

# The EU Green Deal: Corrugated #DeliverON sustainability

2  
Editorial  
Fady Gemayel  
FEFCO President

3  
FEFCO  
Campaign

4-5  
Politico / FEFCO  
virtual panel  
EU affairs update

6  
The many lives of  
Corrugated

7  
CPI UK  
Beyond the Box  
campaign

8  
FEFCO activities  
and events



## Editorial



**Fady Gemayel**  
FEFCO President

As the new FEFCO president, I am proud to lead the association, building on the achievements already realised. We are facing challenging times, but fortunately we are working in an essential industry. We gained ground during this crisis as packaging was recognised as indispensable, a fact that we are building on.

Brussels continued working more than ever during these difficult times. The EU Commission introduced some tough legislation concerning our industry. FEFCO had to fight for corrugated to be recognised as a sustainable solution. In the scope of the single-use plastics directive we succeeded in convincing the Commission that cellulose is a natural polymer.

FEFCO and the national corrugated associations are fighting against the German mineral oil ordinance, because it creates a distortion in the EU single market and is detrimental to competition. Mineral oils can enter the food chain via many sources and targeting recycled paper as the only source is unjustified.

Recycling and the circularity of corrugated will continue to be at the top of our agenda for years to come. You can be sure that lobbying for our sector will remain a significant arm of FEFCO activities.

We continue to communicate to the market and our customers. With a modern, fresh appearance, we are using social media as the main channel for our messages and you will discover more on the following pages. To better support this work, we updated the FEFCO logo, incorporating the infinity loop to show how corrugated is recycled over and over again.

And this leads to an issue that we should build on: our material is re-usable as our fibres are used many times over. They return after each use to the paper plant and become new paper for corrugated again. The University of Darmstadt recently confirmed that fibres can be used more than 25 times without major property losses. We are a recyclable and re-usable industry!

I wish you all the strength and creativity you need for the coming months!

## FEFCO campaign updates



### Corrugated –a key player in the coronavirus pandemic

The coronavirus crisis has proved how essential the corrugated cardboard packaging industry is, and it has also shown how it delivers under exceptional circumstances. FEFCO, under the supervision of the Market & Environment Committee chaired by Gary Saunders, has been actively involved in spreading these positive messages during the pandemic. It will continue to do so with messages adapted to the ongoing crisis, focusing on topics relating to hygiene, the supply chain and logistics.

### #DeliverOn campaign launch

With the EU institutions working intensely on the Green Deal and the Green Recovery initiatives, the time was right for FEFCO to address these key policy issues.

FEFCO is pleased to announce the launch of its new online communication campaign

running under the hashtag #DeliverOn. The aim of the campaign is to build awareness and improve the perception of the industry and our product in the eyes of key EU stakeholders. It features a set of brand-new visuals promoting the key sustainability benefits of corrugated cardboard packaging.

#DeliverOn will be combined with other key words and themes such as #Sustainability, all related to EU priority topics: the Green Deal, the Circular Economy and the Farm to Fork strategy.

The campaign will cover EU subtopics such as circularity, recycling, food waste, hygiene and food safety, and also key benefits in the field of design, logistics, branding and e-commerce. In this way we will reach a broader audience.

Corrugated cardboard is the packaging which achieves the perfect life cycle. The old is made into new, again and again. To reflect this circularity the life cycle loop



# Corrugated cardboard delivers on sustainability #DeliverON



of corrugated will be one of the principal creative visuals. The campaign will then zoom in on key corrugated cardboard benefits at each stage of the loop.

The goal of this revitalized campaign is to engage further with FEFCO's key stakeholders, mainly policymakers, but also retail and e-tail partners. We also hope to reach consumers as they engage more and more with industry on social media channels.

### New FEFCO logo reflects circularity

Alongside the revamped campaign, FEFCO has refreshed its logo, giving it a more modern feel. It is also more consistent with FEFCO's Circularity message, as the C and O form an infinity symbol.



The infinity loop is a reference to the truly circular nature of corrugated cardboard. It links to the ongoing EU discussions around the Green Deal and Green Recovery plans, both of which FEFCO will be actively involved in. The infinity loop also refers to the #CircularByNature campaign, which has been the motto of FEFCO until now. The new logo will go live in early 2021.

