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## FEFCO launches Corrugated Packaging Recyclability Guidelines – design for circularity

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The European Federation of Corrugated Board Manufacturers (FEFCO) has issued the Corrugated Packaging Recyclability Guidelines – design for circularity.

With the aim to contribute to the sustainability of packaging, the guidelines provide the industry with a practical set of tools to implement in the recycling of paper and board to ensure the optimal use of natural resources and minimise their environmental impact.

The circular economy needs recycling, waste prevention and re-use to keep materials in the loop and minimise the use of resources. Paper and board are a sustainable, renewable and ecologically sound choice for packaging. In practice, the recyclability of packaging products will be determined by composition. This all starts with their design, followed by the way they are collected, sorted, and presented for reprocessing.

Paper and board recycling in the EU is a success story, with over 83% being effectively recycled. Corrugated packaging is a champion of using recycled paper for new packaging, having 89% recycled content on average.

Eleni Despotou, Director General of FEFCO said “The corrugated board industry provides sustainable and circular packaging products supporting the Green Deal ambition of the European Union. Recovering, recycling, and reusing raw materials can help achieve this. The Corrugated Packaging Recyclability Guidelines provide the industry with an outline to reach our sustainability goals”.

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### Note to the editors

FEFCO (European Federation of Corrugated Board Manufacturers) represents the interests of the European Corrugated Board Manufacturers. Headquartered in Brussels, FEFCO has 17 Association members, all European national corrugated packaging organisations. The role of the Federation is to investigate economic, financial, technical and policy issues of interest to the corrugated packaging Industry, to analyse all factors which may influence the industry, and to promote and develop its reputation.

Europe’s corrugated industry in Europe makes about 50 billion square metres of board per year, enough to cover Denmark. It has 373 companies, 646 plants and accounts for around 100,000 jobs. Corrugated cardboard packaging is circular by nature: it is based on a renewable resource; it is recyclable and recycled in reality. The average box weight decreased by 9% between 1996 and 2018 and contains on average 89% recycled material.