# 3rd ANNIVERSARY REPORT


4ever green

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# LETTER


***Mattia Pellegrini**, Head of Unit 'From Waste to Resources', Directorate for Circular Economy, DG Environment (European Commission)*


**Since the launch of the EU Green Deal in 2019 and the adoption of the Circular Economy Action Plan in March 2020**, the EU has been at the forefront of the global pursuit of circularity, the fight against climate change, and it is leading the way to implement the 2030 UN Sustainable Development Goals. The legislative and policy measures adopted have created breakthroughs and have rewarded the EU's pioneering action in the area of circularity. In terms of new laws, I am thinking for example of the Directive on Single-Use Plastic Products, which came into force in July 2021, and the new Batteries and Waste Batteries Regulation which entered into force last August.

But several other ground-breaking legislative acts proposed by the Commission and currently in the negotiation phase have the potential to become a game-changer in the field of circularity: proposal for the Green Claims Directive, proposal for a Directive on common rules promoting the repair of goods (Right-to-Repair initiative), the Waste Shipment Regulation, the targeted amendments to the Waste Framework Directive dedicated to textiles and food waste, the End-of-Life Vehicles Directive, proposal for a Regulation on Ecodesign for Sustainable Products, new measures on microplastics and, of course, the Packaging and Packaging Waste Regulation.

As regards non-legislative policy developments, the 2020 Circular Economy Action Plan was followed by a 2022 policy framework for biobased, biodegradable and compostable plastics, 2022 EU Strategy for Sustainable and Circular Textiles, and 2023 revision of the circular economy monitoring framework. We have also advanced in our work on increasing the availability of secondary Critical Raw Materials, both imported and from recycling, and using them in new products. Nevertheless, when we look at how the EU obligations have been implemented in Member States, we see an uneven performance that risks hindering the path towards circularity. Taking waste management as an example, the 2023 Early Warning Report on Waste Management shows that 18 Member States are at risk of not complying with one or more waste management targets set for 2025. Packaging waste recycling performance is one of the weak points of the great majority of national waste management systems. This shows that, although EU waste legislation has been considerably improving waste management across the EU, we need to step up efforts to ensure full implementation in each EU Member State. This is crucial if we want to **reap the environmental and economic benefits of a circular economy and strengthen our strategic autonomy** in a world of increasingly scarce resources.

4evergreen's commitment to enhance "circularity by design" in any new fibre-based packaging is a bright example of supporting circular economy efforts because it can positively impact the prevention of packaging waste generation, in line with the ecodesign requirements. Furthermore, 4evergreen's engagement to set more ambitious recycling targets for fibre-based packaging than the ones currently in force can **reduce the environmental impact of packaging waste and play a role in promoting recycled content uptake**. Last but not least, initiatives like 4evergreen contribute to the spreading of best practices, promoting peer-to-peer learning, and raising awareness of the benefits of a clean and circular economy. These are all necessary to trigger the behavioural change that will bring us closer to a climate-neutral society. Such actions are a win-win for the circular economy and for other key policy areas

*Initiatives like 4evergreen contribute to the spreading of best practices, promoting peer-to-peer learning, and raising awareness of the benefits of a clean and circular economy.*

*Input from the industry will contribute to shaping the Implementing and Delegated acts foreseen in the Regulation.*

such as protecting biodiversity through decreased use of land and sustainable sourcing of renewable resources.

**Collaboration and open dialogue with industry** have always been an important part of the Commission's approach during the preparations of our legislative and policy proposals, including on the Packaging and Packaging Waste Regulation. This cooperation will continue also once the Regulation enters into force, as input from the industry will contribute to shaping the Implementing and Delegated acts foreseen in the Regulation, notably regarding the methodology for recycled content calculation, eco-modulation, and labelling. In addition, the industry and the Commission need to be on the same side in fighting greenwashing, as this will prevent unfair competition for businesses that make a genuine effort to produce environmentally sustainable packaging.

We will need your support in working on the implementation of EU laws on the ground – the industry is a powerful player that can have a real impact when speaking to national, regional and local governments and administrations. We need to join forces with industry and civil society in a common effort to minimise waste and turn it into resources, to make the transition to the circular economy systemic, deep and transformative, in line with the objectives of the European Green Deal. **The fibre-based packaging industry can play an important role in this regard.**




# FOREWORD

***Jori Ringman**, Director General of the Confederation of European Paper Industries (Cepi), the host of the 4evergreen alliance*

Transitioning to a more robust and circular economy is a compelling objective pursued by **global political leaders and businesses alike** – the world is witnessing a truly global reaction to the challenge of climate change. Environmental awareness is spreading, and, with it, consumers' concerns over their own impact. Such a transition is also one of the core objectives of the EU Green Deal, and recycling – and more efficient use of materials – will play a key role in advancing it. The fibre-based packaging industry is taking responsibility for achieving ambitious targets, and 4evergreen members are clearly showing their determination to be part of the solution to some of the world's most pressing challenges. **With this publication, we want to celebrate three years of intense activity, cross-industry cooperation, partnerships, research, and discussions that resulted in the significant achievements of the 4evergreen alliance**.

It has been a remarkable and exciting journey, one that I had the privilege to witness from the beginning, in 2019. In a bid to boost the contribution of fibre-based packaging to a circular and sustainable economy that minimises climate and environmental impact, Cepi, who later became the host of the alliance, arranged five workshops on the Single-Use Plastics Directive's (SUPD) impact on the fibre-based value chain. During the discussions, we soon discovered that the value chain was ready to take action, but it was missing a common platform to discuss challenges and find solutions together. **That's how the 4evergreen alliance was born**.

After the last workshop, in 2020, the originally small group of companies, decided to join forces to further optimise the packaging circularity and climate performance. Their aim was to ensure that the industry could meet the demands of recent and future packaging regulations. The first thing to do was to set a goal. The fibre-based packaging industry already had a strong track record in environmental performance and recycling, with the highest recycling rate in Europe compared to other packaging materials, but our ambition was higher. That's why we decided to set ourselves a clear target: **a 90% recycling rate of fibre-based packaging in Europe by 2030**. Getting there would require common understanding and aligned efforts by all actors along the life cycle.

4evergreen was created as a forum to enable exactly that: engage and connect industry members from across the fibre-based packaging value chain; from paper and board producers to packaging converters, brand owners and retailers, technology and material suppliers, waste sorters and collectors, and more. 4evergreen was designed as the place for all of them to co-create and collaborate for change.

