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## Press Release from AFRY

### Decarbonising the Italian pulp & paper industry

AFRY is collaborating with Italian paper association, Assocarta, to develop a net-zero roadmap for the pulp and paper sector in Italy.

AFRY has been selected by Assocarta to define a decarbonisation strategy for the pulp and paper sector that is in line with EU framework, country-specific conditions, and technological advancements. AFRY's assessment will outline an overall decarbonisation roadmap for the sector, pinpointing the best available technologies, regulatory and infrastructural obstacles, and competitive levers. Additionally, AFRY will provide an analysis of the pulp & paper sector in Italy, including potential scenarios to 2030 and required policies.

"We are proud to contribute Italian pulp and paper industry in their path towards more sustainable future. Our multidisciplinary team combining expertise from Italy, Spain, Finland, Sweden and Germany ensures that the best available knowledge is applied in this important assignment," says Visa Moilanen, AFRY's Head of Pulp & Paper business.

Beyond sector analysis and the roadmap, AFRY offers support to individual Italian pulp & paper companies, tailoring decarbonisation roadmaps to their specific operations and projects.

Assocarta is the trade association that brings together, represents and protects companies that produce paper, cardboard and pulp in Italy. Assocarta is part of Confindustria and, at European level, is member of CEPI, the European federation for pulp and paper industries. As of today, Assocarta members cover over 90% of the Italian production in the sector.

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