



Center for Paper Business and Industry Studies

Newsletter of the Center for Paper Business and Industry Studies

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Management Course Concludes, Will be Offered Again

Another successful offering of the CPBIS/PIMA Course, “Management Development for Enhanced Performance,” concluded last Friday, October 12. Ten participants, represented paper producers, suppliers and academic institutions. They benefited by interacting with Georgia Tech College of Management faculty, paper industry experts and fellow participants. The course will be offered again June 2-6, 2008. To find out more, go to www.cpbis.gatech.edu/mgtdev.

White Paper on Energy Policy Forthcoming

The pulp and paper industry is at a turning point. Industry players must not only address the demands of a changing global economy, but must also consider new opportunities that come with policy changes and technological improvements in the field of energy. To strengthen energy security and mitigate climate change, new energy and climate policies are being developed, proposed and implemented at an unprecedented pace in the United States and elsewhere. In parallel with these efforts, the emphasis on renewable energy resources is increasing.

In recognition of the unique opportunities facing the industry in this new policy environment, Professor Marilyn A. Brown and her doctoral student, Nilgun Atamturk, with the support of CPBIS, are conducting a study of potential impacts of energy and climate policies on the U. S. pulp and paper industry.

Professor Brown joined Georgia Tech’s School of Public Policy in 2006 after a distinguished career at the U.S. Department of Energy’s Oak Ridge National Laboratory. Dr. Brown has a strong record of publication and service in the field of energy policy and technology forecasting. She has authored more than 150 publications, including a recently released book, *Energy and American Society: Thirteen Myths* (co-edited with Benjamin Sovacool).

The following excerpts are taken from a project summary provided by Professor Brown:

“Being one of the most energy-intensive industrial sectors and the largest consumer of biomass resources, the pulp and paper industry has the opportunity to contribute to the further development and wider use of biomass. Therefore, it is imperative for industry stakeholders to be informed about relevant energy and climate policies, along with monitoring technology trends. Within this context of evolving policies and technologies, they can consider alternative future scenarios for their business models and product choices.

The objectives of this paper, then, are two-fold:

- to provide an update on the potential energy and climate policies relevant to the pulp and paper industry that are either actively pursued at the state or federal level, or are pending before policymakers; and
- to discuss possible directional changes in biomass energy generation and paper production that such policies might precipitate.

The timeline for this analysis is 2020 – short enough to forecast trends with some accuracy but long enough to accommodate the possibility of a transformative policy environment.”

“[It] introduces the energy and climate policies that will be examined and discusses the potential impact of these policies on the pulp and paper industry. Specifically, we will examine six policies:

- a national renewable electricity standard,
- a U.S. carbon cap and trade system,
- a stronger national renewable fuel standard,
- state tax incentives for biomass pilot plants,
- elimination of the ethanol import tariff, and
- taxation of forest property based on current use.”

Upcoming Event

TAPPI EPE Conference, Jacksonville, FL, October 21-24 ■