**Only three years after its foundation, the alliance has already come far**, growing its membership and becoming more and more structured. This is the outstanding achievement of 4evergreen's Program Director, Susanne Haase, and her dedicated colleagues in the 4evergreen Secretariat, Michele Rattotti and Giulia Fadini. Currently, the alliance counts more than 110 members, including start-ups, recently invited to join to encourage disruptive and challenging ideas. The dedication of 4evergreen members has been unwavering, and its experts have made remarkable progress despite the challenges faced. The alliance's efforts have focused on four key areas: evaluating packaging recyclability, designing for circularity, advising on effective collection and sorting, and exploring innovative recycling and sorting technologies. For each area, members are developing a series of guidelines and protocols, including a Recyclability Evaluation Protocol, Circularity by Design Guidelines, and Guidance on Improved Collection and Sorting. They all are already available in their initial versions to address the recyclability of fibre-based packaging through standard and some specialised recycling processes. As industry knowledge progresses, these guidelines will undergo continuous updates to ensure their relevance and effectiveness. Once completed, they will add to a toolbox to help the sector perfect packaging circularity by ensuring that fibres are kept as long as possible in the production loop. To support this work, the alliance is also committed to raising consumer awareness and fostering the right incentives that drive circularity by collaborating with other relevant stakeholders throughout the value chain.

**Today, 4evergreen's activities stand as shining examples** of the packaging industry's dedication to adapt and evolve in the face of environmental demands. As we carry on together, this shared commitment will continue to challenge us and guide our efforts. By reading this publication, you will have the opportunity to embark on this incredible journey, discover more about the key milestones and gain insights into the alliance's activities, hearing directly from the people that are actively working to drive our shared vision forward.

# THREE YEARS OF 4EVERGREEN AT WORK

## 2019

### November
Cepi organises a series of webinars to explore the impact of the EU Single-Use Plastics Directive on the fibre-based packaging value chain.

More than 30 companies come together with a common goal: to boost the contribution of fibre-based packaging in a circular and sustainable economy that minimises climate and environmental impact.

## 2020

### 24 January
**The start of 4evergreen!**

The alliance hosts its first official Sponsors' Council with an in-person meeting in Brussels.

### July-August
**Setting the baseline for the alliance's work.**

A *fact-finding* exercise is conducted to collect data from **sponsor companies**, as well as Cepi and national associations, on fibre-based packaging production and consumption, collection rates, and end-of-life flows. The outcome will guide 4evergreen's Strategy Taskforce in setting up a roadmap and five new workstreams.

### June
**4evergreen launches its digital channels**: social media, website and internal newsletter – and starts building an online presence.

### 25 November
**4evergreen's launch event, 'Perfecting circularity with fibre-based packaging'**, endorsed by Commissioner for Environment Virginijus Sinkevičius, formally introduces the alliance to European institutions, industry partners and the broader public.

### 17 November
Cepi features 4evergreen at its Paper & Beyond event.

### 6 October
**4evergreen renews its Vision & Mission, setting the aim of increasing the overall recycling rates of fibre-based packaging to 90% by 2030.**

The focus is set on fibre-based packaging categories which have lower levels of circularity, paying special attention to household and on-the-go packaging. To achieve this, 4evergreen adopts four intermediary targets to be reached by 2025.

### 16 December
**4evergreen announces the new composition and structure of its Steering Group right after the workstreams have become operational.** Steering Group members are elected by and act as representatives for their segments, and as such, they do not represent their own companies but rather the opinions and views of the segment. The Chair and Deputy Chair, elected by Cepi, lead the discussions and act as neutral facilitators.

## 2021

### August
Paper 360° features 4evergreen in its Top 50 Pulp & Paper Power List.

### September
**A new 4evergreen Strategy Taskforce is created** to define the work plan and strategic focus for the following year. This will become a yearly, regular practice.

### May
**The alliance continues to grow,** with over 60 members and 1,000 LinkedIn followers, and hosts a panel discussion at Packaging Europe's Sustainable Packaging Summit.

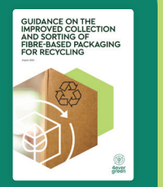
### 30 November
**4evergreen hosts its virtual event 'A Circular Future for Packaging: perfecting fibre-based circularity together.'** The event aims to update on the research and progress made towards increasing the circularity of fibre-based packaging.

**Spreading the word about 4evergreen.** Throughout the entire year, 4vergreen's Program Director Susanne Haase presents the alliance at a variety of events and meetings with ecosystem stakeholders: INGEDE Conference, EPRC Annual Meeting, PTS Networking Day, Sustainability in Packaging Conference, and more. In March, she introduces 4evergreen to the Ellen McArthur Foundation. Since the beginning, trade associations connected to 4evergreen have been consistently kept up-to-date on its activities.

# THREE YEARS OF 4EVERGREEN AT WORK


**7 March**

The alliance unveils the first version of its **Circularity by Design Guideline**, providing recommendations for the design of fibre-based packaging that is compatible with standard recycling processes.




**1 September**

After two years of work, 4evergreen releases its **Guidance on the Improved Collection and Sorting of Fibre-Based Packaging for Recycling**, calling for greater harmonisation in collection and sorting systems across Europe.

4evergreen's Program Director and other leading figures continue to represent the alliance in a series of global events – including TappiCon in North Carolina, PulPaper in Helsinki, and ECMA Annual Conference in Krakow.

19 September

**4evergreen's podcast series "How Fibre-Based Packaging Design Can Solve the Circularity Challenge" goes live** with the release of its first episode, "The Rise of Circularity by Design".

21 September

**4evergreen hosts its first physical conference, 'The Circularity Challenge: How Recycling Contributes Towards the European Green Deal'**, during Global Recycling Week 2022. The event brought together EU policymakers, European brands, industry associations and member companies representing the entire value chain, as well as nearly 400 onsite and online participants.

25 October

**4evergreen holds a workshop at the European Parliament.** Under the title 'Unboxing the Challenge of Fibre-Based Packaging Circularity', and co-hosted by the Cabinet of MEP Nils Torvalds, the event discusses how members are collaborating to meet the European Green Deal targets.

7 October

**The latest Cepi European Harmonised Laboratory Test Method is released.** Developed with the contribution of 4evergreen experts, this method will serve as a foundation for 4evergreen's forthcoming Recyclability Evaluation Protocol and its score calculation tool.

11 November

4evergreen reaches **100 members.**


**12 December**

**4evergreen launches the beta release of its Recyclability Evaluation Protocol, Part 1 for standard mills**, designed to help improve and harmonise how the industry assesses the recyclability of existing and future packaging products.

2022

2023



17 April

**4evergreen's first face-to-face summit.** Over 130 representatives from member companies gather in Brussels for this special occasion. A series of technical meetings are held in person, leading to exciting discussions and new conclusions that will guide the activities of the five workstreams.

18 April

**4evergreen hosts its info session, 'A Toolbox to Perfect the Circularity of Fibre-Based Packaging'.** Co-leads and project coordinators present the deliverables to an external audience, shedding light on the process behind each of them and their unique value for the industry.

31 March

**4evergreen releases its first external newsletter.** 4evergreen expands its communications tools by coining a quarterly newsletter that is sent to over 700 users.

