



## Environment

### *Treating the Water*

Narrator

In 2002 the mill received a \$23M loan from the World Bank. The money is for a replacement for the existing water treatment plant. The planned new water recycling system is designed to prevent water borne pollutants returning to the lake. But even with a closed loop water system, the mill may have to move to the manufacture of unbleached wood pulp, which has much lower market value.

In the new market economy, investment in ecological modernisation may be the key to continuing success.

Georgiy Trifonov (*Speaking in Russian – English subtitles*).

The business has always combined its production and economic activities with environmental considerations. If we don't attract future projects and investment, it will be even more difficult to solve these problems. If we're referring solely to production activities, investment isn't necessary. But to tackle the combined problems of production and the environment, that does require investment. Such investment would be directed, in the main, towards a resolution of environmental problems.