

OUR GOAL

RAISE THE OVERALL
RECYCLING RATE OF FIBRE-BASED
PACKAGING TO

90%

by 2030



Why Fibre-Based Packaging?



It is an appropriate solution for a myriad of goods used on a daily basis by millions of consumers.



It has the highest recycling rate (82,5%) in Europe compared to plastics (39,7%), glass (75%), or metal (75%) packaging.*



It is mainly sourced from sustainably managed European forests.



It is a key enabler of circular and green growth. It is made of fibres that can have several lives by being kept in the recycling loop - up to 25 times!**

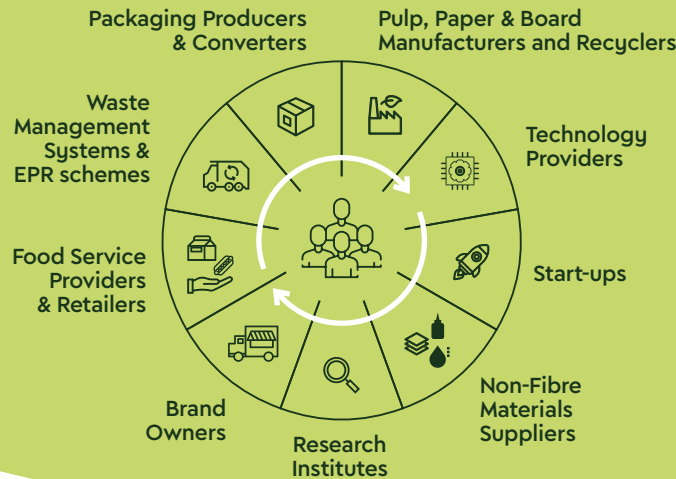
* Eurostat, 2021
** Recyclability of Cartonboard and Carton, Dr. Rene Eckhart, Technische Universität Graz

Our members

4evergreen brings together leading companies from across the entire fibre-based packaging value-chain. Overall, our members employ 4,5 million people globally with a consolidated turnover of around 2,1 trillion euros. All of them have set ambitious targets, clearly showcasing their commitment to addressing the most pressing global challenges.



Our members represent:



Perfecting Circularity Together

Get in touch

 [4evergreen alliance](#)

 [4evergreenforum.eu](#)

 [@4evergreenNews](#)

 4evergreen@cepi.org

4evergreen is a cross-industry alliance perfecting the circularity of fibre-based packaging to contribute to a climate-neutral and sustainable society. By bringing together the entire value chain, it enables cooperation with a comprehensive outlook on the life cycle of fibre-based packaging.



How we make a difference

Holistic Approach

Being a cross-industry alliance, 4evergreen covers the entire life-cycle of fibre-based packaging and adopts a 360-degree holistic approach. Our deliverables are the result of an extraordinary collaborative effort and consensus-building process of our experts.

Science-based Claims

Our work is based on scientific facts and data derived from accurate testing. We are working with the best consulting firms and research institutes to draw from the best practices across the world.



Our milestones and achievements

2019	2020	2021	2022	2023
Cepi, Single Use Plastic Workshop: the start of 4evergreen	<p>November</p> <p>Launch event: "Perfecting Circularity with Fibre-Based Packaging," Brussels</p> <p>Endorsement of the European Commissioner for the Environment, Virginijus Sinkevičius</p>	<p>November</p> <p>Outreach event "A Circular Future for Packaging," Online</p>	<p>March</p> <p>Circularity by Design Guideline Version one for standard mills</p>	<p>September</p> <p>Outreach event "The Circularity Challenge," Brussels & Online</p> <p>Guidance on the Improved Collection and Sorting</p>
			<p>November</p> <p>The alliance reaches 100 members</p>	<p>December</p> <p>Beta Release Recyclability Evaluation Protocol Part one for standard mills</p>
				<p>April</p> <p>Info session "A Toolbox to Perfect the Circularity of Fibre-Based Packaging"</p> <p>First face-to-face summit</p>
				<p>June</p> <p>Circularity by Design Guideline Version 2 for standard and specialised (UBC) mills</p> <p>Online session "Get Sorted: Enhancing FibreBased Packaging Circularity through Improved Collection and Sorting"</p>
				<p>November</p> <p>Outreach event "The Pathway to Circularity: from Guidance to Action"</p> <p>4evergreen lifetime extended to 2026</p>
				<p>December</p> <p>Guidance on the improved collection and sorting Version 2</p>



A tool-box to perfect the circularity of fibre-based packaging

Recyclability Evaluation Protocol

A harmonised tool to evaluate which fibre-based materials can be recycled depending on different recycling technologies. A beta release of the first version of this protocol, for measuring recyclability in standard mills, is already available. Future version, due for release in 2024, will expand the tool to include recyclability in deinking and specialised recycling facilities.

Circularity by Design Guideline

It provides key recommendations on packaging and material design, focusing on the ease of collection, sorting and recycling. The first two parts of the guidelines cover standard mills and specialised mills (for used beverage cartons). Future versions, due for release in 2024, will include recommendations for additional specialised mills (for fibre-based composite packaging other than used beverage cartons) and deinking mills.

Guidance on the Improved Collection and Sorting

Based on a review of the institutional frameworks and different collection and sorting systems in European countries, it offers an overview of existing systems and practical recommendations for enhancing collection and sorting of different types of fibre-based packaging.

Innovation

4evergreen is accelerating the development of new technologies to address specific sorting or recycling challenges for novel barrier paper and board types. To this scope, our workstream on innovation is conducting several tests related to three projects on Sortability of Fibre-Barrier Packaging, Novel Recycling Technologies, Comparative Recyclability Impacts.



4evergreen in numbers

- 2 awards
- 5 active workstreams
- 4 intermediary targets
- 3 landmark reports
- +570 representatives engaged
- +380 packaging engineers & circularity experts in workstreams
- +200 tests performed
- 6 deliverables
- +2.5K media mentions
- 11 videos
- +25 interviews
- 143 engaged journalists
- +40 releases