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General information /
Sub-title

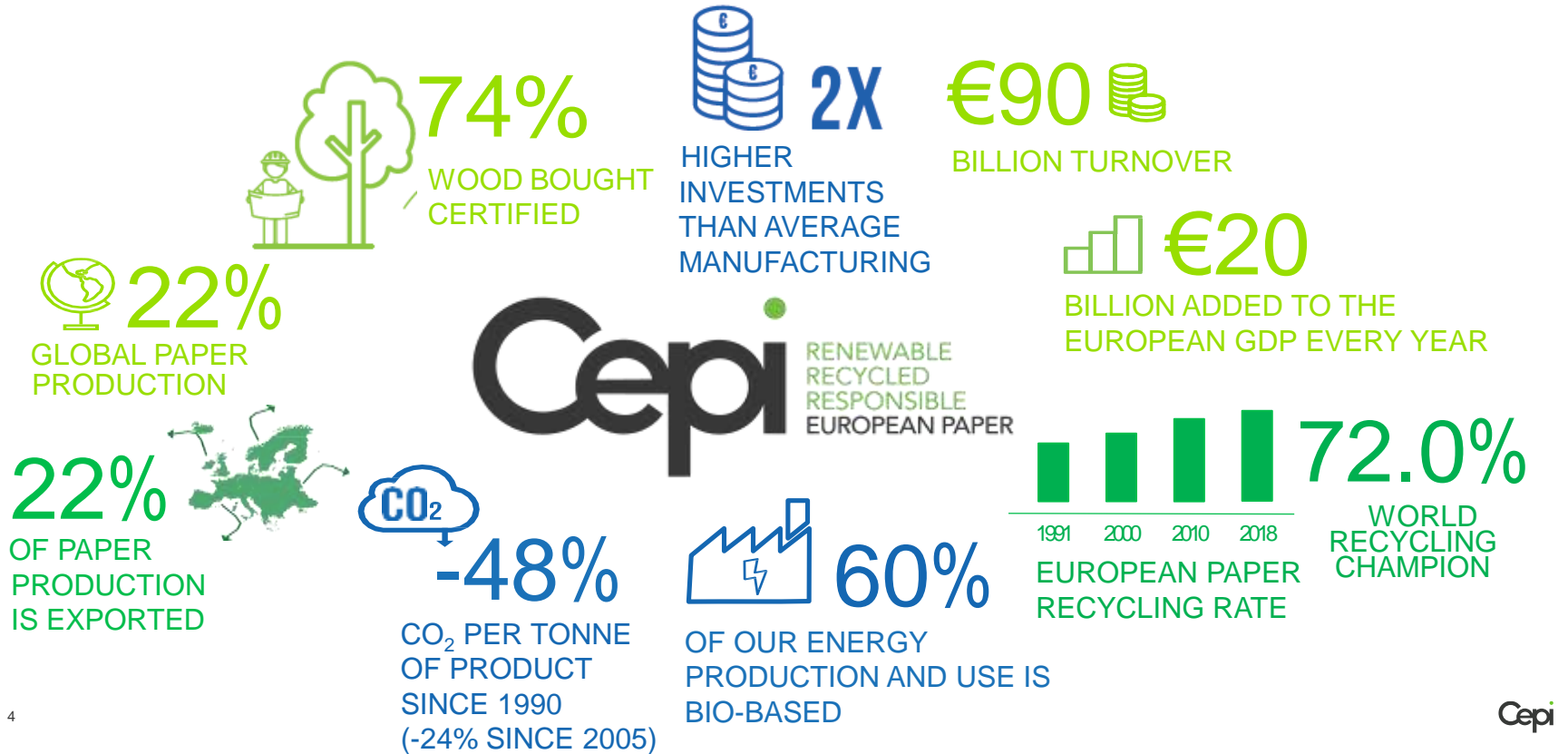
Cepi

Shaping the European Circular Economy

Welcome!

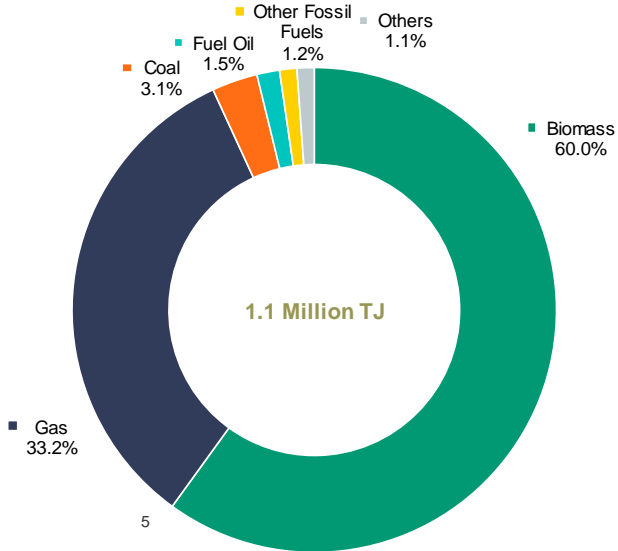
Ulrich Leberle, Raw Materials Director

The European paper industry delivers on its competitiveness and sustainability agenda

