4ever green

# THE CIRCULARITY CHALLENGE:

## How Recycling Contributes Towards the European Green Deal

## Welcome to the 4evergreen Annual Outreach Event!

Within the framework of Global Recycling Week, 4evergreen welcomes you to find out more about the innovative nature of the fibre-based packaging industry at our event The Circulaorty Challenge: How Recycling Contributes Towards The European Green Deal. Whilst being an industry with a long history of efficiency, innovation has been a central facet of the industry's journey to making fibre-based packaging the most recycled packaging material by volume in Europe.

### 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. You can find more information via the QR code

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# How Recycling Contributes Towards the European Green Deal

**21 September**
**9.00-13.00 CEST**

**8:30-9:00**

Welcome Coffee and exhibition of Start-Ups & Technology Providers

**9:00-9:15**

Opening Speech

**10:15-10:45**

Coffee Break

**9:15-10:15**

**PANEL DISCUSSION**

Policymakers, industry leaders and experts look together at how Europe can develop on its position as a leader in the recycling industry, with European materials and European technologies.

**Carl Olsmasts**
*Dalecarlia University*

**Francesca Stevens**
*EUROPEN*

**Manuela Ripa**
*Group of the Greens, European Parliament*

**Tiina Pursula**
*4evergreen Deputy Chair*

**10:45-11:45**

**TAKING A CLOSER LOOK AT THE RECYCLING ECOSYSTEM**

**Mattia Pellegrini**
*DG Environment, EU Commission*

**Michelle Gibbons**
*European Brands Association*

**Sylvia Vitale Rotta**
*European Brand and Packaging Design Association*

**11:45-12:00**

**CLOSING REMARKS**

**Tomasz Chruszczow**
*UN Climate Champion*

**12:00-13:00**

Networking Lunch

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