

FEFCO SUMMIT AMSTERDAM

18-20 MAY
2022

NH Collection Barbizon Palace
AMSTERDAM



2
Editorial
Dirk Ockerman
CBA

2-4
FEFCO Summit 2022

5
EU Activities

6
Revised FEFCO Code launch

7
FEFCO upcoming webinar
and workshop

8
FEFCO activities

EDITORIAL



After 2 years' disruption due to Covid-19, we all hoped and expected to return to calmer waters and a normal

social and professional life. Yes, we can meet again more or less as normal. But this good news is sadly completely overshadowed by a new drama. More than 3 million people are on the run from war in Ukraine and hope to find safety in our European community. We are opening our homes to many refugees and showing new European solidarity with the victims of this unacceptable war.

Besides the human crisis, there are also massive economic consequences. From raw materials shortages to soaring energy prices and unprecedented inflation. The market is extremely volatile, disrupting our logistic chains and creating chaos. Our business environment has never been more challenging. We'll need to work wisely together with all stakeholders to continue to serve our customers and consumers.

On top of all this we face another, even greater challenge: climate change and global warming. The latest UN climate report (4 April 2022) is clear. We are on a fast track to disaster, making our planet uninhabitable for future generations. UN Secretary-General Guterres' message is unambiguous; "It's now or never to limit global warming to 1.5 degrees!"

So, dear Colleagues, what are we going to do? What is our industry's contribution to worldwide emissions and how can we reduce it drastically? We cannot wait till 2050 –we must act now to close the gap between climate pledges and reality!

Let's get together at the FEFCO Summit in Amsterdam, perhaps our most important in many years. Let's exchange ideas and best practices, listen to experts, politicians and industry leaders. And learn from the climate actions already taken in many countries and industries. There is hope, as long as we scale up these actions!

See you in Amsterdam!

Dirk Ockerman
Corrugated Benelux Association
President



FEFCO SUMMIT 2022

FIT FOR THE FUTURE

FEFCO counts on your participation at the next Summit on 18–20 May 2022 in Amsterdam. It will be a real pleasure to welcome the FEFCO members again after 4 years. Our last Summit was in Stockholm in 2018 and the 2020 event had to be cancelled due to Covid-19.



"The FEFCO Summit is a fantastic industry event from different perspectives – excellent presentations and market insights, great networking opportunities to meet people and exchange views, and good fun too!"

FEFCO Summit 2018 participant

This year's theme is 'Fit for the future'. The programme will address the challenges related to implementation of the Circular Economy Action Plan, notably the Sustainable Products Policy and the Revision of the Packaging and Packaging Waste Directive, as well as the corrugated industry's path towards climate neutrality.

The Green Deal and the Circular Economy are strategically important policy issues for the corrugated packaging industry. They have been our driver for many years and continue to lead the industry forward. Corrugated packaging is one of the best examples of a circular economy being 100% recyclable and recycled in reality.

For the first time, a professional moderator will manage the panel discussions to ensure the event and discussions run smoothly.

PRELIMINARY PROGRAMME

WEDNESDAY 18 MAY	
16:00 – 18:00	Registration at the NH Collection Barbizon Palace Amsterdam hotel
19:00 – 21:00	Welcome cocktail De WaagNieuwmarkt 4, 1012 CR Amsterdam (at walking distance from the hotel)

THURSDAY 19 MAY	
	Moderator: Francesca Vanthielen
09:00 – 09:10	Welcome address Fady Gemayel – President, FEFCO
09:10 – 09:20	Opening speech Dirk Ockerman – President, CBA
09:20 – 09:30	FEFCO 70th Anniversary video - Setting the scene between the past and the future

DECARBONISING THE INDUSTRY

09:30 – 10:00	Net-zero by 2050 Speaker TBC
10:00 – 10:20	FEFCO Carbon neutrality roadmap Alex Manisty – Chairman of the Climate neutrality roadmap Steering Committee, FEFCO
10:20 – 10:40	Towards carbon neutrality with circular and collaborative fibre-based packaging innovations and investments Maija Pohjakallio – VP Climate and Circular Economy, Metsä Group
10:40 – 11:00	Built for the future: From the Forest to the Packaging Flavio Deganutti – Director of Operations Paper Business, Klabin
11:00 – 11:30	Panel discussion: Corrugated industry on the way to carbon neutrality
11:30 – 12:00	Coffee break

