

Corrugated packaging, the perfect cycle

23-25 MAY 2018,
THE BREWERY CONFERENCE CENTRE
STOCKHOLM, SWEDEN



content



2

Editorial Jan Klingele, FEFCO President

2-4

FEFCO Summit, 23-25 May 2018, Stockholm

5

FEFCO/Euractiv workshop
Food waste

6-7

Update on FEFCO
EU Activities

8

FEFCO Activities
Events



Jan Klingele
FEFCO President

Our business environment is as dynamic and challenging as ever. Raw material markets are moving rapidly, and consumer demands are evolving fast. Therefore, it is extremely important for you to know what is going on. Information is the key ingredient to stay competitive in the corrugated packaging industry.

Fortunately, FEFCO has organised another of its famous “crash courses” to get you up to date in just two days. All you have to do is join the FEFCO Congress in Stockholm from 23 - 25 May.

We have put together a diverse and highly interesting programme of speakers and presentations, which will be given by our industry leaders, retailers and customers, as well as politicians, experts and scientists. Without doubt you will get new insights that you can take home and apply to your daily work.

You can expect to meet a large number of friends, colleagues and business partners at the FEFCO Congress from all over Europe as well as from overseas. So, there will be plenty of opportunities to catch up with the latest news, to exchange ideas and to network.

May is an excellent time of year to be in the beautiful city of Stockholm. We shall definitely enjoy our time together. I am especially looking forward to seeing it from the sea, when we take a boat trip to the island of Vaxholm, where we will have a very special evening event and dinner in the fortress.

Register today so that we can meet in Sweden!



FEFCO Summit

FEFCO is delighted to announce that its next Summit will, for the first time, take place in Stockholm at the Brewery Conference Centre. This location is the best conference venue in Stockholm; bright, modern and spectacular – it is ideal for creating a great atmosphere among participants.

The FEFCO Summit will be running under the title “Circular by Nature” and will illustrate the truly circular nature of corrugated packaging. The attendees will be updated on European trends, the Scandinavian market, retail and customers issues. It is a unique occasion to listen to outstanding industry leaders and to hear what retailers have to tell you. The programme will also highlight the impact of the latest EU decisions on the Circular Economy and the Waste Package, two key policy areas for the corrugated industry. This event will once again demonstrate the high performance of our material, a truly circular choice that can provide natural and sustainable packaging solutions for business.

This inspiring FEFCO event is the right place to meet your peers in a pleasant business environment. Without question, it is definitely the forum to gain insights into global market trends and the challenges and opportunities the corrugated industry is facing.

Registration to the FEFCO Summit

This event is for FEFCO members only. You can register on the event website www.fefco.org/feeco-summit-stockholm-2018/summit-registration

Venue

The Brewery Conference Centre
Stockholm
Torkel Knutssonsgatan 2,
118 25 Stockholm, Sweden
<http://munchenbryggeriet.se/sv>

Conference Fees

Registration fees excluding 25% VAT.

- €990 - Full fee
- €600 - Group discount fee applicable as of the 11th participant from the same company
- €150 - Partner ticket



23-25 MAY 2018,
THE BREWERY CONFERENCE CENTRE
STOCKHOLM, SWEDEN

Conference Programme

Wednesday 23 May

- 16.00 - 18.00 **Summit Registrations - The Brewery Conference Centre**
-
- 16.30 - 18.30 Sponsored Programme
-
- 19.00 **Welcome Reception - The Brewery "Magasinet"**
Standing cocktail and buffet

Thursday 24 May

- 09.00 **Welcome Address**
Jan Klingele, FEFCO President
-
- 09.10 **Opening Speech**
Thorbjörn Sagerström, President SWIF Service AB (Corrugated Packaging Association)
-
- 09.30 **Trade and Innovation**
Swedish Industry Minister (TBC)
-
- Keynote Session: Leadership Perspectives**
- 10.00 Saverio Mayer, CEO Europe Smurfit Kappa
-
- 10.30 Eduardo Posada, CEO Grupo Gondi
-
- 11.00 Coffee break
-
- 11.30 **Innovation as a Key Factor for Economic Growth in Sweden – from Global Trends to Foresight Driven Innovation**
Pia Sandvik, CEO, and Marco Lucisano, VP Papermaking & Packaging, RISE Research Institutes of Sweden
-
- 12.00 **EU Progress Towards a Circular Economy**
Emma Watkins, Institute for European Environmental Policy (IEEP)
-
- 12.30 **21st Century Innovation**
How co-creation, open data and AI is reshaping the field of innovation
Mats Lindgren - Founder & CEO, Kairos Future
-
- 13.15 Seated lunch
-
- 14.30 **Visits - Optional programme**
- RISE Research Institute of Sweden (Packaging Science Centre)
- Postnord, visit of a parcel distribution centre
-
- 14.30 **Sponsored programme - See page 4**
-
- 18.00 **Departure by boat to the island of Vaxholm in the Archipelago**
Departure from Nybroviken downtown for cruise to the Vaxholm Fortress (approximately 1 hour)
-
- 19.00 **Seated Dinner at the Vaxholm Fortress**
-
- 22.30 Return by boat

