



# Paper and Sustainable Business Student Project: Business Studies

## Business Studies 14-18

UK papermaking is going through a revolution as important as the industrial revolution.

It has adopted sustainable practices and is finding new and novel ways of conserving the natural environment, water, energy and its raw materials.

Of the fibres used to make paper in the UK, over 70% comes from recovered paper recycled by households and businesses. The rest comes mainly from virgin wood fibre from trees grown in sustainably managed forests.

Having viewed the Paper and Sustainable Business online presentation and discovered how paper mills are responding to the need for increased sustainability, your project is to apply the knowledge you have gained and:

- ☺ Do a simple SWOT analysis of the modern UK Paper Industry. From your conclusions develop the strategy for a new co-operative business setting up to buy used paper and board, and then sell it to a paper mill which uses substantial amounts of recovered paper as a raw material.
- ☺ What transferable skills would an employee in today's papermaking industry require?
- ☺ Develop a business plan to help an established paper mill enter a new market. You'll need to consider the market opportunities for paper, the established production companies and the unique characteristics of paper before you begin.
- ☺ What lessons can be learned from the UK Paper Industry and applied to other high water use industries around the world? Identify one water-reliant industry of a similar nature and create a newspaper-style report about your ideas.

To complete these projects visit the Online Study Area at [www.paper.org.uk/paperworks/study-area](http://www.paper.org.uk/paperworks/study-area) and check out the latest facts, view video clips and find out why today's paper industry is so important.