

Green & Digital Transformation in the corrugated industry

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Ms Nina Iversen, President

Corrugated cardboard European Industry Voice in Europe to the World



Our vision

FEFCO to be the **reference** voice for the corrugated industry in Europe

Aiming to a **sustainable and innovative** industry

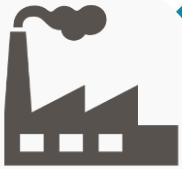
Corrugated to be the **privileged packaging solution**



Key figures about corrugated sector in Europe



Annual production of +- 46 billion m² of corrugated boards

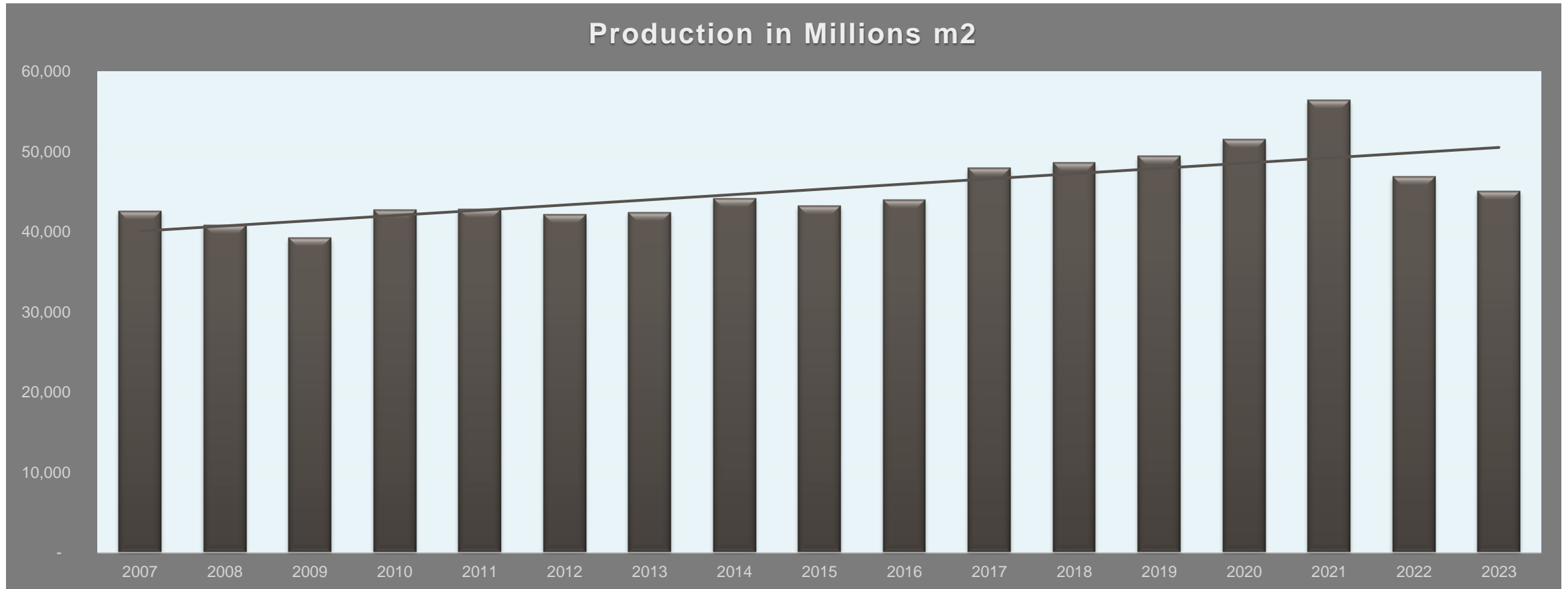


258 companies, counting 533 plants, and 100 000 direct employees



Over the last 20 years, improvements have led to an increase recycling rate (from 75% (1996) to 88% (2023))

