

# CONVEGNO GIFCO 2018

Angelika Christ

FEFCO Secretary General

# Questioni rilevanti

- Commissione europea:
  - Economia Circolare & Strategia Plastica
- FEFCO
  - Aspetti tecnici & attività
  - Retailers
  - Comunicazione
  - Summit Stoccolma



# Politiche UE

# Politiche UE per la plastica



- Focus su imballaggi in plastica e rifiuti
- Impatto indiretto sul packaging tout court

# Politiche UE per la plastica (gennaio 2018)

- **Obiettivo** “tutti gli imballaggi in plastica sul mercato UE saranno riciclabili entro il 2030, il consumo di materiale plastico single-use verrà ridotto e l’uso intenzionale di microplastiche verrà limitato”
- Forte coinvolgimento dell’opinione pubblica
- Aspettative:
  - Riciclo di plastica dovrà aumentare
  - Sovvenzioni UE per riciclo plastica: 100 Milioni
  - Discussioni su tutto il packaging

# Economia Circolare: Direttiva Rifiuti

- Approvata dal Parlamento UE ad aprile 2018
- Risultanti importanti = nuovi obiettivi di riciclo
  - Carta e cartone oggi: 60% 2025: 80% 2030: 85 %
  - **Plastica** oggi: 22% 2025: 50 % 2030: 55%
- Implementazione a livello nazionale, 2 anni di tempo

# Direttiva Rifiuti: il lavoro inizia adesso...



- Lista attività da fare Commissione UE:
  - Regole calcolo/ Tassi di perdita media
  - Linee guida per le modulazioni EPR
  - Linee Guida Uso Singolo – sotto Strategia UE plastica
  - Misurazione spreco cibo
  - Standard minimi tecnici per le attività di riciclo



# Attività Tecniche



# Attività Tecniche

- Life Cycle Analysis: deadline 31.05.2018
  - **PER FAVORE PARTECIPATE AL SONDAGGIO**
- Workshop 20.9.2018 a Bruxelles: "**Corrugator: optimizing the heart of our business**"
- **Seminario Tecnico FEFCO: Ginevra, 8-11 ottobre 2019**
  - Aeroporto, Palexpo

# Commissione Health & Safety: primi progetti conclusi con successo

- Condivisione infortuni
- Statistiche sicurezza 2011-2016
- Buone pratiche “Work on roof”: in corso
- Direttiva Macchinari
  - Regole di sicurezza
    - #1: Acquisto macchina
    - #2: Installazione macchina
- Discussioni con fornitori

# Oli minerali

- Germania: incertezza
- Stakeholder UE
  - Guida per campionamento e report
  - Guida per determinazione MOH
- FEFCO
  - Documento per comunicazione – aggiornamento in corso
  - Test – non avviati



# Casi di successo

- Spreco di cibo: il ruolo positive dell'imballaggio rinnovabile e riciclabile nel ridurre lo spreco di cibo è stato riconosciuto ufficialmente dal Parlamento europeo (2017)
- Economia Circolare: successful advocacy on the review of the Waste Directives,
  - Evitato il bando in merito al singolo uso dell'imballaggio
  - Gli Imballaggi a base bio vengono visti come prodotti riciclabili che forniscono un'opportunità all'economia e alla società europea (2016-2017)
- Inchiostri da stampa: stop alla Germania nell'adozione di un'ordinanza nazionale (2016)
- Oli minerali: rimosso il focus sull'imballaggio nel processo di monitoraggio europeo degli oli minerali nei prodotti alimentari (2016)




Retail

# Attività con i retail

- Frutta & verdura: Lidl con il cartone ondulato
  - Riduzione dei modelli vassoio da 340 a 60
  - Lidl Quality standard: PQY
  - FEFCO „Tray selector“
- Se opportuno:
  - Tray selector con altri retailers



# Stumento Tray Selector

**TRAY SELECTOR**

**PRODUKT**  
Grape

**HERKUNFTSLAND**  
Italy

**GEWICHT**  
5 kg

**DIMENSION**  
400 mm x 300 mm

**HÖHE**  
145 mm

**TRANSPORTDAUER**  
11 Tage

Tray-Empfehlung anzeigen

# Retail: in arrivo

- Studi
  - Vendite: confronto cartone ondulato - RPCs
  - Confronto sullo spreco di cibo
  - E-commerce; focus su riciclo di cartone ondulato
- Cartone ondulato presente a importanti eventi come:
  - Safe Food Congress - Milano
  - DFHV& Freshfel - Amburgo
  - DOGK - Dusseldorf

