



PROPOPULUS

NATURE. SOCIETY. FUTURE.

THE EUROPEAN
POPLAR INITIATIVE



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PROPOPULUS. THE EUROPEAN POPLAR INITIATIVE

About Propopulus

ProPopulus is a European association gathering growers, companies, and organisations that belong to the poplar chain. We are committed to promoting a bioeconomy that defends the need to substitute non-renewable resources with poplar-based alternatives obtained from sustainably managed forests and plantations.

ProPopulus defends a profitable and ecologically sound land-use systems, promoting poplar as a valuable source of raw material. Thus, we aim to raise awareness among society about the benefits of poplar cultivation, and how the wood industry, as a whole, plays a key role in sustainability by responsibly guaranteeing the production of more renewable resources in the future, by reducing at the same time, our dependence on unsustainable resources.



Unless
humankind
develops a more
sustainable
and healthy
society based
on moderation,
intelligence and
responsibility,
our future is
compromised.



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Supporters, members, and sponsors

Born in 2008, the association's current members are:

Aefcon (Spain); **Chambre du Peuplier** (France); **IUPC** (France); **Federlegno Arredo** (Italy); **Confédération Belge Du Bois** (Belgium); **Derula** (Hungary) and **U Gent** (Belgium).

By principle, we are open-minded, responsible, and reliable partners and collaborators that do no harm to Nature while helping society face the sustainability challenge.

Our goal

To gather understanding to help Nature, developing a society based on moderation, intelligence, sharing and healthy environments, without compromising the future.

Our commitment

- To raise awareness about the importance and sustainability of poplar plantations.
- To be a key agent in the change towards a more responsible relationship with our planet.
- To foster ideas and initiatives to promote a sustainable use of poplar based on current regulations.

Our challenge

- To position poplar as a sustainable and renewable raw material alternative.
- To raise awareness about climate change and bioeconomy.
- To help build a society more responsible with the only home we know, the Earth.
- To promote sustainable forest management.

22nd June 2022, 09:30

Espacio CÓMO, Calle Pradillo 60, Madrid



TREECONOMICS

WOOD & SUSTAINABLE ECONOMY

Join us at this meeting, organized by ProPopulus and sponsored by ING, that will bring together industry experts and players with the aim of giving visibility to the contribution of wood in the development of a sustainable bioeconomy and in the mitigation of climate change.