

# Press release

## ***From Forests to Packaging: Pro Carton joins the #Greensource initiative***

Brussels, 25 January 2021

#Greensource was created in 2020 as a European-wide effort to explain how the forest-fibre industries can make the 2050 climate neutrality target a reality. **Cepi**, the Confederation of European Paper Industries, and **EPIS**, the European Pulp Industry Sector Association, kickstarted the initiative. As a natural evolution of the campaign, **Pro Carton** – the European Association of Carton and Cartonboard manufacturers – has joined the campaign as one of its co-leaders, bringing the perspective of the fibre-based packaging industry, a key part of the value chain.

### **Pro Carton: adding a new layer to #Greensource**

With circularity at the heart of its purpose, #Greensource works around three key pillars to showcase the industry's climate ambitions:

1. **Renewable materials:** Forest-based products come from a renewable, natural resource which is managed to let forest grow more than what is harvested and preserve biodiversity.
2. **Responsible industry:** We are committed to drastically reducing emissions in our operations and increasing the industry's already impressive recycling performance.
3. **Climate friendly products:** Our products substitute fossil fuel-based materials, they have a direct and immediate positive impact on climate.

The joining of Pro Carton therefore takes #Greensource one step further by representing one of the final steps of the value chain. This addition reflects the truly circular nature of #Greensource: from forest to packaging

*“Joining #Greensource was an obvious choice for Pro Carton. The campaign’s core message aligns perfectly with ours by focusing on the sustainability and circularity of the fibre-based industry as a whole... and renewable, recyclable and biodegradable packaging is an essential part of that value-chain. We are delighted to be supporting this initiative as it gives a common voice to all the forest-based products industry”,* said Tony Hitchin, General Manager of Pro Carton.

### **2021 and beyond: a renewed ambition for the campaign**

2020 was no doubt a year of disruption. It was, of course, the year of COVID-19 where packaging, tissue and hygiene products became essential to EU citizens. It was also the year of the European Green Deal, putting the focus on the ambitious objective of reaching climate neutrality by 2050 in Europe.

Jori Ringman, Director General of Cepi: *“Our objective through #Greensource is to share information and raise awareness around the power and potential of the forest-fibre industry and how it can contribute to reaching Europe’s climate goals. As a forest-based industry, we save 806 million tons of CO2 per year<sup>1</sup> while our products are sourced, manufactured and recycled in Europe with European technology. We are incredibly proud that #Greensource has already reached 2 million online impressions in 2020, and are confident much more in the year to come! This is why we are also very excited to welcome Pro Carton as they will no doubt contribute to our educational effort bringing more emphasis on consumers.”*

*“One of the core reasons for EPIS joining #Greensource is that the forest industry has innovative solutions to offer in order to contribute to a sustainable lifestyle while making sure that forests keep growing, absorbing CO<sub>2</sub> and protecting biodiversity. In 2021, we want to keep emphasising this message and are delighted to collaborate along the value chain welcoming Pro Carton as an important end-use segment for market pulp”,* added Anna Maija Wessman, Secretary General of EPIS.

<sup>1</sup>Access the scientific study commissioned by Cepi on **the Climate effect of the forest-based sector in the European Union** here: [https://www.cepi.org/wp-content/uploads/2020/06/Cepi-Climate-effects-of-the-forest-based-sector-in-the-EU\\_Exc-summary.pdf](https://www.cepi.org/wp-content/uploads/2020/06/Cepi-Climate-effects-of-the-forest-based-sector-in-the-EU_Exc-summary.pdf)

**Note to editor:**

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**About #Greensource :**

#GreenSource is the common voice of the forest-fibre based products industry rising to tell the world how we are making a difference in the transition to a sustainable and climate-friendly future. The initiative is run by Cepi, EPIS and Pro Carton. [www.eugreensource.org](http://www.eugreensource.org)

**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 speciality 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.