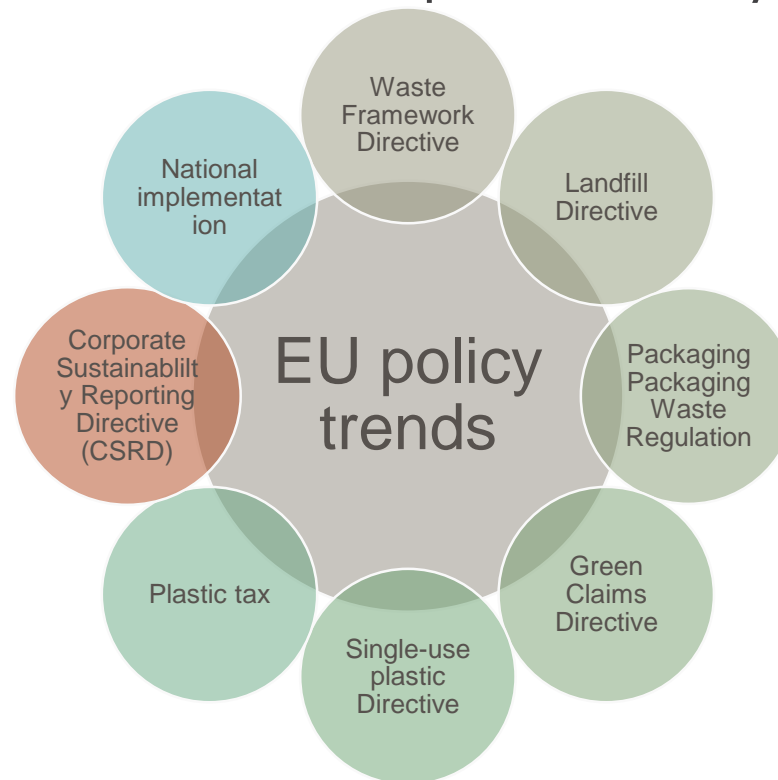
EU Statistics (FEFCO members 2007 to 2023)



European policies

FEFCO EU Regulatory Support

- Enable EU favorable regulatory environment
- Support members to comply with regulatory requirements
- Strategic partner with EU Authorities
- Assist members companies to maintain their competitiveness by avoiding harmful legislation



The European Green Deal

Green Deal Objective:

1. Become climate-neutral by 2050
2. Protect human life, animals and plants, by cutting pollution
3. Help companies become world leaders in clean products and technologies
4. Help ensure a just and inclusive transition

Key measures for the corrugated industry:

- EU law for Climate neutrality
- EU Industrial strategy
- New Circular Economy Action Plan 2.0
- Green claims directive

