



Evidence-driven circular solutions: 4evergreen's approach to sustainable packaging

Overview:

As part of EU Green Week, 4evergreen is excited to present our seminar, "*Evidence-driven circular solutions: 4evergreen's approach to sustainable packaging*." This event will highlight the pivotal role of fibre-based packaging in advancing the circular economy and showcase the practical applications of the 4evergreen toolbox in achieving sustainability goals. The seminar aims to foster dialogue among key stakeholders and emphasise science-driven approaches to improving recycling, resource efficiency, and sustainability within the packaging sector.

Objective

The seminar seeks to demonstrate the contribution of fibre-based packaging in perfecting circularity. With this year's EU Green Week theme, "*Circular Solutions for a Competitive Europe*," the seminar aligns seamlessly with 4evergreen's mission. By promoting circularity, 4evergreen contributes to sustainable business practices that drive economic growth and job creation across multiple industries, reducing waste, and conserving resources.

Format

The seminar will be an engaging in-person event featuring a fireside chat, followed by a networking session. The event is designed to facilitate interaction among policymakers, industry leaders, scientists, researchers, and media representatives, fostering an interactive and informative dialogue.

The discussion will feature 4evergreen ambassadors from across the fibre-based packaging value chain, alongside relevant policymakers from the European Commission and industry leaders from the packaging sector.

Moderated by a sustainability expert, the discussion will examine the role of fibre-based packaging in the circular economy, best practices for designing, collecting, sorting, and recycling packaging, and industry insights on future developments. Attendees will have the opportunity to engage with the speakers during a Q&A session, ensuring a dynamic exchange.

The seminar will conclude with a short networking session, allowing attendees to connect, share ideas, and explore potential collaboration opportunities.

Programme

- 09:00 – 09:15: Welcome and opening remarks
- 09:15 – 10:15: Fireside chat on the circular economy in fibre-based packaging
- 10:15 – 10:30: Interactive Q&A session
- 10:30 – 11:00: Networking session

Speakers

- **Antonello Romano**, Products and Circular Economy Director Corporate Affairs, Stora Enso
- **Nina Peacock**, Director of Public Affairs and Government Relations Europe, Kellanova
- **Annick Carpentier**, Director General, EPPA
- **Ioannis Antonopoulos**, Policy Officer, Packaging and Packaging Waste Directive, European Commission
- **Larissa Copello de Souza**, Packaging Policy Officer, Zero Waste Europe

About 4evergreen

[4evergreen](#) is a cross-industry alliance perfecting the circularity of fibre-based packaging to contribute to a climate-neutral and sustainable society. Our goal is to raise the overall recycling rate of fibre-based packaging to 90% by 2030. We bring a particular focus on packaging with a lower circularity performance today, namely the types used for household, out-of-home and on-the-go consumption.

The alliance brings together over 110 industry leaders from across the fibre-based packaging value-chain, from pulp, paper and board manufacturers and recyclers to packaging producers and converters, including brand owners, retailers, and waste management companies. It also comprises non-fibre material suppliers (e.g., adhesives, inks, coatings), technology providers (e.g., machinery, collection, and recycling solutions), leading research institutes and start-ups.

Together they share expertise to develop tools and guidelines for an even more sustainable sector. Their goal is to reach a 90% recycling rate for fibre-based packaging by 2030. Overall, our members employ 4.9 million people all over the world, with a consolidated annual turnover of over 2.4 trillion euros. All our members have set ambitious targets, clearly showcasing their commitment to addressing the most pressing global challenges.

The host of the initiative is Cepi, the Confederation of European Paper Industries, headquartered in Brussels.