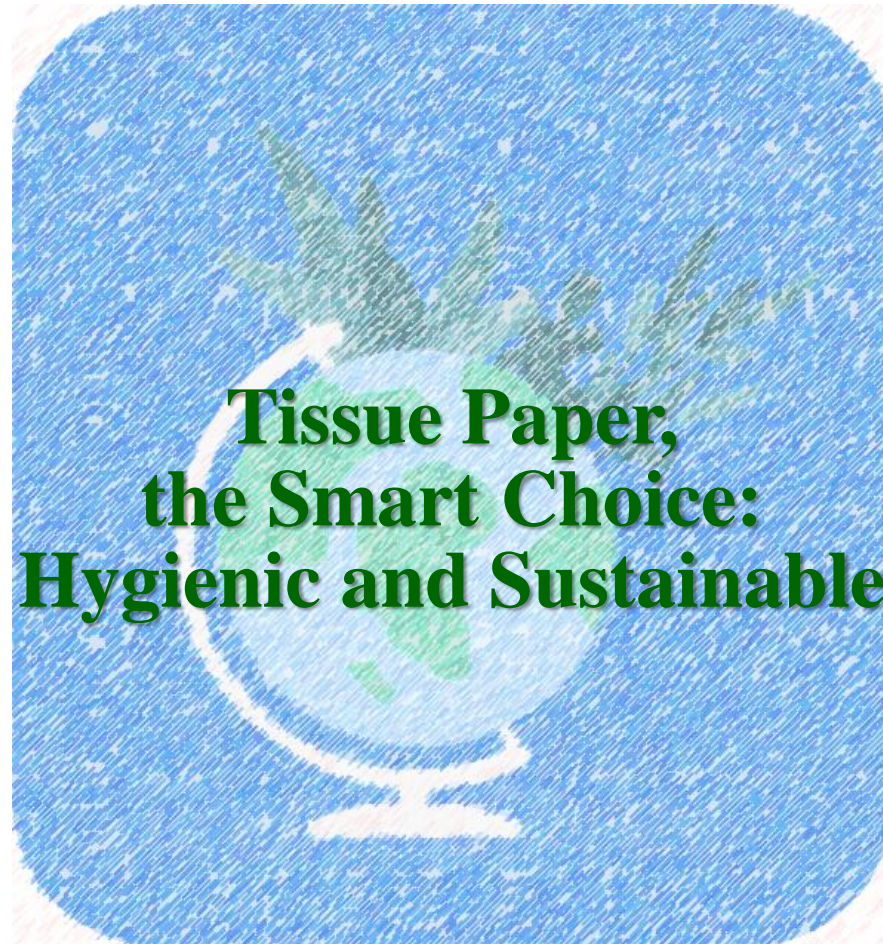


europellantissuesymposium

THE EUROPEAN TISSUE PAPER ASSOCIATION



Tissue Paper, the Smart Choice: Hygienic and Sustainable

Academy of
Fine Arts
BOLOGNA

January 19th
2023

Roberto Berardi

***Competition to create a cartoon or an illustration
to be used in institutional campaigns, in collaboration
with the Academy of Fine Arts in Bologna***

Content of this presentation



This is an introductory presentation to the **ETS (European Tissue Symposium)**, its main activities and to the **Worldwide Cartoon Contest** being launched in these days.

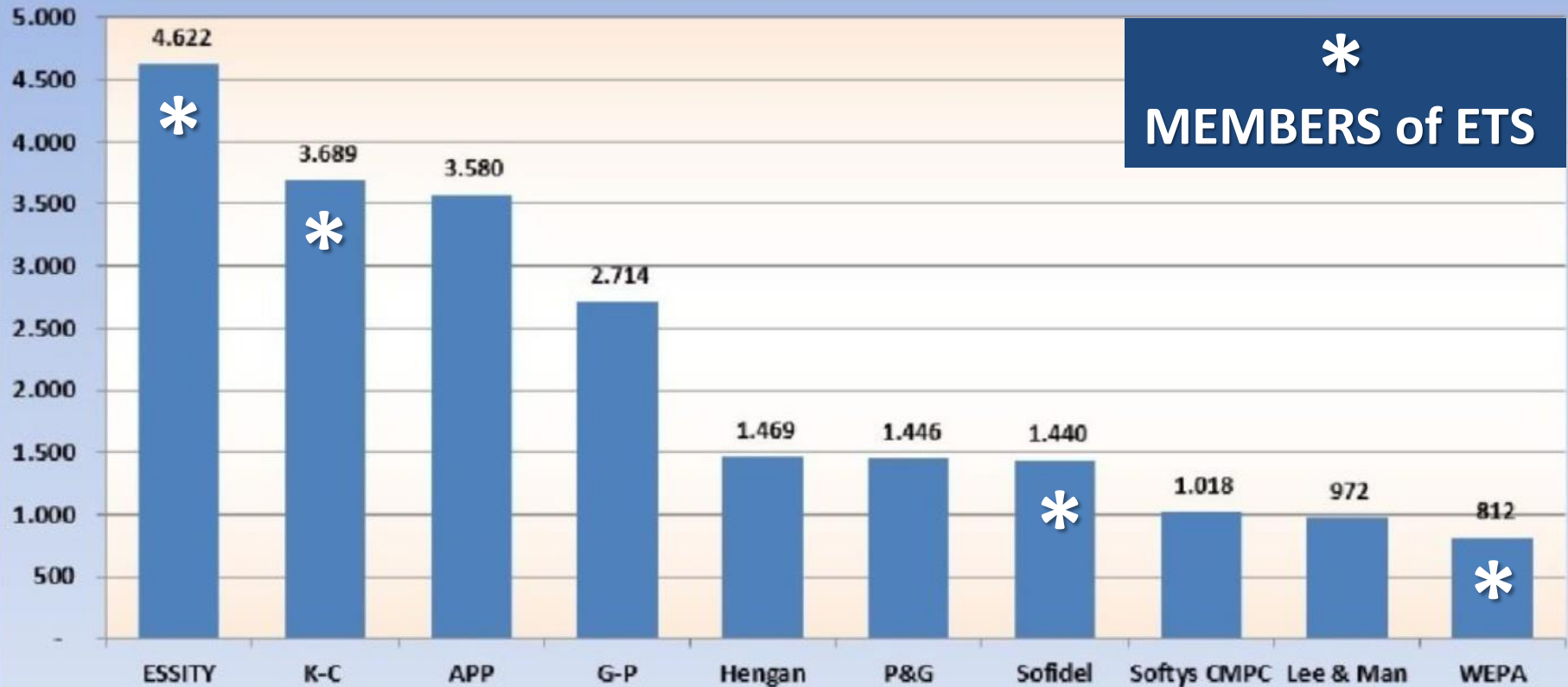
In order to provide some background to the participants to the contest, this document illustrates:

- the **AFH (Away From Home) Tissue Products** and how they help to achieve a superior level of Hygiene.
- the results of the **Hygiene studies** supported by ETS and conducted by the **Westminster University, by Eurofins-Inlab**, the conclusions of the scientific article on **Mayo Clinic Proceedings** and **Consensus Statement** of a Panel of **six eminent Microbiologists**.
- the indications provided by the **leading Worldwide Health Authorities** (which are perfectly consistent with the outcome of our studies)
- But doesn't using paper products pose ecological problems? Let's debunk some myths about paper by getting to know it better.
- The basics of paper product sustainability. What are the **PRIMARY CONTENTS** of this Contest?
- Some examples from previous competitions, the «rules of the game».