Friday 25 May

- Listen to the Customers**
-
- 09.00 **Opening of the Second Day**
Angelika Christ, FEFCO Secretary General
-
- 09.10 **Strategies for Better Value**
Dr. Daniel Bornemann, Simon-Kucher & Partners
-
- 09.40 **Best Practice and Challenges for E-commerce Packaging: Reducing Complexity and Increasing Consumers' Convenience**
Uwe Streiber, Lead & Senior Manager Warehouse Consumables, Zalando
-
- 10.15 **Democratic Design in Packaging Co-creation for Solutions**
Ulf Tillman, IKEA
-
- 10.45 Coffee break
-
- 11.15 **Understanding Customers' Expectations**
- Fruit & Vegetable tray project and live demo
- Increasing role of paper based packaging in the Circular Economy
Gary Saunders, FEFCO Market & Environment Committee Chairman - Thomas Maiwald M&E Director - Retailer or FMCG company (TBC)
-
- 12.30 **Campaigning for the Benefits of Corrugated Packaging**
Gary Saunders, M&E Committee Chairman
Nathalie Schneegans, Communications Director
-
- 13.00 **Closing Address**
Jean-Paul Macharis, FEFCO Vice-President
-
- 13.30 Buffet Lunch
-
- 14.30 End of Summit



Registration fees include:

- Welcome reception on 23 May
- All conference presentations and visits
- Cruise and Get-together dinner on 24 May
- Lunches and coffee breaks

Hotels

Hotel suggestions can be found on the event website.

Stockholm hotels are extremely busy all year around. We have negotiated room allotments for our delegates with a selection of hotels that can be found on the event web page. However, the number of rooms is limited and the deadlines for releasing unreserved rooms are strict. We highly recommend that you book your room as soon as possible.

FEFCO cannot guarantee that the rates obtained are the lowest. You may find cheaper alternatives on the internet.

Events during Summit

Wednesday 23 May 2018, starting 19:00

Welcome Reception followed by standing buffet - The Brewery "Magasinet"

- **Address:** Söder Mälarstrand 25, 118 25 Stockholm, Sweden
- **Dress code:** Business attire



Thursday 24 May 2018, 18:00 - 23:30

Cruise and dinner at Vaxholm Fortress (island in the archipelago)

The Vaxholm Fortress is one of Sweden's most outstanding historic fortifications located on the island of Vaxholm in the Stockholm archipelago.

- **18:00** Departure by boat to the island of Vaxholm in the Archipelago from Nybroviken downtown for cruise of approximately 1 hour
- **19:00** Seated Dinner at the Vaxholm Fortress
- **22:30** Return by boat
- **Dress code:** Business casual

You can register a spouse or partner online via the Summit registration page



Visits – optional programme

24 May 2018

RISE Research Institute of Sweden (Packaging Science Centre) in Kista



Visit of RISE Research Institute of Sweden and its recently inaugurated "RISE Packaging Science Centre" in Kista where transport

testing facilities new devices for material testing and new strategies for corrugated board production are developed.

- **14:30** Departure by bus from the Brewery Conference Centre Stockholm (15 minutes' drive)

postnord

Visit of a parcel distribution centre in Järfälla, just outside of Stockholm.

PostNord offers communication and logistics solutions to, and from and within the Nordic region. In 2017, PostNord delivered 4.3 billion letters and shipments, 154 million packages to the 25 million inhabitants of the Nordic region and two million companies.

- **14:30** Departure by bus from the Brewery Conference Centre Stockholm (30 minutes' drive)

How to register for the visits?
An e-mail will be sent out to all participants approximately one month before the event.

