UNFOLDING THE FUTURE OF ECMA: THE ROADMAP 2015

5 KEY OBJECTIVES

In 2010, at a special brainstorm session, leaders from the European folding carton community were asked to identify their ‘business dreams’ and their ‘business nightmares’ for the sector for the coming decade. The visions and ideas were grouped in 5 main areas of common interest: Industry profitability, Sustainability, Product safety, Industry positioning and, finally, the positioning of ECMA itself.

Ultimately, 5 ambitions for the medium term were defined for ECMA:

1. **To encourage the European folding carton industry to raise the bar and improve its overall (financial and operational) performance on an international scale.**
   
   All stakeholders concerned (owners, investors, employees, customers, governments) benefit from a healthy, innovative and competitive carton industry. As the independent pan European body for the cartonboard converting sector, ECMA is well positioned to provide a European platform for its members to monitor and benchmark business developments across borders and sectors and to identify areas for improvement and joint development.

2. **To assure the acceptance of folding cartons as the ‘safe for food’ packaging.**
   
   Food safety compliance is one of the key drivers for the development of our industry and ECMA is there to ensure the competence of its members in this area, establish harmonized European Good Manufacturing Practices, and promote members’ adherence to these ‘GMP’ and obtain the right to carry the ECMA GMP Food Seal, with the ECMA Technical Committee as the supporting knowledge and education platform.

3. **To obtain recognition of cartons as the sustainable packaging of choice for customers.**
   
   Environmental sustainability is one of the three pillars of corporate sustainability. Renewability of raw materials and recyclability of our products are generally regarded as an important asset for fibre-based packaging such as folding cartons, but the next challenge is to ensure recognition, by brand owners, retailers and consumers, of the folding carton supply chain’s credentials in the climate debate. ECMA is there to play a prominent part in this area and has initiated research to support our case. Together with our partners in the supply chain, efforts need to be taken to raise the awareness about carton’s positive attributes.
4. **To upgrade the overall positioning of our sector towards authorities, media and stakeholders.**

The folding carton industry is part of the broader packaging ‘paper based’ chain and has good connections and alignment with partner organisations such as Pro Carton, CEPI Cartonboard and CITPA on PR-issues and information sharing. As the competent body representing the final stage in the chain before cartons reach the market, there is a need for ECMA to clearly make visual the European carton industry as a professional, reliable and competent player in the value chain. For this purpose, all available resources and partnerships need to be allocated to represent the folding carton industry.

5. **To secure the recognition of ECMA as the competent pan European umbrella for the carton sector.**

To accommodate the aforementioned ambitions, ECMA has repositioned itself as the European umbrella owned by and active for the entire European folding carton industry: national carton associations, folding carton manufacturers as well as suppliers associated to the European folding carton industry. An association that members value for the aims it represents, the targets it achieves, the programmes and services it offers, and the opportunities it brings in terms of international networking, knowledge sharing and active engagement to drive the organisation. An association that has the necessary resources (in terms of voluntary manpower, professionals and funding) as well as structure to address the common tasks that members have consciously delegated to their European organization.