

FOR IMMEDIATE RELEASE

PPWR – EU Parliament strikes a balance for circular packaging

Brussels, Wednesday, 22 November 2023

The corrugated cardboard industry supports the European Commission's intention "to reduce the negative environmental impacts of packaging and packaging waste while improving the functioning of the internal market" via the Packaging and Packaging Waste Regulation (PPWR).

Therefore, FEFCO welcomes the outcome of today's European Parliament Plenary session vote on the legislation. The vote has established the way forward for a sustainable packaging industry. Notably, it sets ambitious provisions for circularity while preserving existing, well-functioning waste management systems and acknowledging the competitiveness of European businesses.

FEFCO now calls on the Council to follow the same direction to ensure the complementarity of recycling and reuse in the final PPWR legislation. The preservation of sustainable packaging industries, like corrugated cardboard, requires a balanced and realistic approach that secures competitiveness and harmonises the internal market.

Corrugated cardboard is one of the most recycled packaging in Europe, with a recycling rate of over 90% and an average recycled content of 89%¹ from a renewable source. Corrugated cardboard packaging is a unique example of circularity and FEFCO member companies are dedicated to further improving the sustainability of packaging systems in the European Union.

Eleni Despotou, Director General of FEFCO, said "The corrugated cardboard industry is committed to supporting the PPWR objectives while promoting circular packaging options for the benefit of the environment and society."

End

For additional information, please contact:

Nathalie Schneegans, Communications Director: nathalie.schneegans@fefco.org, +32 2 650 08 32

Note to the editors

FEFCO (European Federation of Corrugated Board Manufacturers) represents the interests of the European Corrugated Board Manufacturers. Headquartered in Brussels, FEFCO has 16 Association members, all European national corrugated packaging organisations. The role of the Federation is to investigate economic, financial, technical and policy issues of interest to the corrugated packaging Industry, to analyse all factors which may influence the industry, and to promote and develop its reputation.

Europe's corrugated industry in Europe makes about 50 billion square metres of board per year, enough to cover Denmark. It has 373 companies, 646 plants and accounts for around 100,000 jobs. Corrugated cardboard packaging is circular by nature: it is based on a renewable resource; it is recyclable and recycled in reality. The average box weight decreased by 9% between 1996 and 2018 and contains on average 89% recycled material.

¹ [LCA Report 2019_revised_p.37.pdf \(fefco.org\)](#)