RETAILERS'/CUSTOMERS' PERSPECTIVES ON PRODUCT AND SUPPLY CHAIN SUSTAINABILITY

12:00 – 12:20	Albert Heijn Packaging strategy and vision on sustainability (TBC) Marion Beugelsdijk – Packaging Expert, Albert Heijn
12:20 – 12:40	2021 European e-commerce report (EuroCommerce) Sara Lon – Lead Research Analyst, Amsterdam University of Applied Sciences
12:40 – 13:00	Q&A session
13:00 – 14:30	Lunch – Barbizon Palace hotel

HIGH-LEVEL SESSION

14:30 – 14:50	Keynote speech – Nestlé's views on sustainability and climate change issues Magdi Batato – Executive Vice President, Nestlé SA
---------------	--

14:50 – 15:10	Unboxing the future of sustainable corrugated packaging Saverio Mayer – CEO Europe, Smurfit Kappa Group
15:10 – 15:30	Global perspectives on containerboard and packaging sustainability Michael Lafave – Senior Vice President and Chief Operating Officer, Kruger Inc.
15:30 – 16:15	Panel discussion: How can corrugated packaging support FMCG / retail supply chain to enhance sustainability?
19:00 – 22:30	Cocktail followed by dinner FEFCO 70 th anniversary celebration and a dinner speech by Jan Klingele – Vice President, FEFCO De Bazel -Vijzelstraat 32 1017 HL Amsterdam (walking distance from the hotel)
22:30	Back to hotel

FRIDAY 20 MAY

	Moderator: Francesca Vanthielen
--	---------------------------------

SETTING THE EU SCENE: HOW THE GREEN DEAL CAN TRANSFORM INDUSTRIES

09:30 – 10:00	Transforming Europe - Delivering the European Green Deal Diederik Samsom – Head of Cabinet of Executive Vice President Frans Timmermans, EU Commission
10:00 – 10:30	Shaping the EU economy and society to meet sustainability ambitions Tom Berendsen – EU MEP, ITRE Committee
10:30 – 11:00	Coffee break

VIEWS FROM THE INDUSTRY: PACKAGING CIRCULARITY CIRCULAR BY NATURE

11:00 – 11:30	FEFCO Single use research – Presentation of the results Outi Marin – Chair, Sustainability & Circularity Workgroup, FEFCO, Ramboll (Consultant TBC)
11:30 – 11:50	Views from the glass packaging industry Adeline Farrelly – Secretary-General, FEVE (European Glass Federation)
11:50 – 12:10	NGO's session on sustainability issues Piotr Barczak – Senior Policy Officer for Waste, European Environmental Bureau (EEB)
12:10 – 12:45	Panel discussion: Single use, reuse, recycled: can corrugated fulfil all the expectations?
12:45 – 13:00	Closing address
13:00 – 14:30	Lunch at the hotel
14:30	Summit end

PRACTICAL INFORMATION

The FEFCO Summit is organised by FEFCO with the support of CBA, The Netherlands. We would like to thank the members of the Event Coordination Group who helped us put together the programme and activities.

REGISTRATION

The FEFCO Summit usually brings together around 200 high-level corrugated industry representatives and their suppliers.

The Summit is for FEFCO members only. You can register on the event web page: www.fefco.org/feeco-summit-2022

TARGET AUDIENCE

- CEOs from the corrugated industry
- General Managers
- Sales & Marketing Managers
- National Associations and their members
- FEFCO Sympathiser members (suppliers of the corrugated industry)

VENUE

The NH Collection Barbizon Palace hotel is located opposite Amsterdam Central Station.

The hotel is in the heart of Amsterdam and is considered one of the city's classic architectural gems. With features like its 17th century oak beams and high ceilings, the Barbizon Palace provides an unforgettable aesthetic experience. It is among the top-rated hotels in Amsterdam, with excellent reviews for its room service, facilities, location and hospitality, guaranteeing a delightful stay.

Address

NH Collection Barbizon Palace
Prins Hendrikkade 59-72 1012 AD
Amsterdam
The Netherlands
T. +31(0)205564 816
www.nh-hotels.com

SOCIAL EVENTS DURING THE SUMMIT

FEFCO has chosen very central locations that are all within walking distance of the Barbizon Palace hotel.

18 MAY 19:00 - 21:00

Cocktail reception at Restaurant-Café In de Waag

The weigh house was originally built in 1488 as one of Amsterdam's city gates, St Anthony's Port. A stone incorporated in the tower facing the Zeedijk recalls the date in an inscription: In 1488 on the 27th of April the first stone of this port was laid. St Anthony's Port was one of Amsterdam's three main gates.

After many years of disuse and some renovation, this monumental structure in the heart of Amsterdam is the ideal place for a reception.



