
Press release

EU associations launch coalition for a more competitive, and ambitious, EU bioeconomy

Brussels, 28 March 2023

A new group of 14 EU trade associations including the providers of high-quality wood-based products, fibre-based paper and board products and packaging, and renewable energy solutions, supported by EU forest owners and managers, has today launched a cross-sectoral coalition. The coalition's aim is to present EU policymakers with an ambitious common vision ahead of 2030 and, going beyond, one leading to a transition towards a circular bioeconomy.

fully integrated, resilient European value chain. The coalition has made publicly available [a paper detailing common challenges, needs, and solutions](#). It is also supported by a further 6 associations linked to the forestry sector.

This is the broadest coalition yet representing these value chains. Jointly, its members represent 3% of the EU's GDP, €520 billion in turnover, and 20% of its manufacturing companies. They are an integrated part of the EU bioeconomy, using local renewably-sourced materials, made and recycled in Europe, and using European technology. But their contribution could go much further. They hope to work with the EU institutions towards **creating an enabling policy environment for their sectors to collectively reach climate change mitigation equivalent to 30% of EU annual CO2 emissions**. In 2019, this figure stood at 20%.

The coalition's ambition will require **consolidating the EU's global leadership as a provider of sustainable and competitive alternative solutions** for today, and innovative opportunities for tomorrow. Europe's wood and fibre-based value chains are widely considered a laboratory for the future circular bioeconomy.

In order to be climate neutral by 2050, **the EU needs to work with the coalition to accelerate the uptake of bio-products, encourage investments in green technologies for production processes and supply chains, and support a shift towards sustainable consumption while putting in place policies to boost the competitiveness of sustainable manufacturing industries.**

The competitiveness of the overall European industry has been impacted by the energy crunch and issues related to the supply of strategic raw materials. **Wood-based products, fibre-based paper and board products and packaging, and renewable energy solutions, offer resilience and ensure European strategic autonomy and competitiveness** via the sustainable management of sources of valuable raw materials, and secondary raw materials and related technology.

Download the paper [Circular Choices for a competitive EU Bioeconomy](#).

Notes to editor:

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For more information on Industry commitments, please consult

[Cepi's Sustainable Product Pledge](#),

[Cepi's Pledge to support the 3 billion trees initiative](#).

[The 4evergreen cross-industry alliance](#).

For our 2022 industry statistics, please refer to

[Cepi Preliminary Statistics 2022](#)

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: 85% of our raw materials are sourced in Europe and certified as sustainable, 92% of the water we use is returned in good condition to the environment. We are the world champion in recycling at the rate of 71.4%. At the forefront of the decarbonisation and industrial transformation of our economy, we embrace digitalisation and bring 21 billion value addition to the European economy and €4.5 billion investments annually. Through its 18 national associations, Cepi gathers 490 companies operating 885 mills across Europe and directly employing more than 179,000 people.

More information about our sustainability performance [here](#).