



4ever
green

ANNUAL REPORT

2024



**Working together for 90%
fibre-based packaging
recycling rate by 2030**



+100

ORGANISATIONS FROM
THE GLOBAL
FIBRE-BASED
PACKAGING VALUE CHAIN

perfecting
circularity
together

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1. Message from the Chairs



Susan Brunner,
Co-Chair

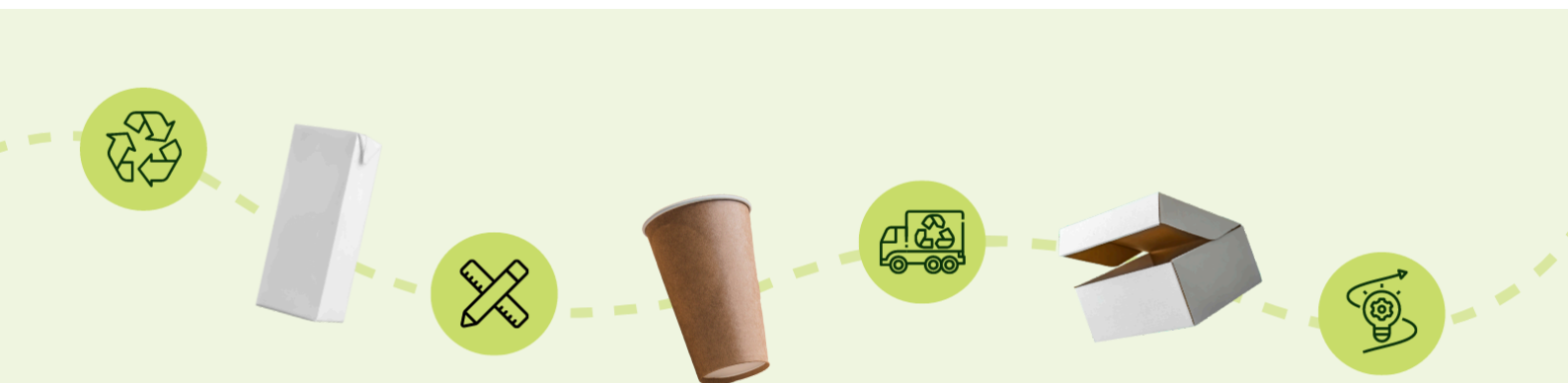


Tytti Peltonen,
Co-Chair

Reflecting on 2024, we see a year marked by significant progress and collective achievement. Across the fibre-based packaging value chain, our community has worked together to develop practical solutions, align methodologies, and advance the industry towards full circularity. The impact of this collaboration is clear - **stronger recyclability assessments**, **clearer design guidelines**, and **improved strategies for collection and sorting**.

This has been a year of **refinement**, **alignment**, and **acceleration**. We successfully finalised the Recyclability Evaluation Protocol as well as strengthened the Circularity by Design Guideline and the Guidance on Improved Collection and Sorting, equipping industry with the tools it needs to assess and improve packaging recyclability.

We tackled complex challenges in collection and sorting, updating our guidance and delving deeper into issues such as organic contamination and specialised recycling infrastructure. Through **stronger alignment across workstreams**, we ensured our methodologies and recommendations are **practical**, **evidence-based**, and **ready to be implemented**.



Perhaps most exciting of all, 2024 was the year we laid the foundation for the [4evergreen Innovation Roadmap](#). We explored what system level innovations can unlock a 90% recycling rate for fibre-based packaging in Europe by 2030 and how that can be achieved. By identifying the most significant barriers to circularity and selecting key areas for in-depth exploration - including consumer engagement, collection systems, recyclability by design, and infrastructure - we have set the stage for [transformative change](#). This roadmap, with planned release for 2025, will be a guiding force for the years ahead, helping us navigate the complexities of fibre-based packaging circularity with clarity and purpose.

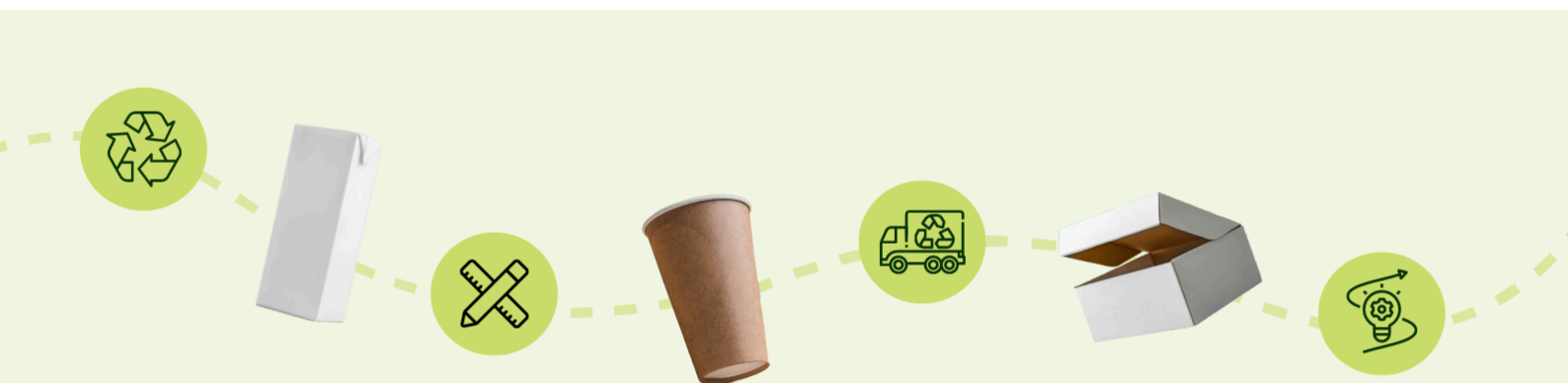
Our journey is rooted in a [shared commitment to innovation and collaboration](#). We are building on the strong foundation laid by our predecessors and working alongside our diverse 4evergreen members to achieve ambitious goals. The strength of our initiative lies in its collective effort - by [bringing together stakeholders from every part of the value chain](#), we can drive change faster and more effectively than any one organisation could alone. Together, we are helping to build a more predictable future for fibre-based packaging by offering evidence-based tools that align with global sustainability ambitions such as climate neutrality, circular economy advancement, and environmental stewardship, and initiatives such as the European Packaging and Packaging Waste Regulation (PPWR), give our community the [clarity and confidence to drive lasting change](#).