19 MAY 19:00 - 22:30

Cocktail reception followed by dinner at De Bazel

The historic building De Bazel served as the main office of the NHM (Dutch Trading Company) and various banks, before being bought by the city of Amsterdam in 1999. After renovation, the building re-opened in 2007, housing the Amsterdam City Archives.

Today it is known as the most impressive building within the oeuvre of K.P.C. de Bazel, clearly reflecting his interest in theosophical ideas and the ancient Egyptian and Assyrian cultures. It is ideally located in the heart of Amsterdam's historic centre, just a stone's throw from the financial institutions, the famous Dam Square, the beautiful canals and the main museums.

18:00 Welcome to participants and cocktail in the reception space on the third floor.

20:00 Seated dinner (ground floor). During dinner there will be a dinner speech by Jan Klingele (FEFCO Vice President) and a ceremony for the FEFCO presidency.

22:30 Return to the hotel.
Dress code: Business attire



FEFCO SUMMIT 2022 MOBILE APP

A couple of weeks before the event, participants will receive an invitation to download and connect to the FEFCO mobile app. Simply follow the instructions received by email.

This tool will provide all the necessary information regarding the event programme, venues and speakers as well as interactive features allowing members to connect and interact more.

Circular Economy Package



© EU/Christophe Licoppe

EU ACTIVITIES

2022 brings a range of new opportunities and challenges for the corrugated industry from several EU Green Deal policies promoting green and circular products.

The European Commission recently published key legislative proposals. The new ecodesign for sustainable products Regulation (ESPR) and a proposal empowering consumers for the green transition were published on 30 March 2022 as part of a first Circular Economy package. The Directive on packaging and packaging waste (PPWD) and the proposal on substantiating green claims are set to be published on 20 July 2022 as part of another package of Circular Economy policies. Some potential measures for the revision of the PPWD are of particular interest, including reduction and reuse targets for packaging and void space limits for e-commerce packaging.

The ESPR aims to make sustainable products the norm in Europe. It proposes new rules to make almost all physical goods on the EU market more friendly to the environment, circular and energy efficient throughout their whole lifecycle, and creates a digital product passport to prove compliance. Furthermore, the existing ecodesign Directive (covering only energy-related products) will be replaced by the new Regulation, which will cover a broader range of products and requirements.

The Regulation will be followed by a set of secondary legislation, with up to 18 new delegated acts to be published for specific products/product groups between 2024 and 2027. Currently, paper & board is not explicitly listed in the scope of the Regulation. However, requirements on packaging weight to product ratio and packaging waste may be included in the specific delegated acts.

FEFCO has initiated an advocacy and communications campaign to contribute to the development of the PPWD during the critical months of the legislative process. The campaign aims to make policymakers aware of the realities of reuse and the benefits of corrugated packaging by initiating high-level dialogues at EU and national level. FEFCO encourages companies and national associations to engage in a similar way with relevant policymakers and stakeholders over the coming months, and will provide materials to guide this advocacy.

The result of the recent FEFCO project on reuse and recycling will be published and discussed with policymakers. The project includes three studies: a peer reviewed Comparative Life-Cycle Assessment for

packaging solutions for the food segment; Hot spot analysis of e-commerce logistic chain; and Critical view on packaging recycling and reuse in the European Circular Economy.

FEFCO is a member of Fibre Packaging Europe (FPE), which has published a range of position papers on key issues for fibre-based packaging, including reuse, recycled content and green claims. Additionally, the group is working to meet with top-level policymakers to discuss the upcoming revision of the PPWD. A Paper Packaging Day, aiming to bring policymakers, industry experts and other stakeholders together, will take place on 29 June 2022, in Brussels.

The review of the Regulation on food contact materials continues to be delayed and a public consultation is expected in 2022. FEFCO is prepared to contribute and collaborate with the Commission on this issue. FEFCO has also published a position paper on the 'one substance one assessment' principle as part of a collaboration with a broader packaging inks value chain. The paper proposes that the hazard assessment should be followed by a risk assessment to account for the specific food contact material applications.

FEFCO will continue to follow the ongoing legislative developments and act to protect the interests of the corrugated industry.

REVISION OF THE FEFCO CODE



The new FEFCO Code is interactive, with an overview page for each series highlighting the new codes. All the designs have been standardised to be user friendly.

“The FEFCO Code revision is one of the most well-known and recognised FEFCO activities. The Code is used every day by packaging designers. This update, reflecting the latest market trends,

FEFCO is pleased to announce the publication of the FEFCO Code, renamed as the FEFCO Code - Design styles library for corrugated board products.

Developed by FEFCO in the late 1960s, the Code is globally recognised, adopted by the International Corrugated Case Association (ICCA) and used internationally.

