

4evergreen

Perfecting circularity together





4evergreen

brings together companies across the fibre-based packaging value chain who are committed to raising circularity and sustainability



PART 1

who we are

4EG – in a nutshell



4evergreen is a cross-industry alliance with the goal of optimizing fibre-based packaging circularity and climate performance.

today's contribution

fibre-based packaging is already a strong contributor to the European circular bio-based economy:

- 83% of paper and board packaging is recycled. This means that in volume, we recycle more than all other packaging materials combined.
- we use recycled materials and renewable fibre from **sustainably managed forests**, which makes fibre-based packaging relevant for climate change mitigation.

achieving our ambition

to optimize fibre-based packaging, 4evergreen focuses on three areas:



identifying and promoting the best collection, sorting, and recycling systems to enable circularity in a **cost-effective way**.



adapting the **design of fibre-based packaging**, focusing on circularity and sustainability, in order to match current and future recycling systems.



building consistent views and collaboration across the sector, thus enabling efficient & effective **engagement** with **decision-makers** and stakeholders.

aim, goal and approach



Our aim is to contribute to a climate neutral and sustainable society by **perfecting the circularity** of fibre-based packaging.



Our goal is to raise the overall recycling rate of fibre-based packaging to **90% by 2030**.

We focus on the types that perform low today, in particular household and on-the-go food packaging.



Our approach is **holistic** in identifying and promoting **innovative solutions towards climate neutrality**.

where we come from



As we discussed how our sector could become more circular, it became clear that the best way to find innovative and practical solutions was to do it **together**.



In 2019, many companies in the packaging value chain contacted **Cepi** to discuss and understand the implications of the Single Use Plastics Directive.



After a series of successful workshops organised by Cepi, it became evident that there was a need to create **a platform to continue collaborating**.

achievements

In January 2020, the 4evergreen alliance was launched. This is what we have achieved since.

expertise

- 75** industry sponsors
- 13** elected steering group members
- 173** packaging engineers & circularity experts in workstreams
- >400** representatives engaged

action

- 5** active workstreams
- 4** intermediary targets
- 3** guidelines drafted
- 1** online collaboration platform
- 732** meetings facilitated

communication

- 4** INTERVIEWS & EVENTS
- 1** CAMPAIGN
- 127** ENGAGED JOURNALISTS
- 518** media mentions from **29** countries
- media mentions from **The Telegraph** and **PACKAGING EUROPE**
- 1,274** followers on LinkedIn
- 208** followers on Twitter
- 2** releases
- 2** podcasts

1goal

raising the overall recycling rate of fibre-based packaging to

90% by **2030**



political support



“It's a pleasure to welcome the commitment of the paper industry to act together towards an ambitious goal, 4evergreen.