The world's leading manufacturers of tissue products



Major Worldwide Tissue Companies based on end 2020 capacity (tons 000)



*** MEMBERS of ETS**

Source: WTBM RISI 4 Quarter 2020

L' ETS (European Tissue Symposium) is the Association of the European Tissue Producers



Members dell' European Tissue Symposium

- * ESSITY (previously SCA) (S/D)
- * Sofidel (I)
- * WEPA (D)
- Metsä Tissue (S/FIN)
- * Kimberly-Clark Europe (GB)
- Lucart (I)
- Cartiere Carrara (I)
- Industrie Celta (I)
- Renova (P)
- MP Hygiene (F)

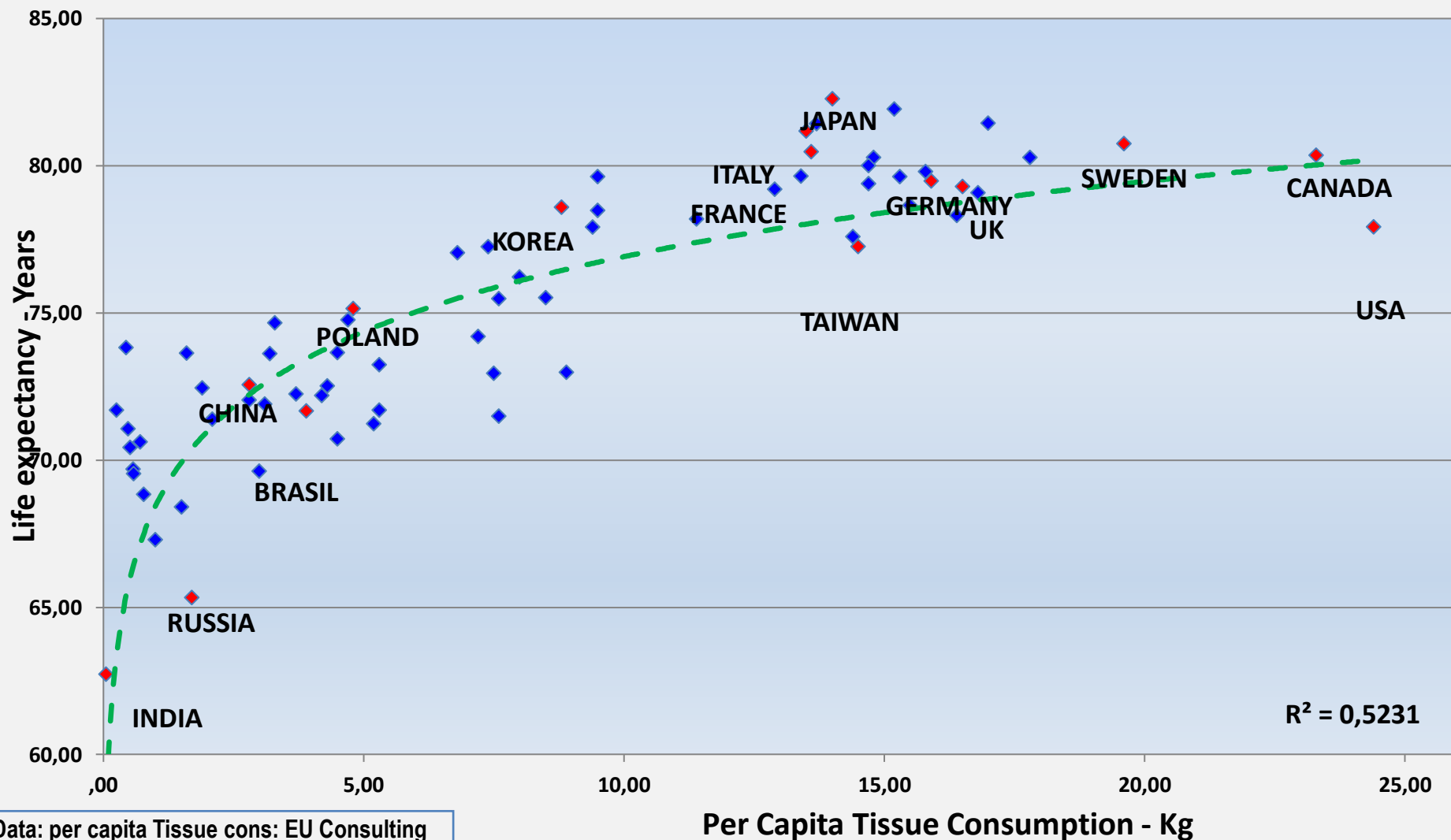


The **European Tissue Symposium (ETS)** (www.europeantissue.com) represents **90** per cent of tissue production in Europe.

Its purpose is:

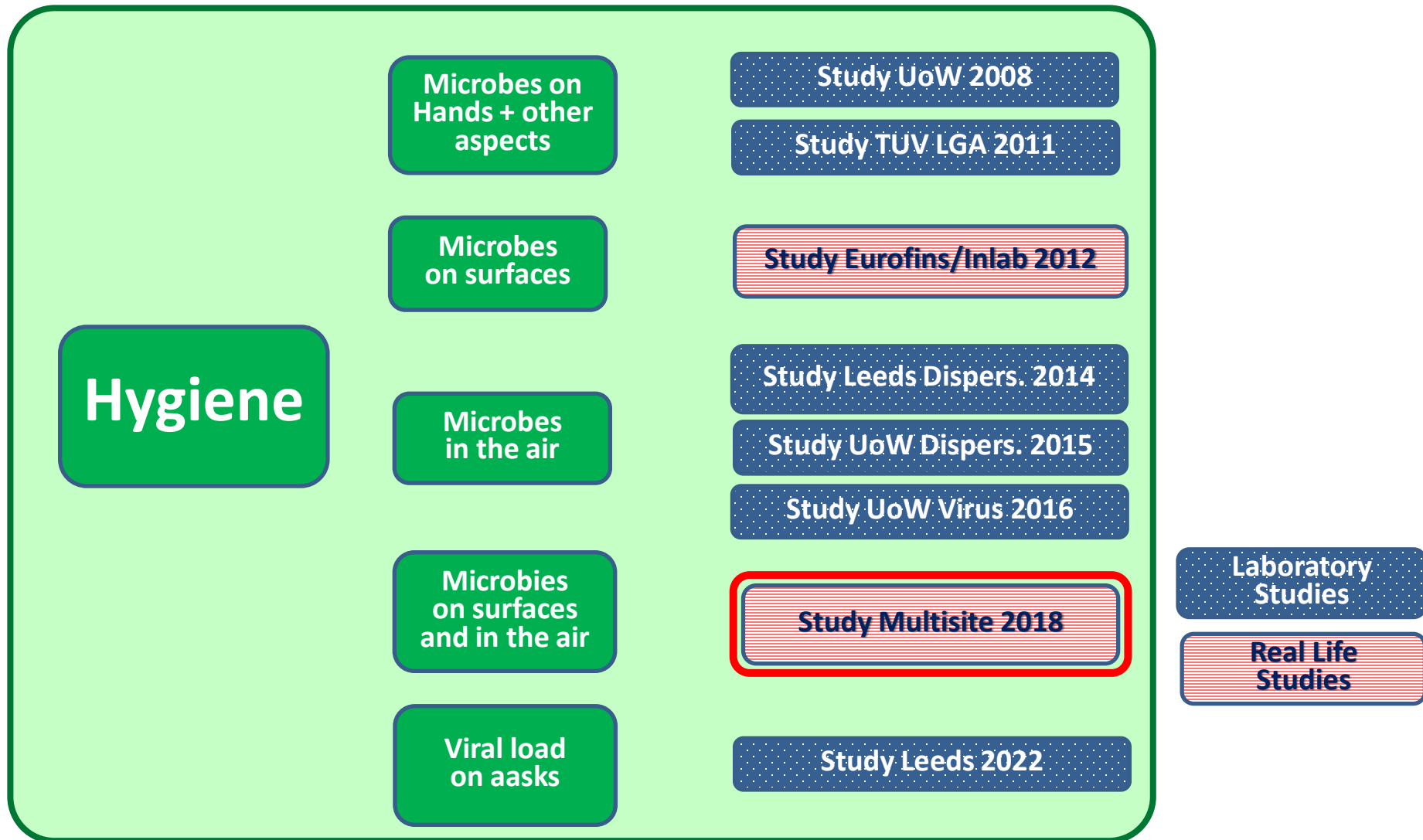
- to **monitor** events and developments within the European Tissue industry, and ensure members are kept informed
- to **research and develop issues** that have an impact on tissue
- to **liaise** with NGOs and European institutions
- to **improve the science behind tissue usage**, by producing bespoke advanced Studies using the most authoritative institutions, including **Users preference studies, LCA / Carbon Footprint studies, Hygiene studies, Food contact, Sustainability, etc.**
- to define and communicate Industry **Position Papers** on relevant issues
- to **promote** tissue usage
- to increasingly use Internet to communicate with all the relevant Stakeholders
(about 2.4 million visits/video views in the last year)

Comparison Tissue Consumption - Life expectancy



Data: per capita Tissue cons: EU Consulting
Life Expectancy at birth: Gapminder

Hygiene of hands, surfaces and air: main studies



Main results of some important laboratory studies



These accurate laboratory studies have proven that:

The potential for **contamination of the washroom environment, air and nearby people is much greater when jet air dryers are used.**

- Contamination of the **bathroom environment** (aerosolization) after hand drying:

- **Jet air dryers: 71 CFU,**
- **Hot air dryers: 16 CFU,**
- **Paper towels: 3 CFU**

E.B., P.P., M.W., Leeds 2014

<https://europeantissue.com/hygiene/studies/potentialcontaminationenvironment2014/>

- **Virus particles detected** (at predefined heights and different distances, average of detections)

- **Air jet dryers: 3,005 virus particles,**
- **Hot air dryers: 104 virus particles,**
- **Paper towels: 15 virus particles**

P.K., K.R., Westminster 2015

<https://europeantissue.com/hygiene/studies/hand-dryingsingleuse-towels/>

- **Contamination of the body** of the person drying their hands was also **higher with jet air dryers vs. hot air vs. paper towels.** (droplets in upper body: **144 : 66 : 0**)

The results of previous laboratory studies have been peer reviewed and are published in leading scientific journals dealing with infections

Journal of Hospital Infection 89 (2015) 215–217

Available online at www.sciencedirect.com

Journal of Hospital Infection

journal homepage: www.elsevierhealth.com/journals/jhin

Short report

Comparison of different hand-drying methods: the potential for airborne microbe dispersal and contamination

E.L. Best^{a,*}, K. Redway^b

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^bDepartment of Biomedical Sciences, Faculty of Science and Technology, University of Westminster, London, UK

ARTICLE INFO

Article history:
Received 24 February 2014
Accepted 19 November 2014
Available online 17 December 2014

SUMMARY

Efficient washing and drying of hands is important in prevention of the transfer of micro-organisms. However, knowledge surrounding the potential for microbial contamination according to hand-drying methods is limited. This study assessed the potential for airborne microbe dispersal during hand drying by four methods (paper towels, roller towel, warm air and jet air dryer) using three different models. The jet air dryer dispersed liquid from

Journal of Hospital Infection 88 (2014) 199–206

Available online at www.sciencedirect.com

Journal of Hospital Infection

journal homepage: www.elsevierhealth.com/journals/jhin

Microbiological comparison of hand-drying methods: the potential for contamination of the environment, user, and bystander

E.L. Best^a, P. Parnell^a, M.H. Wilcox^{a,b,*}

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^bUniversity of Leeds, Leeds, UK

Journal of Applied Microbiology

Journal of Applied Microbiology ISSN 1364-5072

ORIGINAL ARTICLE

Evaluation of the potential for virus dispersal during hand drying: a comparison of three methods

P.T. Kimmitt and K.F. Redway

Department of Biomedical Sciences, Faculty of Science and Technology, University of Westminster, London, UK

Keywords
aerosolization, cross-contamination, dispersal, hand drying, hand hygiene, MS2 bacteriophage, virus.