18 September

**4evergreen's opinion piece on Euractiv.** In view of regulatory developments, 4evergreen calls for a value-chain approach and investments in existing high-quality recycling systems with the opinion piece titled: "Bring the full value chain to the table for Circular Economy success."

22 June

Experts from the waste management sector come together at 4evergreen's online session **'Get Sorted: Enhancing Fibre-Based Packaging Circularity through Improved Collection and Sorting'.**

21 June

The story of the alliance is narrated in 4evergreen's new 'journey video'.

20 November

**4evergreen gears up for its third Annual Conference 'The Pathway to Circularity: from Guidance to Action', marking the alliance's three-year anniversary.** At the same time, the event is set to discuss the projected growth of the fibre-based packaging sector, its sustainability implications, and what the future holds in store for 4evergreen...



**19 June**

**4evergreen releases the second version of the Circularity by Design Guideline.** While built upon the first release, it increases its scope to incorporate 'design for recycling' recommendations through specialised mills for fibre-based composite packaging such as beverage cartons and paper cups.

# MEET OUR WORKSTREAMS

As an organisation, the 4evergreen alliance is structured into five workstreams: four technical groups (WS-1, WS-2, WS-3 and WS-4), whose outputs we call the 4evergreen deliverables, and a fifth workstream (WS-5) in charge of communication and outreach.

To understand how the alliance and its workstreams were established, we need to go back to 2020, when 4evergreen members set their own target: reaching a recycling rate of 90% for fibre-based packaging in Europe.

The way to reach that goal has to be collective, with the whole industry walking in lockstep. As an alliance with a highly technical profile bringing together skilled experts from across the value chain, 4evergreen decided to publish an industry 'toolbox' to guide design, production, and collection and sorting decisions. This set of protocols and guidelines would cover the entire fibre-based packaging life cycle.

To organise its activities in the most streamlined way possible, and after an exhaustive internal evaluation, 4evergreen identified four key areas to optimise fibre-based packaging circularity: design, recyclability, collection and sorting, and innovation. Each of them would have its own deliverable and a full team of professionals from member companies working hand-in-hand. The fifth workstream would ensure that the results of this intense cooperation reached a broader audience.

Each workstream has its own meetings and internal organisation and is chaired by two or more co-leads, who act as delegates among the other workstream contributors. In this section, we invite you to meet the current co-leads of 4evergreen, who have taken part in these collective interviews. But first, take a look at the following cheatsheet to get a better understanding of the activities of **each workstream and their respective deliverables:**

## WS-1: RECYCLABILITY EVALUATION PROTOCOL

This workstream is developing a harmonised, publicly available Recyclability Evaluation Protocol for fibre-based packaging. The protocol builds on the Confederation of European Paper Industries' (Cepi) harmonised European laboratory test method, and will give the industry a common tool to evaluate how recyclable current and future packaging materials are.

A beta release of the first version of this protocol, for measuring recyclability in standard mills, was made available in December 2022. Future versions will expand the tool to include recyclability in deinking and specialised recycling facilities.

## WS-2: CIRCULARITY BY DESIGN GUIDELINE

Alliance experts are working on a guideline to ensure any new fibre-based packaging is designed with circularity in mind. The document provides recommendations for designing packaging and materials that are easy to collect, sort, and recycle.

After the first version, published in March 2022, and providing recommendations for the standard recycling process, in June 2023 the alliance released the Circularity by Design Guideline Version 2. This further enhances those recommendations with new guidance on design choices for composite fibre-based packaging such as used beverage cartons (UBC) and packaging of similar composition. Future versions to be released in 2024 will include recommendations for floatation deinking mills and additional specialised recycling processes.

## WS-3: GUIDELINE FOR IMPROVED COLLECTION AND SORTING

Building on a Europe-wide review, this workstream has identified collection and sorting best practices that can support the alliance's aim to increase the fibre-based packaging recycling rate to 90% by 2030.

The Guidance on the Improved Collection and Sorting of Fibre-Based Packaging for Recycling was published in September 2022. It covers all fibre-based packaging types, including those for household, out-of-home and on-the-go consumption. The document will be updated in December 2023 including the latest industry insights.

## WS-4: INNOVATION

This workstream is focused on accelerating the development of technologies and processes that can increase the circularity of fibre-based packaging.

Work is underway on three projects exploring sorting and recycling challenges for paper and board products with barrier functionality – on 'sortability', new recycling technologies and comparative recyclability impacts. The workstream has already conducted multiple tests. Their results will provide crucial input for the deliverables of the other technical workstreams.

## WS-5: INFORMATION

This workstream is developing a fact base and a series of communication assets across different channels to inform, educate and engage with the 4evergreen target audiences, from industry to policymakers and consumers.





***Peter Hengesbach**, Stora Enso*

***As a Workstream 1 co-lead, you have brought a lot to your workstream, but also probably learned from it. What has been the biggest lesson?***

Our journey to create the Recyclability Evaluation Protocol was a real learning experience. It took a lot of time and effort from our 4evergreen members. We had to be open to different viewpoints and be willing to compromise to achieve our ambitious alliance goals. Sometimes, finding common ground was challenging, but it's the diversity of views and opinions that adds value to the 4evergreen alliance.

As we progressed, we realised that we needed to adapt our approach to keep people motivated, considering their contributions on top of their regular work. I'm proud of our members' strong commitment to compromise, have clear discussions, and even adjust their initial views and expectations. To tackle these challenges, we took a science-based approach to develop a tool that the entire fibre-based value chain can accept and use as the go-to assessment tool for recyclability in Europe. We're extremely proud of the beta release of the protocol, which provides a starting point for refining recyclability assessment in a harmonised way in the coming months and years.

***Why does fibre-based packaging have the potential to become an optimal solution from the circularity perspective? How is the Recyclability Evaluation Protocol helping to further increase its circularity?***

Fibre-based packaging stands out as a sustainable choice when compared to other packaging materials.

Firstly, it is derived from renewable resources: paper and board fibres can be recycled many times when they remain within the paper loop without losing their great properties, while replenished with virgin fibres, sourced from sustainably managed forests. Moreover, fibre-based packaging has well-established recycling systems and infrastructures in most regions, allowing for efficient collection and material recovery. Finally, fibre-based packaging is highly versatile and can be used for an increasing range of products, from food packaging to shipping containers.

As consumer demand for fibre-based packaging grows, the diversity and complexity of packaging in the market follow suit. So far, the industry was missing a harmonised method to assess the recyclability of fibre-based packaging materials. It's exactly to fill this gap that we started developing the Recyclability Evaluation Protocol.

***As an alliance, 4evergreen can be big and certainly complex. For the creation of the deliverables, these have been first in the hands of their respective workstreams before being distributed and approved by the whole alliance. What's the benefit of such an approach?***

The alliance has the unique potential of bringing together people from the entire value chain. No one can ever have the detailed knowledge of all aspects to be considered. When drafting the Protocol, we quickly learned that discussions within large groups didn't lead to swift progress. As a result, we chose to develop specific elements in smaller Working Groups. Once we had proposals in place, we presented them to the broader group, incorporating feedback from a wider audience and different points along the value chain. We followed a similar approach during the external stakeholder consultation phase, ensuring we considered diverse perspectives before publication.

