

## Press release

### 4evergreen: a unique industry alliance to boost the contribution of fibre-based packaging in a circular economy

Brussels, 20 November

Cepi, the European association representing the paper industry, announced today a new alliance called 4evergreen. The aim of the alliance is to boost the contribution of fibre-based packaging in a circular and sustainable economy that minimises climate and environmental impact.

The alliance will increase awareness about the benefits of fibre-based packaging materials, advocate for EU legislation supporting product design for recyclability and call for the development of optimised collection systems and appropriate recycling infrastructures.

The rise of environmental awareness and consumer concerns, as well as the increase of packaging focused regulation, such as the Single Use Plastics Directive, have helped companies to accelerate the development of alternative packaging materials including fibre-based packaging with a view to helping consumers make more climate-friendly choices.

4evergreen was created as a forum to engage and connect industry members from across the fibre-based packaging value chain, from paper and board producers to packaging converters, brand-owners and retailers, technology and material suppliers, waste sorters and collectors.

*“Fibre-based packaging can be a game-changer for material substitution”,* says Eija Hietavuo, Chairwoman of 4evergreen and Senior Vice President Sustainability Stora Enso Consumer Board. *“Our common goal is to deliver a holistic approach to optimise the sustainability and circularity of the fibre-based packaging’s life cycle.”*

*“The time to act is now!”* says Jori Ringman, Director General at Cepi. *“Our industry already has a strong track record in environmental performance and recycling, but our ambition is higher. We are driving a system-wide shift to transition to the next level of circularity and climate resilience. 4evergreen will be the place for the whole industry value chain to co-create and collaborate for a change.”*

The first 4evergreen alliance members include Nestlé, Danone, Mars, Stora Enso, Smurfit Kappa, Sappi, Metsä Board, UPM, Mayr-Melnhof Group, Reno de Medici, Mondi, Burgo, Kotkamills, DS Smith, Heinzl Group, Ahlstrom Munksjö, International Paper, BillerudKorsnäs, Huhtamäki, SEDA, SIG Combibloc, Tetra Pak, Elopak, Walki, Schur Group, Cardbox Packaging, Firstan Ltd., Westrock, Leonhard Kurz Stiftung & Co. KG, Graphic Packaging International, AR Packaging, Baumer hhs GmbH, Van Genechten Packaging Group, Sonoco, VTT. The alliance is welcoming more organisations to join the collaboration.

#### Note to editor:

For more information about 4evergreen, please contact Claire Couet, Cepi Public Affairs & Communications Director, at [c.couet@cepi.org](mailto:c.couet@cepi.org).

For more information on membership opportunities please contact Giulia Fadini, Cepi Innovative Projects Manager, at [g.fadini@cepi.org](mailto:g.fadini@cepi.org).

#### About CEPI :

CEPI is the pan-European association representing the forest fibre and paper industry. Through its 18 national associations CEPI gathers 495 companies operating more than 900 pulp and paper mills across Europe producing paper, cardboard, pulp and other bio-based products. CEPI represents 22% of world production, €82 billion of annual turnover to the European economy and directly employs more than 177,000 people. From forest fibre technology to advance paper design the industry currently invests 5.5 billion annually and is a leader of the low carbon circular bioeconomy transition. CEPI's 2050 'Investment Roadmap' outlines the industry's vision to advance this transformation in Europe through value creation and decarbonisation