Correspondence
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E-mail: p.kimmitt@westminster.ac.uk

2016/1655: received 18 August 2015, revised 12 November 2015 and accepted 22 November 2015

Abstract
Aims: To use a MS2 bacteriophage model to compare three hand-drying methods, paper towels (PT), a warm air dryer (WAD) and a jet air dryer (JAD), for their potential to disperse viruses and contaminate the immediate environment during use.
Methods and Results: Participants washed their gloved hands with a suspension of MS2 bacteriophage and hands were dried with one of the three hand-drying devices. The quantity of MS2 present in the areas around each device was determined using a plaque assay. Samples were collected from plates containing the indicator strain, placed at varying heights and distances and also from the air. Over a height range of 0.15–1.65 m, the JAD dispersed an average of >60 and >1300-fold more plaque-forming units (PFU) compared to the WAD and PT ($P < 0.0001$), respectively. The JAD dispersed an average

These fundamental laboratory studies, carried out in particular at the Universities of Leeds and Westminster, can be consulted on the pages of the site: «europeantissue.com»:

- <https://europeantissue.com/hygiene/studies/comparison-of-different-hand-drying-methods/>
- <https://europeantissue.com/hygiene/studies/potentialcontaminationenvironment2014/>
- <https://europeantissue.com/hygiene/studies/hand-dryingsingleuse-towels/>

The **fundamental multisite real life study** carried out in England, France and Italy has been published in the important scientific journal: **Journal of Hospital Infection**

Journal of Hospital Infection xxx (2018) 1–7



ELSEVIER

Available online at www.sciencedirect.com

Journal of Hospital Infection

journal homepage: www.elsevier.com/locate/jhin



Environmental contamination by bacteria in hospital washrooms according to hand-drying method: a multi-centre study

E. Best^a, P. Parnell^a, J. Couturier^b, F. Barbut^b, A. Le Bozec^b, L. Arnoldo^c,
A. Madia^c, S. Brusaferrò^c, M.H. Wilcox^{a,d,*}

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^cDepartment of Medicine, University of Udine, Udine, Italy

^dUniversity of Leeds, Leeds, UK

<https://europeantissue.com/hygiene/studies/multisite-hospital-study/>

Multisite Hospital Study Video: is your hand drying system spreading bacteria?



<https://www.youtube.com/watch?v=7knscx3ZROA>

Video: The truth about Tissue Paper - Hygiene



<https://www.youtube.com/watch?v=KSOPAjObg0A&t=10s>

Also the most Authoritative Health Institutions in the World do recommend the use of Paper Hands Towels



In the ETS Website we publish the instructions for hands washing and drying provided by the **leading Health related Institutions** around the world. Among them:

- World Health Organization (**WHO**)
- **CDC** (Centers for Disease Control and Prevention)
- UK Health Protection Agency (**HPA**)
- UK National Health Service (**NHS**)
- World Union of Wholesale Markets (**WUWM**)
for FOOD Business
- European Committee for Standardisation (**CEN**) in their document "Guidelines on HACCP, GMP and GHP for ASEAN Food SMEs"

Additionally, in the page "hygiene in the world", we also publish the link to a number of **national institutions /health authorities websites**, dealing with hygiene, from The Koch Institute, to the French Ministry of Education, to the UK Department of health, etc. etc.



The World Health Organization (WHO) strongly recommends the use of single use Towels in their Hand Washing Poster

Hand Hygiene: Why, How & When?

WASH HANDS WHEN VISIBLY SOILED! OTHERWISE, USE HANDRUB

Duration of the entire procedure: 40-60 seconds



Wet hands with water;



Apply enough soap to cover all hand surfaces;



Rub hands palm to palm;



Right palm over left dorsum with interlaced fingers and vice versa;



Palm to palm with fingers interlaced;



Backs of fingers to opposing palms with fingers interlocked;



Rotational rubbing of left thumb clasped in right palm and vice versa;



Rotational rubbing, backwards and forwards with clasped fingers of right hand in left palm and vice versa;



Rinse hands with water;

Hand Hygiene: Why, How & When?

WASH HANDS WHEN VISIBLY SOILED! OTHERWISE, USE HANDRUB

Duration of the entire procedure: 40-60 seconds



Dry hands thoroughly with a single use towel;



Use towel to turn off faucet;



Your hands are now safe.

Hand care

- Take care of your hands by regularly using a protective hand cream or lotion, at least daily.
- Do not routinely wash hands with soap and water immediately before or after using an alcohol-based handrub.
- Do not use hot water to rinse your hands.
- After handrubbing or handwashing, let your hands

Please remember

- Do not wear artificial fingernails or extenders when in direct contact with patients.
- Keep natural nails short.

A key point in these recommendations is: **"DRY HANDS THOROUGHLY WITH A SINGLE USE TOWEL; use towel to turn off faucet."**

The CDC (Centers for Disease Control and Prevention), a USA. Gov. initiative, strongly recommends the use of Paper Towels



The CDC (Centers for Disease Control and Prevention), a USA. Gov. initiative, publishes in the page "**Health Hygiene in Healthcare Settings**" a complete set of instructions to obtain the best Hands Hygiene.

The WHO Poster "**How to Handwash**" is quoted.

Single use Towels are recommended.

An interesting video is also presented, illustrating the importance of careful Hands washing and Drying, to reduce transmission of pathogenic microorganisms.

On the ETS Website:

www.Europeantissue.com

the complete CDC's hands washing instructions VIDEO is published



Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

The HPA (UK health Protection Agency) and the NHS (National Health Service) indicate for the best hygiene the use of Paper Towels

Hand Washing Technique:
Wet hands and apply soap

1. Palm to palm
2. Right palm over left dorsum and left palm over right dorsum
3. Palm to palm fingers
4. Backs of fingers to opposing palms with fingers interlocked
5. Rotational rubbing of right thumb clasped in left palm and vice versa
6. Rotational rubbing, backwards and forwards with clasped fingers of right hand in left palm and vice versa

- Also, wash wrists
- Dry hands thoroughly
- Applying hand cream will assist with maintaining skin integrity

Equipment needed for effective hand washing

- Wash hand basin
- Liquid soap
- Disposable paper towels
- Foot operated pedal bin

Method of applying an alcohol hand rub

When using an alcohol rub, the preparation should be rubbed into all areas of the hands, again paying attention to the thumbs, fingertips, between the fingers and the backs of the hands (see diagram 1) until the hands feel dry. Sufficient must be used to treat all areas of the hands.

Information produced by
Health Protection Agency North West

Date: September 2008
Review Date: September 2011

Website: www.hpa.org.uk



The UK Health Protection Agency ([HPA](http://www.hpa.org.uk)) www.hpa.org.uk/ provides advice on Hand Washing for the general public.

The equipment needed for effective hand washing includes:

"DISPOSABLE PAPER TOWEL"

The complete HPA document can be found at the ETS Website.

[NHS](http://www.nhs.uk) provides a complete "**MRSA Guidance for nursing staff**", also available at the ETS website,.

Among the fundamental indications, see in page 7:

"DRY WELL USING DISPOSABLE PAPER TOWELS".

These instructions are provided by [HPA](http://www.hpa.org.uk) the UK Health Protection Agency.

HAND DRYING – AN IMPORTANT PART OF HAND HYGIENE – Consensus reached by a Panel of Eminent European Scientists



Leading European microbiologists and hospital hygienists have produced a **Consensus Statement** stating that hand drying using towels is associated with **lower numbers of microbes** on the hands and in the **washroom environment** than using warm air dryers or high velocity air dryers.