***An updated version of the Protocol is in the making, and we can expect this deliverable to be complete in 2024. Once that process ends, how can we keep the momentum that 4evergreen has built over the years?***

This presents one of the primary challenges for our workstream and the entire alliance. In the short term, our objective is to deliver a comprehensive Recyclability Evaluation Protocol that offers value to the entire industry by assessing the recyclability of fibre-based packaging in standard, deinking, and specialised mills. We've already witnessed a positive response to the Cepi European Laboratory Test Method and the beta release, with widespread adoption and references in many countries and across the whole value chain.

Of course, the process will not end there. Our tool will be updated constantly as the knowledge of the industry evolves. As such, we will keep motivating people to stay tuned, internally by encouraging discussions but also externally by actively engaging with stakeholders to make sure they use the Protocol and provide us with valuable feedback to further improve it.

***Davide Braghiroli**, Tetra Pak*

***Kiril Dimitrov**, Nestlé*

***As co-leads of Workstream 2, you've been leading the group responsible for the Circularity by Design Guideline, the first deliverable to be released in 2022. Looking back on that experience, what have been some of the biggest takeaways?***

The process leading to our Circularity by Design Guideline was indeed enriching and opened a multitude of different perspectives. The participation during the online sessions, and the engagement in face-to-face meetings, demonstrated the importance of these tasks for many companies and the urgency to reach an alignment across the value chain.
There is so much expertise in 4evergreen that the best outcome is delivered when members work together, share their opinions freely, and all viewpoints are considered. There was a lot of learning for everyone and knowledge was openly shared: the topic is really serious for WS-2 participants, which is reflected by the quality of the documents produced.

***At 4evergreen, our work is driven by external factors like demands from consumers, pressing economic and societal challenges or members' ambitions. That turns the deliverable production into a delicate balance between speed and respecting the technical process. How was this reflected in the Guideline production?***

The aim of the Guideline is to make sure there is a conscious approach in the creation of packaging solutions. This has been translated into a continuous balancing of what is needed between business reality (like functionality requirements), and the technical elements that must be there to secure circularity – in the first instance, through recycling. The initial scoping of the work and the allocation and division into smaller sections enabled a focused approach in each area with the right expertise. Regular guidance by the WS-2 leadership kept the teams aligned on the expected outcomes, and consultation sessions provided good feedback from interested parties. We kept a close eye on identifying emerging technologies and knowledge gaps to be able to switch our focus swiftly.

***What can users expect to find when they check the Circularity by Design Guideline, and how does it help packaging designers and manufacturers?***

Packaging designers functionalise paper materials to deliver purposeful packaging solutions. The guideline is a quick reference to identify how different paper functionalisation can compromise packaging recyclability, and provide choices and direction to minimise the impact on recyclability. Depending on the final application, designers and manufacturers can decide or balance alternatives, assess their existing portfolio, and identify issues that, once addressed, can improve recyclability.

***In little more than a year, Workstream 2 has launched the first two versions of the Guideline, with a third and final in the making. After that, the deliverable will be complete. How can we keep up the momentum?***

To make sure a document of high quality is really successful, we must consider other elements, such as dissemination, actual feedback from users, and increasing the fact-based and test-base data. All this requires increasing interaction with the stakeholders judging the document. Packaging materials always evolve and innovation never stops. New material technologies become available. At the same time, collection and recycling technologies will improve and new technologies will be deployed. Regular revisions will be required and triggered by an established feedback loop, which has to be set for the future. We know that the job is not done yet: there is room for improvement and we look forward to hearing the voice of end users.





***Jonathan Edmunds**, DS Smith*

***As a co-lead of Workstream 3, you've had a crucial role in delivering 4evergreen's Guidance for Collection and Sorting. What was your main motivation to take on this leadership role?***

I wanted to take a leading role in driving up recycling rates and the quality of fibre-based packaging across Europe. At a consumer level, recycling is confusing and the advice on what can and cannot be recycled, and in which bin, seems to always be changing. I want to play a part in helping simplify recycling for consumers, by making packaging more recyclable, clearer as to which bin it should be recycled in, and ultimately ensure that the highest possible amount of fibre-based packaging is collected and recycled. Our Collection and Sorting Guidance calls for widespread adoption of a two-bin system ensuring all fibre-based packaging can be recycled in the correct type of paper mill.

***The Guidance was first published around one year ago, and an updated version is underway. As a part of 4evergreen's toolbox, it includes specific recommendations to guide the implementation of effective collection and sorting systems, which would in turn result in better recycling rates. What is the unique value of such a set of recommendations?***

4evergreen is a cross-industry alliance of over 110 companies, including major producers and recyclers, who have come to this shared view of a two-bin system for the collection of fibre-based packaging. This cross-industry agreement is the Guidance's unique value; it strengthens the voice of 4evergreen, and our recommendations to policymakers, giving clear advice on what we believe will have the biggest impact on driving up recycling rates.

***To draft the Guidance, the experts from Workstream 3 first had to review and analyse existing collection practices in Europe. What are the main divergences we see between systems, and how can they impact recycling?***

There are many collection systems in place across Europe, and also within countries, some are working really well, and others need to be improved. Countries which have separate collection systems in place for paper and board typically benefit from the highest recycling rates, whereas countries without kerbside collection and/or separate collections tend to be lower. Where commingled collections are in place, we see a significant impact on the quality of fibre collected for recycling, even after sorting, and this has an impact on how much is actually recycled, and which mills are able to accept it. 4evergreen and its members strongly endorse the separate collection of paper and card from the household to improve recycling rates and quality of paper for recycling.

***The alliance has organised exchanges to listen to waste management companies and national and regional authorities. What is the benefit for these organisations to engage with 4evergreen, and what can 4evergreen learn from them?***

When talking about collection and sorting, the voice of the waste management companies and national and regional authorities has been key, as these are the organisations tasked with actually collecting and preparing paper and board for recycling in the correct mills. After the consumer, they are the first link in the chain, and it is vital that they are able to get this step right, in order for paper mills to be able to consume the collected material. Without their support, we would not be able to achieve the recommendations we are putting forward. I would encourage more waste management companies across Europe to join 4evergreen and help support a common approach to the collection and sorting of fibre-based packaging.

***Lars Axrup**, Stora Enso*

***Thomas Walther**, Baumer hhs*

***You are the co-leads of Workstream 4 within the 4evergreen alliance, dealing with innovation. What was your personal motivation for wanting to take on the role?***

**Lars:** I have a strong value-driven interest in renewable materials, and the forest sector provides one of the oldest. Wood and forestry, conducted in a balanced and organised way, have proven their sustainability and contribution to prosperity over many generations. To get the best contribution of forest-based materials to our society, innovation is key. Forests grow only by a certain amount every year and, by recycling, we utilise that limited supply in the best way.

