Cepi, the Confederation of European Paper Industries, and EPIS, the European Pulp Industry Sector Association and its members, present their #GreenSource initiative, a European-wide effort to explain how the forest-fibre industries make the 2050 climate neutrality target a reality.

The forest-fibre industry wishes to offer innovative solutions to the needs of the European citizens and contribute to a sustainable lifestyle while making sure that forests keep growing, absorbing CO₂ and protecting biodiversity.

A recent scientific study commissioned by Cepi on the Climate effect of the forest-based sector in the European Union shows that, thanks to the forests and forest-based products, we take 806 million tons of CO₂ out of the atmosphere every year – this corresponds to 20% of the EU’s annual emissions - while bringing 3.5 million jobs, especially to rural areas.

“We can help decarbonise the economy and revolutionise consumption habits thanks to our innovative alternatives to fossil-based materials. According to a recent Material Economics¹ study, 25% of plastics could be easily replaced with paper and board already today without compromising end-product functionality.” Jori Ringman, Cepi DG.

We provide fossil-free alternative solutions for many sectors already today: media, packaging, health care and hygiene but also and increasingly for textiles. Cellulose-based materials might even replace the graphite used in portable technologies and the virtually limitless possibilities in biorefineries help us champion in bio-based green chemistry.

In times of COVID-19, it’s important to remember that we are delivering packaging, tissue and hygiene products that are essential to EU citizens while being good for the planet and good for the European economy.

#GreenSource is the common voice of our industry rising to tell the world how we are making a difference in the transition to a sustainable and climate-friendly future.

To learn more, watch our introductory video here.

¹ https://materialeconomics.com/publications/sustainable-packaging
Note to editor:
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About Cepi:
Cepi is the European association representing the paper industry. We offer a wide range of renewable and recyclable wood-based fibre solutions to EU citizens: from packaging to textile, hygiene and tissue products, printing and graphic papers as well as specialty papers, but also bio-chemicals for food and pharmaceuticals, bio-composites and bioenergy.

We are a responsible industry: 92% of our raw materials are sourced in Europe and certified as sustainable, 91% of the water we use is returned to the environment, in good condition. We are the world champion in recycling at the rate of 72%. At the forefront of the decarbonisation and industrial transformation of our economy, we embrace digitalisation and bring 20 billion value addition to the European economy and €5.5 billion investments annually.

More information about our sustainability performance here.

Through its 18 national associations, Cepi gathers 500 companies operating 895 mills across Europe and directly employing more than 180,000 people.