

# ADDING **AMBITION** TO THE CIRCULAR ECONOMY PACKAGE

## 3 KEY MESSAGES AND TASKS

1

Circular economy is not just about waste – it is integrally linked to many policies.

Review and align policies.

2

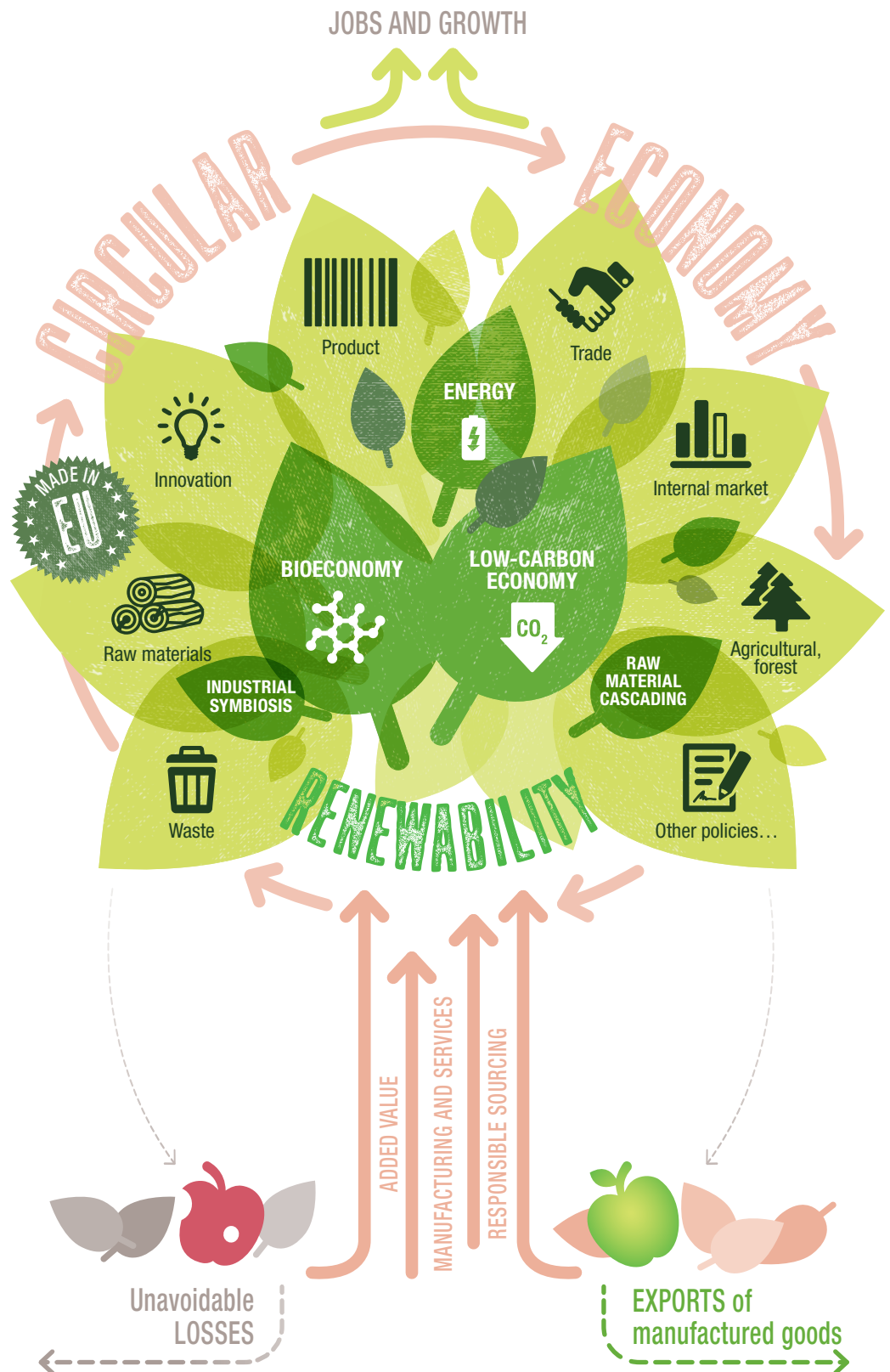
Renewability is a natural driver for circularity.

Build on renewability and promote bio-based materials.

3

The circular economy challenge requires a realistic approach.

Minimise losses and environmental impacts. Ensure availability and responsible sourcing of raw materials.



The paper value chain:  
82% Made in Europe



CEPI **EUROKRAFT**  
European Producers of Sack Kraft Paper and Kraft Paper



**FEFCO**  
Corrugated Packaging