These findings have implications for the **prevention** of **spread** of microbes and infections and could result in **reduced illness** and time off sick and so ultimately provide economic benefit too,” said **Marc Van Ranst**, professor in virology and chairman of the Department of Microbiology and Immunology at the University of Leuven in Belgium

Consensus Statement

Hand drying: an important part of hand hygiene Conclusions reached by a panel of European scientists

- The importance of good hand washing to prevent the spread of infection is widely accepted by scientists and the public. However, hand drying receives much less attention.*
- Some potentially harmful microbes remain on the hands after washing, and these are more easily spread if hands are not dried adequately.*
- Proper hand drying completes the hand washing process by reducing the risk of spread of microbes.*
- Generally available hand drying methods in public washrooms are based on either water absorption (single use towels – paper or textile), water evaporation or water dispersal (warm air or jet air dryers).*
- Warm air dryers are usually slower than other methods at drying the hands.*
- There is scientific evidence that hand drying with single use towels rather than warm air or jet air dryers leads to lower numbers of microbes on hands and in the washroom (both in the air and on surfaces).*
- Jet air dryers are particularly likely to blow bacteria and viruses off the hands and around the washroom. Potentially harmful microbes could contaminate the user, other persons, the air we breathe and surfaces we touch, both in and outside the washroom.*
- Microbes from poorly washed hands may persist in the air for at least 15 minutes after the use of these jet air dryers.*
- The public and decision makers should be aware that some hand drying methods increase the risk of contaminating the hands, other individuals, the washroom surfaces, the air and areas outside the washroom.*

Experts Meeting, **Leuven, Belgium, 11 Ottobre, 2022.**

Professor Marc Van Ranst, 2013 – presente oggi Professor Mark Wilcox, 2013 – presente oggi Professor Frédéric Barbut, 2015 – presente oggi Professor Angel Asensio, 2015 – presente oggi Professor Silvio Brusaferrò, 2013 – fine 2018 Emeritus Fellow Keith Redway, 2013 – presente oggi Professor Bertil Kaijser 2013 – 2015 Dr Ralf Kammerer 2013 – 2015 Prof. Dr. Prof. Walter Popp, 2020 – present

Even the example counts...

Hand washing



URSULA VON DER LEYEN

explains **how to wash your hands** thoroughly and how to use a **PAPER TOWEL** to dry them and to **turn off the tap**.

A similar video was posted by **Tedros Adhanom Ghebreyesus**, Director General of the World Health Organization



Why are disposable towels the most hygienic way to dry your hands?



SCIENCE

supports the use of disposable towels



Scientific studies show that disposable towels provide superior hygiene.

Expert microbiologists have measured the impact of different hand drying methods on the spread of pathogens and washroom hygiene..

THE HOSPITALS

recommend the use of disposable towels



For hospitals, where hygiene is crucial, experts recommend using disposable towels:

- German hospitals recommend the use of disposable towels in bathrooms due to their excellent hygienic properties.
- The French Hospital Hygiene Society, SF2H1, advises against the use of electrical devices in hospitals and advises the use of paper towels to minimize infections.

GOVERNMENTS AND AUTHORITIES INVOLVED IN HYGIENE

They recommend disposable towels



Public hygiene standards require disposable towels to be placed in bathrooms adjacent to kitchens.

Jet air dryers tend to contaminate the air and surfaces.

And what about Sustainability?



*Well, we have seen the benefits of Tissue products
and found that they are supported
by the world's top Health Authorities ...*

but... are paper products really sustainable?

*There is a lot of unfavorable opinion about paper...
shouldn't trees be cut down to make paper products?*

**Let's start with a Danish animation to make a first
acquaintance with wood**



E la sostenibilità?



<https://www.youtube.com/watch?v=t6XEUAhm5SQ>

Let's examine some of the myths about Paper:

1) The paper industry destroys forests

The myth

The paper industry destroys forests



The reality

The paper industry contributes to **keep up forests**.

The paper industry practices **sustainable** forest management.

The paper industry is **not responsible** for the depletion of tropical forests.

Comments:

- Around **11%** of the timber felled throughout the world is used to make paper (FAO 2007)
- The Food and Agriculture Organization (FAO) reckons that there is an annual **forest growth** of 0,5 per cent in the Northern Hemisphere, equivalent in Europe alone to the area of 1.4 million football pitches.
- **Deforestation** is generally occurring in the southern hemisphere and is mainly due to *conversion of forests into agricultural land and for fuel wood collection**

*(FAO Global Forest Resource Assessment)

Let's examine some of the myths about Paper:

2) The utilization of Paper products should be minimized

The myth

The utilization of Paper products should be minimized



The reality

Paper supports **sustainable** consumption.
Paper is made from **renewable** raw materials.
Recycling spares resources.

Comments:

- We need paper for our daily **hygiene**. Unlike other materials, paper is made from a **renewable material: wood**. Sustainable forest management will ensure that forests grow and enough material is available.
- The paper industry's motto is **doing more with less**: making paper with fewer materials, less energy increasingly renewable, in more efficient machines, towards zero waste, and providing needed products.
- As much as **74% of paper in use is collected for recycling**. More concretely, nine out of ten corrugated boxes are made from recycled fibre; and nine out of ten newspapers are made with recovered paper.

Let's examine some of the myths about Paper:

3) Paper production is bad for the environment

The reality

The myth

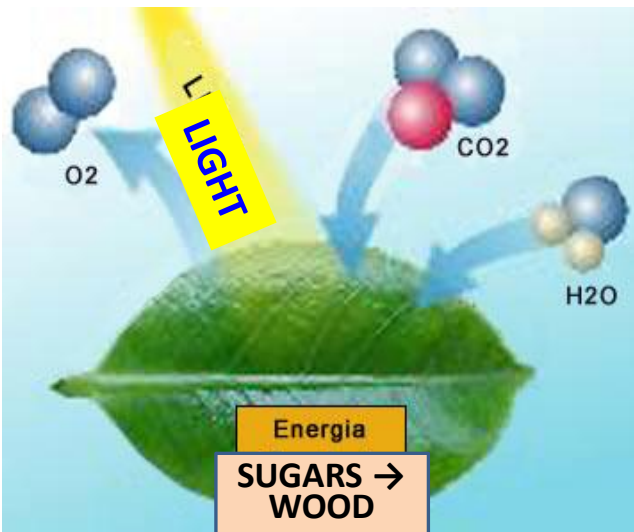
Paper production is bad for the environment

Paper is one of the few **sustainable** products.

The paper industry has **reduced** its environmental **impact** greatly over the last 10 years.

Paper products **store CO₂**.

