

4evergreen

# Perfecting circularity together







## 4evergreen

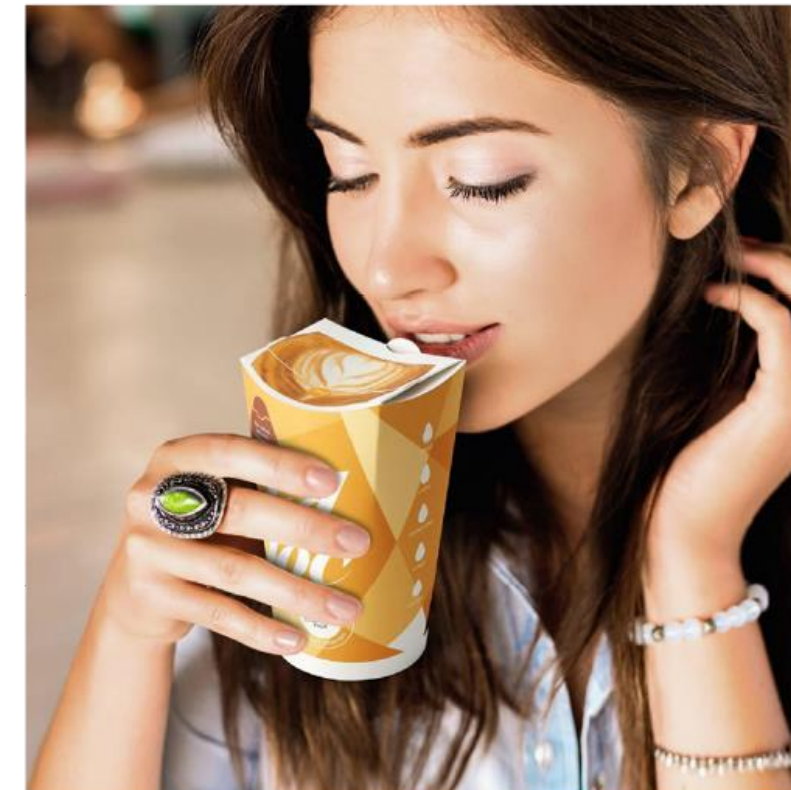
brings together companies across the fibre-based packaging value chain who are committed to raising circularity and sustainability



# fibre-based packaging

4evergreen brings together industry segments across the fibre-based packaging value chain (specifically wood-based cellulose fibre).

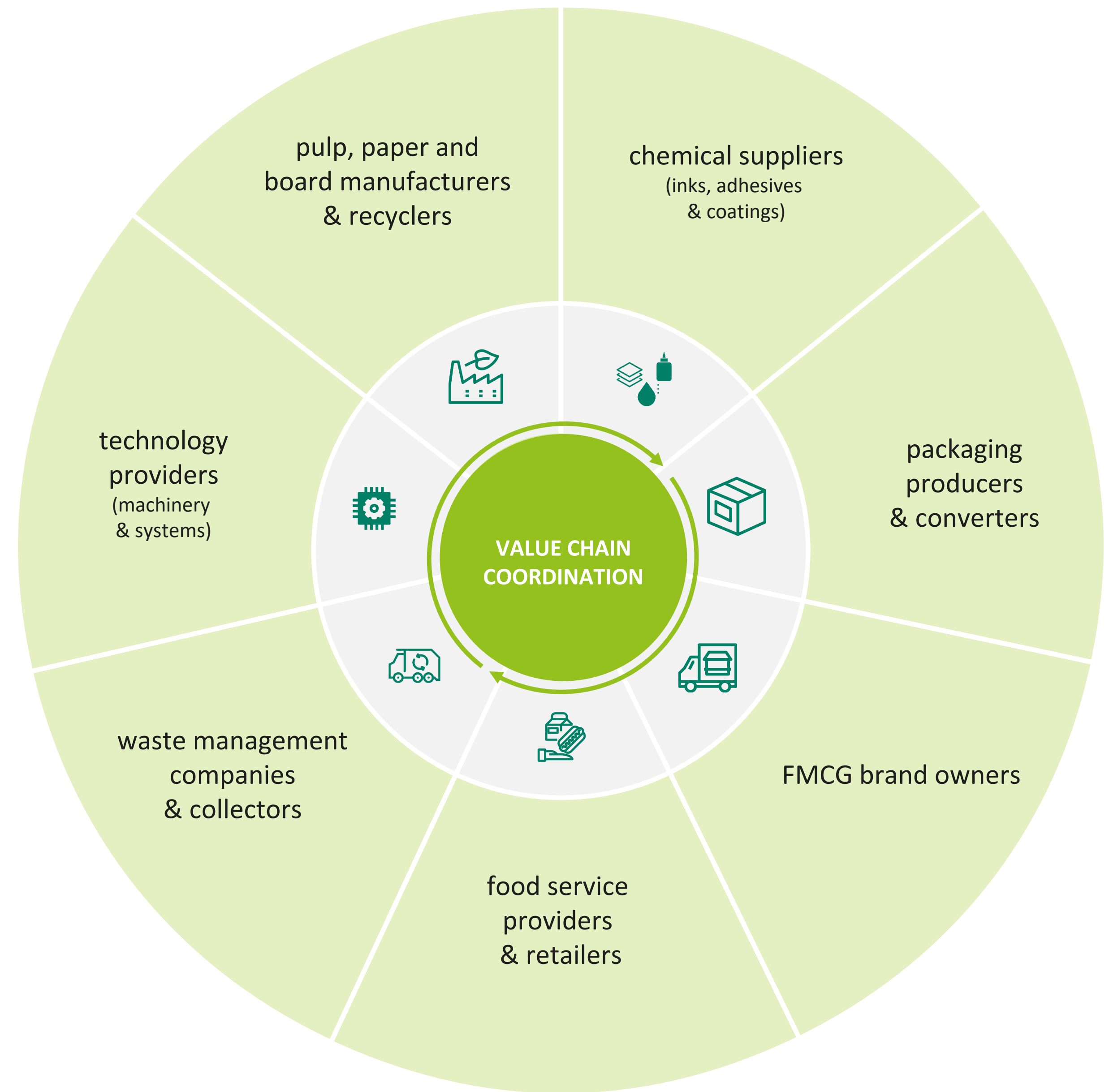
Our alliance includes primary, secondary, and tertiary packaging (from wrappers to corrugated cardboard) to cover all consumer goods & food service products.