**Thomas:** The concept of innovation has been an integral part of my professional journey, and it has become particularly relevant in my current role at Baumer hhs and in the fibre-based packaging industry in general. The industry is facing an array of formidable challenges. Within 4evergreen, we have brought together stakeholders from across the entire value chain; I was honoured to accept the co-lead role because I firmly believe in the power of collaboration and collective problem-solving. This experience has been incredibly enlightening. Engaging in workstream meetings and exchanging insights with other professionals has expanded my understanding of the challenges and innovative solutions present in other areas of the supply chain.

***Innovation sounds like a very broad topic. How is the workstream structured, and what topics do you deal with?***

WS-4 is structured into three distinct working groups. The first working group focuses on waste sorting. It is imperative that materials are sorted with a high degree of accuracy and purity to enable their recycling in a technically, ecologically, and economically viable manner. Essentially, the cleaner the sorting process, the more effectively we can reuse these materials. The second working group is dedicated to fibre preparation in the recycling process and the development of effective cleaning methods for recovered fibres. Finally, the third working group is dedicated to the intricate realm of barrier coatings recycling. Barrier coatings are integral in preserving the freshness and integrity of food products, and recycling these materials is possible in most cases, but they also present certain unique challenges when it comes to recycling.

***The fibre-based packaging has a long-standing tradition of innovation. Are there any major trends – for example, with the proliferation of AI-powered tools? What can we expect to see in the near future?***

We already see an ever-increased interest in and need for recyclable materials for packaging. However, the supply is naturally limited, while demand continues to grow due to societal changes. To meet that demand, new and improved collection and sorting will get the best value out of collected materials and make the process easier for consumers.

One particularly exciting and widely researched area is the development of alternative barrier coatings that reduce our reliance on fossil components in packaging, with the development of bio-based coatings and inorganic materials, such as nano-clays. Artificial intelligence also holds immense promise for the packaging industry; for example, with the emergence of AI-driven solutions designed to calculate the ecological footprint of packaging – a task that has historically been intricate and time-consuming. Looking ahead, one can envision AI playing a pivotal role in generating optimal packaging solutions from a sustainability perspective. By harnessing data related to the specific product to be packaged, logistical requirements, and a range of other criteria, AI-driven systems can streamline and enhance the decision-making process.

Innovation flourishes when ideas are shared, collaborated upon, and adopted by multiple providers. Proprietary rights can sometimes stifle this process by limiting access to essential technologies or solutions. It's essential that we strike a balance between protecting intellectual property and fostering a collaborative environment that allows for the widespread adoption of innovative and sustainable solutions.





***Marcelle Reichert**, SIG*

***Regina Knoll**, WestRock*

***Tytti Peltonen**, Metsa Group*

***You have all contributed greatly to the activities of Workstream 5 as co-leads. What was your initial motivation to step up and assume this leadership role in the alliance?***

**Marcelle:** My company, SIG, was a founding member of the alliance and we are proud to see the progress and growth. It is great that 4evergreen offers roles and opportunities for members to be active across both technical and non-technical workstreams.

**Regina:** For me, it's about doing, not just talking. Since 4evergreen is a cross-industry alliance, I appreciate the opportunity to hear the perspectives of colleagues from different industries. I enjoy working together with my other co-leads and having constructive and respectful conversations.

**Tytti:** 4evergreen is a unique coalition representing the whole fibre-based packaging value chain and, as such, a way for the value chain to speak with one voice. WS-5 has an important role in communicating about the valuable work conducted by other workstreams, and in informing decision-makers about the benefits of fibre-based packaging and industry solutions to improve recyclability.

***Why is Workstream 5 divided into two different groups and how do they both contribute to the organisational goals of the 4evergreen alliance?***

Over the last three years, 4evergreen has evolved and reached a different level of maturity, which means we approach our dissemination activities differently. Our audience has also grown, internally and externally, which demands a more targeted approach. The workstream structure allows us to optimise the different skills of individual co-leads and members. Both groups, communication and public affairs,

complement each other: public affairs experts know the content and the way to engage with decision-makers, whereas communications professionals are skilled in getting the messages through.

***4evergreen aims to support the transition towards a circular economy. As we know, consumers will be crucial to enable that transition. What is exactly their role?***

Consumers play a key role when it comes to supporting the transition towards a circular economy. They need information and tools to be able to make the right environmental choices and we as the industry need to make it easy for them by designing the right products. 4evergreen and its members build the knowledge base together with other stakeholders, educating consumers and ultimately motivating and encouraging them to identify and sort waste correctly. This will happen by using the right tools to keep consumers informed and to compel them to make the right choices.

***The fibre-based packaging sector is growing fast, according to recent market reports. Which role does 4evergreen have in accommodating growing demand with sustainability goals?***

All packaging has a function and we need to ensure that consumers have access to the products they want and need, whether it be nutritious food and beverages like milk and juice or other daily household, hygiene or convenience items. As we know, fibre-based packaging has the highest recycling rate in Europe compared to other materials. By encouraging consumers to choose fibre-based packaging solutions, we raise circularity awareness. 4evergreen and its members are equipped to do this properly, with the goal of circularity fully embedded. Without initiatives that involve the full value chain, like 4evergreen, we might risk falling into an imbalance.

# CIRCULARITY SUCCESS STORIES

Since 2020, the 4evergreen alliance has grown to more than 110 members from all parts of the fibre-based packaging value chain. Many professional connections have been established or have grown stronger through the alliance, and members are already beginning to use 4evergreen tools in their own circularity and sustainability projects.

So, this year we decided to collect our first 'Circularity Success Stories': breakthrough projects, whether individual or collaborative, that have been spurred by the alliance and can serve as inspiring examples to follow. We invited members to submit projects in five categories: **Addressing Recyclability Challenges**; **Design for Circularity**; **Improving Collection & Sorting; Circularity Best Practices**; and **Landmark Investments Project enabling our Key Targets**.

The submissions were assessed along the criteria of whether the project is already live or available, the level of collaboration between members, how innovative the project is, the use of 4evergreen tools and contribution to reaching the alliance's targets.

A total of 22 projects qualified, and five were selected to present their project during 4evergreen's annual conference, 'The Pathway to Circularity: from Guidance to Action' on 20 November 2023.

## 1. ADDRESSING RECYCLABILITY CHALLENGES

### Developing re-pulpable and bio-digestible barrier coatings for functional fibre-based packaging

Aquapak's Hydropol* is a water-soluble, biodegradable polymer technology based on polyvinyl alcohol addressing a major challenge: functionalising paper for sensitive food applications while ensuring its recyclability in standard paper mills.

Scan the QR code for see more.

