

Press release

Cepi launches the third edition of REINVEST2050

Brussels, 1 June 2021

Today, Cepi presented the third edition of its project [REINVEST2050](#), an overview of how the pulp and paper industry is living up to its commitment to actively reduce carbon emissions and support the climate neutrality objective.

REINVEST2050 is a biannual project of the industry to report on our emission reduction commitment by showcasing real-life examples of investments in carbon-saving technologies across Europe.

[This year's edition](#) gathers 16 projects from 8 countries, involving 13 companies from our sector. They illustrate the latest improvements in energy efficiency and switching to renewable energy sources. Companies also show their efforts to diversify product portfolio and provide bio-based, low-carbon alternatives to more carbon-intensive products and promoting the circular economy. Each case study in the report indicates the amount of CO₂ emissions reduced and the percentage of energy saved on-site.

“Our commitment is even more important this year, just one month ahead of the European Commission’s “Fit for 55” package. It will radically revamp the energy and climate regulatory framework to achieve higher emission reductions by 2030. REINVEST2050 is also an opportunity to discuss whether the new policy framework will enable the industry to further reduce its emissions whilst remaining competitive.” commented **Jori Ringman, Cepi Director General**. *“Beyond that, we are proud to demonstrate that the pulp and paper industry keeps on investing twice as much as manufacturing industries on average in Europe”,* he said.

In her opening speech, **MEP Miapetra Kumpula-Natri** (S&D, FI) highlighted that *“The “Fit for 55” package needs to create a solid framework and predictability so that the industries are able to contribute to our common European climate and sustainability goals”*.

During the panel discussion, **MEP Adam Jarubas** (EPP, PL) commented: *“In the past years, there have been significant efforts in transitioning to a future of lower emissions. The EU is committed to continuing this transition. The paper industry is an intensive industry that will need to continue adapting.”*

According to **MEP Nils Torvalds** (Renew, FI) a secure investment environment is key for the forest-based industries to ensure that *“their value chains are from raw material to end product and wholly European”*. *“We need a strong industry that is decarbonising with speed while being a global leader”,* he said.

Deputy Director-General of DG GROW Maive Rute emphasised the need to clarify the path for the industry's future. *“The forest-based industries provide some truly inspiring improvements in fostering production and investments in Europe”,* she stated.

In the meantime, Cepi continues to inspire the development and implementation of innovative technologies, solutions and concepts in our industry. A year after the launch of the [Energy Solutions Forum](#), we step up our efforts to further support knowledge sharing within our industry and demonstrating new technologies by developers and suppliers.

Note to editor:

For press inquiries, please contact Claire Couet, Public Affairs & Communications Director, at c.couet@cepi.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.