### Corrugated scores high on LCA

FEFCO recently promoted the excellent results of its Life Cycle Assessment (LCA). The publication of these facts highlights the transparency of the industry and shows FEFCO's commitment to sustainability over a long period of time.

With the support of national associations, FEFCO published ten digital assets across its social media channels, revealing the corrugated industry's achievements on key performance indicators such as water consumption, carbon footprint emissions,

suspended solids into water, type of energy used and percentage of recycled content.

### Monitoring EU activity online

FEFCO also keeps a keen eye on the online posts of EU policymakers and opinion leaders, engaging in conversations about packaging, the environment, or any other corrugated industry related issue. The objective is to increase the industry's visibility and to take a position on certain issues whenever possible.

### Supporting the #GreenSource campaign

In the past months FEFCO also publicised CEPI's #GreenSource campaign by posting a series of creative assets and GIF animations online. The messages covered were essentially on the sustainability of paper and board materials, biodiversity,

the bio based nature of paper and board, the removal of CO2 and sustainable forest management.

We count on your support to continue growing the FEFCO online community. Please follow our campaigns on the different FEFCO channels and spread the word!



**Our new logo symbolizes the renewability and circularity of corrugated cardboard.**

**I'm confident that it will enhance the perception of our industry in the eyes of key stakeholders.**

Angelika Christ - FEFCO



# FEFCO unboxes the future of sustainable packaging

On 6 July 2020, FEFCO co-hosted a virtual panel with Politico to debate packaging related issues including waste reduction, innovation stimulation, lessons learned from the coronavirus crisis, and how the industry can contribute to the Circular Economy.

Fady Gemayel, FEFCO president and representing the corrugated cardboard industry, made the introductory and closing remarks. The webinar attracted an impressive 4,400 unique viewers demonstrating the great interest in this topic.

Among the event's panellists were Johanna Drake, Deputy Director General, DG Environment, European Commission; Dr Christoph Epping, Head of Directorate, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany; Outi Marin, Head of Sustainability reporting, Smurfit Kappa Group and Piotr Barczak, Senior Policy Officer for Waste, European Environmental Bureau.

## EU Circular Economy Action Plan

The panel touched on many issues, in particular the EU Commission's Circular Economy Action Plan and its objectives to prevent waste. Johanna Drake made the point that "we need to continue being smarter in terms of packaging innovation to make it more recyclable and more reusable."

Exchanges of views then continued, covering other topics related to the design of packaging, the role of EPR (Extended Producer Responsibility), the involvement of consumers, the implementation of the Packaging and Packaging Waste Directive and the tax on plastics.



Speakers also discussed how businesses could be incentivised. One suggestion was to encourage producers to consider the end-of-life of a product from the design phase which could accelerate the transition to a greener economy.

## The many purposes of packaging

Outi Marin from Smurfit Kappa group stressed that "packaging has multiple functions: to protect packaged goods from damage and theft and to support logistics and fraud." She also addressed the sustainability of packaging from the angle of design and she underlined the need for fit-for-purpose packaging, describing it as packaging that "[looks] good, attracts consumers, delivers on all the requirements of packaging and can be easily recycled."

Good packaging design that stimulates the circular economy, and indeed, a broad move toward sustainability, is the result of creativity and innovation, something that Piotr Barczak, of the European Environmental Bureau, emphasised.

## Consumers recognise the importance of packaging

It was also noted that during the coronavirus pandemic, consumers have become more aware of the essential role packaging plays as goods are delivered to their homes. Panellists agreed this is the right moment to work together to find innovative and fit-for-purpose solutions that can respond to the increasing need for sustainable packaging.

## Corrugated leads the way in recycling

In his closing remarks, Fady Gemayel wrapped up the debate by reminding the audience of the unique sustainable benefits of corrugated packaging. "Corrugated cardboard sets the standard for sustainable circular packaging as, on average, it is made from 89% recycled paper. Corrugated is also an active player in the bioeconomy." He added that "Corrugated already has structures in place for efficient recycling, giving it one of the highest recycling rates of all materials. We are best in class!" Finally, he welcomed the fact that "EU institutions have recognised the need for a sustainable economy, and we are happy that we can support this process by supplying a truly circular and sustainable product."

