



Press Release

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European paper industry shows the way in innovative solutions for energy efficiency and renewables

In a first of its kind project the Confederation of European Paper Industries (CEPI) has called upon its member companies to voluntarily exhibit innovative, emissions-reducing projects that centre on increasing energy efficiency and promoting the use of renewable energy sources.

The '[To Our Roots and Beyond](#)' project puts the focus back on the industry's leading role in contributing to a sustainable, low-carbon society. The project demonstrates how industry is taking responsibility in reducing its carbon emissions, as well as taking a leading role in providing bio-based solutions to decarbonise society at large.

In total, the project gathers 14 innovative case studies from 10 EU countries, involving 12 companies representing a diverse array of projects. The innovative projects which focus on energy efficiency and/or renewables are indicative of the diverse means the paper industry has at its disposal to reduce emissions whilst building upon its unique strength as an entirely renewable material.

"Our industry has set a vision to unleash the full potential of the bioeconomy by 2050, driving both value creation and deep decarbonisation. This project demonstrates how we put words into action and what it takes, on the ground, to turn vision into reality through smart industrial integration, innovation in energy efficiency or advanced use of renewables" says Sylvain Lhôte, Director General at CEPI

As part of its commitment to reducing emissions this project will be renewed on a bi-annual basis. This project will remain a permanent feature of the industry's commitment to put into practice its vision outlined in its '2050 Investment Roadmap'. The project website, including a link to the brochure, can be found [here](#).

About: [CEPI 2050 Investment Roadmap](#)

In February 2011 CEPI relaunched its Roadmap putting into action its vision to reduce emissions by 80% while creating 50% more added value. The Roadmap envisions the need for €44 billion additional investment - a 40% increase on current levels – to lead the transition towards a low-carbon bioeconomy by 2050.

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