# value chain

Together, we can adopt a holistic approach and look at the full life cycle of fibre-based packaging.



# where we come from



As we were wondering how we could **improve circularity** in our sector, it became very clear that the best way to find **innovative and practical solutions** was to... do it **together**.



In 2019, many companies in the packaging value chain contacted Cepi to discuss and understand the implications of the **Single Use Plastics Directive**.



After a series of successful workshops organised by Cepi, it became evident that there was a need to create a platform to continue **collaborating**.

# our members – 1/2



# our members – 2/2





# going the extra mile



While already a **leader** in the circular economy, the fibre-based packaging industry is **not complacent**.

We have created 4evergreen to contribute to a climate neutral and sustainable society by **perfecting the circularity** of fibre-based packaging.

Our goal is to raise the **overall recycling rate** of fibre-based packaging to **90% by 2030**.



We are determined to accelerate progress to address some of the world's most pressing challenges:

- climate change
- global resource scarcity, and
- biodiversity loss.

A global population of **9,8 bn people by 2050** will increase consumption, waste, and pressure on natural resources. We live in a world in which **60% of the ecosystems** are already degraded.

## Fibre-based packaging is already a strong contributor to the circular bio-based economy.



85% of paper and board packaging is recycled.

Source: [Eurostat](#), 2019



We use renewable fibre from sustainably managed forests.



# achievements

## 2020 in review

A year ago, the 4evergreen alliance was launched.  
This is what we have achieved in 2020





# political support



“It's a pleasure to welcome the commitment of the paper industry to act together towards an ambitious goal, 4evergreen.

This alliance is clearly in step with our thinking and with our objectives for a circular, low-carbon future. A future where sustainability goes hand in hand with innovation and creates exciting business opportunities.

That's the future the Commission laid out in the European Green Deal.”



—  
Virginijus Sinkevičius  
European Commissioner for  
the Environment

25/11/20 – statement made at our launch event



# how we make a difference (1/3)



## holistic approach

By bringing together the fibre-based packaging value chain, 4evergreen can adopt a 360-degree holistic approach.

4evergreen welcomes leading companies from more than 15 countries covering the entire life-cycle of fibre-based packaging.



## thorough workplan

No stones will be left unturned.

Our workplan is comprehensive and will address the toughest outstanding challenges of the fibre-based packaging value chain.

Hundreds of circularity experts and fibre-based packaging engineers are actively collaborating in 4 workstreams with dedicated targets.



## science-based claims

Our work is based on scientific facts.

We will provide the evidence demonstrating how the value chain can improve its sustainability performance.

