

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 (83,1%) in Europe compared to plastics (40,7%), glass (75,6%), or metal (76,9%) 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 - at least up to 25 times!**

* Eurostat, 2022

** 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 4,9 million people globally with a consolidated turnover of around 2,4 trillion euros. All of them have set ambitious targets, clearly showcasing their commitment to addressing the most pressing global challenges.

Our members represent:



Get in touch



4evergreen alliance



4evergreenforum.eu



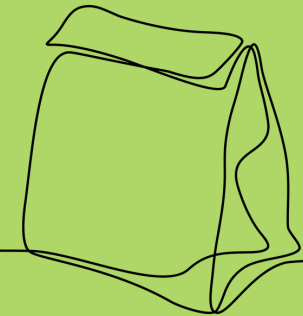
@4evergreenalliance



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PERFECTING CIRCULARITY TOGETHER

4evergreen is a cross-industry alliance enhancing the circularity of fibre-based packaging to support a climate-neutral, sustainable society. It enables collaboration across the entire value chain with a comprehensive life cycle perspective.



4evergreen





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. The full version of this protocol, measuring recyclability in recycling mills with conventional process, flotation-deinking process and specialised process, was launched in January 2025.



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 conventional and specialised mills (for used beverage cartons). The most recent update includes 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.

4evergreen in numbers

+600

representatives engaged

6

active workstreams

+350

packaging engineers & circularity experts in workstreams

200

tests performed

6

deliverables



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 collective effort and consensus-building process of our experts.

Evidence-Based Results

Our work is grounded in data derived from accurate testing and validated methodologies. We collaborate with top consulting firms and research institutes to draw from best practices around the world.

2019

2021

2023

2025

2020

2022

2024

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



November
Launch event: "Perfecting Circularity with Fibre-Based Packaging," Brussels
Endorsement from the European Commissioner for the Environment, Virginijus Sinkevičius

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

March
Circularity by Design Guideline version 1 for conventional mills
September
Guidance on the Improved Collection and Sorting version 1

November
The alliance reaches 100 members
Annual Conference

December
Beta Release Recyclability Evaluation Protocol for standard mills

June
Circularity by Design Guideline version 2 for standard and specialised (UBC) mills
November
Annual Conference
December
Guidance on the improved collection and sorting version 2

January
Launch of Ambassadorship programme
September
"Unlocking the toolbox to perfect fibre-based packaging circularity" web event

October
Circularity by Design Guideline version 3 and Guidance on Improved collection and Sorting version 3
November
Annual Conference

January
Recyclability Evaluation Protocol and annex documents
Launch of Associate Membership
April
WS Data Set launch

General alignment with PPWR,
Assessing specialised mills landscape
System-level innovation Roadmap