



Cepi

RENEWABLE  
RECYCLED  
RESPONSIBLE  
EUROPEAN PAPER

ECMA

9 September 2021



# European Green Deal – what's the deal and how to deal with it?

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Director General

# Agenda

1. What is the Green Deal?
2. What are we delivering?
3. What has changed?
4. How do we advocate?



”  
*The European Green Deal is  
Europe’s Man on the Moon  
Moment*

# Omnipolicy?

#EUGreenDeal



European  
Commission

Designing a set of  
**deeply  
transformative  
policies**



Designing a set of deeply transformative policies



Designing a set of deeply transformative policies



Designing a set of  
deeply  
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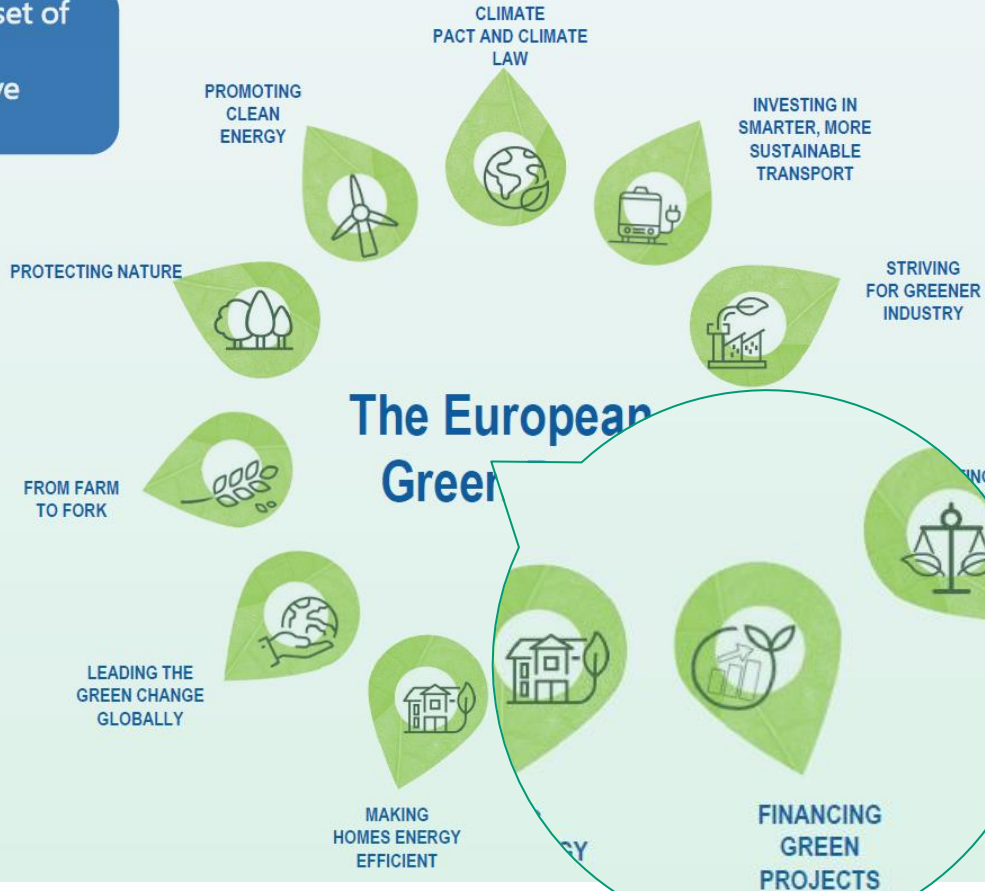




Designing a set of deeply transformative policies



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# The European Green Deal: a policy tsunami!

Where will we be challenged? **In everything!**

- Recycling
- Forest
- Water
- Energy & Climate Change

- ... And in
- Trade
  - Finance

- ... **PLUS**
- Products
  - Business models



# 2. What are we delivering?









## Climate effects of the forest-based sector

**-447 Mt CO<sub>2</sub>e/yr**

**Forest sink &  
carbon storage  
in products  
remove CO<sub>2</sub>**

**-410 Mt CO<sub>2</sub>e/yr**

**Material  
substitution  
prevents CO<sub>2</sub>  
emissions**

**+51 Mt CO<sub>2</sub>e/yr**

**Fossil  
emissions**

Our mitigation net effect corresponds to 20% (-806 Mt CO<sub>2</sub>e/yr)  
of total EU CO<sub>2</sub> emissions







# How much is 612 million m<sup>3</sup>?

- Forest grows in **Europe** by 612 million m<sup>3</sup> each year.
- ... a volume large enough to fit inside the **entire global population**.



612

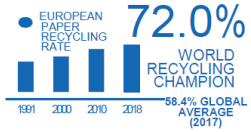
mio m<sup>3</sup>



7.8 bn

people

# What are we delivering?



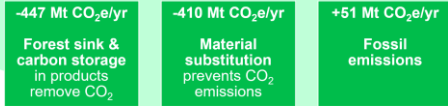
Sustainable Sourcing



Resilience

**MADE IN EUROPE**  
SOURCED, MANUFACTURED AND RECYCLED IN EUROPE, WITH EUROPEAN TECHNOLOGY

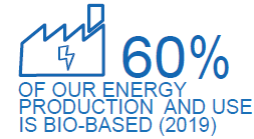
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Substitution effect

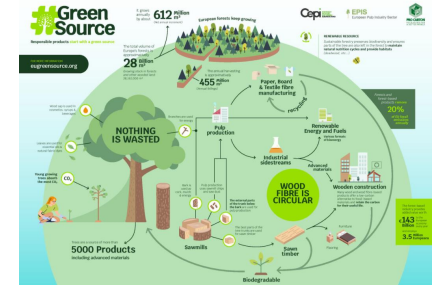
Low-carbon goods



Bioeconomy Champion

Systemic effects

2X HIGHER INVESTMENTS THAN AVERAGE MANUFACTURING



# 3. What has changed?



Politics is **broken!**

# Politics is not **broken**, it is just different



# 4. How do we advocate?

## Regulatory super years 2021/2022: Four Capi campaigns

**Campaign 1:** Secure *competitiveness and investment certainty* for our industry to maintain operations in Europe

**Campaign 2:** Help our *industry transform, innovate and achieve higher emission reductions* by 2030 & 2050

**Campaign 3:** Preserve *access to forests* and *keep costs of raw materials in check*

**Campaign 4:** Create *markets for bio-based products* and ensure our products stand the European Green Deal sustainability test

**+ Overarching: Sustainable Finance**

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## 01 ADVOCACY

Speak as one voice on common topics to influence more successfully upcoming regulatory changes

## 02 COMMUNICATIONS

Join forces to have stronger and consistent communications on why fibre-based packaging is a sustainable and biobased solution to achieve the Green Deal objectives



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# We will be prepared: for today and tomorrow

Recycling Commitment  
Sustainable Sourcing  
Energy Solutions Forum Toolkit  
Product Environmental  
Footprints, LC Inventories  
Trade defence work  
Climate contribution study  
Biorefinery study  
**#GreenSource campaign**

2050 Roadmaps  
**4evergreen Alliance**  
Energy Solutions Forum  
Integrated solutions  
Forest-based Technology Platform  
**Food Contact Risk Management**  
Digitalisation surveys  
Diversification of the sector

Innovation funding advocacy  
**4evergreen innovation ecosystem**  
Cepi Pledge & 3 billion trees  
Skills of next gen employees;  
attractiveness of the sector

**Robust in action**

**Shaping the systems**

**Hedging the future**



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