Comments:



- Paper boasts exceptional environmental credentials: it's **natural**, **biodegradable**, **recyclable**, comes from an infinitely **renewable** resource and is produced in a **sustainable** manner.
- Through nature's own process – the photosynthesis – **trees capture** and **store billions** of **tonnes** of **carbon**, day after day. The carbon sequestered in forests is subsequently **stored** in **products made** of **wood**, such as **paper**, and the carbon storage is further prolonged by **recycling** paper.

- While paper production has increased steadily in the last 10 years, **environmental impacts** have **decreased**.

Let's examine some of the myths about Paper:

3) Paper production is bad for the environment

The myth

All paper should be recycled

The reality

Europe is the **world leader** in paper **recycling**.

To keep the recycling process going, **fresh fibers** are needed.

Comments:

- Paper is the **most recycled** material in Europe and more than half of the paper produced comes from recycling. In Europe, **74%** of paper is collected for recycling (87% in Italy!) Recycling rate **has increased 30%** in the last 20 years
- Year after year paper **recycling** rates continue to **rise** and when fibres can no longer be used they can be converted into renewable or **green energy**. It is estimated that it can be reused **four** to **eight** times on average.
- Some paper grades, due to their end use, need to offer characteristics that can **best** be provided **by virgin fibre**.



Let's examine some of the myths about Paper:

5) Paper production uses too much energy



The myth

Paper production uses too much energy

The reality

The paper industry has considerably **reduced** its **energy** requirement.

58% of the energy used by the European paper industry is **bio-energy**.

Comments:

- **Energy** is required for all industrial production. Of course also the paper industry requires energy to operate its machines and to dry the paper web.
- About half of the energy used in the European paper industry already comes today from renewable energy sources.
- Around 500 kWh of energy are required to make **200 kg** of **paper**, which is about the annual per capita consumption in Europe. **Tissue** is about **15Kg**. Energy used for **Tissue in a year** is **equivalent** to the energy consumed by a typical household leaving its electronic equipment on **stand-by in a month!**



Let's examine some of the myths about Paper:

6) Paper production is bad for the climate

The myth

Paper production is bad for the climate



1 Year of Tissue
(≈ 15 KG)



75 Km by car



The reality

The **European Council** has recognized wood products as **climate friendly**.

The paper industry has **reduced** its **carbon dioxide** emissions. **Sustainable forest management** helps **reduce** worldwide carbon dioxide emissions

Comments:

- The main source of raw material for paper - **trees** – is a vast **carbon store** and the prime absorber of CO₂ from the atmosphere. **Young trees** are much more **efficient** at absorbing carbon than old forests.
- **Mature trees** absorb carbon **slower** the older they get. To maximize the carbon storage we need **young healthy forests** where trees are regularly harvested and re-grown.
- Paper also continues to store carbon throughout its lifetime. Still, around 160 kg of CO₂ are emitted during the production of 200kg of paper, equivalent to the amount emitted by a typical car over 1,000 km. **15 Kg of Tissue yearly are equivalent to 75 Km.**

In summary SOME FACTS about the sustainability of paper products



#1

Tissue Paper is a sustainable industry based on raw material with a growth cycle of 20 - 50 years in sustainable forests



#4

Sustainability goes beyond raw materials, the Tissue sector is committed to reducing water and energy consumption, developing a circular business model.



#2

Over 80% of the pulp used by the European paper industry is certified by the main **FSC** and **PEFC** systems



#5

Already today 58% of the energy used by the paper sector derives from renewable biomass and the water required for 1 ton of pulp **5 times less** than in 1970



#3

Trees play a vital role in reducing CO2 by capturing and storing **Billions of tons of CO2**, mostly as they **grow up**



#6

Packaging is also becoming increasingly **recyclable** and makes increasing use of **recycled raw materials**

Cartoon Contest 2012,
Academy Winner

Stefania Potito: Tree, Paper and Life

Hands Hygiene and Sustainability
are both present in this illustration



Introduction to the sustainability of tissue paper products «THE TRUTH ABOUT TISSUE PAPER»



https://www.youtube.com/watch?v=F_xLpBQu19w

Sustainable Development Goals

The **Sustainable Development Goals (SDGs)** or Global Goals are a collection of **17 interlinked objectives** designed by the **United Nations** to serve as a "shared blueprint for peace and prosperity for people and the planet now and into the future". They are also known as **Agenda 2030**, from the name of the document entitled **Transforming our world. The 2030 Agenda for Sustainable Development** recognizes the close link between human well-being, the health of natural systems and the presence of common challenges for all countries.

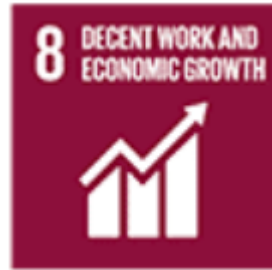
SUSTAINABLE DEVELOPMENT GOALS



All **193** United Nations member states have ratified the 2030 Agenda.

In particular, for the world of paper TISSUE PRODUCTS, the **sustainable development objectives** set out here on the side are identified as relevant

Sustainable Development Goals relevant to Tissue



3: Good health and well-being *Ensure healthy lives and promote well-being for all at all ages*

6: Clean water and sanitation *Ensure availability and sustainable management of water and sanitation for all*

8: Decent work and economic growth *Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all*

12: Responsible consumption and production *Ensure sustainable consumption and production patterns*

13: Climate action *Take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy*

15: Life on land *Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss*

Responsible Sourcing

- Social standards
- Procurement
- Business relations

Sustainable products

- Ecodesign (Sustainable Product Development)
- Societal and hygiene benefits
- Product safety

Resource efficiency

- Energy and climate change
- Emissions to air and water
- Water use
- Worker safety
- Manufacturing waste

Circularity / Circular economy

- Product after use:
 - Waste management
 - End of life

The four essential chapters of sustainability: these texts are the main guide for your Cartoons



MUST BE SOURCED RESPONSIBLY,
be made from renewable materials obtained
from certified sustainable sources (such
as sustainable forests or recycled paper).



**They MUST carry out their task in a
hygienic and safe way for the consumer.**

**THEY ARE PRODUCED WITH OPTIMIZED
USE OF RESOURCES** energy, water,
minimum waste and maximum safety for
workers.



**THEY ARE PART OF THE
CIRCULAR ECONOMY** as
their waste can be
transformed into a new
resource.

MUST BE SOURCED RESPONSIBLY, be made from renewable materials obtained from certified sustainable sources (such as sustainable forests or recycled paper).