*This product is registered and covered by a trademark

Hydropol can be applied to paper for food packaging using standard polymer extrusion equipment, and provides excellent gas, oil, and grease resistance. It is safe for food contact, heat-sealable, and ideal for form-fill-seal paper packaging. In addition, Hydropol is highly environmentally friendly. When Hydropol-coated paper is recycled, the polymer completely dissolves during repulping, allowing for full fibre recovery without generating plastic waste and is biodegraded within mill effluent systems.

## 2. DESIGN FOR CIRCULARITY

### SIG Terra alu-free full barrier

A paradigm shift in aseptic carton packaging: by eliminating the need for aluminum layers, SIG Terra alu-free full barrier maintains robust barrier properties comparable to traditional alternatives. This innovative offering expands SIG's commitment to sustainability, providing a greener solution for oxygen-sensitive beverages.

SIG Terra alu-free is fully recyclable within existing systems, ensuring the preservation of high-quality materials for continued use. This streamlined approach simplifies beverage carton recycling, reducing the separation process to just two materials (fibre and polymers) while enhancing the quality of recycled polymers.


Scan the QR code for see more.

## 3. IMPROVE COLLECTION & SORTING

### The Cup Collective

The Cup Collective is a unique European partnership programme to recycle and regenerate paper cups on an industrial scale through the launch of initiatives such as those now operational in Brussels and Dublin and in partnership with initiatives like 'McDonald's in-house cup collection' across multiple European markets, and 'It's Your Part' in Germany. In addition to activations the project acts as a communication hub, sharing system designs, expertise, and best practices.

Creating a movement starts one cup at a time. By making it easy for consumers to do the right thing, we will ensure that no cup is left behind.

The ultimate goal? Accelerate industrial scale solutions for paper cup recycling across Europe. Seeing half a billion cups recycled into new paper and board products over the coming two years, while developing a commercially viable and transparent model to maximise the value of recycled cup materials.

Scan the QR code for see more.

## 4. CIRCULARITY BEST PRACTICES

### Palurec PolyAl Recycling Plant

Palurec GmbH has been recognised for pioneering a certified advancement in recycling in Germany. While beverage cartons are primarily fibre-based, they also contain polymers and aluminium which are barriers for food protection. In the past, after extracting the fibres, the remaining mix of polymers and aluminum was commonly used as a low-emission fuel for cement factories. Palurec's new process converts this mixture into high-quality recyclate suitable as an admixture for injection moulding applications such as castings, canisters, pipes or boxes. This directly reduces the use of virgin materials.

Palurec has been praised for its tangible impact on the circular economy, its alignment with 4evergreen's primary targets, the use of 4evergreen tools, and the initiative's uniqueness. The project's collaborative approach and the ready availability of the solution have also drawn praise.

Scan the QR code for see more.

## 5. LANDMARK INVESTMENTS PROJECT ENABLING OUR KEY TARGETS

### Fibre and Paper Development Laboratory (Fibre Lab)

The Fibre Lab at Kemsley pioneers research in technologies aimed at enhancing the performance and sustainability of fibre-based packaging. It is the first facility of its kind in the paper industry, focusing on critical aspects such as barrier technology, repulpability, recyclability, and more.

Through the Fibre Lab, DS Smith is actively investigating advanced technologies that elevate the functional and eco-friendly attributes of fibre-based packaging. Even in its early stages, the facility has yielded promising results in various key areas, such as optimising process chemistry, analysing macro-stickiness, and enhancing paper strength through additives.

Scan the QR code for see more.

# CIRCULAR SUCCESS: QUALIFIED STORIES FROM OUR MEMBERS

**Advantage StretchWrap for sustainable pallet wrapping** (Mondi Group)
A pallet wrapping solution made from kraft paper, fully recyclable within paper recycling streams.
mondigroup.com/products-and-solutions/speciality-kraft-paper

**Alnatura Flour Bags** (Sappi)
Block bottom bags for Alnatura's flour product range, allowing the company to make the switch from a plastic film laminate to a single-ply paper solution.
sappi.com

**Circular Design Metrics** (DS Smith)
A pioneering tool to enable rating and comparing packaging design circularity across eight indicators.
dssmith.com/circular-design-metrics

**DualPakECO** (BASF-Confoil)
Certified compostable dual ovenable fibre-based food tray developed as a circular alternative to hard-to-recycle conventional PET packaging for ready-to-eat meals.
confoil.com.au/dualpakeco

**Fibre Tray 'Walki Pack Tray UR'** (Walki)
A paper-board laminate for trays that offers good fat barrier properties.
walki.com/casestories/rcrtzhpes.html

**FunctionalBarrier Paper – recyclable solution for medium to very high barrier packaging** (Mondi Group)
An ideal substitute for plastic laminate with customisable barrier properties.
mondigroup.com/products-and-solutions/flexible-packaging/functional-barrier-papers

**Glue savings in folding carton and corrugated box production** (Baumer) A 'Glue-Save-Mode' that allows for over 50% adhesive savings in packaging manufacturing.
baumerhhs.com/fileadmin/user_upload/Broschueren/Bhhs-Broschuere-SideSeamGluing-A4-EN.pdf

**KeelClip** (Graphic Packaging International)
A cutting-edge, fibre-based sustainable alternative to plastic rings and shrink wrap in beverage can multipacks.
graphicpkg.com/products/keelclip

**Koehler NexPlus Advanced barrier paper** (Koehler)
A highly sustainable, flexible packaging paper with essential features for applications involving direct contact with chocolate and nuts.
koehlerpaper.com/en/news/publications/Fast-Food-Barrier-Paper-Free-from-Acrylates.php

**Light-weight fibre-based chocolate carton box** (SunChemical)
A highly recyclable, lightweight fibre-based alternative for chocolate truffle packaging, previously containing 55% plastic.
sunchemical.com/sun-chemical-collaborates-with-qualvis-packaging-to-produce-sustainable-carton-solution-for-whitakers-chocolates

**Machine refurbishing** (Bobst)
An exclusive reconditioning service for old equipment, following the circularity principle.
bobst.com

**oneBARRIER FibreCycle** (Bobst-UPM-Michelman)
A fibre-based and recyclable alternative to the multi-laminate plastic structures commonly used for long shelf-life products.
upmspecialtypapers.com/articles/specialty-papers/23/a-recyclable-high-barrier-packaging-solution-for-foods-with-long-shelf-life/

**Paper Week** (Comieco)
A platform that unites various nationwide initiatives and communication campaigns centred around paper and cardboard recycling.
comieco.org/comunicazione-ed-eventi/eventi/paper-week

**Recyclable Flow Wrap** (Billerud)
A new paper barrier that works efficiently in packaging machines, offers excellent barrier properties, and is recyclable in the paper recycling process.
billerud.com/served-industries/food-beverages/sweets/Billerud-Recyclable-Flow-Wrap



# A WORD FROM THE CHAIR

***Hans Wortman**, 4evergreen Chair*

And so the last three years have brought us to where we stand today. On behalf of the alliance that I have the honour to chair, I hope the anniversary report you are holding now has offered at least a glimpse of 4evergreen's fascinating journey. As you can see, the political and market reality today is very different from 2019 and 2020, when the idea of what 4evergreen would become first started to come together. From then on, **our alliance has grown alongside the far-reaching EU Green Deal, unveiled by the European Commission just a few months before 4evergreen was set up**. The objectives that the 4evergreen alliance and the fibre-based packaging sector at large have set themselves are our industry's answer to the EU's ambition to transform the European economy. The green transition is already happening here, today; and Europe has all the tools to make it a success if we work together. 4evergreen's commitment reflects these facts. As you have learned from this report, our attempt to improve the circularity of packaging not only responds to significant and necessary legislative efforts but also to growing demands from consumers. Awareness of the need for an urgent transition to a long-lasting circular model has been shaping up for years.