We are working with the best consulting firms and research institutes to draw from the best practices across the world.



# how we make a difference (2/3)

## PERFECTING CIRCULARITY TOGETHER

WS-1                      WS-2                      WS-3                      WS-4



recyclability  
evaluation  
protocol

circularity by design  
guidelines

Developing new guidelines for fibre-based packaging to match **current and future** collection and sorting requirements.

guidelines for improved  
collection & sorting

Developing new guidelines to enable full circularity in a **cost-effective** way.

innovation

Spur innovation across the fibre-based packaging value chain, especially in **material** and **processes** as well as emerging **technologies** in collection and sorting.

## spreading the word

WS-5

Translating the work of the technical workstreams into digestible and educational messages for industry & policymakers.

Building consistent views and collaboration, enabling efficient & effective engagement with decision-makers and stakeholders.

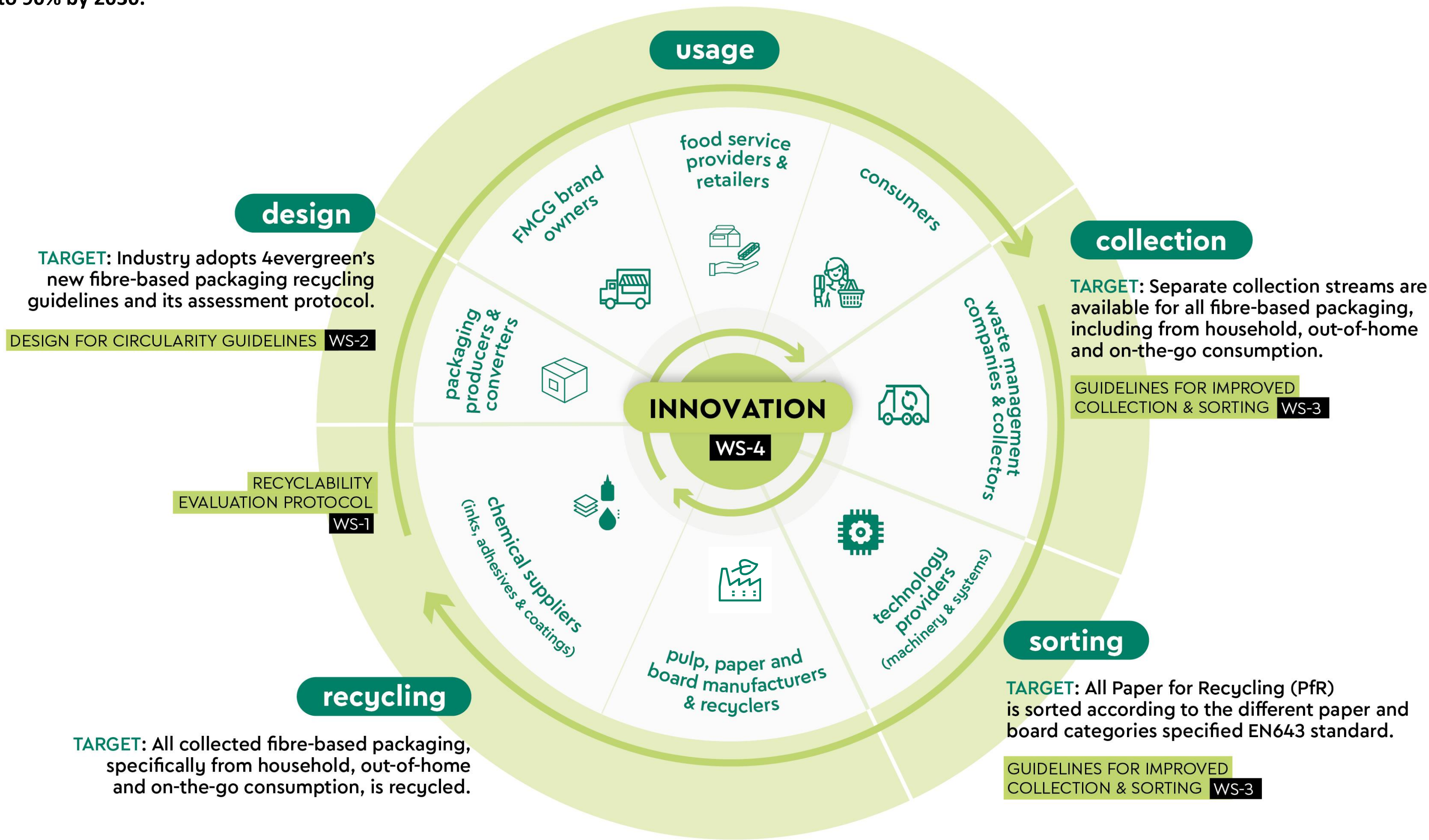


# how we make a difference (3/3)

4evergreen aims to increase the overall recycling rate of fibre-based packaging to 90% by 2030.