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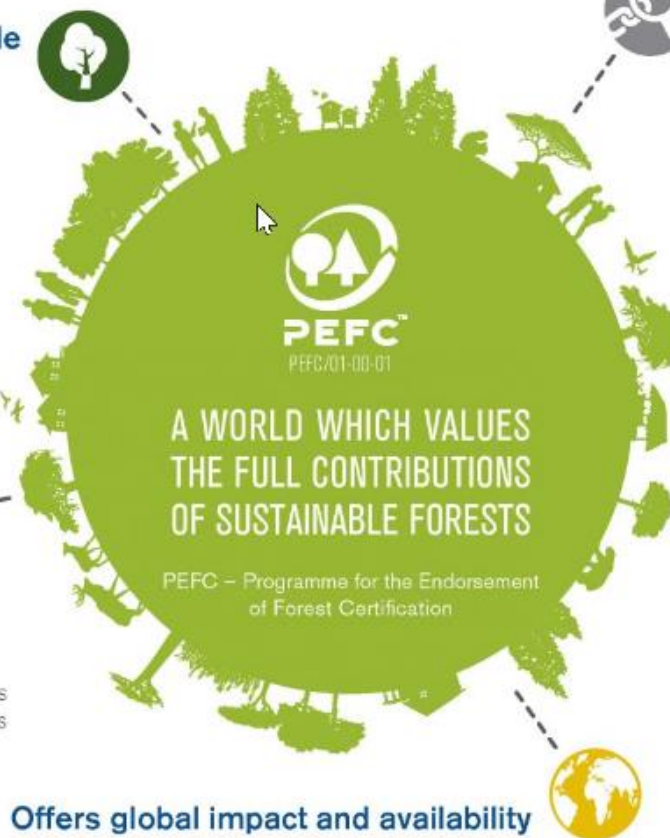
PEFC: Your assurance of responsible sourcing

Sets the standard for sustainable forest management

- ✓ **Globally recognized** Sustainability Benchmarks adapted to local conditions
- ✓ **Safeguard** biodiversity, ecosystems and help protect the climate
- ✓ **Support** forest-dependent livelihoods and local communities
- ✓ **Robust, pragmatic and cost-effective**

Writing the story of humans and nature

- ✓ **Created in 1999**, to enable small, family and community forest owners to demonstrate sustainable forest management
- ✓ **People-centric**, mindful of the specific needs of smallholders, workers and local communities
- ✓ **An alliance** of national forest certification systems



Enables responsible supply chain management

- ✓ **Independent & impartial**, strictly separating standard-setting, certification and accreditation processes
- ✓ **Transparency & traceability**, third party certification ensures that the certified wood contained in a product comes from sustainably managed forests

Recognized around the world

- ✓ **Acceptance** in public and private procurement policies
- ✓ **Global organizations and companies use PEFC** as a benchmark for sustainable forest management
- ✓ **Consumers trust and expect labels:**
 - 80% want companies to use them*
 - 1 in 5 know the PEFC label*

Offers global impact and availability

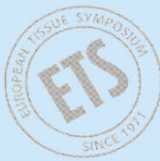
- ✓ **62%** of all certified forests worldwide are PEFC-certified**
- ✓ **Over 750,000 forest owners** covered by PEFC certification**
- ✓ **20,000 Chain of Custody** certified companies in **70 countries****
- ✓ **Tailored local customer service** through **53 national members****

Choose PEFC

Caring for our forests globally and locally

Discover more about PEFC at www.pefc.org

They MUST carry out their task in a hygienic and safe way for the consumer.



Paper guarantees the highest level of hygiene

[See also the entire first part of this presentation.]

It protects people and helps keep them safe and healthy.

Whether you're at home or out and about, you can trust the card to keep you safe.

Paper products play an important role in promoting hygiene, minimizing the spread of infections and keeping us healthy.



Paper handkerchiefs are part of our daily life.

Whether it's scooping up sneezes or mopping up spills, you never know when you'll need a tissue on hand.

And because they're disposable, you can be sure you won't pass on infections.

It is scientifically proven that using **paper towels** and kitchen paper towels with absorbent properties are an extremely hygienic way to dry your hands after washing and also to clean surfaces.

Whether it's at home or away, your family, customers and staff deserve the best. Paper towels are an ideal solution in both domestic and commercial settings.

Toilet paper is a staple in any bathroom - at home, in restaurants, in public places.

Toilet paper is a universal reference product that we all know and trust because it is hygienic and helps reduce the risk of infections.

THEY ARE PRODUCED WITH OPTIMIZED USE OF RESOURCES
energy, water, minimum waste and maximum safety for workers.



How do Tissue Products companies in Europe optimize their resources?

ENERGY: ETS member companies are committed to mitigating climate change by meeting the global consumer goods industry's goal of reducing carbon emissions through innovation in individual manufacturing processes, supply chains and products, in order to advance the Paris Agreement goal of **limiting global temperature rise to well below 2.0°C** by the end of the century and pursue a path to keep it to **1.5°C**.



USE OF WATER: The Tissue Paper sector provides hygienic solutions for the health and well-being of consumers and the community. The tissue industry uses a **significant amount of water** in papermaking because the water carries and distributes the fibers across the paper machine wire to form the paper. However, **more and more the water used remains mainly in the process and is cleaned after use.**

SAFETY FOR WORKERS: All ETS member companies are committed to ensuring that **workplace safety is the number one**

priority for all employees: all occupational injuries and illnesses must be **prevented** through research and engineering activities, product development, production, delivery and sales.

The **workplace** must meet or exceed applicable occupational safety and health laws and regulations. You must **establish occupational safety and hygiene standards based on best practice**, striving to continuously improve your occupational safety and hygiene performance. All personnel must contribute to the improvement of safety.

FANNO PARTE DELL'ECONOMIA CIRCOLARE in quanto i loro rifiuti possono essere trasformati in una nuova risorsa.



The European Green Deal aims to transform the EU into a modern, resource-efficient and competitive economy, moving towards a zero-pollution ambition to protect the EU's natural capital and citizens' health and well-being.

Tissue products are usually **single use products** and typically go to waste after use. Recycling options may still be limited compared to packaging material, but tissue products fit nicely into **existing waste management schemes** and could **even provide a benefit there (incineration with energy recovery(1) or composting)**.

Individual ETS member companies are **committed to support the development of new circular business models** with the aim to increase the amount and degree of product recovery and to minimize waste.

This includes **the recovery of material through recycling of packaging and used tissue** where possible and appropriate (e.g. used hand towels), or the beneficial use via **composting, incineration with energy recovery**, and avoiding landfilling.



Even being known to experts, the results of scientific studies are still ignored by the general public. Furthermore, there are several false myths about paper, which instead is among the **most sustainable industrial products there are**.

Young people in particular are almost totally unaware of the greater hygiene benefits of drying their hands with paper.

The objective of the cartoon or illustration work and of the videos was in previous editions of the competition to briefly illustrate the superior guarantees of hygiene guaranteed by paper products, compared to electric dryers, while this edition wishes to focus on the **various aspects of the sustainability** of paper products.