FEFCO Code is updated with the most popular and effective box styles used by corrugated manufacturers and their customers. The design styles can be computer generated in minutes, and can be modified and customised to accommodate any product and requirement. They provide corrugated companies with the basis for more complicated or special designs that incorporate bespoke packaging features using a combination of two or three of the basic FEFCO styles.

The 12th version of FEFCO Code reflects the developments in the corrugated industry, new technologies and market changes, and contains more than a hundred new designs, including a new series related to retail and e-commerce.

will further support communication between corrugated box manufacturers and their customers worldwide,” said Eleni Despotou, FEFCO Director General.

To introduce the new FEFCO Code and answer questions, FEFCO organised a webinar, attended by more than 200 members, on 30 March 2022.

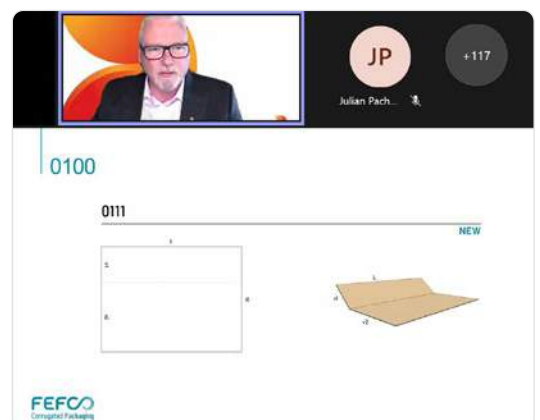
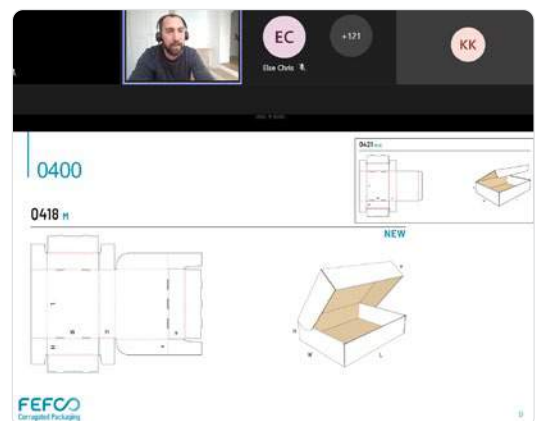
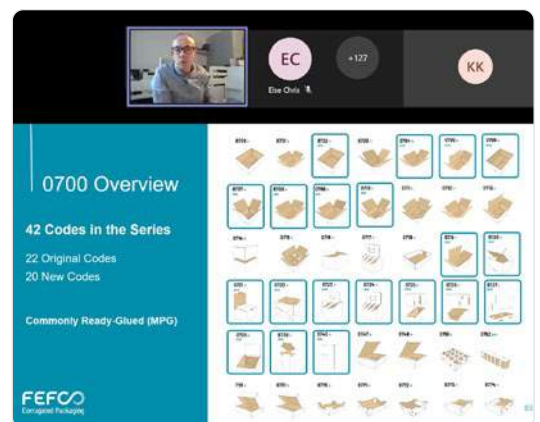
Eleni Despotou, FEFCO Director General, thanked the members and particularly the Chairman of the FEFCO Code workgroup for their intensive work and dedication to this 2-year project.

The new FEFCO Code was introduced by the workgroup Chairman Julian Pachniewski. Members of the workgroup presented various series of design styles in the new Code:

- Chris Else, DS Smith Packaging: series 100, 200 and 300
- Nikolaas Verhelst, VPK Group: series 400
- Roy Foden, International Paper: series 700 and 900
- Rubel Pervez, ESKO: series 800.



The FEFCO Code is available on the FEFCO website at: www.fefco.org/technical-information/fefco-code





Reducing packaging waste is part of the Green Deal's agenda to reach Europe's climate neutrality goal.

The European Commission is working on revamping the packaging and packaging waste rules. FEFCO is taking this as an opportunity to confirm its commitment to the Green Deal while promoting corrugated as a renewable and recyclable packaging option, by co-hosting an event with Politico.

It will convene a high-level discussion to explore whether the expected new packaging rules will have a noticeable impact on sustainable packaging.

PROGRAMME - 10 MAY 2022

- 16:30 Welcome remarks by POLITICO's moderator Leonie Cater
- 16:35 Introductory remarks by Eleni Despotou, Director General, FEFCO
- 16:40 Panel discussion including Q&A
 - Florika Fink-Hooijer, Director General, Directorate-General for Environment, European Commission
 - Saverio Mayer, Chief Executive Officer, Smurfit Kappa Group
 - MEP Maria Spyraiki (EPP, Greece)
 - Carsten Wachholz, Senior Policy Manager, Ellen MacArthur Foundation
- 17:30 Closing remarks

You can join us at the Politico Live event, **EU's packaging rules revamp: towards a more sustainable future** on **10 May 2022 at 16:30 – 17:30 (CEST)**.

