

## Company Profile

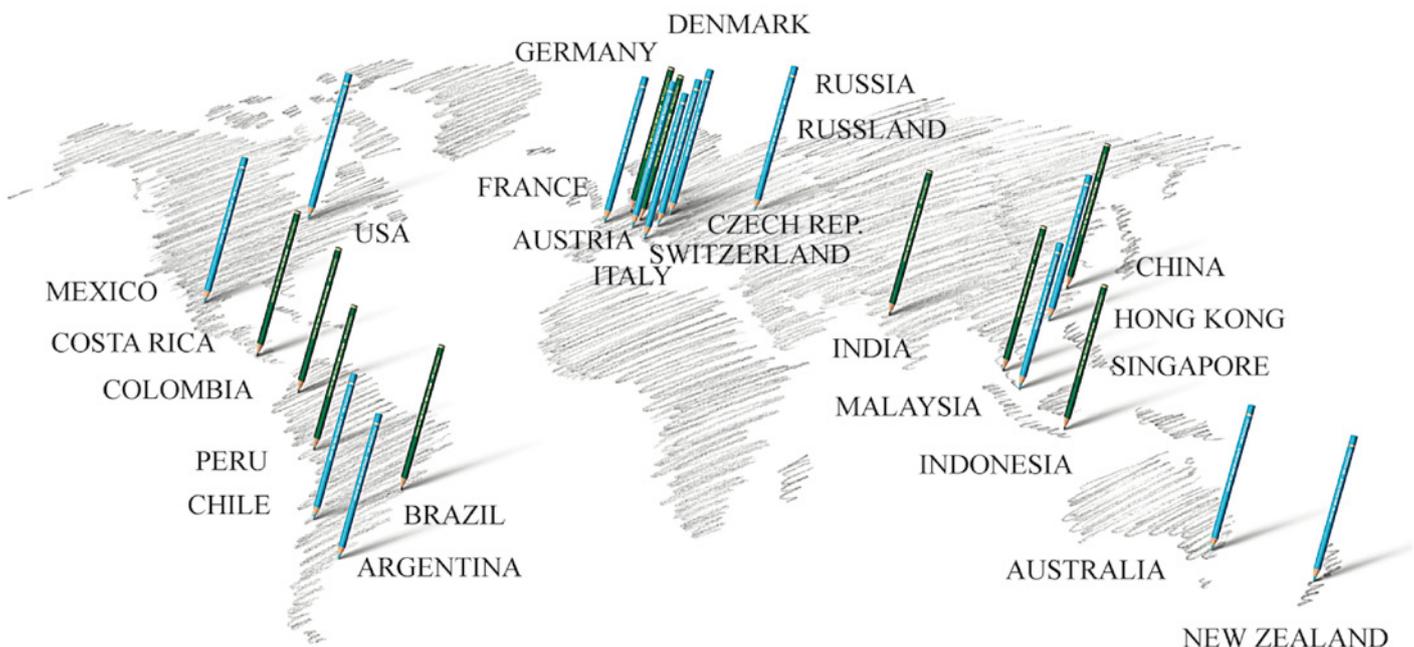
Headquarters: Stein, Germany  
Major products: High quality writing and drawing implements  
Further information: [www.faber-castell.de](http://www.faber-castell.de)

The Faber-Castell Group is one of the oldest industrial companies and family-owned businesses in the world. The story began in 1761, when cabinetmaker Kaspar Faber started manufacturing pencils at Stein near Nuremberg, and in so doing laid the foundations for the company of today. Now, under the management of Count Anton Wolfgang von Faber-Castell, it has been a family firm for eight generations and is one of the long-established companies not only to remain in family ownership, but also to be managed by a member of the family. Faber-Castell operates 15 production sites in 10 different countries and the Faber-Castell products are marketed in over 120 countries by a network of 24 sales companies.

## Challenges and How Faber-Castell Takes Responsibility

A significant pillar of Faber-Castell's corporate philosophy is the social and ecological responsibility towards humans and the environment. The protection of biodiversity and the preservation of natural resources are important for securing Faber-Castell's long-term subsistence. In 2008, Count Faber-Castell assumed responsibility and signed the Leadership Declaration of the 'Biodiversity in Good Company' Initiative with the objectives to which the company committed itself.

"You do not have to be a visionary to understand that it is of the utmost importance for future generations to assure the resources for their living." Count Anton Wolfgang von Faber-Castell



## Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel



## Best Practice: Sustainable Forestation Project in Colombia



### The Issue

Ensuring a secure and planet-friendly supply of the resource wood is a strategically important objective and one of the biggest future challenges facing the company. The reforestation projects have an important advantage for Faber-Castell for a sustained wood supply, a fact that fits in very well with the increasing environmental awareness of the consumers.

For Count Anton Wolfgang von Faber-Castell the new forestation project in Colombia is exemplary and not just from an ecological point of view. "I am very pleased that we can offer the farmers long-term prospects and create jobs in a region marked by severe unemployment", he says.

### The Response

In the north of Colombia, in the El Magdalena region where the land has been spoiled by excessive animal husbandry, 67 farmers are currently planting and looking after 1,561 hectares of woodland as a source of timber for Faber-Castell. These farmers provided part of their land that had previously been mainly used for grazing cattle for timber use. Today, they receive an assured monthly income in return for taking care of the trees. The species planted is *Gmelina arborea*,

commonly known as "Melina", a quick-growing deciduous tree that originally came from Asia and is particularly suitable for making pencils. The trunks attain a girth of 20 to 25 cm after seven years. After felling, the farmers receive 30 % of the proceeds from the timber.

It is planned to extend the area of woodland to 3,000 hectares (30 km<sup>2</sup>) by 2014. The Faber-Castell forestry project is part of a large-scale restructuring programme in the municipalities along the Rio Magdalena that have been seriously affected by overgrazing and soil erosion.

### The Results

Jean-Guérolé Cornet, a forest and climate expert at the Office Nationale des Forêts (ONF), a French state-owned concern, whose international subsidiary ONFI has been attempting to halt the progressive deforestation in Colombia since 2001, has confirmed the project is a unique approach to reforestation. "The municipalities along the Rio Magdalena were looking for a way out of the traditionally predominant cattle raising and its associated soil erosion that regularly leads to flooding and crop failures", he said.

The forestry project was one of the first to be registered by the UN "Clean Development Mechanism" programme (CDM) for environmentally compatible developments. The certification will entitle it to deal in emission certificates, as foreseen by the Kyoto Protocol to reduce world-wide emissions of carbon dioxide. Those are currently estimated by experts to be 33.5 thousand million tons of CO<sub>2</sub> annually, which if continued in the long term will lead to global warming of at least 6 degrees Celsius – with disastrous consequences for the Earth and its biodiversity. Starting in 2012, Faber-Castell is expected to become the world's first private corporation authorized to deal in CO<sub>2</sub> certificates from managed forests.