A recording of the event is available at [www.politico.eu/event/future-of-packaging](http://www.politico.eu/event/future-of-packaging)

### Key statistics

4.4 unique viewers consisting of:

**2.7 K** unique viewers from the live streaming platforms

**1.7 K** views on Twitter

**140** posts

**1.6 M** impressions via #FuturOfPackaging



# EU Affairs update

**Green recovery is the new buzz word in Brussels. With the arrival and spread of the coronavirus pandemic, and a second wave hitting Europe, it is more vital than ever for the Commission and Member States to invest in a green and sustainable economy. This could be a real opportunity for corrugated which already has green and sustainable credentials!**



Caption

## EU Climate neutrality: emitting less absorbing more

The EU Green Deal remains a top priority for the Commission. A proposal for the first EU Climate neutrality law was published in March 2020 and is now being discussed by co-legislators. The law sets a binding objective for climate neutrality by 2050 and requires action from all sectors. Climate neutrality means achieving net zero emissions, a balance between the climate emissions generated and the removal by natural or other carbon sinks. In this context the role of forests is critical, as they are considered a natural sink for carbon emissions.

## EU Policies impacting the corrugated industry

Several EU policies relevant to the corrugated industry are already on the table and the Commission is actively working to meet the actions proposed. The new Circular Economy Action Plan and the EU Industrial Strategy were published in March 2020, followed by the Farm to Fork Strategy in May 2020 and the Chemical Strategy for Sustainability in October

2020. The EU Forest Strategy has been postponed to 2021. FEFCO was actively involved in the consultation process for all these policies and advocated for the interests of corrugated packaging.

The new Circular Economy Action Plan is setting a very ambitious plan for Europe. It lays down initiatives to create a framework that “will make sustainable products, services and business models the norm and transform consumption patterns so that no waste is produced in

the first place”. The Commission will propose a sustainable products policy in 2021, including a revision of the Eco-design framework, accompanied by a proposal for substantiating green claims. Both proposals will be critical for corrugated, as they will determine how sustainable products are defined by the legislator and

will influence the communication around carbon footprint. For single use packaging such as corrugated, the possibility to restrict single-use items in general will be a real threat FEFCO is preparing to fight this.

The Circular Economy Action Plan also presented key product value chains which pose a challenge and require action. It is no surprise that packaging is one of the key value chains. The plan of the Commission is to reinforce the essential requirements for packaging allowed on the EU market while also focusing on “reducing (over)packaging and packaging waste”, “driving design for re-use and recyclability of packaging”, and “reducing the complexity of packaging materials”. Being mostly mono-material and with the highest recycling rate, corrugated packaging can benefit from this change and position itself as a sustainable packaging solution.

## Food waste is an essential sustainability challenge

The Farm to Fork Strategy is considered the heart of the Green Deal. It aims to establish sustainable food systems and

“building the food chain that works for consumers, producers, the climate and the environment”. Packaging forms a key part of the food value chain and contributes to reducing food loss and waste. The review of the EU legislation on food contact materials is an integral part of the new policy and FEFCO will follow it closely.

## Single Use Plastic directive – FEFCO fights for paper based packaging

As the year draws to a close, 2020 has presented new opportunities for corrugated but also new challenges. The EU Guidance on Single Use Plastic (SUP) was a major battle for the entire value chain. With joint efforts, FEFCO managed to convince the legislator that cellulose is a natural polymer and paper products should not be considered the same as plastic products. Nevertheless, some paper products containing plastic are still listed in the scope of the SUP guidance. FEFCO continues to fight this. More EU guidance documents under SUP will be developed in 2021. The requirements for litter prevention as part of the extended producer responsibility (EPR) schemes is one of them that will be critical for all paper products in the scope.

## Germany proposes unfair, unilateral legislation

At the same time, Germany is again active on the mineral oil issue and notified a new draft ordinance to the European Commission. The ordinance sets requirements for the use of recycled paper in food contact and limits the amount of aromatic mineral oil fractions. A national measure such as this can be detrimental to the EU Single market. It can set an unfair precedent for regulating only one possible source of contamination, when the Commission is working on a solution for the entire EU supply chain. Together with National Associations, FEFCO is actively advocating and trying to convince other Member States to object to such a national approach.