As we move ahead, we look forward to sharing our progress, celebrating our successes, and addressing the challenges ahead together. Your dedication and support are crucial to our mission, and we are [deeply grateful for your continued engagement in 4evergreen](#).

Thank you for being a part of this journey. Let's make 2025 a year of impactful change and sustainable growth.

With gratitude and enthusiasm,

Susan Brunner & Tytti Peltonen
Co-Chairs, 4evergreen



2. Governance and organigramme

4evergreen has a governance structure based on different governing bodies and workstreams.

Governing bodies



Sponsors' Council

The Sponsors' Council, chaired by the Co-Chairs, deliberates on the strategic decisions regarding the alliance and is in charge of the budget, including participation fees.

It is composed of representatives from 4evergreen's sponsors and associates.

Sponsors are member companies in the value chain of fibre-based packaging adhering to the purpose of the alliance.

Associates are organisations in fibre-based packaging relevant to the initiative (research institutes, extended producer responsibility organisations, not-for-profit associations or similar) that do not meet the criteria for admission as Sponsors. Although Associates do not enjoy the same rights and obligations as Sponsors, they can participate in face-to-face meetings, access webinars and training sessions, provide advice or feedback, and participate in the Industry Association Coordination Group.



Steering Group

The Steering Group provides strategic direction to the alliance.

Its members are elected by and act as representatives for their segments. It is comprised of senior managers with a clear interest in delivering on the alliance's goals and outcomes. They represent the opinions and views of their segment in the Steering Group and act as 4evergreen advocates within the industry and across the value chain.

The Steering Group gives strategic direction to the alliance and is in charge of its governance by electing the Treasurer and the workstream Co-Leads, and issuing Terms of Reference to bodies in the alliance.

Steering Group members support and monitor the progress of the alliance, representing 4evergreen externally.



Secretariat

4evergreen is hosted at Cepi (the European association representing the pulp and paper industry) and managed by the Programme Director, who is responsible for the execution of the Steering Group decisions and daily management of 4evergreen.

The Secretariat is responsible for coordinating all internal communication, quality control for external communication, daily management and operations – including managing and communicating information between members of 4evergreen and its workstreams.

At the end of 2024, 4evergreen elected new leaders and members of the governing bodies and workstreams.

Steering Group leadership and members

In January 2025, the alliance welcomed new Co-Chairs:

- Susan Brunner, Chair, Head of Product Sustainability & Positioning, Mondi Group
- Tytti Peltonen, Chair, Vice President Corporate Affairs EU, Metsä Group

They succeeded Sarah Price and Andreas Walser, Chair and Co-Chair in 2024.

4evergreen has also elected new Steering Group members. The new and re-elected members of this group reflect the expertise of the different segments within the value chain:

- Technology & Research segment: Philippe Domansky (BOBST);
- Pulp Producers, Paper & Board manufacturers and Recyclers segment: Sarah Price (Sappi), Maria Holopainen (Stora Enso), Katja Tuomola (MM Group), Marc van der Velden (Smurfit Westrock), and Natasha Chorlton (Ahlstrom);
- Brand owners & Retailers segment: Jürgen Dornheim (Procter & Gamble), Kiril Dimitrov (Nestlé), and Anthony Johnson (Unilever);
- Non-fibre Material Suppliers segment: Bernhard Kainz (Dow), Daniel Drochner (Siegwerk), and Thomas Schiele (BASF);
- Converters & Packaging Manufacturers segment: Andreas Helbig (Seda), Heike Schiffler (Tetra Pak), and Mike Turner (Graphic Packaging International);
- Waste Management & EPR Schemes: Roberto Di Molfetta (Comieco).



Members of the Steering Group who have stepped down from the role in 2023 are Susan Brunner (Mondi Group), Markku Leskelä (Metsä Group), David Guerin (L'Oréal), and Thomas Krauthauf (Veolia).

Sponsors' Council leadership

The Treasurer, leading the Sponsors' Council, is Hans Wortman (WEPA), for the second year in a row.

We extend our deepest gratitude to all current and past leaders and members of these bodies.

Workstreams

The workstreams of 4evergreen in 2024 included:

WS-1 – Recyclability Evaluation Protocol workstream

WS-2 – Design for Recycling Guidelines workstream

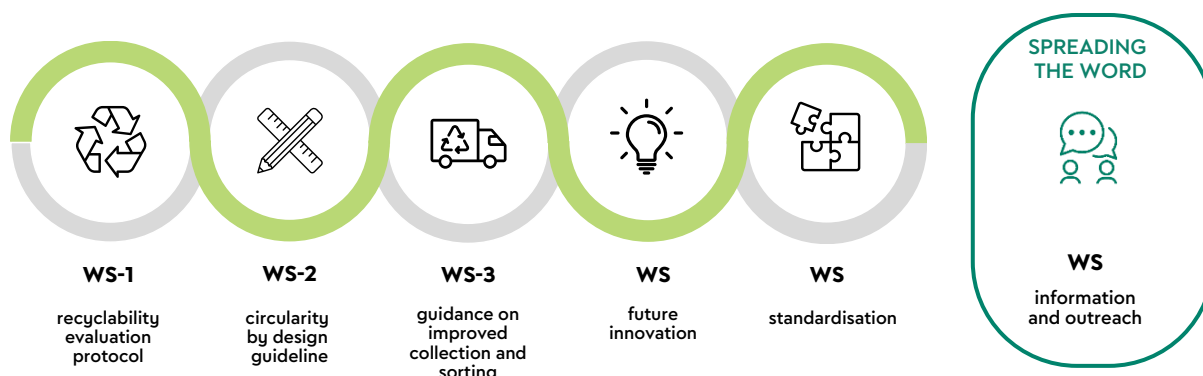
WS-3 – Collection & Sorting Guidelines workstream

WS Information and Outreach

WS Standardisation

WS Future Innovation

Each has specific Terms of Reference, prepared by each workstream and issued by the Steering Group.