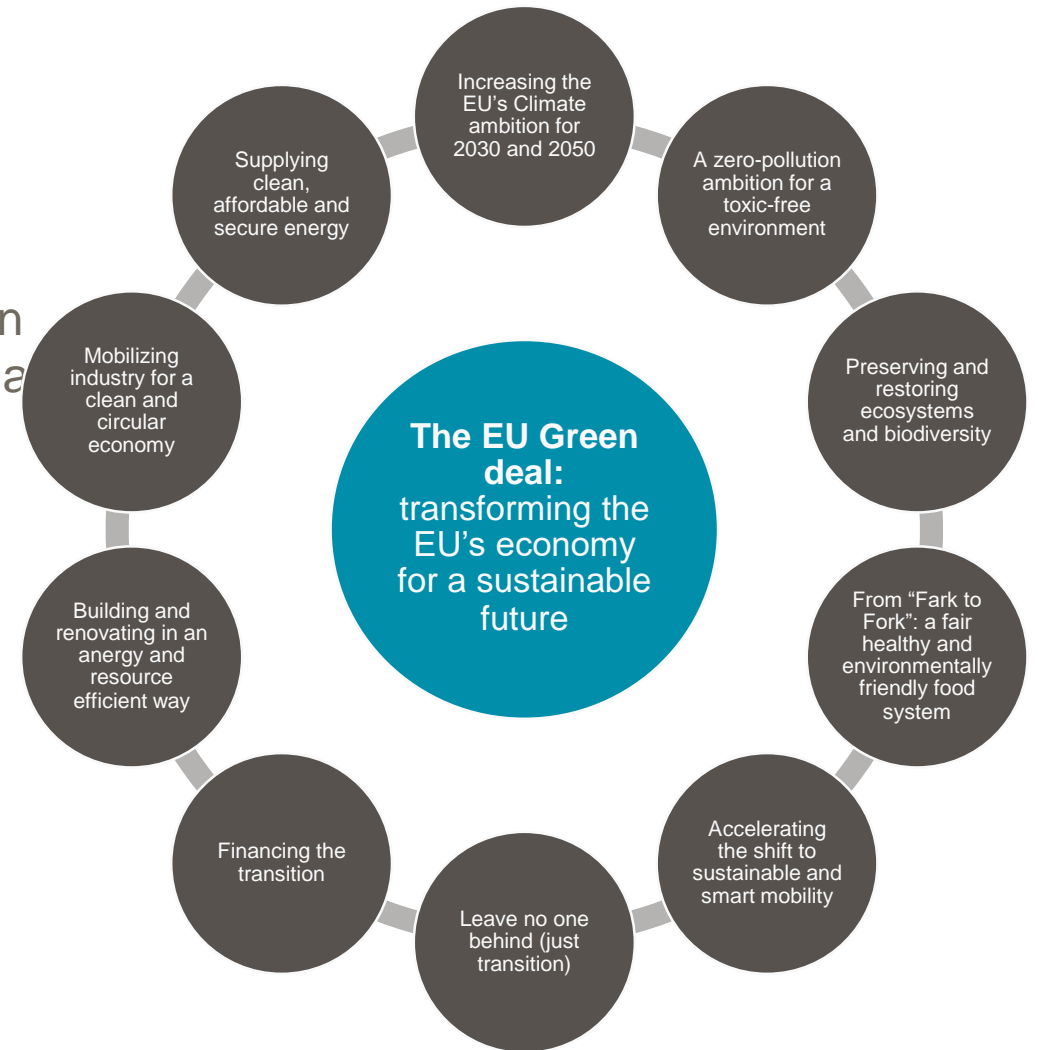


Diagram of the EU Green deal

EU Waste Hierarchy



Packaging & Packaging Waste Regulation (PPWR)



