

FOR IMMEDIATE RELEASE

“Circular by Nature” - new FEFCO campaign launched

Brussels, 22nd March 2017

On 21st of March, FEFCO participated in a high-level forum discussing the role of packaging in the Circular Economy. The debate, organised by EURACTIV with the support of FEFCO, attracted around 80 participants from EU authorities, NGOs, industry and other EU stakeholders.

The panel was composed of key EU, industry and society representatives:

- Kestutis Sadauskas, Director Circular Economy and Green Growth, European Commission
- Davor Skrlec, MEP, Greens/EFA
- Edward Vernon, Environment Unit Coordinator, Maltese Presidency
- Anke Schulmeister, Senior Forest Policy Officer, WWF
- Stefano Rossi, CEO, DS Smith Packaging, representing the Corrugated Industry.

This lively discussion follows the recent European Parliament vote on the Waste Package. The forum gave FEFCO the opportunity to demonstrate that recycling is the best solution for paper and board. Recycling should be valued, recognised and supported by national governments, the EU and non-governmental organisations. Moreover, bio-based materials such as paper and board contribute to the economy, environment and society.

Stefano Rossi concluded the event by saying, ***“The perfect Circular Economy already exists: corrugated packaging is already collected and recycled all over Europe. While corrugated packaging makes the best use of secondary raw materials, the increased need for a separate collection of paper and board is equally important because ‘We want every fibre back!’”***

FEFCO also launched its “Circular by Nature” campaign at the event. Learn more about it at <http://www.fefco.org/circular-by-nature> and on our social media channels: Twitter @FEFCO, as well as LinkedIn and Facebook.

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For additional information, please contact:

Nathalie Schneegans, Communications Director at nathalie.schneegans@fefco.org +32 2 6500832

Note to the editors

FEFCO (European Federation of Corrugated Board Manufacturers) was established in 1952 and represents the interests of the European Corrugated Board Manufacturers. Headquartered in Brussels, FEFCO has 17 active members, all European national corrugated packaging organisations. The role of the Federation is to investigate economic, financial, technical and marketing issues of interest to the corrugated packaging Industry, to analyse all factors which may influence the industry, and to promote and develop its image.