

**EGD, PPWD, SUPD... What
does it all mean to me?**

& folding carton touchpoints

The race to climate neutrality...and what it really means

Europe – carbon neutral by 2050

- *55% GHG reduction of 1990 levels by 2030*
- *This political commitment just became a legal one via The Climate Law*

USA – carbon neutral by 2050

- *52% GHG reduction of 2005 levels by 2030*

UK – carbon neutral by 2050

- *68% 78% reduction of 1990 levels by 2035*
- **Degrowth is seen as a realistic & desirable outcome**
- **Almost all legislation related to fibre-based industry is under revision**

“Despite many intrinsic strengths, fibre-based packaging does not have a privileged position to satisfy legislators & consumer goods companies’ sustainability criteria”

EU targets textiles, batteries & packaging

EU at war!

"Single use plastic...single use anything"

"Plastic laminates more than 5% in weight are problematic & to be avoided" WRAP

"by 2050 we will need three planets to sustain our consumption habits." - Timmermans

consumer goods companies work together to accelerate a systematic shift away from single-use towards reuse systems

"current paper recycling is unable to provide a sustainable route for an increase in paper packaging"

UV printed papers are unrecyclable

The Circular Economy Action Plan – a key building block to achieve climate neutrality

1

From Single Use Plastics to Single Use anything...reusable

2

Packaging will be driven into more sustainable solutions

3

What is sustainable packaging – how is fibre placed?

- Designed for reuse or recyclable – reduced complexity of packaging ✓
- Material efficiency – over-packaging (or under packaging) ✓
- Renewable raw materials ✓
- Recycled content – noting food safety concerns
- Collection / sorting / recycling systems
- Re-use vs single use – EPPA study ✓ ?

Folding carton specific challenges...

PPWD

Considered problematic:
"Plastic -coated or
metallized cardboard"
"Paper with adhesives
which plasticise"



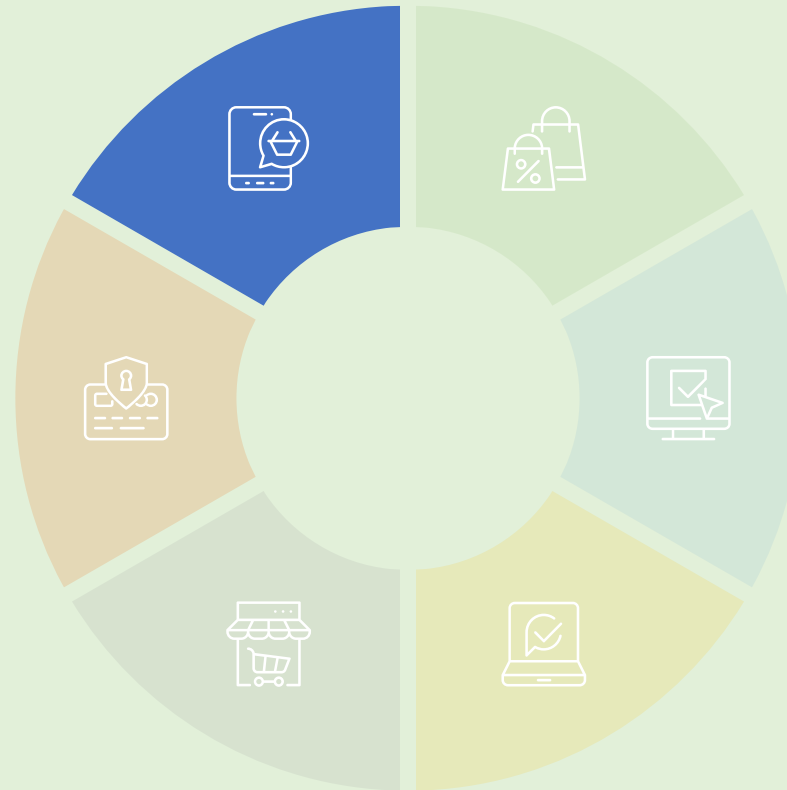
SUPD

No threshold permitted for a
polymer barrier layer despite
no current alternative



WFD

Eco-modulated EPR fees



Microplastic

Considered problematic:

- Paper cured with UV
varnish/ varnish that
breaks down into small
particles



CEAP

Focus on reusable packaging



Messaging

- 59% of UK consumers
believe forests are shrinking
- 17% believe paper recycling
exceeds 60%



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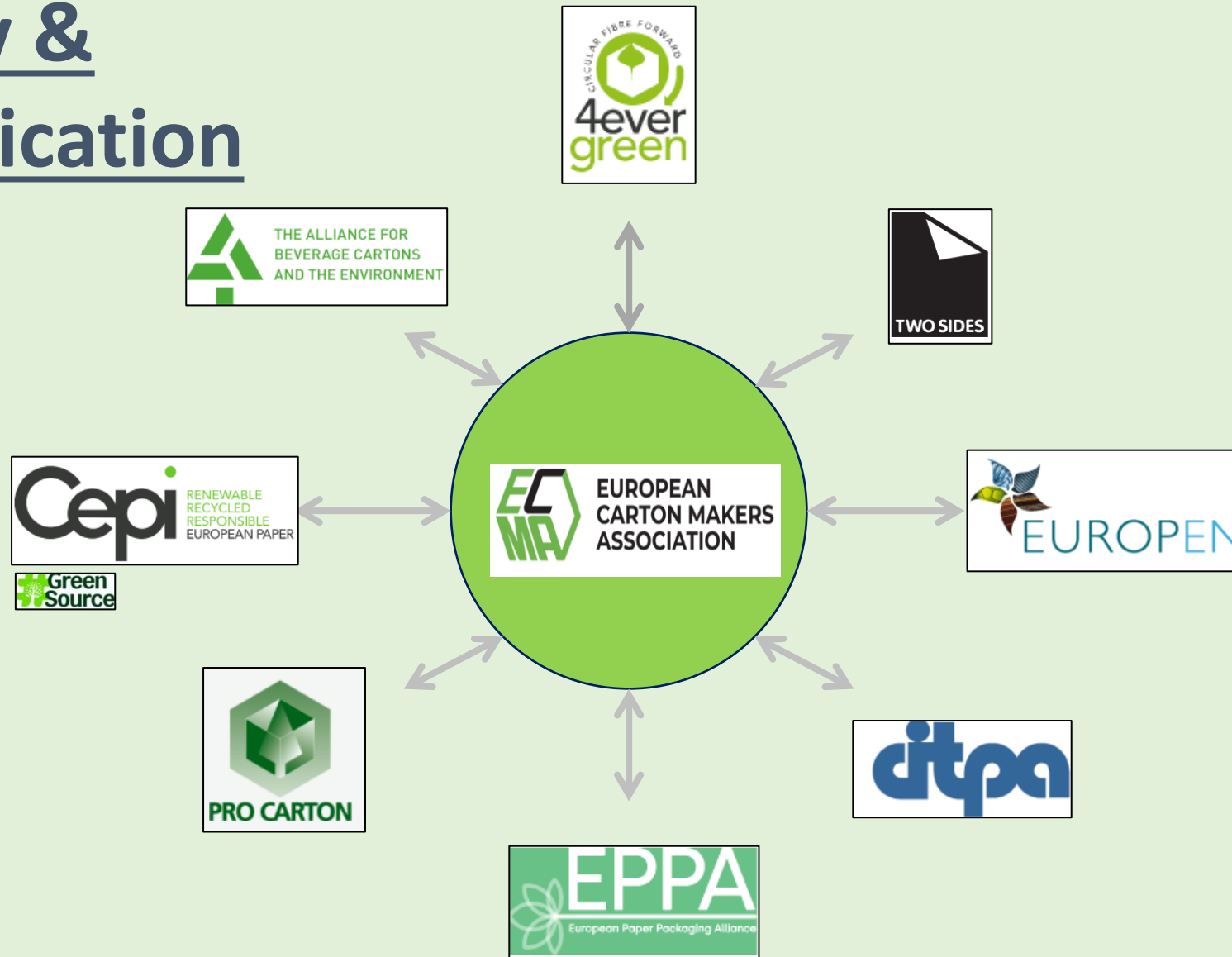