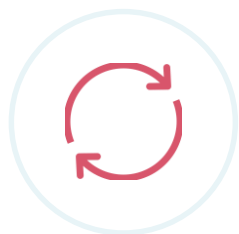
**Recyclable
packaging**



**Empty space
limit**



**Waste
reduction**



**Reuse
targets**



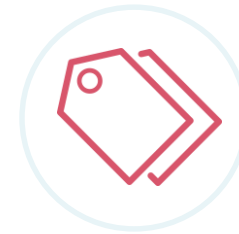
**Prevention
targets**



**Recycled content
in plastic
packaging**



**Market
restrictions**



Labelling



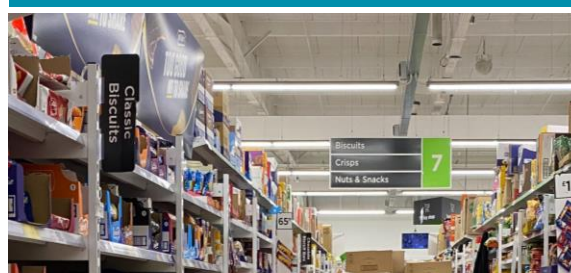
**Substances
of concern**

Reuse targets

SALES PACKAGING



GROUPED PACKAGING



TRANSPORT PACKAGING



E-COMMERCE PACKAGING



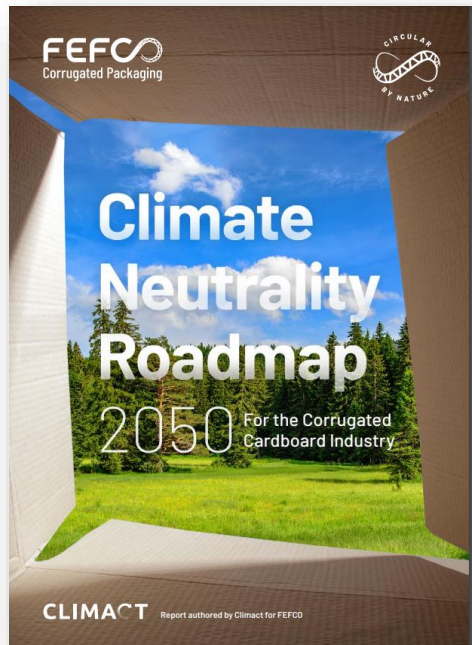
CARDBOARD BOXES EXEMPTED



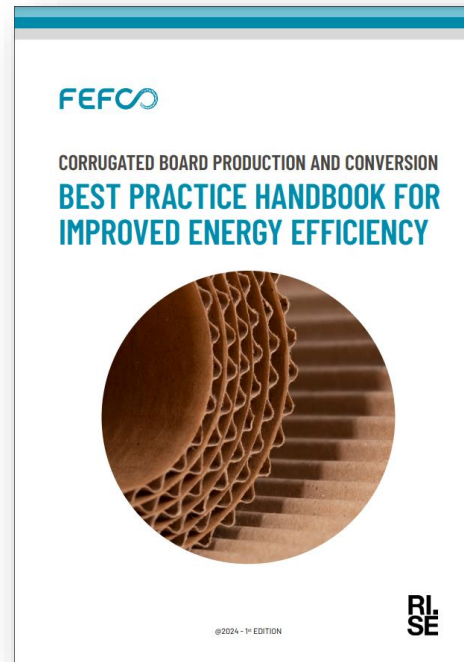
FEFCO initiatives

FEFCO Key Studies to support the industry

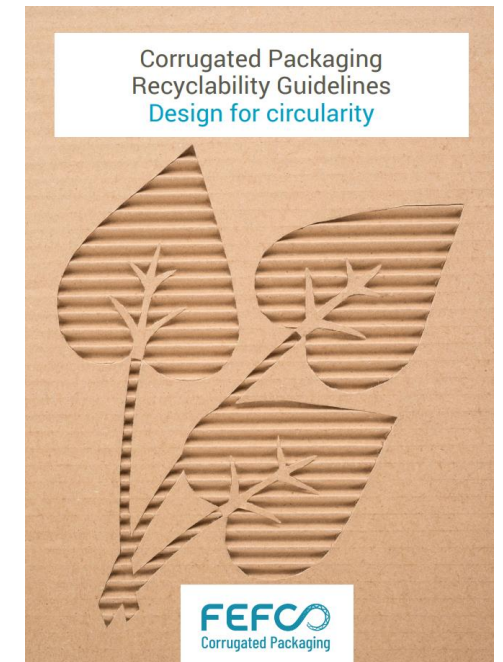
Climate Neutrality Roadmap 2050



Best Practice Handbook for Improved Energy Efficiency



Recyclability Guidelines



FEFCO Cyber Security Handbook

- Implementation of practical measures to support the protection of members operational environments
- Build trust between producers & suppliers, producers & customers and insurance companies across the sector
- Establish standard for mutual recognitions across the industry
- Deliverables compliant with **EU legislative frameworks** and validated by third-party



Who else?

Corrugated cardboard combines **efficiency** and **circularity**. It keeps valuable materials in the loop through recycling, enabling the Green Deal.



THANK YOU!
www.fefco.org