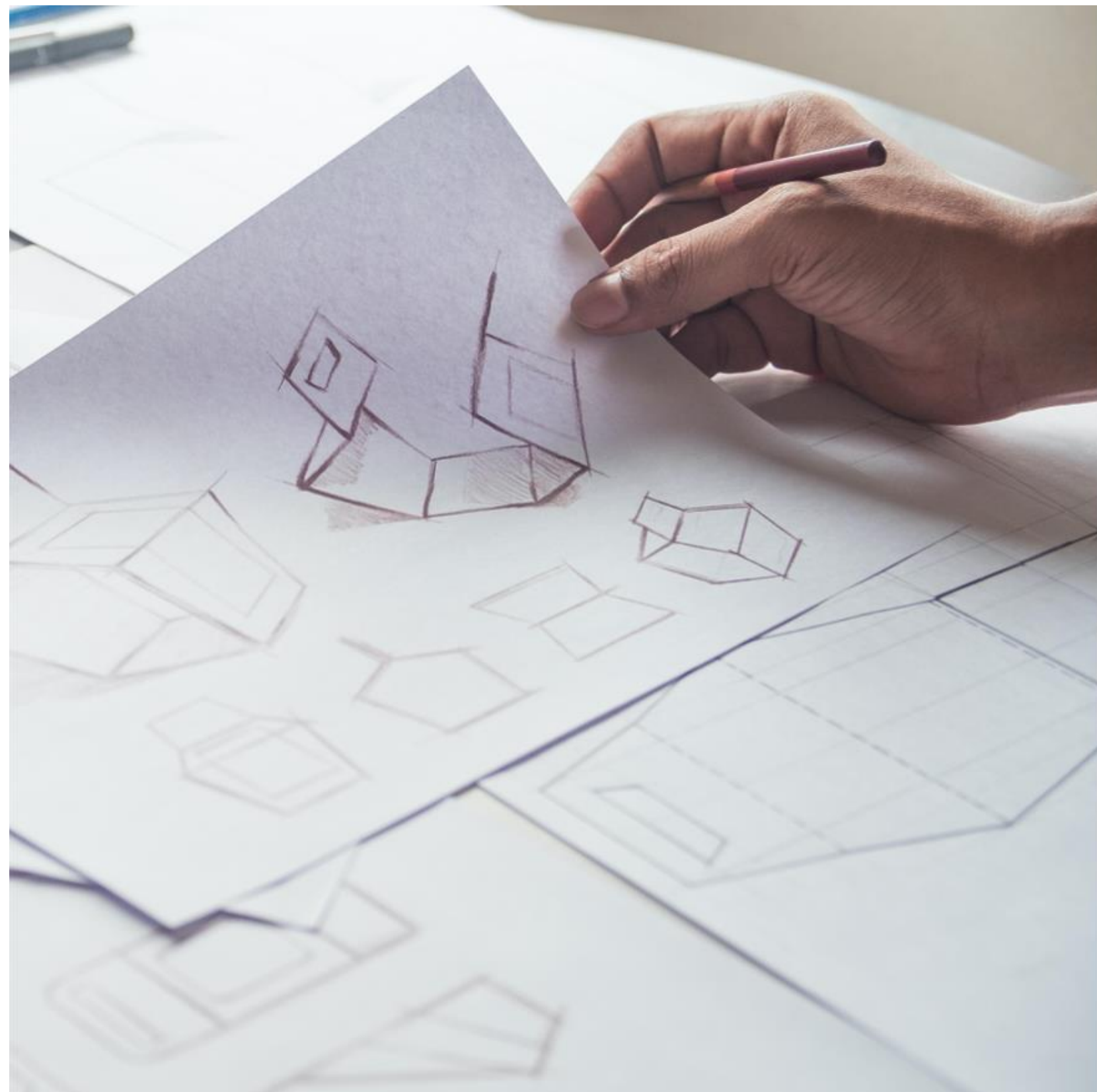
This alliance is clearly in step with our thinking and with our objectives for a circular, low-carbon future. A future where sustainability goes hand in hand with innovation and creates exciting business opportunities.

That's the future the Commission laid out in the European Green Deal.”



—
Virginijus Sinkevičius
European Commissioner for
the Environment

25/11/20 – statement made at our launch event



PART 2

How we work

how we make a difference (1/2)

PERFECTING CIRCULARITY TOGETHER



SPREADING THE WORD



WS-5

Translating the work of the technical workstreams into digestible and educational messages for industry & policymakers.

Building consistent views and collaboration, enabling efficient & effective engagement with decision-makers and stakeholders.

Involving the customer (usage) and inform on how to dispose of their consumed fibre-based packaging product.



