

Note to infographics

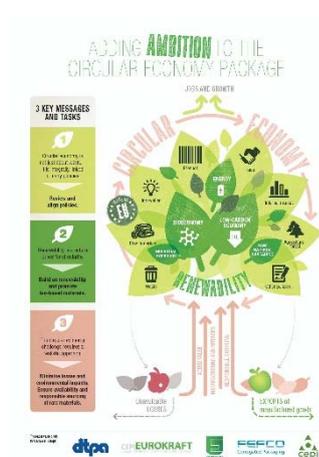
“Adding ambition to the circular economy package”

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The paper packaging value chain is living the true circular economy. Paper recycling fuels the growth of the industry and contributes to its competitiveness, alongside its drive for sustainability and innovation.

Corrugated packaging is one of the many paper products and an excellent example of the circular economy. On average about 85% of corrugated packaging is made from recycled paper.

Key messages derived from the successful story of paper packaging:



1. A need to review and align policies

Circular economy is not just about waste, but also about resource efficiency, sustainable sourcing of raw materials, innovation, removing barriers to trade, ensuring a well-functioning single market and much more.

Eco-design and product design are both essential for the functioning and safety of a product and its impact on the environment. This relationship is even stronger for packaging solutions, whose primary function is to protect the product they contain.

An alignment is needed across all EU policies to provide a strong drive for a circular economy.

2. Build on the renewability and promote bio-based materials

In nature, circularity equals renewability. Renewable resources are intrinsically regenerative and can be used in a cascading way to extract the maximum added value. They are a key element of the bio-economy. With recycling, there is an additional benefit: re-growth together with recycling increases the availability of materials for economy and improves resource efficiency. Corrugated packaging uses paper from recycled fibres together with virgin fibres from sustainably managed forests.

Renewability and bio-economy should be an integral part of the circular economy.

3. Minimise losses and environmental impacts. Ensure availability and responsible sourcing of secondary raw materials.

In a human society a full circular economy is not possible. Therefore losses should be minimised as much as possible: Separate collection is essential for any economically viable recycling operation, which prevents contamination and ensures more efficient use of resources.

Corrugated packaging is well suited to protecting all goods in transport and contributes to reducing waste, reduction of food waste being of particular significance.

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