“ This FEFCO event is the right place to meet your peers in a pleasant business environment ”

HP Gold Box sponsor

Join HP for a series of activities related to the digital corrugated packaging industry in Fogelström meeting room.

23 May: 16:30 - 18:30

24 May: 14:30 - 16:30

In these workshops HP will share its view of the digital journey and also provide an excellent platform for you to:

- learn about the latest product introductions and developments
- learn more about food-safe packaging with true water-based inks, economics of digital and digital workflow
- be inspired by brands and corrugated producers already using digital
- check the quality of our digitally printed boxes, with both pre and post-print systems
- request a meeting with HP or some of HP's customers already using digital.



For registration and additional information please contact:
luis.christophe@hp.com.



Joint FEFCO Euractiv event - 22 November 2017

Reducing food waste – what role for packaging?

This was the second event organised conjointly with Euractiv in 2017. The stakeholder workshop was very well attended and gathered 34 participants from permanent representations, EU stakeholders, trade associations, food companies and NGOs.

Participants could engage with the panellists and share knowledge and exchange ideas on the role of packaging in preventing food waste.

The panel was composed of the following speakers:

- **Marco Valletta**, Member of Vytienis Andriukaitis' Cabinet, European Commission
- **Robert van Otterdijk**, Agro-Industry Officer, United Nations Food & Agriculture Organization (FAO)
- **Richard Swannell**, Development Director, WRAP UK
- **Susanne Czech**, Director General, European Retail Round Table
- **Angelika Christ**, Secretary General, FEFCO

In April 2017, the European Parliament voted in favour of an own-initiative report entitled 'Resource efficiency: reducing food waste, improving food safety', urging the European Commission to set binding EU-wide food waste reduction targets by 2020.

Packaging prevents food waste. The resolution emphasises the positive contribution of packaging materials and solutions to reduce food waste along the supply chain. "For years, the corrugated

packaging industry has been developing packaging and logistics solutions to preserve the quality and hygiene of food. We are constantly refining our packaging to make it fit for purpose and satisfy the needs of the products and consumers" says Angelika Christ, FEFCO Secretary General.

Among the topics discussed, Marco Valletta from the EU Commission detailed various initiatives that the Commission is working on to reduce food waste: researching the issues, coming up with incentives for food donation and consumption and others. Most measures tie to packaging as well. He also said that "It is clear that we need to do something about food waste, everybody is responsible."

Richard Swannell, Development Director, WRAP UK explained that people need to change their attitude to decrease food waste. He also admitted that 'Best before' and 'use by' dates can create confusion and lead to food waste, consumers need to be better informed.

Robert van Otterdijk, Agro-Industry Officer (FAO), highlighted the importance of the save food initiative and explained that most important is that people must change their attitude regarding food waste.

Susanne Czech, Director General, European Retail Round Table, stressed that "Packaging does play a key role to help minimize food waste." She even gave a concrete example of food waste reduction by using unsold bread in the manufacturing of a craft beer developed by the Brussels Beer Project. This particular project was

to produce beer from leftover bread, rather than barley. The beer is called Babylone beer and contains one and a half slices of bread per bottle. More at: [@BeerProjectBxl](https://twitter.com/BeerProjectBxl) and www.beerproject.be/en

At the end of the workshop, participants were encouraged to use a doggy bag to take food back home to avoid food waste. This is an interesting initiative from the city of Brussels which distributes these "Rest-O-Packs" upon request.

For additional information, visit:

www.goodfood.brussels/fr/contributions/rest-o-pack



- Visit the Euractiv event web site: <http://events.euractiv.com> and search by date (22/11/2017) or name: Reducing food waste: What role for packaging?
- Watch the event video: <http://events.euractiv.com/event/info/reducing-food-waste-what-role-for-packaging>
- Event tweets are also available on this same event page
- FEFCO Press release: on the FEFCO web site "Packaging prevents food waste: Corrugated is part of the solution"
- And also www.save-food.org

9 Lives

Multiple Lives



FEFCO EU updates and related social media activities

In 2018 the Circular Economy package remains high on FEFCO's agenda and an important topic in Brussels and all over Europe.

The review of the Waste Framework Directive (WFD), the Packaging and Packaging Waste Directive (PPWD) and Landfill Directive (LD) was a big part of the package and we have been engaged in discussions and negotiations for the last two years at different political and technical levels. The efforts of both politicians and associations were rewarded by the Parliament and Council who reached a provisional agreement on the directives in December 2017. The official adoption process is currently ongoing, the compromised amendments were approved by the Council Coreper 1 group and by the European Parliament Environmental Committee in February 2018.