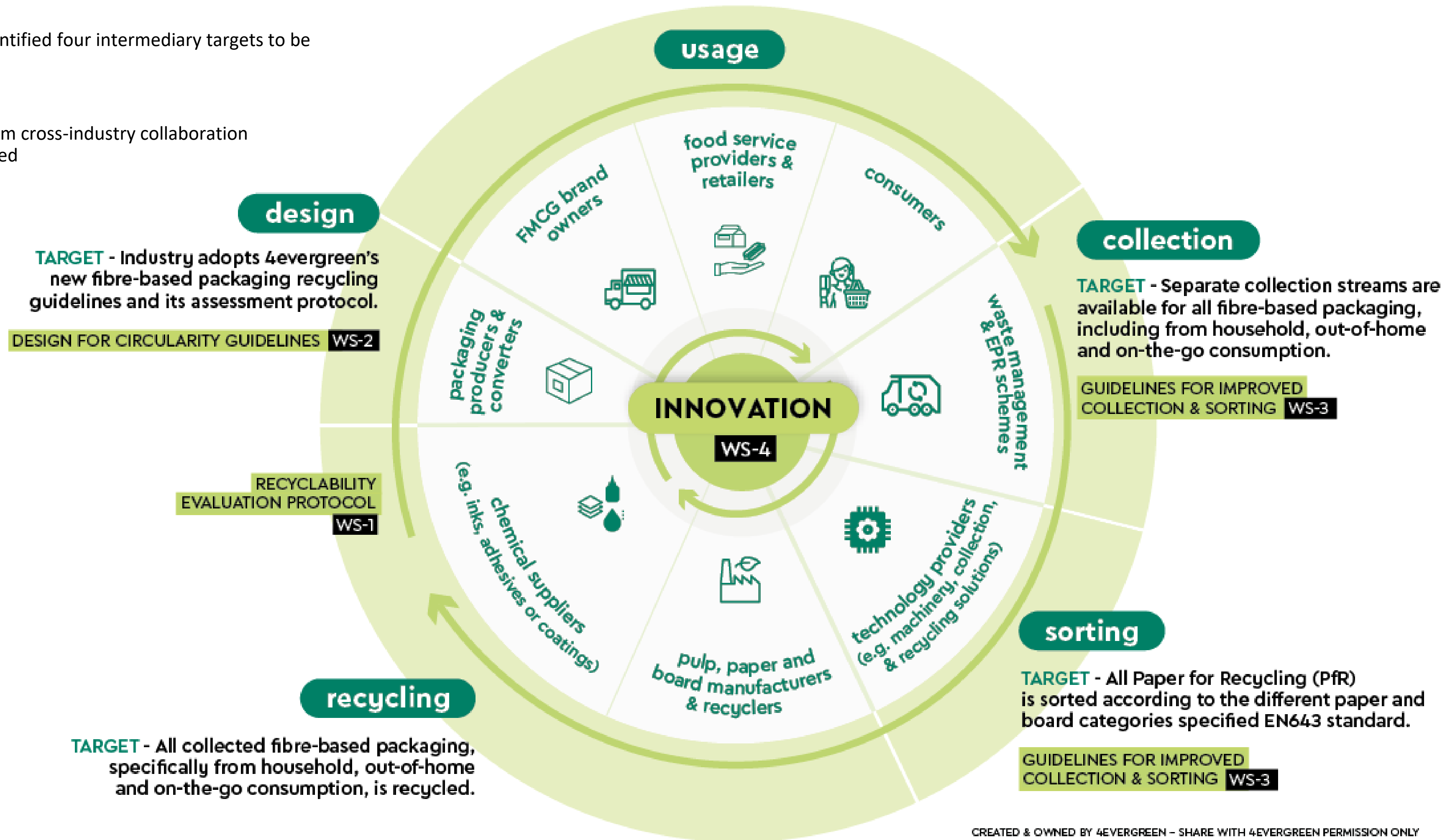
how we make a difference (2/2)

4evergreen aims to raise the overall recycling rate of fibre-based packaging to 90% by 2030.

To reach our goal by 2030, 4evergreen has identified four intermediary targets to be met by 2025.

The outputs of each workstream will result from cross-industry collaboration between the various industry segments involved in the life cycle of fibre-based packaging.

