



FPE Manifesto - Towards a sustainable and competitive European fibre-based packaging value chain

Fibre Packaging Europe (FPE) is a coalition of 7 trade associations along the fibre packaging value chain in Europe:

 1.500 companies

 365.000 people

 2.200 manufacturing plants

 EUR 120 billion annual turnover



CEPI EUROKRAFT
European Producers of Sack Kraft Paper and Kraft Paper

FEFCO
Corrugated Packaging



EPPA
European Paper Packaging Alliance



The importance of fibre-based packaging in our society



Wood fibres are a renewable and strong packaging material. Fibre-based packaging is **recyclable and sustainable**. Grown and recycled in Europe, wood fibres are the basis for a resilient EU bioeconomy.



Packaging's role is to **protect products** by ensuring a safe transport, while safeguarding the functionality and maintaining their quality and safety.



Packaging contributes to **combating food waste** by protecting food, providing longer shelf life and traceability.¹

Europe's forest-based sector absorbs 20% of EU greenhouse gas emissions.²

We are committed to continue enhancing our guidelines and processes to remain the most sustainable packaging solution for Europe.

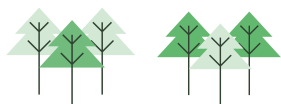
FPE key policy recommendations:



Promote the role of European bio-based raw materials for a competitive EU

Switching from fossil-based to fibre-based packaging offers a **significant emission reduction potential**, estimated at³

— 66 to 111 Mt CO₂ by 2050



+50%

In the past 30 years, Europe's forest area increased by 9%, while 'forest volume' **increased by 50%**. Sustainable forest management has contributed to that.⁴



~ 90%

of wood used by Europe's pulp and paper industry **originates from EU forests.**⁵

- ✓ Create a long-term, consistent and supportive regulatory environment for the bio-based products and encourage even enforcement in EU Member States to avoid market distortions.
- ✓ Guarantee fair competition for bio-based EU products by ensuring compliance of imported products in the EU markets.
- ✓ Leveraging industrial know-how in rule setting to foster European competitiveness and facilitate implementation.
- ✓ To start the shift from fossil carbon to renewable carbon sources and foster an innovative bioeconomy, consistently introduce the term "renewable carbon", based on the existing standards, in the follow-up to the 2040 Climate Target Communication and the work on Carbon Removal Certification.

¹ UN Food Waste Index Report 2024, showing that 1.05 billion tonnes of food was wasted worldwide in 2022. This underscores the urgency for effective solutions to combat food waste.

² Climate effects of the forest-based sector in the European Union: https://www.cepi.org/wp-content/uploads/2020/07/Cepi_study.pdf

³ AFRY external report "Substitution potential and climate impact in the EU forest value chain"

⁴ Forest Europe, State of European Forests 2020 Report

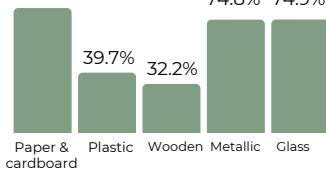
⁵ European statistics, Cepi, European Pulp & Paper Industry Key Statistics 2023



Ensure a regulatory framework that recognises the circularity of the paper value chain

Fibre-based packaging is circular with an **83.2% recycling rate**⁶, while maintaining the fibre in the paper loop.

83.2%



of paper-based packaging is made from **recycled raw materials**.⁷

35.7 Mt out of **46.2 Mt** in Europe in 2023.⁸

We consider the **entire life cycle of packaging** and our packaging:

- is designed based on Recycling Guidelines⁹
- uses bio-based materials
- is mostly sourced in Europe
- is recycled in Europe



- ✓ Involve the fibre-based packaging value chain in legislative work on the Waste Framework Directive and the Packaging and Packaging Waste Regulation to effectively implement sustainable circular practices.
- ✓ Support initiatives to introduce national mandatory separate collection targets in all EU Member States, in line with the EU framework to unlock the full potential of paper recycling.
- ✓ Implement the waste hierarchy in a meaningful way by recognising the value of recycling in achieving the best environmental outcome.
- ✓ Promote a circular economy by ensuring a regulatory framework (including a Waste Framework Directive) that acknowledges the significance of secondary raw materials.
- ✓ Prioritise Research and Innovation for efficient packaging design via European funds and programmes.



Recognise the role of fibre-based packaging in ensuring food safety and reducing food waste

The **role of packaging** is to ensure that food reaching consumers is safe.



Manufacturers and suppliers of food contact paper and board have developed **Food Contact Guidelines** to ensure the highest level of safety of food packaging.¹⁰



- ✓ Create harmonised measures for fibre-based food contact materials when revising the Food Contact Materials Regulation. This is crucial to create a level playing field for more sustainable bio-based alternative materials.
- ✓ Define rules for safe fibre-based food contact materials to develop an appropriate framework for materials derived from natural sources.
- ✓ Ensure the recognition of innovative packaging to reduce food waste by increasing shelf-life and by enabling the resilience of the EU supply chain.



Contributes to a resilient European bioeconomy



Is recycled in the paper loop



Reduces food waste and ensures food safety

⁶ Eurostat data on Recycling rates for packaging waste in EU27, 2022.

⁷ European statistics, Cepi. European Pulp & Paper Industry Key Statistics 2023

⁸ European statistics, Cepi. European Pulp & Paper Industry Key Statistics 2023

⁹ Available at: <https://4evergreenforum.eu/wp-content/uploads/4evergreen-WS-3-2023-7.12.pdf>

¹⁰ Available at: https://www.fefco.org/sites/default/files/Food%20Contact%20Guidelines_2019_final%281%29.pdf