

# Fibre Packaging Europe

European coalition for renewable, circular and sustainable paper and board packaging.



1500 companies



2200 manufacturing plants



365.000 people across Europe



EUR 120 billion annual turnover

## Fibre Packaging Europe: leading sustainable change in 2024

As Europe ramps up efforts to achieve its sustainability objectives, the packaging industry emerges as a key player. Fibre-based packaging, manufactured from virgin renewable wood fibres as well as paper for recycling, provides an eco-friendly alternative to fossil-based materials. With an outstanding recycling rate of 83.2% ([Eurostat](#)), high uptake of use of secondary raw materials, and considerable potential for CO2 reduction, fibre-based packaging is pivotal in advancing a circular, low-carbon economy across Europe.

In 2024, Fibre Packaging Europe (FPE), a coalition of seven trade associations collectively representing 2200 production and recycling plants in Europe, proudly presented its first [Manifesto](#). This document outlines key policy recommendations to further advance sustainability and circularity across our continent.

The Manifesto emphasises the sector's contribution to Europe's bioeconomy and its role in reducing fossil fuel dependence. By 2050, fibre-based packaging could help save between 66 and 111 million tonnes of CO2 by replacing fossil-based alternatives (AFRY external report: [Substitution potential and climate impact in the EU forest value chain](#), 2021). The Manifesto also highlights the importance of harmonised food safety measures for fibre-based food contact materials and guidelines to uphold food safety and reduce food waste.

FPE is dedicated to advancing innovative, circular packaging in line with the EU's 2050 Carbon Neutrality goals set forth in the European Green Deal. The coalition supports the Packaging and Packaging Waste Regulation (PPWR) and is proud to have contributed value chain expertise in support of policymakers. As we approached the last milestone for this key regulation, which is the publication in the EU's official journal, we welcome the predictability for our sector, an increased level of regulatory certainty, and we wish that the secondary legislation will further offer a clarity and stability which are preconditions for innovation and investments.

Our companies can make well-informed decisions, continuing to invest in innovation and in our continent's transition towards a circular economy. Yet, secondary legislation must be put in place to give teeth to the PPWR and set important methodologies, such as such as on recyclability assessment and labelling to facilitate correct sorting and recycling. Within the FPE coalition, each member association has a unique expertise in specific products, markets, and applications. FPE acts as a coordinator of policy positions for the fibre-based packaging sector. We ensure alignment across the value chain and aggregate input for policy discussions. This is why our involvement can decisively advance the development of key concepts and methodologies for our value chain. FPE looks forward to contributing to this important process. Collectively representing 1500 companies across Europe, FPE is perfectly positioned to aggregate input from the entire fibre packaging value chain and foster collaboration between the private and the public sector.

# Fibre Packaging Europe

European coalition for renewable, circular and sustainable paper and board packaging.



1500 companies



2200 manufacturing plants



365.000 people across Europe



EUR 120 billion annual turnover

We also look forward to upcoming political initiatives in 2025, such as the Clean Industrial Deal, the Circular Economy Act, and the new Bioeconomy Strategy. FPE sees great potential to link these plans and demonstrate how bio-based and circular practices can boost our European resilience and competitiveness.

The next five years present a pivotal opportunity for Europe to solidify its leadership in sustainability and innovation. FPE is firmly dedicated to promoting fibre-based packaging in support of this vision, working closely with EU institutions to align policies with the full potential of renewable materials and the circular economy.

## About Fibre Packaging Europe

Fibre Packaging Europe is an informal coalition of seven trade associations representing industries involved in forestry, pulp, paper, board and carton production and recycling from across Europe. Our joint mission is to provide renewable, circular and sustainable fibre-based packaging solutions to European citizens to achieve the European Green Deal objectives.

For more information, please contact [info.fpe@logos-pa.com](mailto:info.fpe@logos-pa.com)



CEPI



ECMA



EPPA



FEFCO



PRO CARTON



CEPI EUROKRAFT



Alliance for Beverage  
Cartons and the  
Environment