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Renewable.
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The Food & Beverage Carton Alliance

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Biography

Sebastian Bartels

Director General

Food and Beverage Carton Alliance

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Sebastian Bartels joined FBCA as Managing Director in June 2025. With a background in environmental and safety engineering, he brings over 20 years of international leadership in sustainability, risk and safety, and quality, with full accountability for P&L, strategy, innovation, business development, supply chain management, regulatory affairs, and cross-sector collaboration.

Before joining FBCA, he held senior leadership roles at two of the world's largest organizations in safety and sustainability, and in mobility, logistics, and infrastructure. He led global business lines and international teams, delivering services to companies across manufacturing, logistics, packaging, technology, chemicals, and utilities — building service portfolios focused on long-term value and compliance.

Sebastian brings a life cycle and ecosystems thinking mindset to the food and beverage carton industry. He is committed to aligning the sector with global market realities and believes that sustainable solutions must be both pragmatic and



forward-looking, grounded in real-world needs while supporting long-term ambitions.

He champions industry-wide accountability and responsible packaging systems that serve climate action, circularity, and broader societal needs.

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