

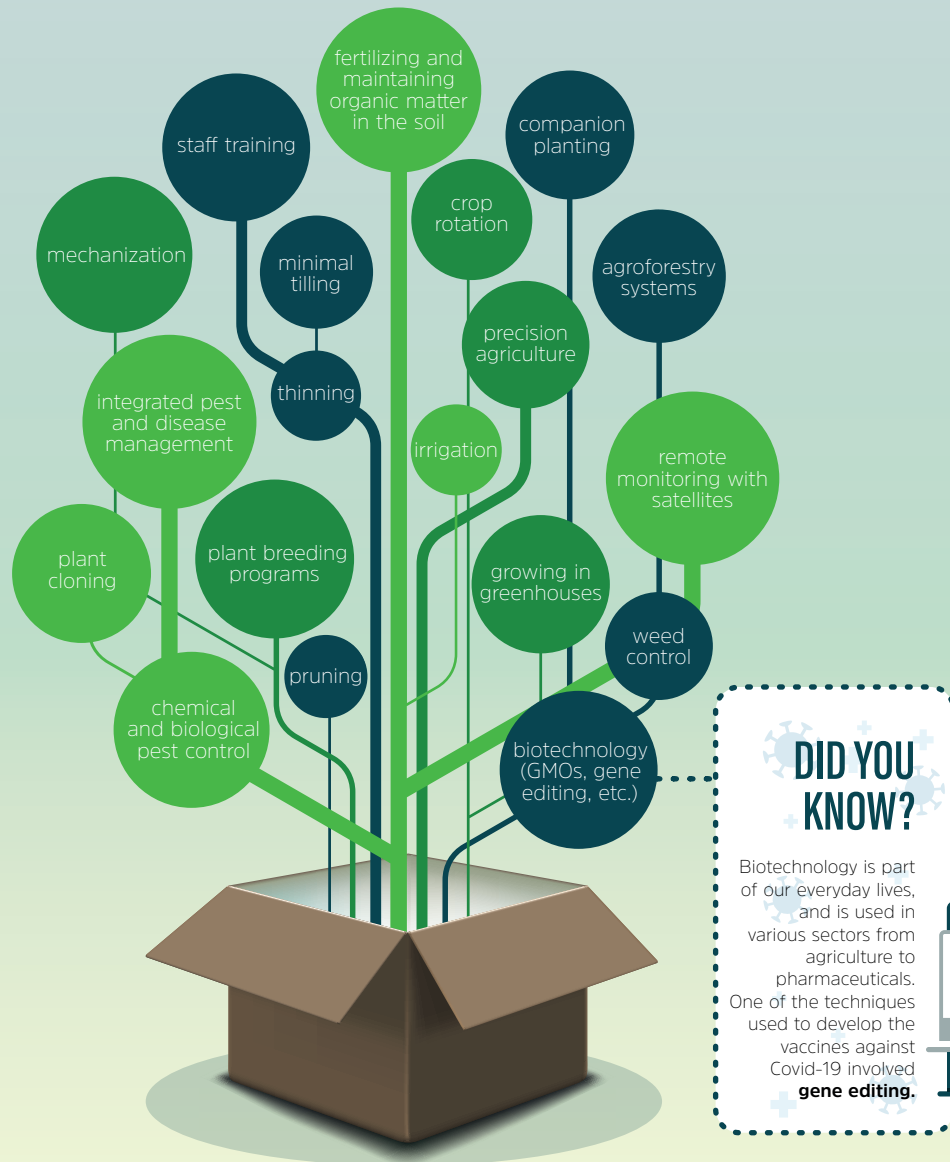


Produce, preserve, and generate shared value

Population growth, scarce natural resources, biodiversity loss, climate change, and increasingly frequent environmental disasters are only some of the challenges that force us to look for more sustainable production solutions and more conscious consumption choices. Replacing products from fossil sources with those from renewable sources like wood is one way to become more sustainable. We urgently need to optimize production and use natural resources rationally while also preserving the environment, generating shared value. This is what we call sustainable intensification, a solution that could and should be a win-win situation for everyone involved: the environment, society, and the economy.

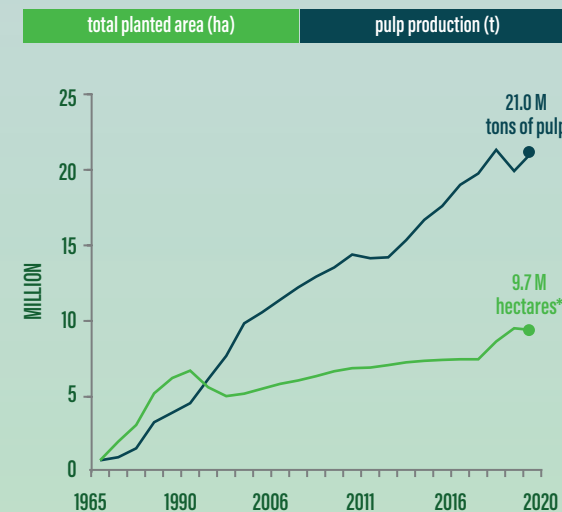
An inclusive concept

Sustainable intensification can be applied in any environmental, social, or economic context, as well as in all types of forests (planted, tropical, temperate, or boreal) regardless of size or geographic region, and includes different techniques that can be used together or individually. With investments in research and innovation, current practices can be adjusted and new strategies developed; below are some examples.



