

# Strategic future commitments

**MASISA aims to carry on doing sustainable business in Latin America in the long term. It is therefore analyzing feasible and realistic future scenarios to design its business plans, considering a desired outlook of an economy in transformation.**

In the economic area, MASISA hopes to raise the company's financial profitability and the shareholder return by 2017, for which it will work on the four mentioned strategic pillars.

Concerning future goals in the environmental and social areas, MASISA is focused on three areas proposed in the 2050 Vision of the WBCSD, where it can generate an impact with its business model. These areas are human development, materials and forests, for which it defined six objectives and targets by 2025.





Human Development			Forests	Materials		
<p><b>Business makes a contribution to wellbeing, reducing poverty and the quality of life.</b></p>			<p><b>Business helps to end deforestation, and duplicate carbon sumps.</b></p>	<p><b>The energy efficiency of resources and materials has been multiplied by four and ten times as of 2002</b></p>		<b>2050</b>
<p>BENCHMARK IN SYSO THROUGHOUT THE VALUE CHAIN</p>	<p>FURNITURE SUSTAINABILITY AFFECTS PURCHASING DECISIONS</p>	<p>NETWORK OF FURNITURE MAKER BUSINESSES IMPACTED</p>	<p>10% INCREASE IN PRODUCTIVITY/HA. OF PLANTATIONS MANAGED WITH NEW GENERATION CONCEPTS</p>	<p>5% FOSSIL FUEL ENERGY CONSUMPTION (DOWN FROM 16%)</p>	<p>ZERO INDUSTRY WASTE</p>	<b>2025</b>
<p><b>2017-2018:</b> SYSO excellence level (&gt; 90%)</p>	<p><b>2020:</b> 5% production of wood boards is NAF (without formaldehyde)</p> <p><b>2018:</b> MASISA's NAF product is present in niche markets..</p>	<p><b>2018:</b> Inclusive community of 100,000 furniture makers with 35,000 impacted</p>	<p><b>2018:</b> 5% increase in productivity of plantations/ha. managed under new generation plantations (NGP)</p>	<p><b>2018:</b> 11% fossil energy consumption.</p>	<p><b>2018:</b> 7 kg de waste/ m3 (38% reduction)</p>	<b>2016</b>
<p><b>2016:</b> Good practice level (75-90%)</p> <p><b>2014:</b> Maturity level (61-75%)</p>	<p><b>2014:</b> Plan to position low formaldehyde emissions in the industry in all countries. NAF (without formaldehyde) commercial pilot tests</p>	<p><b>2015:</b> Inclusive community of 35,000 furniture makers.</p> <p><b>2014:</b> We started to measure the social impact.</p>		<p><b>2015:</b> Argentina: Operation with a biomass-fired thermal plant.</p> <p>Venezuela: Assess replacing fuel with the biomass.</p>	<p><b>2015:</b> Slag ash: composting and re-use in concrete project.</p>	<b>2015</b>
<p><b>2013:</b> Development level (40-60%)</p>	<p><b>2013:</b> Analysis of the feasibility of implementing an ecological label in all countries NAF (without formaldehyde) industrial pilot tests</p>	<p><b>2013:</b> Inclusive community of 24,000 furniture makers.</p> <p>We started to measure the impact.</p>	<p><b>2013:</b> Analysis of the uses, handling and markets of acacia. Field tests of poplar started in Argentina.</p>	<p><b>2013:</b> Assessment of the feasibility of a biomass-fired boiler. Search for alternative fuels and consumption efficiency.</p>	<p><b>2013:</b> Venezuela: Consolidation of the recycling program.</p>	<b>2013</b>