Workstream leadership

In total, more than 350 packaging engineers and circularity experts participate in the work of 4evergreen. Each workstream is led by the relevant Co-Leads, who changed at the end of 2024.

Current Co-Leads are:

Workstream 1 - Recyclability Evaluation Protocol



**Bernhard
Hölbling**
Sappi



**Raymond de
Schrevel**
EXTR:ACT

Workstream 2 - Circularity by Design Guideline



Davide Braghiroli
Tetra Pak



Anne Guillou
L'Oréal



Markus Locher
Actega

Workstream 3 - Guidance on the Improved Collection and Sorting



Guillermo Vallés
Saica



Rory Cronin
Tetra Pak



Ajay Parmar
PepsiCo

Workstream Information and Outreach

Working Group 1 (external and internal communications)



Regina Knoll
Smurfit Westrock



Marcelle Reichert
SIG



Delia Harabula
Amcor



Antonello Romano
Stora Enso

Workstream Standardisation



Peter Hengesbach
Stora Enso



Thomas Walther
Baumer hhs

Workstream Future Innovation



Bernhard Kainz
Dow



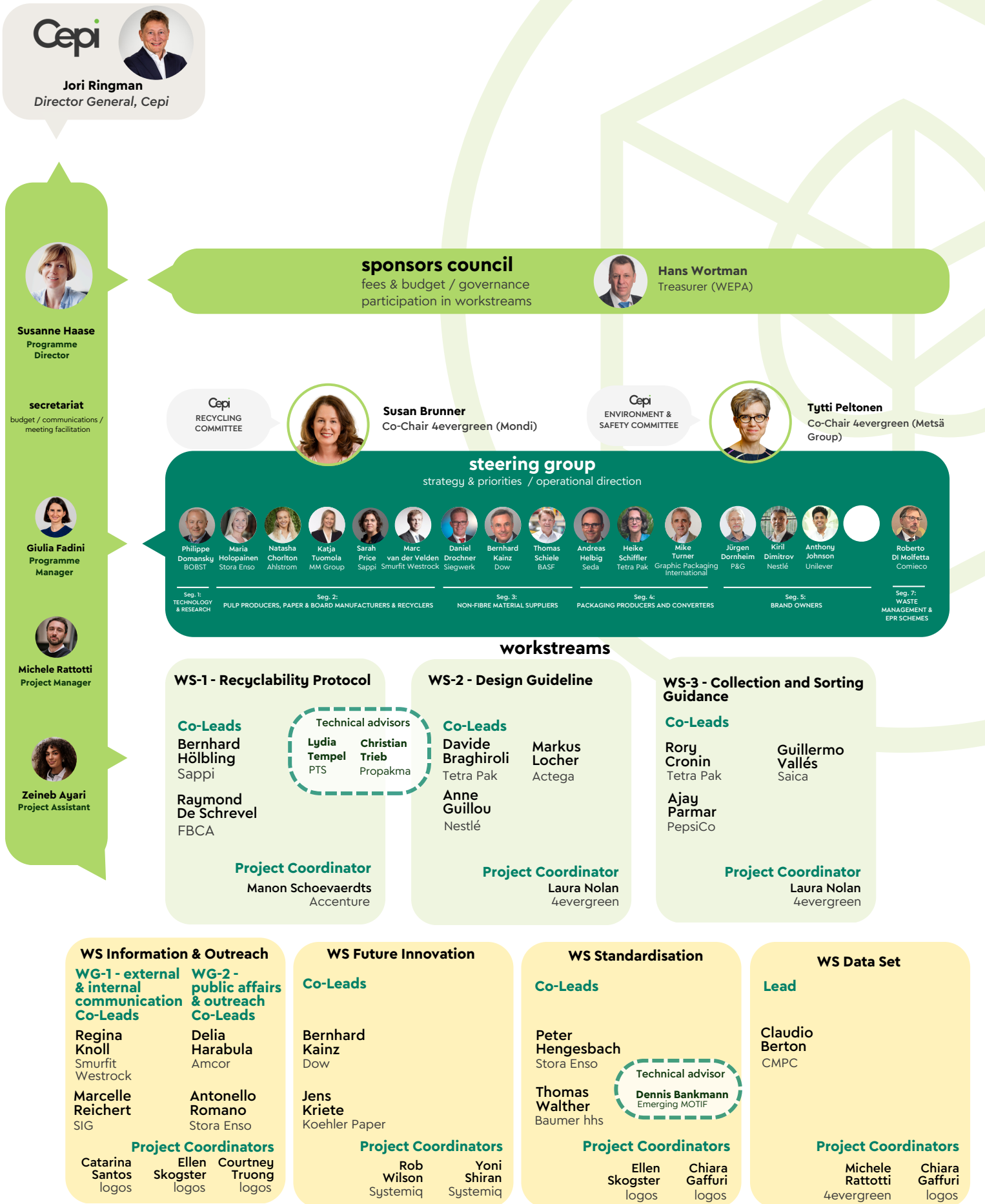
Jens Kriete
Koehler Paper

Co-Leads who have contributed to the alliance's success throughout 2024, before stepping down from their role are:

Johannes Zipfel (Delsci), Kiril Dimitrov (Nestlé), Jonathan Edmunds (DS Smith), Lars Axrup (Stora Enso), Maria Holopainen (Stora Enso), Renata Braga Neperus (Elopak), Nina Peacock (Kellanova), and Susan Brunner (Mondi Group).

