

POSITION PAPER on the Circular Economy

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FEFCO would welcome a streamlined EU policy promoting a circular economy approach. The circular economy should align all existing and interdependent EU policies and ensure their effective implementation. Circularity means also renewability in nature. The renewability concept should be an indispensable part of the circular economy.

We believe that the story of corrugated packaging is a real story of the circular economy. With respect to waste and packaging waste, the following key elements should be considered:

1. Recycling targets

- Targets should not discriminate between different materials.
- Targets could be set once a clearly defined calculation method is agreed and evaluated against the current performance.
- Targets should be ambitious but realistic, providing a motivation to improve current performance without involving costs that outweigh the benefits.

2. Calculation method

- There must be a clearly defined calculation method to have comparable data.
- An input based method is the most appropriate for materials having strict quality standards (such as paper and board).

3. Retail trade

- Packaging waste from retail should not form a mandatory part of the municipal waste definition and collection. Retailers should be free to choose the method of collection for their packaging waste.

4. Design of packaging

- The purpose of packaging is to protect and promote a product. The packaging design is defined by the functionality of that product.
- Good design of corrugated packaging fully integrates eco-design into the overall product design.
- Potentially divergent national packaging design requirements should be avoided.

5. Extended Producers Responsibility

- All stakeholders should have clearly defined roles and responsibilities.
- Producers should not be required to pay for activities beyond their control.

6. Food waste

- FEFCO fully supports a quantitative target for food waste reduction.
- The corrugated packaging industry can adapt the packaging to the needs of the food industry and therefore proactively contributes to reducing food waste.

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