
Press release

New EU packaging rules are almost here. For the pulp and paper industry, legal certainty is a good thing.

Brussels, 24 April 2024

The pulp and paper industry welcomes today's vote at the EU Parliament on the Packaging and Packaging Waste Regulation (PPWR) that supports the trilogue agreement and avoids delaying the legislative process. The last step will be a final confirmation of the agreement by the EU Council.

After an intensive democratic process that has brought forth the idea that **circularity and the phase out of fossil-based materials are desirable features of the EU's economy**, it is now time to start working towards the objectives the PPWR has set for the packaging industry.

The objectives outlined in today's agreement as adopted by the European Parliament suppose for the EU's national recycling systems to ramp up their performance, while **packaging rules should become more harmonised under the EU Single Market**.

To ensure a timely compliance with the new regulation from its entry into force, the packaging industry and its many customers will need to work hand in hand with local authorities in charge of implementing the legislation, notably **on the collection of materials for recycling, a key factor in increasing the EU's recycling rate**. Any delays threaten the industry's capacity to comply with the regulation in a timely manner and meet its ambitions.

Members of the EU Parliament have shown support to the agreement reached in the trilogue and consolidated trust in the EU legislative process. **The pulp and paper industry now urges EU Member States to endorse the agreement in the Council when they cast their vote on the file in autumn.**

Quote by Jori Ringman, Cepi Director General

“Our position is to support the PPWR's agreement and its adoption without delays. Everyone needs legal certainty to meet the very ambitious objectives set in the PPWR.”

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 2023 industry statistics, please refer to

[Cepi Preliminary Statistics 2023](#)

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 70.5%. At the forefront of the decarbonisation and industrial transformation of our economy, we embrace digitalisation and bring 25 billion value addition to the European economy and €5 billion investments annually. Through its 19 national associations, Cepi gathers 490 companies operating 870 mills across Europe and directly employing more than 180,000 people.

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