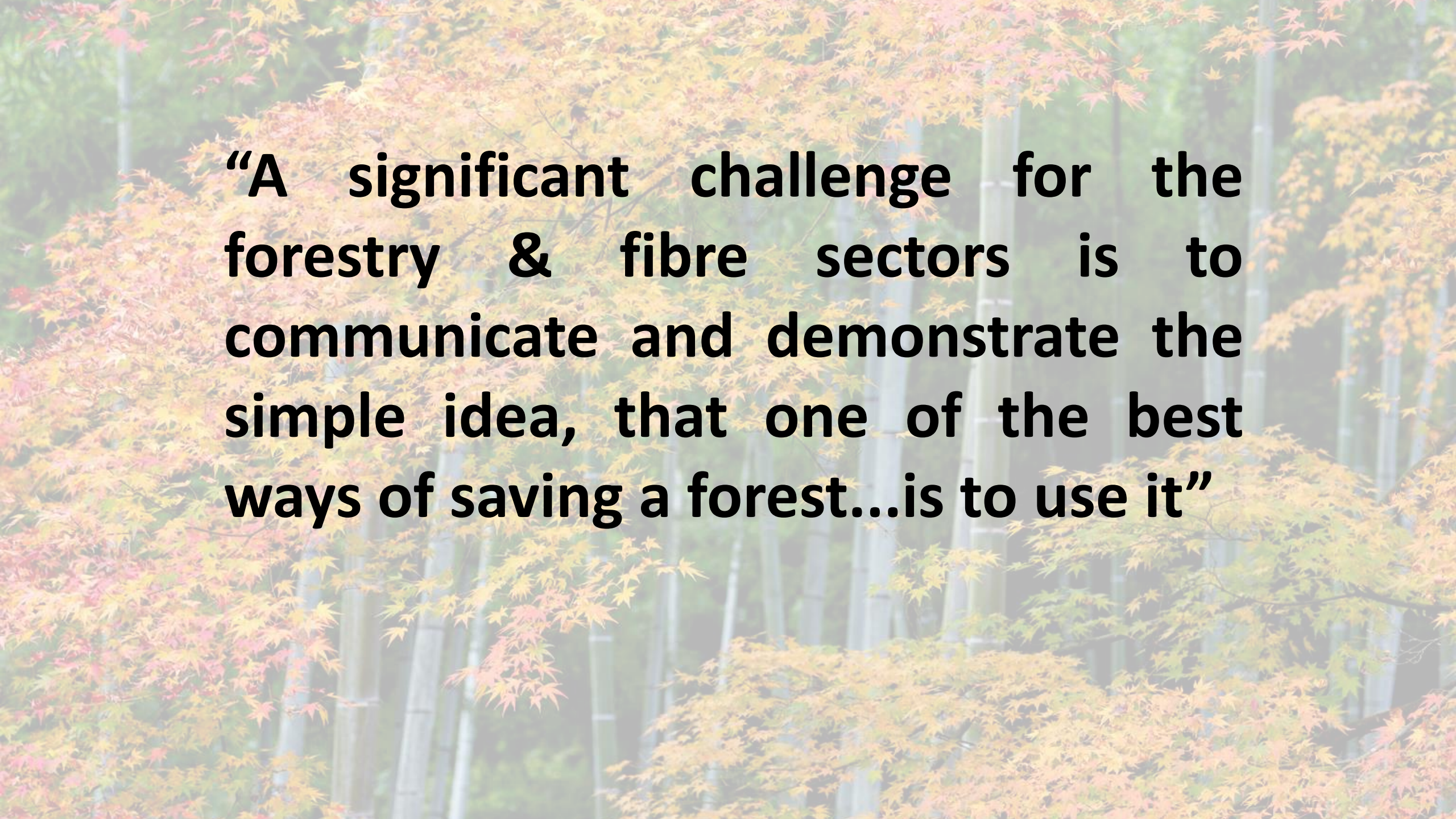
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Advocacy & Communication partners





“A significant challenge for the forestry & fibre sectors is to communicate and demonstrate the simple idea, that one of the best ways of saving a forest...is to use it”