2020 was certainly a very busy year for the EU legislator and 2021 is promising to be just the same. FEFCO will continue to follow and engage in the relevant policies to ensure that corrugated packaging is fit for the new green and sustainable Europe.



# #DeliverON CIRCULARITY



## The many lives of corrugated fibres

Laboratory test shows that corrugated fibres can be recycled more than 25 times

Paper and board packaging are some of the most recycled materials in Europe. In fact, for sustainable and economic reasons, the supply chain needs recycled fibres in order to function properly. The corrugated industry is extremely efficient in reusing fibres from recovered paper, therefore using fewer primary fibres from natural resources. There is a well-established market for secondary raw materials, and on average corrugated contains 89% recycled content.

### Paper and board champions of recycling

In 2020, the European Commission adopted a new Circular Economy Action Plan (CEAP), a vital pillar of the European Green Deal. Its ambitions are to achieve climate neutrality, preserve natural resources and support the competitiveness of the European economy.

The proposed action plan will contribute to "closing the loop" in product life cycles through greater recycling and re-use, bringing benefits to both the environment and society. The circular economy is about the simultaneous application of waste prevention, re-use and recycling, keeping materials in the loop and minimising the use of resources.

Recycling extends the life span of valuable materials like paper and board. Paper and board packaging already scores high with a recycling rate of 84.6%.

### Corrugated fibre reuse almost endless

Corrugated cardboard is truly circular and achieves the perfect cycle. Fibres are reused and the old is made into new, again and again. But one question remains: how many times can a fibre be reused?

There are many misconceptions around this subject, and in scientific literature it is commonly accepted that paper fibres can be recycled a few times. But for corrugated fibres it is a different story. A scientific study conducted by the University of Darmstadt proved that **corrugated board-based fibres can be used more than 25 times with no significant loss in quality!**

In reality, a small input of virgin fibres is always necessary for the following reasons:

- fibre recovery rate is never 100%
- losses in the preparation process and in the paper machine
- some paper and board types may require fresh fibres (e.g. food contact or dangerous goods packaging)

The study also showed that using "pure" sources of secondary raw materials is key to producing high quality recycled paper. They resist the recycling process better and as a result there is only a limited downgrading of the fibres.

### Separate Collection is key for recycling

This fact is a clear argument in favour of separate collection. It plays a key role in high quality recycling and determines the number of times fibres can re-enter the loop. In 2018, the EU Commission reviewed waste legislation and increased the requirement on member states to implement the separate collection of recyclable waste. For paper this is extremely important and would lead to better quality waste entering the recycling loop.

The circular economy is essential for the future of Europe and the planet. Corrugated packaging plays its part by offering unequalled recycling potential. With more widespread implementation of separate collection across Europe, corrugated packaging will further increase its position as one of the best examples of a product that is **sustainable and circular by nature.**



## “Beyond the Box”

Raising the profile of cardboard packaging to a UK consumer audience

Running under the campaign name “Beyond the Box”, the UK based Confederation of Paper Industries (CPI) has continued its communications activities with two specific projects timed around the UK ‘Recycle Week’ in September. Its messages have gone out to a potential audience of more than 300 million.

These activities aim to inform the general public about the superb environmental credentials of corrugated (cardboard) packaging. The programme has proved successful with a wide range of social media posts, radio interviews and national press coverage.

### Sustainable shopping survey

The first activity took place this autumn when the CPI commissioned a ‘Vox Pop’ video, interviewing members of the public and highlighting the attitudes of everyday consumers. Supported by consumer research and seeking to educate the public on sustainable packaging choices the story was picked up nationally by a number of newspapers including The Sun and The Mirror, as well as 150 regional news websites.



### PaperBoyo cardboard art

Their second project was to engage with PaperBoyo, a prolific artist best known for his incredible stencil style photography, which is shared on Instagram to nearly half a million followers. PaperBoyo was commissioned to create two images using cardboard to show off the material in his original style. The post achieved almost 14k likes with many positive comments, making it one of his most successful ever. It also appeared in the London Evening Standard.

Over the summer the CPI organised a Radio Day “Green in Quarantine”. Adapting to the pandemic, the association conducted consumer research to explore consumers’ attitude to recycling in lockdown. A series of radio interviews were set up with a CPI spokesperson, to a combined audience of 1.9 million.

