

## An introduction to 4evergreen: what to expect in 2021

Since its launch at the end of 2019, the 4evergreen alliance has been expanding rapidly. As a cross-industry alliance, 4evergreen brings together member from all across the value chain, with the **goal of optimizing fibre-based packaging circularity and climate performance**. The alliance has been officially welcomed by Commissioner of environment, Virginijus Sinkevičius, who supports 4evergreen’s objectives and has endorsed the research being conducted as it is in line with the Commission’s Green Deal.



### achievements

This is what we have achieved since January 2020.



Fibre-based packaging has the potential to support the EU’s transition to climate neutrality. Technological advances are working to make this packaging even lighter, stronger, and more based on highly renewable materials. Fibre-based packaging builds upon a long-standing legacy of recycling. In Europe, fibre-based packaging has the highest recycling rate (83%) compared to plastics (42%), glass (75%), or metal (80%) packaging.



While fibre-based packaging is already a strong contributor to the European circular bio-based economy, many relevant paper and fibre industry associations are working on sustainability and circularity issues. 4evergreen is enthused to work alongside them and are dedicated to further raising the overall recycling rate of fibre-based packaging. As a cross-industry alliance, 4evergreen bring together members from all across the value chain. This grants them direct access to stakeholders throughout the value chain, all of whom have joined forces to raise the **overall recycling rate** of fibre-based packaging to **90% by 2030**.

In order to reach its goal, 4evergreen is focusing its efforts on the following three areas:

- Identifying and promoting the best collection, sorting, and recycling systems to enable circularity in a cost-effective way.
- Adapting the design of fibre-based packaging, focusing on circularity and sustainability, in order to match current and future recycling systems.
- Building consistent views and collaboration across the sector, thus enabling efficient and effective engagement with decision-makers and stakeholders.

The holistic approach that 4evergreen embodies towards promoting innovative solutions towards climate neutrality is brought forth by their workstreams. The alliance comprises four technical workstreams and one information workstream that work together to further tackle the issues at stake. Each workstream delves into a particular topic associated with fibre-based packaging.



To work towards its overall aim, 4evergreen plans to produce a new **recyclability evaluation protocol** in 2021. They are developing a recyclability evaluation protocol that will specify which types of fibre-based packaging can be recycled depending on current, enhanced or future mill technologies. This protocol will then feed into the development of specific **circularity by design guidelines** and improved **collection and sorting practices**.

4evergreen was formed out of a desire to explore various challenges in fibre-based packaging and develop industry standards for sustainability practices. We look forward to working with them further in our joint pursuit of promoting sustainability in the context of the fibre-based packaging industry.

To listen to Virginius Sinkevičius' endorsement of 4evergreen, please go [here](#).