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Brussels, Belgium

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Sebastian Bartels Appointed Director General of the Food and Beverage Carton Alliance

Expanded mandate of the former Alliance for Beverage Cartons and the Environment (ACE), and EXTR:ACT, welcomes an accomplished sustainability and policy leader to drive forward an accelerated agenda for fibre-based food and beverage packaging.

The Food and Beverage Carton Alliance (FBCA) is pleased to announce the **appointment of Sebastian Bartels as its new Director General**. A recognized leader in sustainability, Bartels brings two decades of international experience driving strategic change across a wide range of industries. He joins FBCA at a pivotal moment, as the Alliance expands beyond Europe into its global role in building resilient food and beverage systems and advancing the transition to a low-carbon, circular economy.

"We are excited to welcome Sebastian," said **Patrick Verhelst, President of the Board of FBCA**. "His deep expertise in sustainability and broad experience across sectors and geographies make him the right person to lead FBCA's next chapter. We are confident he will amplify the Alliance's impact and its future reach beyond EU—from grassroots engagement to international policy dialogue and circular value chain data expertise."

Bartels brings a wealth of experience in leadership across sectors including manufacturing, logistics, packaging, FMCG, and energy—gaining firsthand insight into operational and sustainability challenges across diverse markets. He has held senior roles in several countries and is known for his collaborative approach across business, policy, and civil society.

Most recently, he led the Sustainability Services focus area at DEKRA, overseeing a global portfolio of more than 500 services that support clients in sustainable business practices, product sustainability, and the energy transition. Prior to that, he served as Head of Global



Quality & Safety Strategy at the global transportation, logistics, and infrastructure group Deutsche Bahn, where he was responsible for international governance in risk, safety, and quality management.

In addition to his business background, Bartels brings political and civil service experience, including six years as an elected city councillor and leadership roles in national and international industry bodies.

“Joining FBCA is a tremendous opportunity,” said Bartels. “Food and beverage cartons play a critical role in reducing waste and supporting secure, low-carbon food systems. I look forward to working with our members to strengthen the industry’s global voice and accelerate innovation across the value chain.”

His appointment marks a new phase of strategic growth for FBCA, reinforcing its mission to promote safe, circular, and sustainable packaging with purpose solutions in Europe and across key international markets.

About FBCA

The Food and Beverage Carton Alliance (FBCA) is a global platform uniting food and beverage carton manufacturers and their paperboard suppliers. Formed from the merger of ACE and EXTR:ACT, FBCA advocates for food and beverage cartons as safe, circular, and sustainable packaging solutions that contribute to resilient food systems and low-carbon, circular economies.

Learn more about FBCA: [LinkedIn](#), [X](#), [our website](#)

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