

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 (81,6%) in Europe compared to plastics (42%), glass (75%), or metal (80%) 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, 2020

** 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 2,6 million people globally with a consolidated turnover of around 1,3 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.



4evergreen

hosted by Cepi

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

Cepi, Single Use Plastic Workshop: the start of 4evergreen

2020

November
Launch event: "Perfecting Circularity with Fibre-Based Packaging," Brussels

Endorsement of the European Commissioner for the Environment, Virginijus Sinkevičius

WS 1 to 5 structure fact-base established

2021

November
Outreach event "A Circular Future for Packaging," Online

Lifetime extended to 2025

2022

March
Circularity by Design Guideline
Version one for standard mills

September
Outreach event "The Circularity Challenge," Brussels & Online

Increased focus on complex fibre-based packaging and cross-industry collaboration

September
Guidance on the Improved Collection and Sorting

November
The alliance reaches **100** members

December
Beta Release Recyclability Evaluation Protocol
Part one for standard mills



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 2023, will expand the tool to include recyclability in deinking and specialised recycling facilities.

Circularity by Design Guideline

It provides specific recommendations on packaging and material design, focusing on the ease of collection, sorting, and recycling. The first part of the document is already available, while future versions will include recommendations for recycling in specialised mills (publishing due in June 2023), followed by a version for 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

- 5 active workstreams
- 763 media mentions
- 4 intermediary targets
- 4 videos
- 486 representatives engaged
- 3 landmark reports
- 8 interviews
- 132 packaging engineers & circularity experts in workstreams
- +80 tests performed
- 138 engaged journalists
- 3 deliverables
- 4 releases