The availability of a modern and easy-going message opens up the possibility of using synthetic media, such as Posters, Social Media, a large presence on the ETS Website, use in press editorials, obviously always within the context of information signed and controlled by the ETS.

Winners of the Cartoon Contests 2011 - 2012 - 2013 - 2014

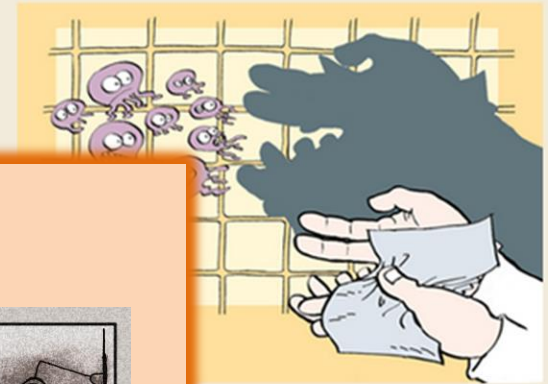


Academy Section

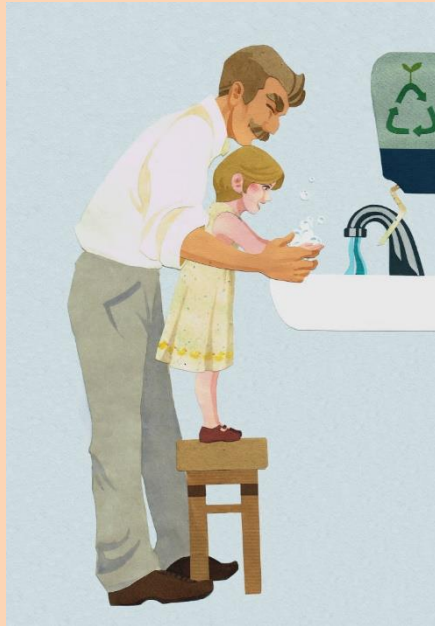
International Section



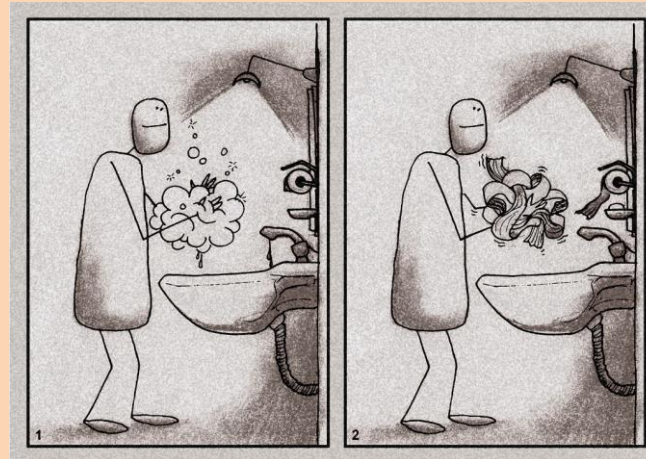
2012



2014



Elisa Canaglia
Our future



Rahim Biyarash (IRAN)
Soap-paper

Section



1st Prize

Irene Coletto
Washroom Dance 1 - 2 - 3 - 4

1st Prize

Johannes Siemensmayer
Vacuum cleaner/lilies GERMANY

The competition has already received coverage in the past in various media: «Industria della Carta», «Perini Journal», «GSA (Giornale Servizi Ambientali)», and also in ECJ (European Cleaning Journal)

ASSOCARTA

Ma è davvero importante la scelta del sistema per asciugarsi le mani nei locali pubblici?

Per gli operatori del settore della pulizia industriale l'igiene nei locali pubblici è ovviamente una grande preoccupazione. In definitiva, ricade su di loro la responsabilità di assicurare condizioni di pulizia ed assenza di rischi per la salute negli ambienti a loro affidati ed è logico che siano interessati a conoscere bene il tema. Abbiamo rivolto alcune domande all'ingegner **Roberto Berardi**, da 5 anni Presidente dell'**European Tissue Symposium (ETS)**, l'Associazione europea che raggruppa tutte le principali aziende che producono prodotti di carta tissue per diversi usi, dalla carta igienica agli asciugamani di carta.



Nell'illustrazione di Cecigian, dal Cartoon Contest 2012, l'Asciugamano di Carta mette in fuga i ba

importanza a questa scelta. Invece, secondo una ricerca effettuata da **Intermetra** in diversi Paesi europei, risulta che una toilette con la 'giusta soluzione' è molto apprezzata da tutti e viene vista come un 'bel biglietto da visita' per dare un'impressione positiva. Tra i fattori più importanti per

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Tissue In The Media

Following some of the publications which make reference to the studies developed by the Away from Home Task Force. On the bottom of this page, please find the link to the University of Westminster Study, which is the base of most of the articles.

- » European Cleaning Journal - nov 2012
- » Pulizia Industriale - Interview - Sept 2012
- » Tomorrow Cleaning - ETS Cartoon Contest - Aug 2012
- » Tomorrow Cleaning - Apr 2012
- » Tomorrow's Cleaning Feb 2012
- » Rationell Reinigen Jan2012 (Ch)
- » European Cleaning Journal Nov 2011
- » Tomorrow's Cleaning Oct 2011
- » Tomorrow's Cleaning Dec 2011
- » Reinigungs Markt Sept2011 (De)
- » GSA Nov 2011 (It)
- » GSA Dec 2011 (It)
- » Pulizia Industriale Oct 2011 (It)
- » Pulizia Industriale Nov 2011 (It)
- » Pulizia Industriale Dec 2011 (It)



Elementi chiave del Concorso 2023

(tutti i dettagli e questa presentazione appariranno presto sul sito web)



The 2023 Competition has 2 sections:

- 1) Cartoon or Illustration Bologna **Works created by students of the Academy of Fine Arts in Bologna**
- 2) International Cartoon or Illustration **Works created by Artists and Students from all over the world**

The number of works per author is limited to 1 (one)

The prizes will be:

- a scholarship worth € 1,000 for the Comics and Illustration category (**Bologna**)
- a prize of € 1,000 in the Comics and Illustration category (**International Contest**)

ETS also makes available an additional scholarship/award of € 1,000, to be divided among the works (if any) which, in the unquestionable judgment of ETS, will be particularly interesting from a marketing and communication point of view.

The deadline for the delivery of the works is **May 15, 2023.**

The authors of the awarded works will be informed via email by **27 May 2023.**

A committee designated by the organizers of the competition will select the works. The committee will be composed of ETS members working in Marketing and qualified artists working in the cartoons and illustration sector.

Per For more information on the studies and activities of the European Tissue Symposium, please see:

<http://www.europeantissue.com/>

Per For more information on sustainability and the ETS positions on related issues, see:

<https://europeantissue.com/sustainability/>