A heartfelt thank you to all current and past Co-Leads and workstream members, who make the work of the alliance possible.

4evergreen organigramme (April 2025)

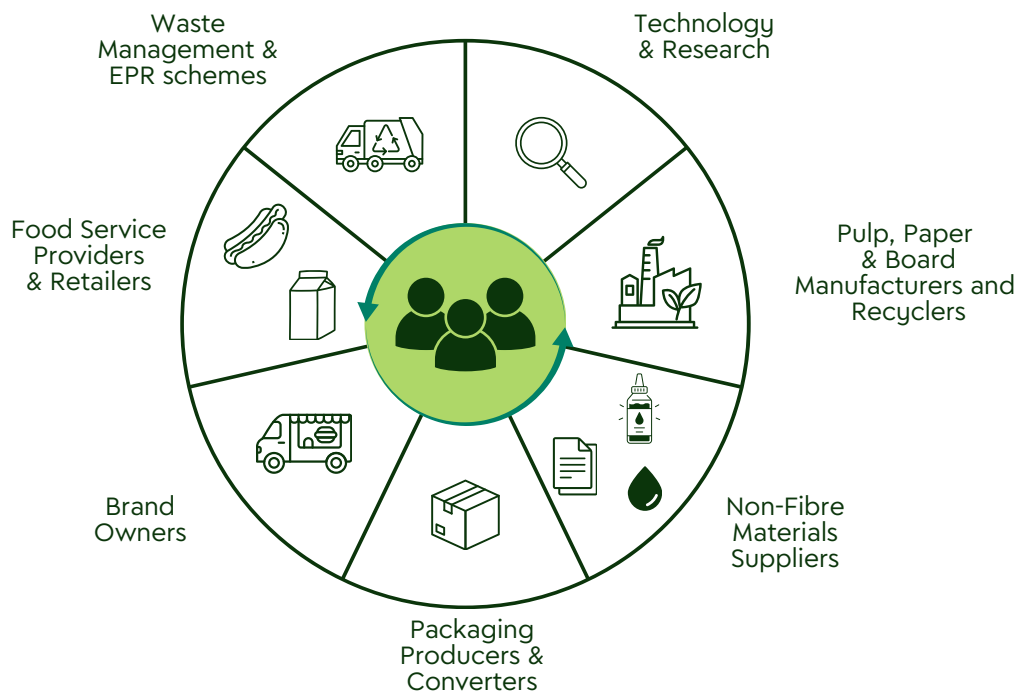


3. Membership

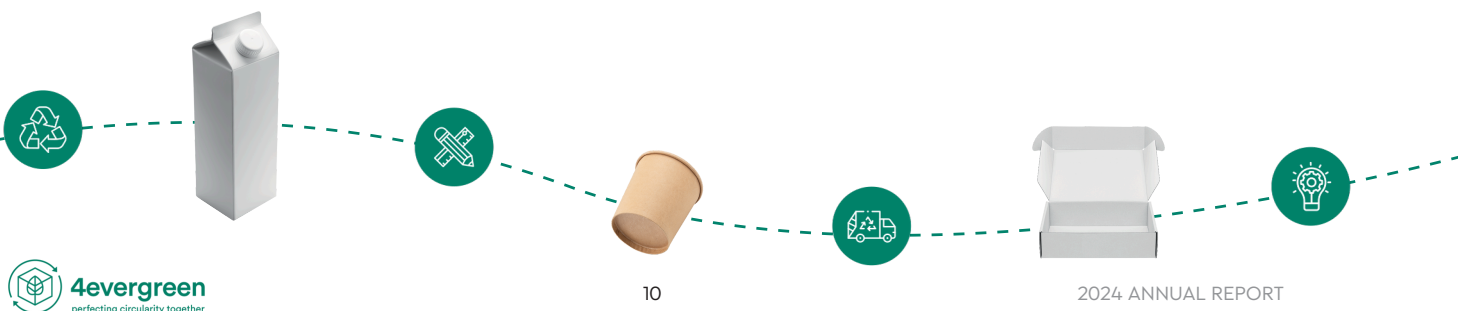
4evergreen brings together members from across the entire packaging value chain: from paper and board producers to packaging converters, brand owners and retailers, technology & research waste sorters and collectors, research organisations, technical universities and associates. This scale is unique for the fibre-based packaging industry.

The segments represented in 4evergreen's membership are:

1. Technology & Research
2. Pulp, Paper & Board Manufacturers & Recyclers
3. Non-fibre Material Suppliers (inks, adhesives, coatings)
4. Packaging Producers & Converters
5. Brand Owners
6. Food Service Providers & Retailers
7. Waste Management & EPR Schemes



In 2024, the alliance succeeded in increasing member participation across all segments, particularly in the Brand Owners, Non-fibre Material Suppliers, and Technology & Research segments, whose engagement raised significantly.



4evergreen members by segment (April 2025)



SEGMENT 1: TECHNOLOGY & RESEARCH

Bobst
BHS Corrugated
Circular Analytics
Ecol Studio
Heidelberg
Innovhub
Kadant
KCL
Koenig & Bauer
PROPAKMA
PTS
RISE
Valmet
Voith



SEGMENT 2: PULP, PAPER & BOARD MANUFACTURERS & RECYCLERS

Ahlstrom
Aspapel
Billerud
Burgo
CMPC
Delfort
DS Smith
Heinzel Group
Holmen
Koehler
Metsä Board
MM Group
Mondi
Palm
Paptic
Sappi
SCA
Smurfit Westrock
Sonoco
Stora Enso
Suzano
RdM
UPM
Weig Karton
Wepa



SEGMENT 3: NON-FIBRE MATERIAL SUPPLIERS (INKS, ADHESIVES, COATINGS)

Actega
Aquapak
Archroma
Avery Dennison
BASF
Covestro
Dow
Henkel
HB Fuller
HP Inc
Huber Group
Kemira
Kuraray
Leonhard Kurz
NatureWorks
Omya
Siegwerk
Solenis
Taghleef Industries