FEFCO welcomed the approval which recognizes that bio-based recyclable products provide an opportunity for the circular economy and that there are clear benefits from packaging made from recyclable materials. The compromise amendments reinforce the requirements for separate collection, which is fundamental for obtaining high quality material for recycling. This, together with the progressive reduction of landfilling and a restriction on the landfilling of recyclable waste, will boost the market for all secondary raw materials. We however regret that the landfill restrictions will be applicable as of 2030 and not sooner to prevent valuable secondary resources being lost.

Retaining the internal market as a legal base for packaging and packaged goods in the directive (i.e. PPWD) will continue to support the free movement of packaged goods within the EU.

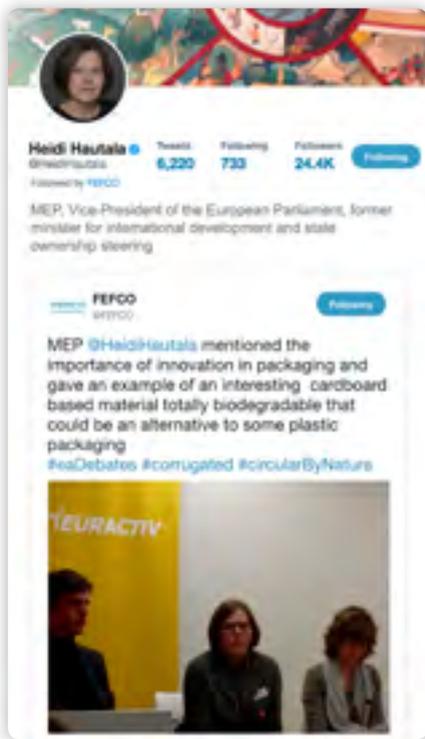


Furthermore, there is an inspirational target for reducing the generation of food waste in retail and distribution which is in line with industry ambitions. Corrugated packaging manufacturers work closely with the supply chain to provide fit-for-purpose packaging to help reduce food waste in logistics, supermarkets and in the consumer's home.

Paper and board packaging already achieve high rates of recycling. The new paper recycling targets (85% by 2030) will encourage industry to continue its efforts and further contribute to building the circular economy in Europe.

As we all know, Corrugated packaging is the perfect circular product because it is circular by nature! The campaign FEFCO launched in the course of 2017 spreading this message will continue in 2018.





Retweet from MEP Heidi Hautala during a Euractiv Plastic Strategy event that FEFCO attended

A new element of the Circular Economy package is the EU Plastic Strategy, published by the European Commission in January 2018. The strategy presents the vision of the Commission for Europe's new plastic economy and suggests measures aiming to turn this vision into reality. One example is the desire that "By 2030, all plastic packaging placed on the EU market is either reusable or can be recycled in a cost-effective manner". The plastic industry is now embarking on a journey that the paper industry started many years ago.



Paper packaging has the highest recycling rate among materials (81.9% in 2016, according to EPRC report) and corrugated packaging forms a major part of the recycling flow. Corrugated packaging is based on a renewable resource and it does not cause marine litter.

The list of measures suggested by the Commission to implement the EU Plastic Strategy focuses solely on plastic but many of them will have a direct or indirect impact on the entire packaging industry, including corrugated.

Food contact materials is another policy field of high importance to our industry and closely followed by FEFCO. The Commission has still to make a proposal for an EU regulation on printed food contact materials, which will impact printed corrugated board used in food packaging applications. The Packaging Ink Joint Industry Task Force, of which FEFCO is a member, put together a joint position sharing the industry view and expectations of the regulation in development.

In the Roadmap on the "Evaluation of Food Contact Materials", published at the end of 2017, the Commission announced its intentions to review the current EU legislative framework on food contact materials and articles and evaluate its effectiveness, efficiency, relevance, coherence and added value. As part of the review there will be a public consultation, expected to take place in the second or third quarter of 2018. FEFCO is closely following the process and taking part in stakeholders' discussions with the Commission for the benefit of its members.

At national level, some preliminary results of the ongoing monitoring of mineral oils in food and food contact materials are surfacing. The feedback received shows positive signals for the limited impact of packaging on the level of mineral oils in food. An EU stakeholders meeting is expected to take place in March where more information

will hopefully be available. At the end of 2017 Germany announced intentions to notify its forth draft ordinance on mineral oils to the EU as a way towards adoption. This would be a premature action considering the efforts of many other European countries to monitor mineral oil in food and food contact materials in order to build a solid and meaningful base of data for potential future EU actions.