You can register directly on the Politico event page: <https://www.politico.eu/event/eus-packaging-rules-revamp-towards-a-more-sustainable-future/>

The event will be livestreamed from the Politico event page and on the following platforms:

- POLITICO Homepage: www.politico.eu
- Facebook (POLITICO Europe)
- Twitter (@LivePOLITICO)
- LinkedIn (POLITICO Europe)



FEFCO is organising a safety workshop on Forklift Safety for the corrugated board industry, in Frankfurt, Germany.

Location	Timing
NH Frankfurt Airport West	20 June 2022 from 10:00 – 17:00.

The program will feature presentations by the FEFCO Health & Safety Committee on safety statistics, and on typical accidents with forklifts at corrugated plants and company best practices – using real case examples – to prevent such accidents. It will also include presentations by suppliers to the corrugated board industry of forklifts and/or clamp trucks or related safety equipment, demonstrating innovations and technical developments that improve forklift and pedestrian safety at corrugated board manufacturing sites.

The Health & Safety Committee is also inviting forklift suppliers to showcase a forklift or clamp truck adapted with state-of-the-art safety features, which will allow participants to experience and see the latest safety developments on forklifts offered on the market.

FEFCO ACTIVITIES

A warm welcome to the new members who joined FEFCO in 2022!

NEW SYMPATHISER MEMBERS

Perichem Trading Inc.

www.perichem.com

Canada

GKD - Gebr. Kufferath AG

www.gkd-group.com

Germany

Felix Böttcher GmbH & Co. KG

www.boettcher-systems.com

Germany

NEW CORRESPONDING MEMBER

UNIPAKHELLAS S.A.

www.unipakhellas.gr

Greece

FEFCO BOARD

Welcome to the new FEFCO Board Directors:

Fausto Ferretti (President of GIFCO, Italy), replacing Pietro Attoma, who retired after many years of hard work and engagement in the industry.

Alex Manisty (Head of Strategy, DS Smith Packaging, Chairman of the FEFCO Communications Committee, and Chairman of the Climate neutral roadmap), replacing Wouter Van Tol.

NATIONAL ASSOCIATIONS



The FEFCO secretariat thanks **Klas Elm**, Managing Director of SWIF Service AB (Sweden). Klas retired

in March 2022 after many years of dedication to SWIF and to the FEFCO National Directors Committee (NDC).

We are pleased to welcome his successor, **Pernilla Enebrink**.

FEFCO COMMITTEES

After many years heading the Health and Safety Committee, **Stefan Buchner** (Smurfit Kappa Group) has stepped down and been replaced by **Sabine Nellen** (Mondi).

We thank Stefan for his dedication and the good work he implemented for the Committee, and we welcome Sabine on board.



Julian Pachniewski, former Technical Director of FEFCO and member of the Operations and Innovations Committee,

has retired. The FEFCO secretariat thanks Julian for his many years of service to FEFCO and his contributions to the Operations and Innovation Committee activities. His tremendous support to the Technical Seminar over the years and his successful chairing of the FEFCO Code revision workgroup have been highly valued and appreciated.

FEFCO NEW PUBLICATION

The FEFCO Activity report 2021 was published in March 2022. We invite you to read this report which describes all the 2021 activities conducted by the FEFCO team.



FEFCO EVENTS

Politico Live event co-hosted by FEFCO

EU's packaging rules revamp: towards a more sustainable future

10 May 2022, 16:30 - 17:30 (CEST)

This event is online. See page 7 for details.

FEFCO Summit

Fit for the Future

18-20 May 2022

NH Collection Barbizon Palace hotel

Amsterdam,

The Netherlands

See pages 3-4 for details.

FEFCO Health & Safety workshop

Forklift Safety

20 June 2022

Frankfurt, Germany

Renewable Packaging for a fossil-free Europe

Paper Packaging Day

29 June 2022 - 14:30 - 19:00

Renaissance Hotel, Brussels

FEFCO Technical Workshop 2022

11 October 2022

Theme to be announced soon

Düsseldorf, Germany

FEFCO

250 avenue Louise

1050 Brussels

Belgium

Tel: +32 2 646 4070

E-mail: info@fefco.org

Twitter: @FEFCO

www.fefco.org

FEFCO Instagram

[circular_corrugated_cardboard](https://www.instagram.com/circular_corrugated_cardboard)