SEGMENT 4: PACKAGING PRODUCERS & CONVERTERS

Amcor
Baumer hhs
Constantia Flexibles
Elopak
Graphic Packaging Intl
Huhtamaki
Nissha
Pulpex
Royal Vaassen
Schur Group
Sealed Air
Solidus Solutions
SEDA
SIG
Tetra Pak
Walki



SEGMENT 5/6: BRAND OWNERS FOOD SERVICE PROVIDERS & RETAILERS

Amazon
Apple
CJ CheilJedang
Danone
Estee Lauder
Ferrero
Flora Food
IKEA
Kellanova
KraftHeinz
LEGO Group
Lindt
L'Oréal
MARS
McDonald's
Mondelez
Nestlé
PepsiCo
Philip Morris Intl
Procter & Gamble
Tchibo
Unilever



SEGMENT 7: WASTE MANAGEMENT & EPR SCHEMES

Citeo
Comieco
Expra
FBCA
Fostplus
Pellenc
Veolia

ASSOCIATE MEMBERS

ECMA
FBCA
Pro Carton
ICP
WMU

4. Highlights from our workstreams

2024: a year of progress and collective impact

As we reflect on 2024, it is clear that this has been a year of momentum and tangible achievements for 4evergreen. Across every workstream, we have built upon our strong foundations, delivering new tools, refining methodologies and driving industry-wide alignment.

Through collaboration and a shared commitment to circularity, we have made significant strides in recyclability assessments, design for recycling, collection and sorting improvements, and system-wide innovation. These accomplishments are not just milestones - they are stepping stones towards a more sustainable future for fibre-based packaging.

Workstream 1 - Recyclability Evaluation Protocol

From fragments to framework: building the Recyclability Evaluation Protocol together



Reaching consensus, even if not all your arguments are implemented or fulfilled as wished, is a sign of how important it was to have this work published. Stepping over your shadow and going for the collective interest is for the greater good. - Bernhard Hölbling (Sappi)

In 2024, in Workstream 1, we reached a milestone that has been years in the making—the finalisation of Recyclability Evaluation Protocol Version 1. It's the first time we have brought together the work of three dedicated Working Groups into a single, comprehensive document covering Part I, II and III. From conventional mills to flotation-deinking to specialised LPC processes, the entire industry now has a harmonised methodology to evaluate the recyclability of fibre-based packaging.

One of the biggest wins was achieving consensus on the Evaluation Scorecard. This was not just about data - it was about aligning what 'recyclability' truly means in practice. We now have clear thresholds and targets, agreed upon by experts across the value chain. That consistency will make a huge difference when it comes to real-world application.

what's new



Updated approach for conventional mills



Recycling mills with alkaline flotation-deinking processes



Specialised process for Used Beverage Cartons (UBC)

The Evaluation Scorecard provides us information to fill in the tables of the Design for Recycling Guidelines. These Guidelines are the central spill of the evaluation as requested by the PPWR. To be classified as designed for recycling in 2030, having your packaging designed according to the tables is essential for the licence to operate after 2030.

- Bernhard Hölbling (Sappi)



The Workstream's technical progress was achieved thanks to impressive collaboration throughout the year. From pilot trials and lab testing to detailed cross-checks and face-to-face alignment sessions, this was a team effort from start to finish with everyone leaning in and contributing to the work. The result is something the whole team can stand behind: a scientifically sound, practically usable protocol that sets the foundation for how our industry assesses recyclability going forward.

With the protocol in place, we can shift from building the structure to fine-tuning and expanding it - ensuring it stays relevant, rigorous, and ready for the next set of challenges.

Workstream 2 - Circularity by Design Guideline for Fibre-Based Packaging

Designing for impact: how the Guideline evolved in 2024



We had to go through complex steps to make sure every partner was contributing and adding value in the process of creating the Design Guidelines. We had to learn from each other, and understand the perspective of contributors coming from different backgrounds.

- Davide Braghiroli (Tetra Pak)

In 2024, Workstream 2 hit an important milestone, completing the Circularity by Design Guideline. The new Version 3 is now a comprehensive and refined set of recommendations that covers packaging compatible with processes in conventional mills (Part I), packaging compatible with floatation and deinking mill processes (Part II), and packaging compatible with specialised mill processes (Part III). It has been an effort of a large team with contributors from diverse paper packaging value chain players. This version truly reflects the progress made across the Workstream.

Among the key updates are an enhanced Decision Tree, which provides a clearer path for navigating design choices, and the rollout of the Design for Recycling (D4R) Checklist - a hands-on tool that helps brands assess and improve the recyclability of their fibre-based packaging right from the start. These tools are already helping industry players design with recycling in mind, making our collective vision of circular packaging more achievable than ever.

what's new



Improved Decision Tree



New Design for Recycling checklist



Improved recommendations for specialised mills

We've spent years meeting regularly, discussing key topics and working toward this final document. It's a testament to the commitment and true spirit of collaboration among participants—and reaching consensus with so many contributors is both rewarding and a point of pride for setting a key reference in the industry.

- Davide Braghiroli (Tetra Pak)



Throughout 2024, we worked steadily behind the scenes to refine, test, and validate the guideline. From drafting and focus group input early in the year, to extensive peer and stakeholder review, every step helped strengthen the final version. We published Version 3 in October, just in time to present it at the 4evergreen Annual Conference. With new Co-Leads stepping in for 2025 and a clearer view of upcoming priorities, we're entering the next phase with renewed energy. We have also laid the groundwork for even stronger alignment across workstreams next year - because designing for circularity does not stop at the drawing board, it extends across the whole system.