In 2018 the Waste package will be officially adopted, and the Commission is already preparing the development of a set of implementing and delegating acts and guidance documents to support the objectives laid down in the directive. Actions and initiatives on the EU Plastic Strategy will also be evolving and the EU framework legislation on food contact materials will be scrutinized and perhaps improved.

FEFCO will continue to closely follow EU activities and policies that may have an impact on our members and engage on issues relevant for corrugated packaging.



FEFCO will continue to promote messages about recycling, separate collection and all the benefits related to the Circular Economy.

FEFCO Activities

National Association Directors (NAD)



Oliver Wolfrum



Janusz Turski

The NADs thanked **Oliver Wolfrum** (VDW) who served as Chairman of the Committee for the last 3 years and welcomed **Janusz Turski** (SPP) as the new Chairman.

Regulatory Affairs Committee (RAC)



John Swift

John Swift is retiring after more than 30 years of working with FEFCO. John served as chairman of the RAC for the past nine years and will be replaced by incoming chairman **Marcello Pezzi** (DS Smith Packaging).



Marcello Pezzi

New Sympathiser Members

A big welcome to the new members who have recently joined FEFCO

Burgo Group

www.burgogroup.com

Italy



Vice SRL

www.vice-srl.com

Italy



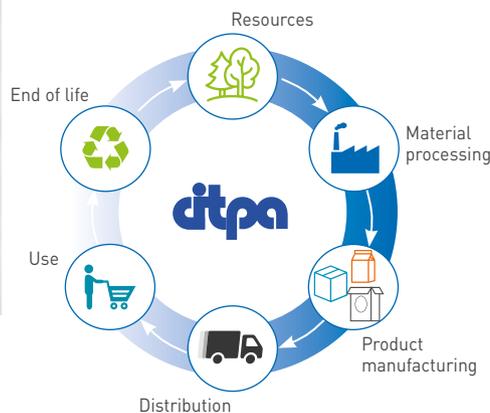
CITPA Guidelines CO₂



CITPA (International Confederation of Paper and Board Converters)

has updated its guidelines for calculating the carbon footprint of paper-based packaging. The guidelines can be found on the CITPA website via this link <http://citpa-europe.org/citpa-co2-guidelines-2017>. The background data and calculating tool are not available on the website, as these are for use by CITPA members only.

The guidelines explain the methodology for calculating the carbon footprint of paper and board packaging. They are widely used by CITPA members, including FEFCO.



Update of the Reel Identification and Finishing Guidelines

FEFCO and Cepi ContainerBoard published an update of the "Guidelines for Reel Identification and Finishing". The first guideline was issued 17 years ago.

The revision is a result of the good collaboration between the Associations and the decision of the technical experts to bring the guidance up to date with the new technical developments. They cover updated and better-defined requirements for a standardised barcode, labelling of reels, core specifications, reel finishing, storage and traceability.

The standard can be found via the homepage of both associations. www.fefco.org (see technical documents).

Events

FEFCO Summit

23-25 May 2018

The Brewery Conference Centre Stockholm

Torkel Knutssonsgatan 2, 118 25 Stockholm, Sweden

www.fefco.org/feeco-summit-stockholm-2018



23-25 MAY 2018, THE BREWERY CONFERENCE CENTRE STOCKHOLM, SWEDEN

Internet Retailing Expo

5-6 April 2017

NEC, Birmingham, UK

<http://internetretailingexpo.com>

Packaging Innovations Warsaw

17-18 April 2018

EXPO XXI Warsaw

www.packaginginnovations.pl

Retail Business Technology Expo

RBTE

8-9 May 2017

Olympia, London, UK

www.retailbusinesstechnologyexpo.com

Pack Expo 2018

16-19 May 2018

Romexpo Exhibition Center

Bucharest Romania

www.pack-expo.ro

RosUpack

26-29 June 2018

Crocus Exhibition Centre – Moscow

www.rosupack.com

PACK EXPO

14-17 October 2018

Chicago, IL USA

www.packexpointernational.com



250 avenue Louise 1050 Brussels - Belgium

Tel: +32 2 646 4070 · Fax: +32 2 646 6460

E-mail: info@fefco.org

Twitter @FEFCO

www.fefco.org