WS: workstream



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alliance benefits



making a difference

Together, we have the power to implement. We are driving new developments across the sector and using 4evergreen as a platform to push for innovation.



accessing intelligence

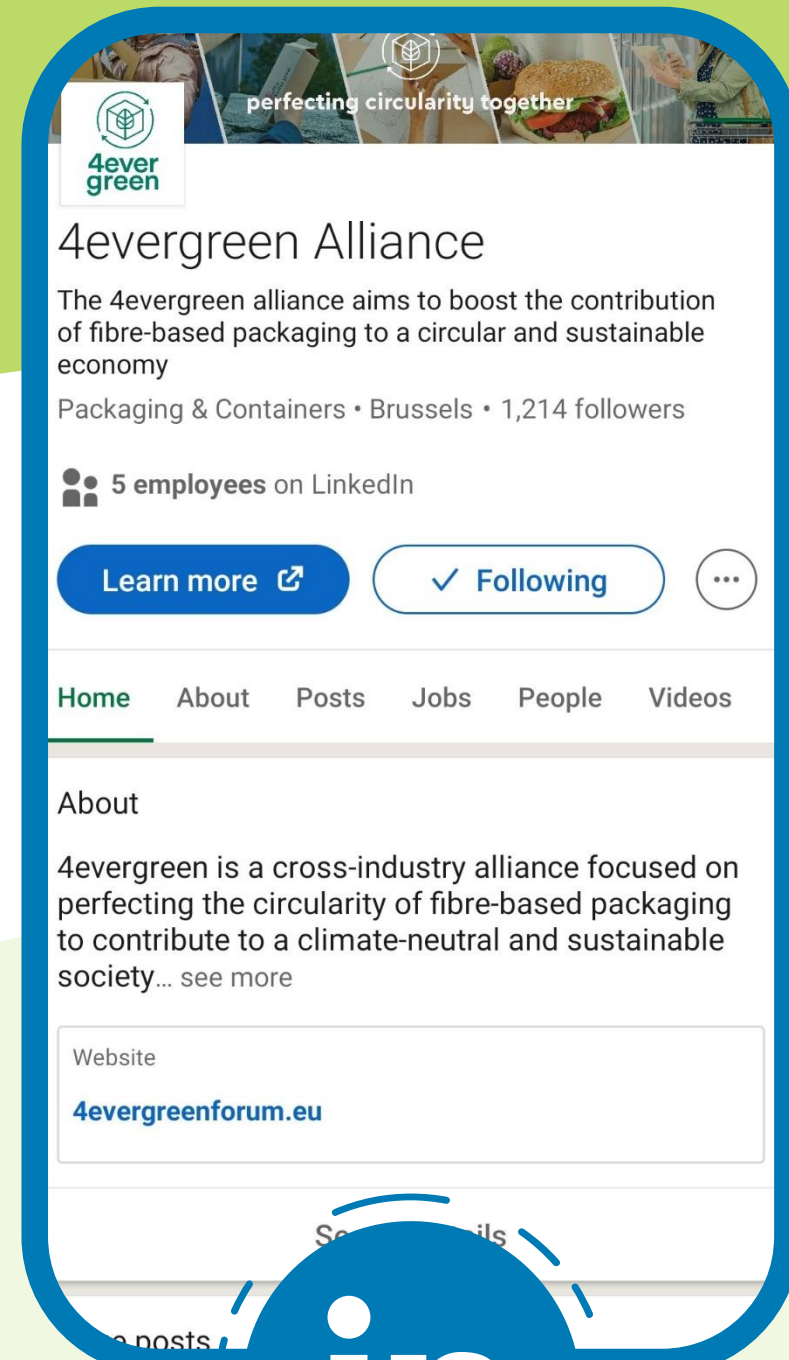
Our members are thought leaders in their respective fields. They share industry intelligence, best practices, case studies, guidelines and collaborate in various expert groups.



partnership

Our 70+ market leaders have joined forces to perfect circularity. Together, we will get our voice heard.

social media – please follow our journey!



4evergreen alliance



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Thank you



Connect with us
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