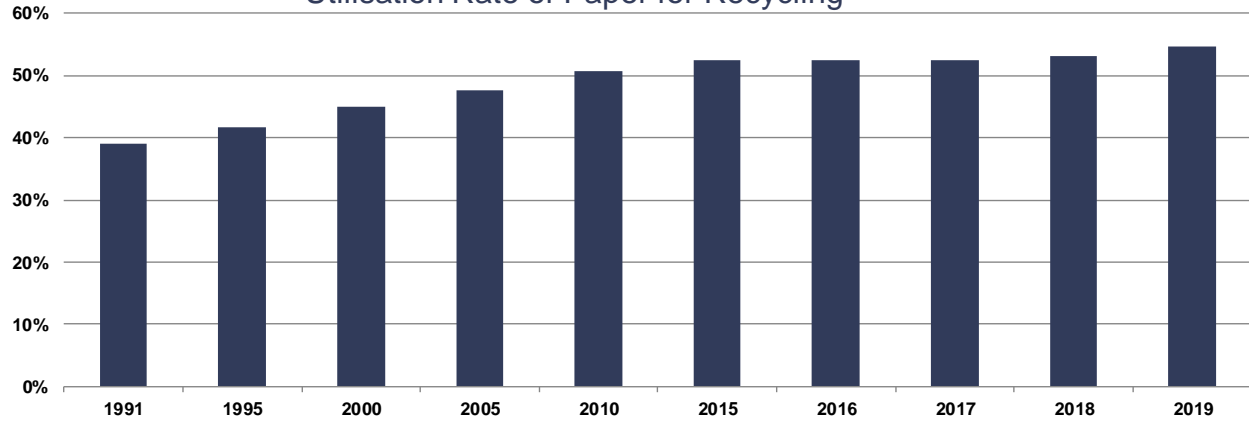


Circularity is much more than just a high recycling rate!

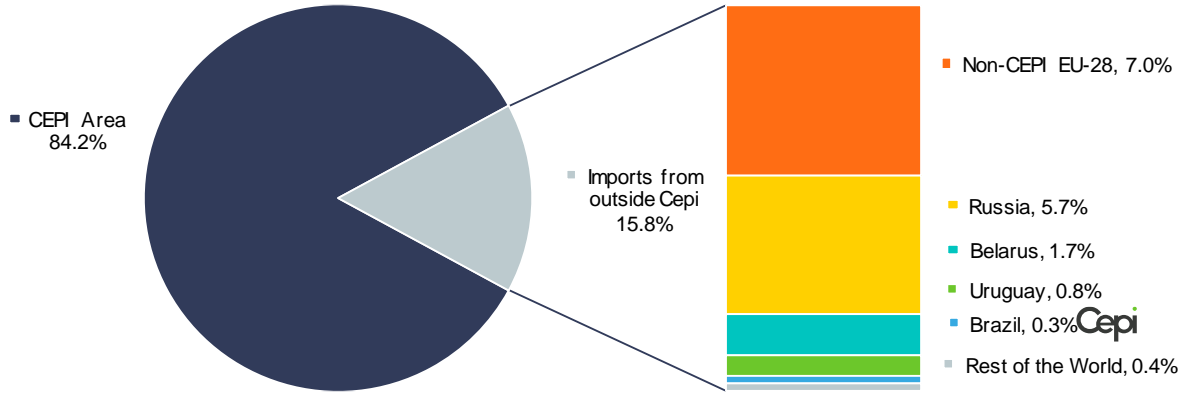
Fuels Consumption in 2018



Utilisation Rate of Paper for Recycling



Wood Origin



The Climate effect of European forests and the forest- based sector

Net sink

-447 Mt CO₂e/yr

Fossil emissions

+51 Mt CO₂e/yr

Substitution

-410 Mt CO₂e/yr

Total

-806 Mt CO₂e/yr
20 % of all fossil emis-
sions in the European
Union



We have targeted programmes to further improve from high level

- [Packaging Design Guidelines](#)
- Harmonisation of Recyclability Testing
- [4evergreen](#)
- Energy Solutions Forum



Policy recommendations on the Circular Economy Action Plan

- 1. Materials from renewable sources that are able to build an efficient recycling system should be prioritized as building blocks of the new circular economy.** The paper industry has already developed a system where any fibre collected is recycled and each single fibre is allocated to its best use. Instead of an EU-wide mandatory requirement for recycled content the Commission should consider product & sector specific needs.
- 2. Mainstream and harmonise separate collection systems in Europe.** Paper recycling could be much better supported by further developing a high quality collection system and helping the industry in the management of unavoidable recycling residues.
- 3. The role of the PEF method in accounting for the lifecycle of circular and sustainable products.** Cepi has a PEF SME tool, on the Intermediate Paper Product PEF Category Rules (PEFCR). This allows users to calculate their overall environmental performance and back their sustainability related claims. However the PEF method can still be improved before mainstreaming its use into legislation. This includes further development of the land use impact methodology so as to realistically reflect sustainable forest management.



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