper for reading and writing

Over its long history, paper has evolved as a recording medium to meet society's needs for ease of use, environmental considerations, and so on. Recycling mechanisms and technologies are well developed.

Example : Bulky paper (printing paper)
Bulky paper is light and bulky, so it is widely used for books that are often carried. It also contributes to reducing the amount of wood resources used per area.

2 Paper for wrapping

Paper that is easy to convert and print has long been used in various packaging applications, such as paper bags, outer boxes for food and cosmetics, and cardboard boxes.

Example: Beverage paper pack with resealable cap

A one-step opening cap makes it easier to open and provides resealability. We have a variety of gable top package shapes, and also offer designs to meet customer requirements. Once the cap is removed, the carton can be recycled just like the standard type.

Example: Shield Plus® (food wrapping paper)

This material has a barrier property against water vapor and oxygen that conventional paper does not have. In food packaging applications that require preservation, adoption is beginning to expand as a new option other than plastic.



Beverage paper pack with spout



Biscuit packaging

3 Paper for wiping and absorbing

Facial tissue, toilet rolls, paper diapers, and other products that support the health and hygiene of living with the soft touch of paper. Above all, demand for "adult paper diapers" for elderly people is increasing in Japan, which aims to be a healthy and long-lived country.

Example: Hada Care Acty® (adult paper diapers)

A product for adults and nursing care combining cellulose nanofiber with excellent deodorizing function. Supporting a more comfortable life by suppressing unwanted odors.



Hada care Acty®

4 Evolving paper with excellent functionality

Various paper products have been developed.

Example: water-resistant board
Board made from used paper, with extremely high water resistance. Used for election boards and outdoor event signs. It is thick and strong and easily recycled.

Example: Minerpa® (paper with high mineral content)
A product that can impart various mineral properties such as antibacterial properties, deodorant properties, and flame retardancy to paper (see Vol.26 of ShikiOrii)

Example: Paper straw
To respond to the marine plastics issue, the movement to switch to paper straws is accelerating mainly in the restaurant industry. Nippon Paper Industries developed high quality paper straw and started selling them in April 2019.



Paper straws

Example: Agricultural sheet
Paper sheets, made by mixing cellulose fiber and biodegradable plastic, combine plastic performance with paper characteristics. Eventually, it will return to the soil naturally, so it can be used as seedling pots.