**At 4evergreen, our main mission has been to provide a reliable European toolbox** that will equip our industry to tackle the sustainability challenge. We pride ourselves on being a trusted provider of scientifically robust information that can support our industry in making the right choices. In the face of limited availability of resources and emission reduction targets, fibre-based packaging (a regenerative option with a low carbon footprint) is already part of the solution. Ours is a sector with a long tradition of innovation and circularity, which has been improving for decades and can serve as a best-practice example. To ensure that our sector remains circular as it continues to grow, 4evergreen's deliverables will continue to expand and offer clear recommendations for the optimal design, sorting, collection and recycling of fibre-based packaging.

This brings me to the last section of this report: our members. They have been instrumental in every achievement of 4evergreen, including the production of our protocols and guidelines. Thanks to our members, we have grown to represent more than 110 organisations all along the value chain, with unparalleled insight into the fibre-based packaging life cycle. Producers, brands, research centres, recyclers… We are all here, each of us with our own roles, responsibilities and experience, because we are trying to achieve the same goals. It has not always been easy to create consensus, but we have done so in the best possible way, sharing with others the most valuable instrument we have – our expertise. When more than 380 packaging and circularity experts pool their technical know-how, the result is a body of knowledge unlike any other. And, after three years of intense work, we have this set of resources that is open to everyone. It is now the turn of companies, partners, and public authorities to use them and continue paving the way to Europe's green future.

**To everybody who has contributed to the 4evergreen alliance, and to you, reader, a heartfelt thank you**.

*The green transition is already happening here, today; and Europe has all the tools to make it a success if we work together.*

# OUR PEOPLE, OUR MEMBERS

4evergreen only works and achieves results thanks to the dedication and expertise of the people who are part of it. The contribution of every sponsor has been crucial to ensure the alliance's success so far.

In the past three years, some individuals have gone above and beyond in their efforts. Special mention goes to the Chair and Co-Chair, who serve as the alliance's representatives and act as impartial facilitators for all of the alliance's activities. Further praise goes to the members of the Steering Group, responsible for providing strategic direction and overseeing the activities of the workstreams while also offering support to the Program Director. Appreciation should also go to the representatives who have actively participated in our Strategy Task forces over the years, contributing to the definition of the alliance's future path, and to the Treasurer, whose responsibility is to ensure the financing of the alliance's ambitious work is on a solid foundation, enabling the prosperity of the projects. Last but not least, the workstreams co-leads, who have taken on more active and guiding roles in developing our deliverables, thereby making the success of our alliance possible.

In the following pages, you will find an overview of the individuals who currently hold these crucial roles within the alliance. However, over the past few months, various different individuals have come and gone in these positions. We extend our deepest gratitude to:

- **Former Chair and Co-Chair:** Eija Hietavuo (former Stora Enso now Tetra Pak) Tiina Pursula (Stora Enso)
- **Former Treasurer:** Ralf Mack (Graphic Packaging International)
- **Members of the Steering Group 2021:** Horst Bittermann (MM Group), Lars Henriksson (Smurfit Kappa), Emilia Moisio (former UPM now Ahlstrom), Riikka Joukio (former Metsä Board), Sarah Price (Sappi), Jürgen Dornheim (Procter & Gamble), Alexey Vishtal (former Nestlé now MM Group), Niklas Petersson (IKEA), Francesca Priora (Tetra Pak), Andreas Helbig (SEDA), Mike Turner (Graphic Packaging International), Cécile De Mallmann (Imerys), Christina Northfleet (Omya)
- **Members of the Steering Group 2022:** Steven Stoffer (Smurfit Kappa), John Melia (DS Smith), Emilia Moisio (former UPM now Ahlstrom), Markku Leskelä (Metsä Board), Sarah Price (Sappi), Jürgen Dornheim (Procter & Gamble),Christophe Charlier (Nestlé), Jesus Aisa (former Unilever), David Guerin (L'Oréal), Francesca Priora (Tetra Pak) – succeeded by Heike Schiffler (Tetra Pak), Andreas Helbig (SEDA), Mike Turner (Graphic Packaging International), Bernhard Kainz (Dow), Christina Northfleet (Omya), Daniel Drochner (Siegwerk), Arne Jost (Henkel)
- **Strategy Task Force 1.0 (2020):** Ulrich Leberle (Cepi), Magnus Renman (DS Smith), Richard Ali (former Huhtamäki now Tetra Pak), Pyry Luukka (IKEA), Mikael Nilsson (IKEA), Feliks Bezati (MARS), Alexey Vishtal (former Nestlé now MM Group), Andreas Helbig (SEDA), Lars Henriksson (Smurfit Kappa), Tiina Pursula (Stora Enso), Frank Vandewal (Tetra Pak), Eija Hietavuo (former Stora Enso now Tetra Pak)
- **Strategy Task Force 2.0 (2021)**: Tiina Pursula (Stora Enso), Markku Leskelä (Metsä Board), Ulf Tillman (RDM), Francesca Priora (Tetra Pak), Andreas Helbig (SEDA), Benjamin Mayer (Dr Oetker), David Guerin (L'Oreal), Charlie Cooper (Michelman), Ernest Barcelo (Omya), Philipp Buchhold (Voith), Louisa Hoyes (Tomra), Heli Kangas (former VTT now Valmet)
- **Strategy Task Force 3.0 (2022):** Sarah Price (Sappi) Heike Schiffler (Tetra Pak), Carlo Pirrone (SEDA), Jane Puggaard (Schur Group), Alice Kodama (Apple), Susan Brunner (Mondi), Jens Kriete (Koehler Paper), Skye Oudemans (Sonoco), Steven Stoffer (Smurfit Kappa), Daniel Drochner (Siegwerk), Afsaneh Nabifar (BASF), Arne Jost (Henkel), Ernst Krottendorfer (Circular Analytics)
- **Strategy Task Force 4.0 (2023):** Delia Harabula (Amcor), Heike Schiffler (Tetra Pak), Susan Brunner (Mondi), Jens Kriete (Koehler Paper), Skye Oudemans (Sonoco), Steven Stoffer (Smurfit Kappa), Natasha Chorlton (Ahlstrom), Tom Carne (BASF), Arne Jost (Henkel), Ulf Tillman (RDM), Elizabeth Staab (H.B. Fuller), Sarah Price (Sappi)
- **Initial co-leads (2020 setup):** Mikko Rissanen (UPM), Richard Ali (former Huhtamäki now Tetra Pak), Andreas Helbig (SEDA), Henri Vermeulen (Smurfit Kappa), Ralf Mack (AR Packaging now GPI), Lars Henriksson (Smurfit Kappa), Lars Axrup (Stora Enso), Alexey Vishtal (Nestlé now MM Group), Emilia Moisio (UPM now Ahlstrom), amongst others.
- **Former Workstreams co-leads:**
  - **Workstream 1:** Magnus Renman (DS Smith), Ulrich Leberle (Cepi), Gustavo Duarte (Sappi)
  - **Workstream 2:** Ralf Mack (Graphic Packaging International), Eva Lindström (SCA)
  - **Workstream 3:** George Gezelius (AR Packaging), Frank Vandewal (Tetra Pak)
  - **Workstream 4:** Elodie Bugnicourt (Graphic Packaging International), Sandeep Kulkarni (NextGen Consortium), Mario Wiltsche (Heinzel Group)
  - **Workstream 5:** Isabel Reinery (Apple), Anna Papagrigoraki (Cepi)