Workstream 3 - Guidance on the Improved Collection and Sorting of Fibre-Based Packaging for Recycling

Collection and sorting reimagined: Version 3 and the road ahead

This past year was a big one for the team behind Workstream 3. We completed a major revision of the Guidance on the Improved Collection and Sorting of Fibre-Based Packaging for Recycling, and we are proud to say that version three is now out in the world. This new edition includes three important annexes: one looking at how organic contamination affects collection and sorting, as well as recyclability, another diving into the latest sorting technologies, and a third exploring the specific challenges of HORECA and on-the-go recycling systems. These additions reflect the real-world complexity of collection and sorting, and they bring our guidance even closer to what is needed on the ground. At the same time, we have been preparing the ground for a comprehensive capacity mapping of specialised mills – a crucial step that will feed into future versions of the guidance so that even the most complex fibre-based packaging can be effectively recycled.



4evergreen's guidance on collection and sorting will likely have an impact over time. Since infrastructure changes are slow, especially at the municipal level, the effects won't be immediate.
- Guillermo Vallés (Saica)

what's new



Impact of Residual Organic Contamination



Deep Dive on Sorting Systems



HORECA and On-The-Go Recycling Systems

Getting to this point was truly a team effort. Throughout 2024, we worked closely with our Focus Groups, the Working Group, and the Steering Group, bringing in feedback from external stakeholders to strengthen every chapter. After months of drafting, reviewing, and refining, we released the new Guidance to the 4evergreen Alliance on 6 November and to the public a week later during our webinar “Get Sorted: The Value Chain Approach to Recycled at Scale”, which brought together nearly 200 participants. As we wrapped up the year, we also started looking ahead - sharpening our priorities for 2025 and aligning closely with the Cross-Workstream Standardisation Group on the ongoing gap analysis. It's been a demanding but incredibly rewarding year!

The updated Guidance also provides valuable direction to Producer Responsibility Organisations, who play a key role in bridging the gap between industry and local systems.
- Guillermo Vallés (Saica)



Information & Outreach: expanding our influence



4evergreen's ability to drive change is built not only on technical expertise but also on our ability to engage, inform and inspire. In 2024, we strengthened our outreach efforts, ensuring that our work reaches the widest possible audience within the fibre-based packaging value chain. Through improved communication strategies and deeper engagement with key stakeholders, the Workstream has reinforced the alliance's role as a trusted source of knowledge and guidance. This increased visibility will continue to support the adoption of our recommendations and drive further collaboration in the years ahead.

Future Innovation: laying the groundwork for systemic change



One of the most forward-looking aspects of our work in 2024 was the structured identification of system-level challenges that must be addressed to unlock full circularity for fibre-based packaging.

Through collaborative analysis and industry input, we compiled and prioritised a comprehensive list of challenges, evaluating them based on impact and feasibility.

This process helped us refine our focus and select four critical areas for deep-dives:

- **Consumer confusion and lack of incentives to recycle** – Addressing behavioural and informational gaps that hinder effective recycling
- **Recyclables not collected separately from general waste in some areas** – Tackling systemic inefficiencies in collection systems
- **Packaging not consistently designed for recycling** – Strengthening recyclability principles across the industry
- **Insufficient infrastructure for sorting and recycling fibre-based composite packaging (FBCP)** – Identifying barriers and opportunities for improvement

These deep-dives set the stage for the development of the Innovation Roadmap, which will be the key output of this initiative. By defining the scope, impact, and feasibility of potential solutions, we will create a clear path forward for industry-wide innovation in the coming years.

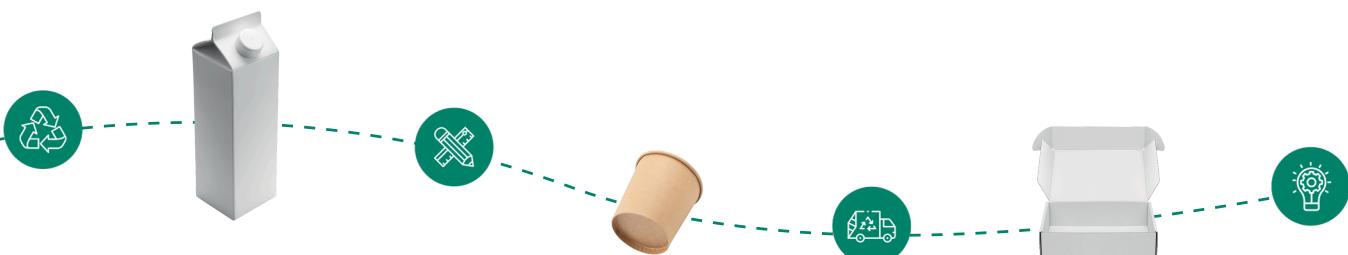
Looking back, moving forward



The progress made in 2024 is a testament to the strength of the 4evergreen community. From recyclability assessments and design guidelines to improved sorting strategies and innovation planning, each milestone reflects the collective expertise, collaboration and commitment of our members.

While we celebrate how far we have come, we also recognise that the journey towards full circularity is ongoing. The foundations we have built will support even greater advancements in 2025 and beyond. With our shared vision and strong momentum, we are poised to turn today's progress into tomorrow's transformation.

Together, we are shaping a future where fibre-based packaging is not just recyclable, but truly circular.



5. Engagement and outreach

4evergreen's Information and Outreach Workstream is responsible for creating a comprehensive fact base and communication assets across various channels. Our goal is to inform, educate and engage 4evergreen's target audiences, including industry professionals, policymakers and consumers.

In 2024, the Workstream continued its efforts to communicate and engage with 4evergreen's stakeholders, effectively promoting the alliance and its initiatives.

Key highlights included two successful online sessions, '[Unlocking the toolbox to perfect fibre-based packaging circularity](#)' and '[Get Sorted: The Value Chain Approach to Recycled at Scale](#).' During these sessions, technical experts informed the latest updates to our guidelines and protocols, sharing their valuable insights and experiences on the implementation and outcomes of these initiatives.

Circularity Success Stories

In 2024, 4evergreen members were invited to submit projects for our [Circularity Success Stories](#) programme. The submissions were made under three categories (see below) and assessed according several criteria: whether the project is already live or available, the level of collaboration between members, how innovative the project is, the use of 4evergreen tools and contributions to reaching the alliance's targets.

