

FPE Manifesto - Towards a sustainable and competitive European fibre-based packaging value chain

Fibre Packaging Europe (FPE) is a coalition of 7 trade associations along the fibre packaging value chain in Europe:

 1.500 companies
  365.000 people
  2.200 manufacturing plants
  EUR 120 billion annual turnover



The importance of fibre-based packaging in our society



Wood fibres are a renewable and strong packaging material. Fibre-based packaging is **recyclable and sustainable**. Grown and recycled in Europe, wood fibres are the basis for a resilient EU bioeconomy.



Packaging's role is to **protect products** by ensuring a safe transport, while safeguarding the functionality and maintaining their quality and safety.



Packaging contributes to **combating food waste** by protecting food, providing longer shelf life and traceability.¹

Europe's forest-based sector absorbs 20% of EU greenhouse gas emissions.²

We are committed to continue enhancing our guidelines and processes to remain the most sustainable packaging solution for Europe.

FPE key policy recommendations:



Promote the role of European bio-based raw materials for a competitive EU

Switching from fossil-based to fibre-based packaging offers a **significant emission reduction potential**, estimated at³

— 66 to 111 Mt CO₂ by 2050



In the past 30 years, Europe's forest area increased by 9%, while 'forest volume' **increased by 50%**. **Sustainable forest management has contributed to that.**⁴



of wood used by Europe's pulp and paper industry **originates from EU forests.**⁵

- ✓ Create a long-term, consistent and supportive regulatory environment for the bio-based products and encourage even enforcement in EU Member States to avoid market distortions.
- ✓ Guarantee fair competition for bio-based EU products by ensuring compliance of imported products in the EU markets.
- ✓ Leveraging industrial know-how in rule setting to foster European competitiveness and facilitate implementation.
- ✓ To start the shift from fossil carbon to renewable carbon sources and foster an innovative bioeconomy, consistently introduce the term "renewable carbon", based on the existing standards, in the follow-up to the 2040 Climate Target Communication and the work on Carbon Removal Certification.

¹ UN Food Waste Index Report 2024, showing that 1.05 billion tonnes of food was wasted worldwide in 2022. This underscores the urgency for effective solutions to combat food waste.

² Climate effects of the forest-based sector in the European Union: https://www.cepi.org/wp-content/uploads/2020/07/Cepi_-_study.pdf

³ AFRY external report "Substitution potential and climate impact in the EU forest value chain"

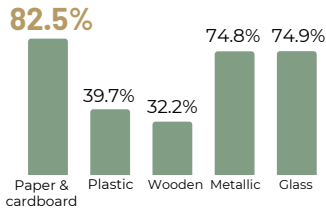
⁴ Forest Europe, State of European Forests 2020 Report

⁵ European statistics, Cepi, European Pulp & Paper Industry Key Statistics 2023



Ensure a regulatory framework that recognises the circularity of the paper value chain

Fibre-based packaging is circular with an **82.5% recycling rate**,⁶ while maintaining the fibre in the paper loop.



of paper-based packaging is made from **recycled raw materials**.⁷

35.7 Mt out of **46.2 Mt** in Europe in 2023.⁸

We consider the **entire life cycle of packaging** and our packaging:

- is designed based on Recycling Guidelines⁹
- uses bio-based materials
- is mostly sourced in Europe
- is recycled in Europe



- ✓ Involve the fibre-based packaging value chain in legislative work on the Waste Framework Directive and the Packaging and Packaging Waste Regulation to effectively implement sustainable circular practices.
- ✓ Support initiatives to introduce national mandatory separate collection targets in all EU Member States, in line with the EU framework to unlock the full potential of paper recycling.
- ✓ Implement the waste hierarchy in a meaningful way by recognising the value of recycling in achieving the best environmental outcome.
- ✓ Promote a circular economy by ensuring a regulatory framework (including a Waste Framework Directive) that acknowledges the significance of secondary raw materials.
- ✓ Prioritise Research and Innovation for efficient packaging design via European funds and programs.



Recognise the role of fibre-based packaging in ensuring food safety and reducing food waste

The **role of packaging** is to ensure that food reaching consumers is safe.



Manufacturers and suppliers of food contact paper and board have developed **Food Contact Guidelines** to ensure the highest level of safety of food packaging.¹⁰



- ✓ Create harmonised measures for fibre-based food contact materials when revising the Food Contact Materials Regulation. This is crucial to create a level playing field for more sustainable bio-based alternative materials.
- ✓ Define rules for safe fibre-based food contact materials to develop an appropriate framework for materials derived from natural sources.
- ✓ Ensure the recognition of innovative packaging to reduce food waste by increasing shelf-life and by enabling the resilience of the EU supply chain.

Why fibre-based?



Contributes to a resilient European bioeconomy



Is recycled in the paper loop



Reduces food waste and ensures food safety

⁶ Eurostat data on Recycling rates for packaging waste in EU27, 2021

⁷ European statistics, Cepi. European Pulp & Paper Industry Key Statistics 2023

⁸ European statistics, Cepi. European Pulp & Paper Industry Key Statistics 2023

⁹ Available at: <https://4evergreenforum.eu/wp-content/uploads/4evergreen-WS-3-2023-7.12.pdf>

¹⁰ Available at: https://www.fefco.org/sites/default/files/Food%20Contact%20Guidelines_2019_final%281%29.pdf