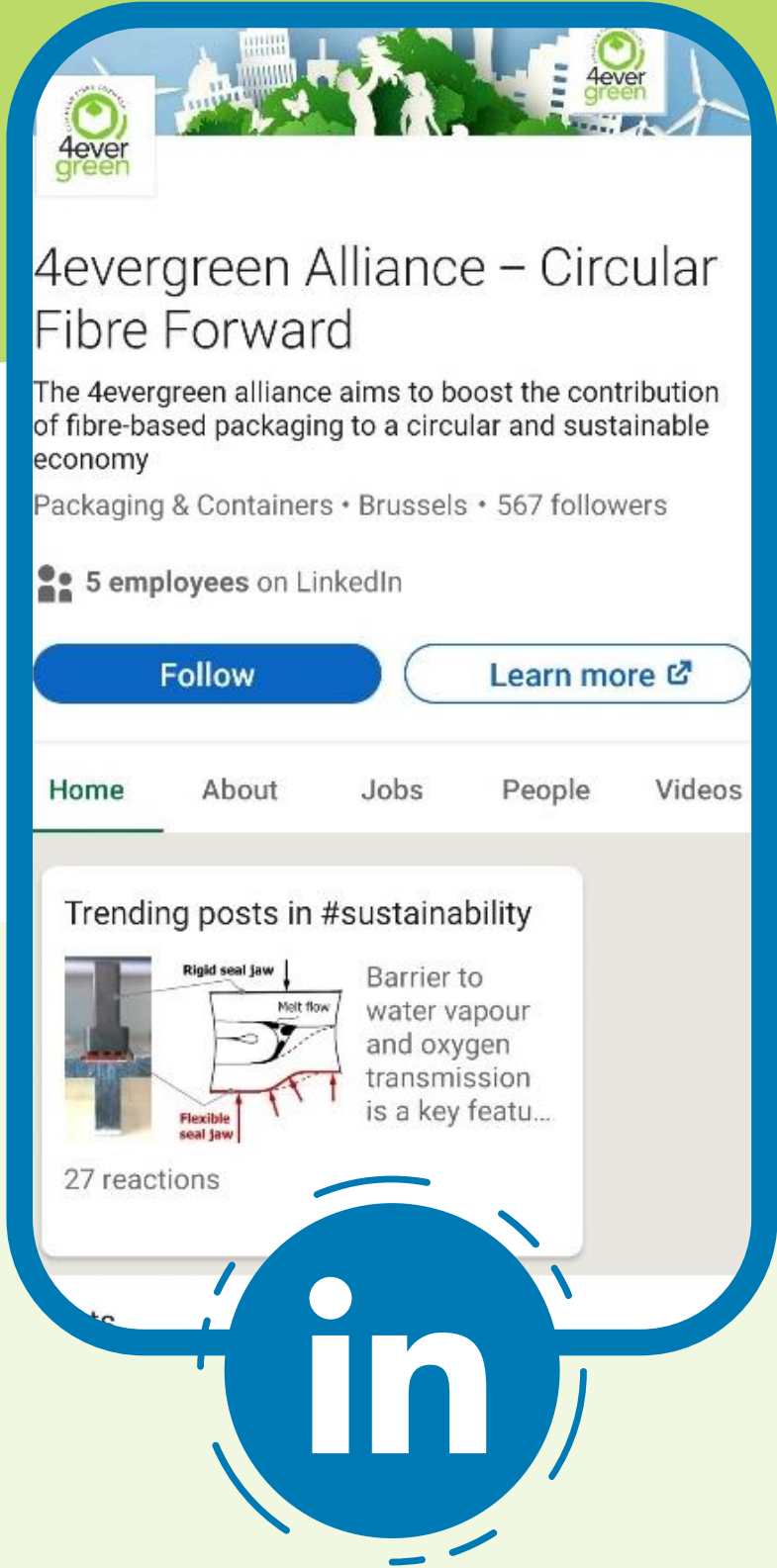
To reach our goal by 2030, 4evergreen has identified four intermediary targets to be met by 2025:

WS: workstream





# social media



4evergreen alliance



@4evergreenNews





# Thank you



Connect with us



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