



Energy Policy


Our business at AV Group-NB, located in Atholville, NB, as part of the Aditya Birla Group, is focused on producing dissolving grade pulp through sustainable pulp mill operations, with a workforce of about 270 employees and annual pulp production capacity of approximately 140,000 metric tons.

We are committed to ongoing enhancement of our energy performance through continuous innovation, optimization, and sustainable practices, ensuring efficient and responsible energy use for the benefit of the environment and our stakeholders.

The AV Group-NB Atholville Energy Policy commitments:

- We pledge to provide the necessary resources, information, and support to empower our organization to achieve our energy objectives and targets. This commitment is aligned with Atholville-mill's dedication to sustainable energy management and our ongoing efforts towards obtaining ISO 50001 certification.
- We are fully committed to complying with all relevant legal requirements and other applicable regulations pertaining to our organization's energy use, ensuring responsible and compliant energy management practices at all times.
- We are dedicated to setting and implementing measurable energy objectives and targets, utilizing them as key performance indicators to drive continuous improvement in our organization's energy performance.
- We are committed to promoting sustainability and reducing our environmental footprint through proactive sourcing and purchasing of energy-efficient products and services, as well as prioritizing energy-efficient design and modifications.

Atholville-mill is committed to sustainable energy management. We will continuously improve our energy performance through innovation, optimization, and compliance with legal requirements. We will set measurable energy objectives and targets, provide necessary resources, and promote energy-efficient products/services. We will raise awareness, provide training, and foster a culture of energy conservation among our employees, contractors, and stakeholders. Our energy policy reflects our commitment to environmental responsibility, sustainability, and efficient energy management practices as we strive to contribute to a greener future.

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