

Press release

Cepi pledges to support a transition towards Sustainable Products

December 17th, 2021

The European paper industry fully supports the EU ambition of making Europe the world's first climate-neutral continent by 2050 and building a European circular economy. The carbon neutrality objective requires the European pulp and paper industry to become even more sustainable, efficient and innovative. It demands that we continue on our transformational journey, while maintaining our international competitiveness. Forest fibre and paper-based products offer alternatives to fossil-based ones which are coming from renewable sources, are recyclable, and contribute to trapping carbon pulled out of the atmosphere by trees. This supposes large investments in green technologies over the coming years, an area where forest fibre and paper producers are already ahead of other sectors of the EU's manufacturing industry.

The pledge has been taken by the industry as a whole, covering diverse products and materials made in the sector. Cepi, as the organisation representing the industry at EU level, will also leverage its existing networks within users of paper and forest fibre products, including many major companies with a global footprint. This will ensure that the pledge gains enough traction and has a real impact on climate neutrality, resource efficiency and circularity.

The new commitment is based upon three main pillars:

- The achievement of **full circularity performance for paper-based products and packaging**.
- The acceleration of **innovation to replace fossil-based materials**.
- Ensuring **responsible sourcing for paper-based products and packaging**.

In total, sixteen pledges are included across these pillars, four of which are quantitative. In particular:

The industry is pledging to have, by 2025, 80% of the wood, chips and sawmilling by-products purchased by the industry originating from forest certified to be sustainably managed.

The industry is committed to offer fibre-based solutions to the market to enable replacing at least 25% of current plastic packaging by 2025.

Current recycling champion, the industry is willing to raise the bar to meet 76% paper recycling and 90% fibre-based packaging recycling rates by 2030. Adopt design guidelines for 100% paper-based products and packaging to be recyclable by 2025, and reusable in case it is useful and possible.

For a more detailed description of the industry's commitments [download the Sustainable Product Pledge](#).

Quote: "We want to be a part of the solution and demonstrate that our sector is ready to make large and long-term investments to secure our supply of low-impact alternatives and bio-disruptive innovations that can match the deep changes of consumption triggered by the European Green Deal." **Jori Ringman, Cepi General Director**

Note to editor:

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For examples of low-carbon products originated from the forest fibre and paper industry, please consult the REINVEST2050 website <https://reinvest2050.eu/>, including the following case studies in the [textile](#), [packaging](#) sectors, or watch this video on our YouTube channel on new [developments in the textile industry](#).

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.