To these and all our members, who represent the greatest strength and the beating heart of our alliance, once again a big thank you!

**Jori Ringman**
Director-General, Cepi

**Susanne Haase**
Program Director

## Secretariat

*budget / communications / meeting facilitation*

**Giulia Fadini**
Innovative Project Manager

**Sofia Michalopoulou**
Coordination & Alignment Project Manager

**Michele Rattotti**
Project Manager

COORDINATORS GROUP

RECYCLING COMMITTEE

Cepi

ENVIRONMENT & SAFETY COMMITTEE

**Hans Wortman** (WEPA)
Chair of 4evergreen

**Sarah Price** (Sappi)
Co-Chair

## Steering Group

seg1: TECHNOLOGY PROVIDERS

**Thierry Robert**
Bobst

seg2: PULP PRODUCERS, PAPER & BOARD MANUFACTURERS & RECYCLERS

**Steven Stoffer**
Smurfit Kappa

**John Melia**
DS Smith

**Markku Leskelä**
Metsä Board

**Maija Aho**
Stora Enso

seg3: NON-FIBRE MATERIAL SUPPLIERS

**Bernard Kainz**
Dow

**Daniel Drochner**
Siegwerk

**Eemeli Sitonen**
Solenis

**Arne Jost**
Henkel

seg4: PACKAGING PRODUCERS & CONVERTERS

**Mike Turner**
Graphic Packaging International

**Andreas Helbig**
SEDA

**Heike Schiffler**
Tetra Pak

seg5: BRAND OWNERS & RETAILERS

**Cristophe Charlier**
Nestlé

**David Guerin**
L'Oréal

**Jürgen Dornheim**
P&G

seg7: WASTE MANAGEMENT & EPR SCHEMES

**Roberto di Molfetta**
Comieco

**Andreas Helbig**
Treasurer

## Sponsors' Council

*fee & budget / governance / participation in workstreams*

## Workstreams

### WS-1: Recylability Protocol

Co-leads

**Peter Hengesbach**
Stora Enso

**Alexey Vishtal**
MM Group

**Nils de Rybel**
AMCOR

Technical advisors

**Lydia Tempel**, PTS

**Diederik Bal**
Project Manager, Greenfish

### WS-2: Design Guideline

Co-leads

**Davide Braghiroli**
Tetra Pak

**Kiril Dimitrov**
Nestlé

**Ernst Krottendorfer** and **Charlotte Werner**, Project Managers, Circular Analytics

### WS-3: collection & Sorting Guidance

Co-leads

**Andreas Faul**
Propakma

**Jonathan Edmunds**
DS Smith

**Michel Willems**
Smurfit Kappa

**Giulia Fadini**
Project Manager, Cepi

### WS-4: Innovation

Co-leads

**Lars Axrup**
Stora Enso

**Thomas Walther**
Baumer hhs GmbH

Technical advisors

**Jan't Hart; Mattias Drotz** and **Anna Sjöstedt**, RISE; **Vanessa Wortmann** and **Gerrit Schaper**, PTS

**Frank Leerkotte**
Project Manager, Bluemats Technology

### WS-5: Information

WG-1: external & internal communication

Co-leads

**Regina Knoll**
WestRock

**Maria Holopainen**
Stora Enso

**Marcelle Reichert**
SIG

WG-2: public affairs & advocacy

Co-leads

**Tytti Peltonen**
Metsä Group

**Michael Hoffmann**
Huhtamaki

**Renata Braga Neperus**
Elopak

**Chiara Marconato** and **Anna Karklina**, Project Managers, logos



# 4EVERGREEN MEMBERS - NOVEMBER 2023

# 4EVERGREEN IN NUMBERS

## Collaboration

**113**
Members

**593**
Representatives engaged

**7**
Segments

**386**
Experts in workstreams

**5**
Workstreams

**38**
Partners
Associations, research institutes, laboratories

## Action

**5**
Deliverables

**+40**
internal and external events

Goal
**90%**
recycling rate by 2030

Over
**80**
Tests performed

**4**
Intermediary Targets

**82.5%**
Fibre-based packaging recycling rate in Europe (Eurostat, 2021)

## Communication (since 2020)

**5143**
Followers

**+25**
Interviews

**780**
Newsletter subscribers

**+30**
Speaking slots at events

Over
**100K**
Website visits

**2K**
Media mentions

**+6.5K**
Downloads

NOTES

NOTES

## ABOUT 4EVERGREEN

4evergreen is a cross-industry alliance perfecting the circularity of fibre-based packaging to contribute to a climate-neutral and sustainable society. Our goal is to raise the overall recycling rate of fibre-based packaging to 90% by 2030. We bring a particular focus on packaging with a lower circularity performance today, namely the types used for household, out-of-home and on-the-go consumption.

The alliance brings together industry representatives from across the fibre-based packaging value chain, from pulp, paper and board manufacturers and recyclers to packaging producers and converters, including brand owners, retailers and waste management companies. It also comprises non-fibre material suppliers (e.g., adhesives, inks, coatings), technology providers (e.g., machinery, collection, and recycling solutions), and leading research institutes. Overall, our members employ more than 4.5 million people all over the world, with a consolidated annual turnover of over 2.1 trillion euros. All our members have set ambitious targets, clearly showcasing their commitment to addressing the most pressing global challenges

4ever green

## Get in touch

4evergreen alliance | 4evergreenforum.eu | @4evergreenNews | 4evergreen@cepi.org

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