A total of 11 projects qualified, and three were selected to present their project during 4evergreen's 2024 Annual Conference, '[New Horizons for Fibre-Based Packaging Circularity](#)'.

1. Products Designed for Circularity

Mondi's Protective Mailer

The Protective Mailers are made from Mondi's strong but lightweight kraft paper and open-flute material, offering a unique combination.



2. Effective Collection and Sorting

AD Circular

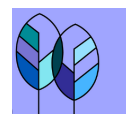
AD Circular is a new Avery Dennison programme for recycling used paper and filmic label liners in countries across Europe.



3. Enabling Enhanced Recycling Processes

PaperPack Online Community

The PaperPack Community is a unique community created for paper packaging professionals. The project was presented by Sappi.



Ambassadorship Programme launch

To further promote the mission and values of 4evergreen, we launched the Ambassadorship Programme in 2024. Since its inception in February, the programme has attracted 22 ambassadors from 17 organisations covering all segments of the fibre-packaging value chain.



Throughout the year, our ambassadors have played a crucial role in raising awareness about 4evergreen. They participated in over 20 industry events worldwide, showcasing our commitment to sustainability and strengthening our presence within the industry.

Additionally, the programme enabled 4evergreen to exhibit at three major events: the World Circular Economy Forum, Drupa, and FACHPACK. These opportunities allowed us to highlight the importance of circularity in the fibre-based packaging sector to a broader audience.

Annual Conference - New horizons for fibre-based packaging circularity

This year marked our 5th annual conference, held in November. The event brought together representatives from the fibre-based packaging value chain, policymakers, and other key stakeholders to discuss the latest developments and challenges in the sector. The conference featured high-level speakers from the Commission, businesses and industry associations. The event underscored the importance of turning guidance and best practices into actionable change to drive towards a competitive and sustainable future through cross-collaboration.



In parallel, we have kept our audience informed about 4evergreen's work, tools, and guidelines through our digital media channels, articles, newsletters and media outreach.

Additionally, we have engaged policymakers, industry associations and other stakeholders through a series of outreach efforts, including events and media activities



Communication and outreach achievements

external communications

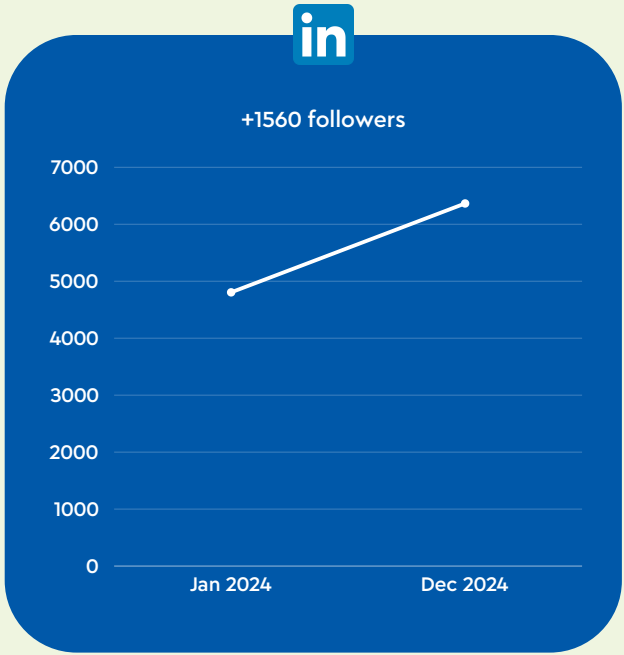


engagement

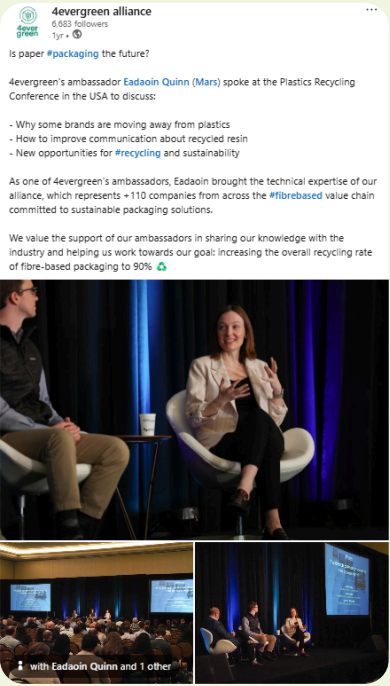
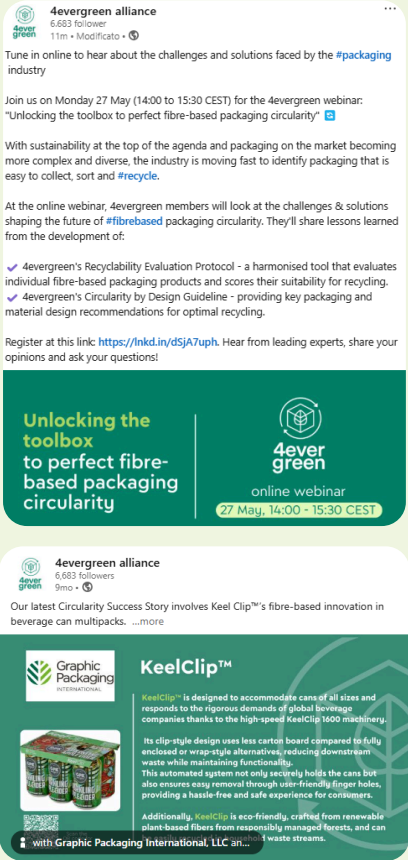


Social media

LinkedIn growth in 2024



Top 3 LinkedIn posts



6. 2025 outlook

As we look towards 2025, 4evergreen is poised for a year of significant progress in fibre-based packaging circularity. Our collective efforts have built a strong foundation, and the road ahead is full of opportunities. As a unique and growing community spanning the entire value chain, we are ready to transform these opportunities into meaningful achievements.