Sustainable intensification in Brazilian planted forests

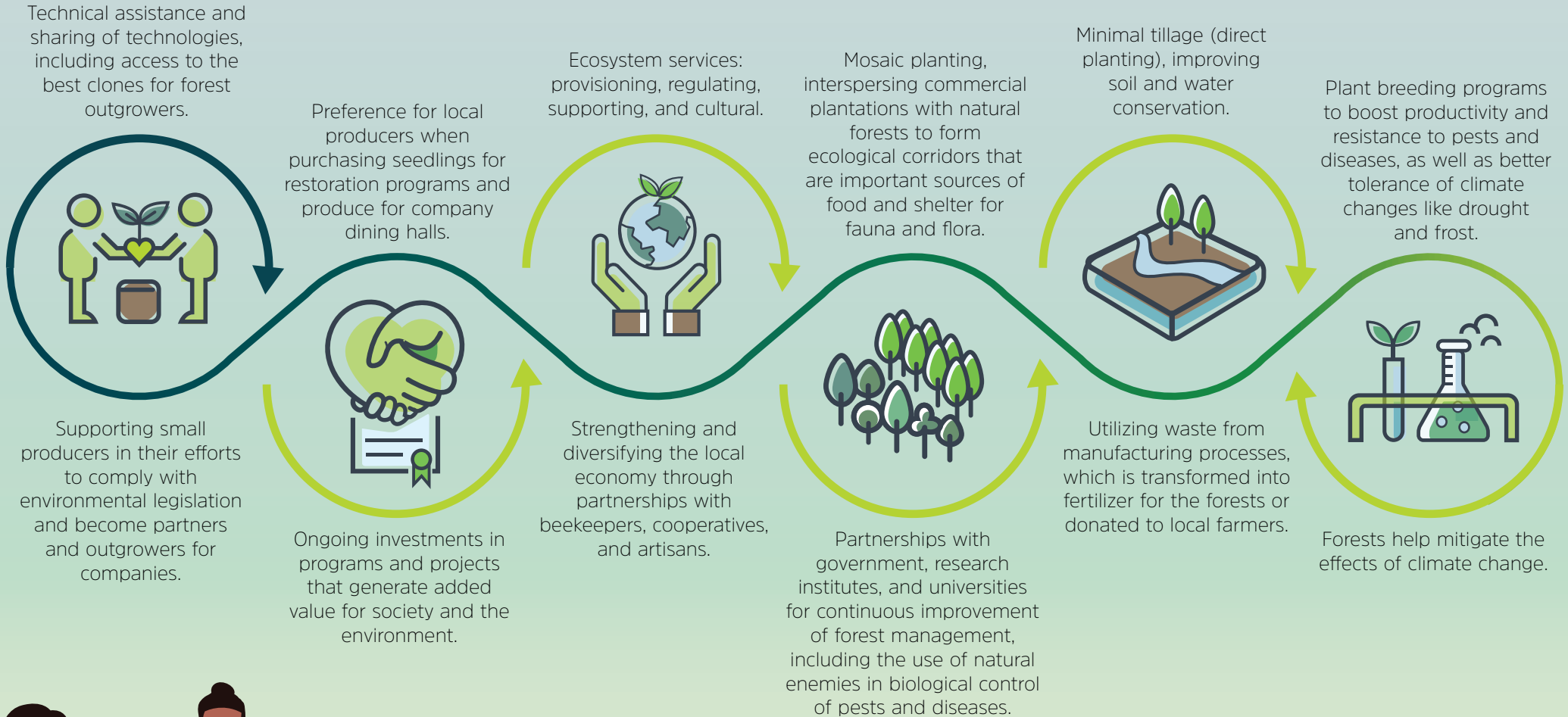
Combining various techniques for sustainable intensification contributed to the evolution of sustainable management in the planted tree sector, which put the concept of “doing more with less” into practice. In the 1960s, 1 hectare of planted forests was required to produce 1 ton of cellulose pulp; today, this same area produces twice the volume of wood. Without this evolution, over 20 million hectares of planted forests would be required to produce the current volume of cellulose. Plantations of trees, which are normally established in previously degraded areas, have been evolving responsibly to generate environmental and social value.



2X
more production
in the same area

Shared value

The adoption of best forestry practices is reflected in productivity gains, which in turn are accompanied by positive results related to the environment and society, aspects that are also part of the sustainable intensification concept.



The concept of sustainable intensification is wide-ranging and many techniques can be used, but the objective is always the same: sustainable production. Talk about it, learn what other people are doing, get inspiration from different visions and business models from other sectors of the economy, and see how sustainable intensification can transform what surrounds you.

For more information, see Ibá's other publications at <https://iba.org/eng/iba-publications>.