### Celebrity Sustainability Hero award

The CPI plans to finish the year with another high-profile project: asking the public to vote for their Celebrity Sustainability Hero of the year. Online voting is available through their website in November, promoted by an advertorial in a major local newspaper and through social media. Consumers will then vote on a short list and a corrugated statue (bust) will be made which will be unveiled in December. The celebrity will be informed that they have won the first annual award and the hope is that they will choose to promote the fact through their own channels.

### A successful year

Overall, this has been another successful year for the CPI, with early engagement on social media using bespoke branded pizza boxes to promote the message that cardboard is recyclable. The Confederation also engaged with children’s news publication First News with the objective of reaching a younger audience.

The CPI found great success in its ground breaking consumer messaging and would be happy to share its experience with other FEFCO members. If you are interested to know more, please contact Andy Barnetson CPI at: [abarnetson@paper.org.uk](mailto:abarnetson@paper.org.uk)



# FEFCO activities

## New Board Members

### New Executive Board composition

FEFCO President: Gemayel, Fady  
(Chairman General Manager) - Gemayel  
Frères SAL who replaces Jan Klingele

FEFCO Vice President: Jan Klingele  
(Managing Partner) - Klingele Paper &  
Packaging Group

FEFCO Vice President: Saverio Mayer  
(CEO Europe Smurfit Kappa) - Smurfit  
Kappa Europe

Honorary Vice President: Iversen, Nina  
(Managing Director) - Glomma Papp AS

### Associations

Carton Ondulé de France (COF)

President: Philippe Durand who replaces  
Arnault Bertrand.

### Representative of Clusters

CBA Belgium, Netherlands President:  
Dirk Ockerman who replaces Jean-Paul  
Macharis.

## New Sympathiser members

A warm welcome to the new member who  
has recently joined FEFCO:

Sedamyl - Italy - [www.sedamyl.com](http://www.sedamyl.com)

## FEFCO calendar of events

### Workshop – announcement

FEFCO is organising a technical  
workshop on 23 February 2021. The  
title is “Sophisticated fortune telling –  
monitoring and controlling our production  
processes”. The workshop will be a  
digital event with the morning session  
focusing on the monitoring and quality  
control of corrugator machines and the  
afternoon session focusing on converting  
machines. More information will be  
available soon.

### FEFCO Technical Seminar 2021

Due to the coronavirus situation, the  
FEFCO Production Committee is working  
on a revised concept. Depending on the  
situation, the event may evolve into an  
hybrid event or a fully digital one. FEFCO  
will keep you updated.

### Health & Safety – announcement

FEFCO is organising its first safety  
workshop in 2021.

The theme is “Forklift safety” as this  
is a high-risk activity at our production  
sites. The programme will cover safety  
statistics, examples of forklift incidents  
and potential good practice solutions  
shared by safety experts from corrugated  
companies. FEFCO will also seek the  
engagement of forklift manufacturers  
to discuss their views and alternative  
solutions for the safety challenges we  
face.

## FEFCO Events

### FEFCO Technical Workshop

“Sophisticated fortune  
telling – monitoring and  
controlling our production  
processes”  
23 February 2021 - online  
More information soon.

### FEFCO Safety workshop

More information soon

### FEFCO Technical Seminar 2021

Additional information to  
come soon

## Other events

### Fruit Logistica

18-20 May 2021  
Special edition “Meet  
onsite. Connect online”  
[www.fruitlogistica.com](http://www.fruitlogistica.com)

### Interpack

25 February – 3 March 2021  
Düsseldorf, Germany  
Check site for update  
[www.interpack.com](http://www.interpack.com)

### Drupa 2021

20-30 April 2021  
Düsseldorf, Germany  
Check site for update  
[www.drupa.com](http://www.drupa.com)

### Fachpack 2021

28-30 September 2021  
Nurnberg, Germany  
[www.fachpack.de/en](http://www.fachpack.de/en)



### FEFCO

250 avenue Louise  
1050 Brussels  
Belgium

Tel: +32 2 646 4070  
E-mail: [info@fefco.org](mailto:info@fefco.org)

Twitter: @FEFCO  
[www.fefco.org](http://www.fefco.org)

FEFCO Instagram  
[circular\\_corrugated\\_cardboard](https://www.instagram.com/circular_corrugated_cardboard)