This year will also see us expanding our reach through 4evergreen's [Associate Membership](#) category, designed to strengthen engagement with fibre-based industry associations and key stakeholders. By building stronger relationships and leveraging a broader network, we will amplify the impact of 4evergreen's deliverables and accelerate progress towards circularity. Additionally, we will launch a dedicated data set workstream, strengthening our ability to drive data-led improvements across the packaging value chain.



Workstream 1: strengthening recyclability assessments

In the coming year, our focus will be on aligning recyclability evaluation methodologies with evolving packaging and packaging waste regulations. A key priority will be developing a structured approach to assessing fibre-based composite packaging (FBCP) in recycling mills with specialised processes.

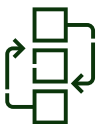
Collaboration with Workstream 2 will ensure that test results are effectively incorporated into design guidelines, helping the industry move towards increasingly recyclable packaging. We will refine and integrate this methodology into an updated scorecard, providing clear, practical guidance on recyclability.



Workstream 2: enhancing design for recycling

The Circularity by Design Guideline will undergo major improvements in 2025, ensuring alignment with the PPWR and incorporating insights from our gap analysis. A key focus will be on integrating sorting considerations into the guideline, making it an even more comprehensive resource for industry stakeholders.

Collaboration across workstreams will be crucial in implementing evidence-based recommendations, refining the methodology for incorporating test results, and updating the "Guidance on FBCP Mills." In addition, we will advance the development of Design for Recycling tables in line with PPWR packaging categories. By continuously strengthening these essential resources, we will provide clear, actionable guidance to businesses on designing packaging that is both functional and highly recyclable.



Workstream 3: optimising collection and sorting systems

In 2025, Workstream 3 will focus on addressing feedback from external stakeholders and analyse existing sorting test protocols to evaluate sorting efficiency across packaging categories including beverage cartons, lightweight packaging and Fibre-Based Composite Packaging.

Our goal is to ensure that sorting processes remain effective as packaging formats evolve. A long-term plan will be developed to define testing parameters for sortability, setting a direction for how the industry can assess and optimise packaging for effective sorting and recycling.



Cross-Workstream collaboration: driving industry alignment

In 2025, we will continue refining our internal gap reports and strengthening collaboration across workstreams. By aligning activities with wider industry initiatives, we will ensure that our collective expertise leads to well-informed recommendations that can be broadly adopted. Our role as an information and coordination hub will be further reinforced, supporting key industry groups and helping to establish shared approaches for fibre-based packaging and composite materials.

With the expansion of our network through Associate Membership, we will strengthen relationships with industry associations and other key players, enhancing collaboration across the value chain. This growing and dynamic community will help to drive greater awareness and uptake of our work, ensuring that circularity remains at the forefront of industry discussions and developments.



Information and Outreach: engaging and informing our community

A fresh editorial strategy and updated visual identity will enhance our communications in 2025. The relaunch of our newsletters - including a special edition focused on Future Innovation - will ensure that members stay engaged and inspired by the latest developments. A major website update will further improve access to essential resources, making it easier than ever for businesses to stay up to date on recyclability advancements and best practices.

We also aim to establish 4evergreen as the go-to source for technical information on policy initiatives, fostering dialogue with policymakers and key stakeholders. Through the new Industry Association Coordination Group, we will engage with other industry associations in fibre-based packaging. Staying updated on regulatory developments relevant to 4evergreen's deliverables and community will remain a priority.

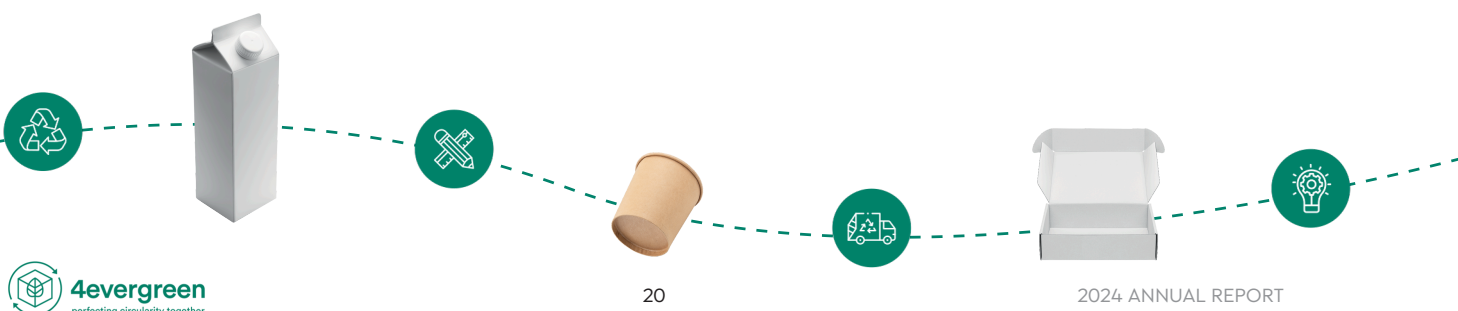


Future Innovation: shaping the roadmap for circularity

Having completed Phase 2 of our innovation roadmap—where we explored solutions to consumer confusion, recycling incentives, and collection system improvements—we will now move into Phase 3. This next phase will focus on Circularity by Design and FBCP recycling, bringing our findings into a set of strategic initiatives. We will define project scopes, assess their impact, and outline a clear roadmap to accelerate fibre-based packaging innovation.

The road ahead is both challenging and full of potential. The work we have already accomplished is noteworthy—but there is still much to do. As members of the 4evergreen alliance, each of us has a crucial role to play in shaping the future.

With an expanding and dynamic community and deeper collaboration across the value chain, we are more equipped than ever to drive change. Together, we will continue pushing boundaries, accelerating innovation, and making fibre-based packaging an ever more sustainable, circular solution.



7. 4evergreen members







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