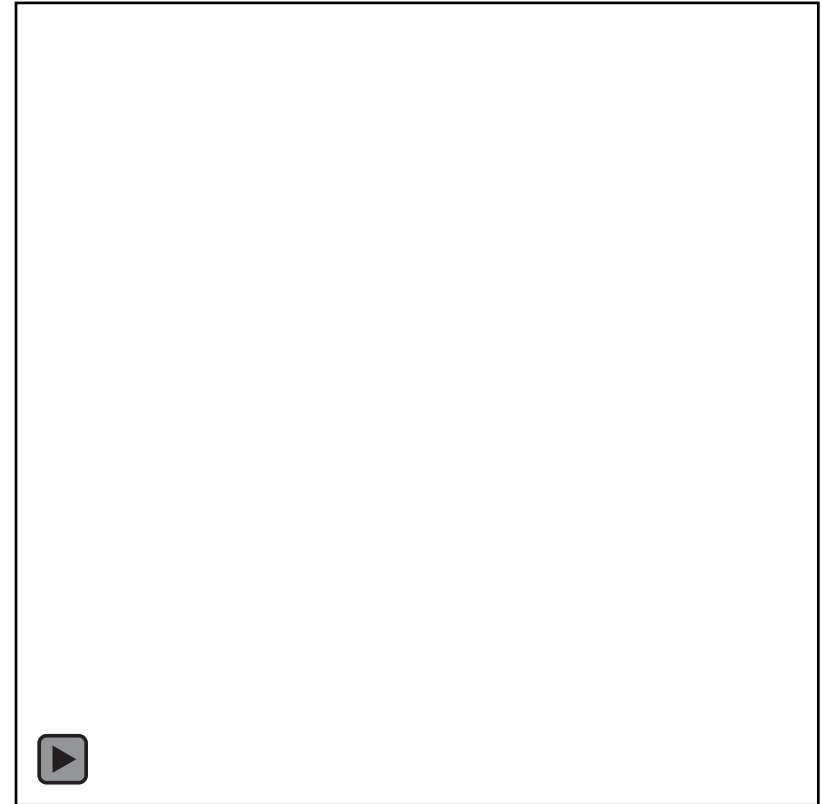
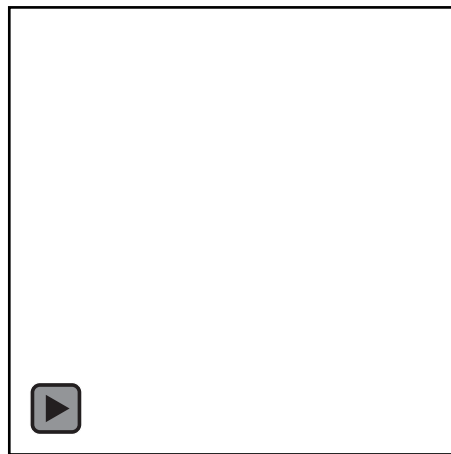




# Comunicazione

# Messaggi

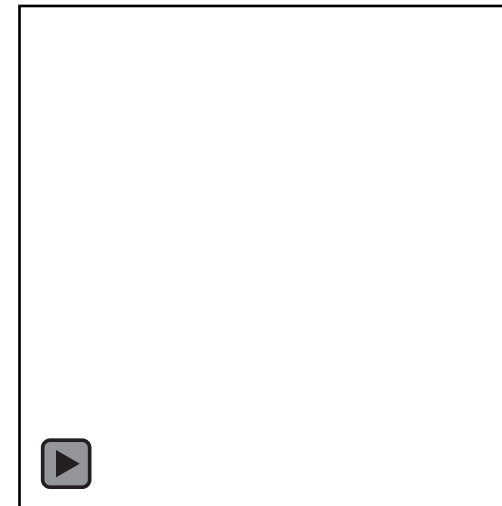
- Economia Circolare: Circolare per natura, simbolo dell'infinito
- Riciclo di cartone ondulato
- Biodegradabile, naturale

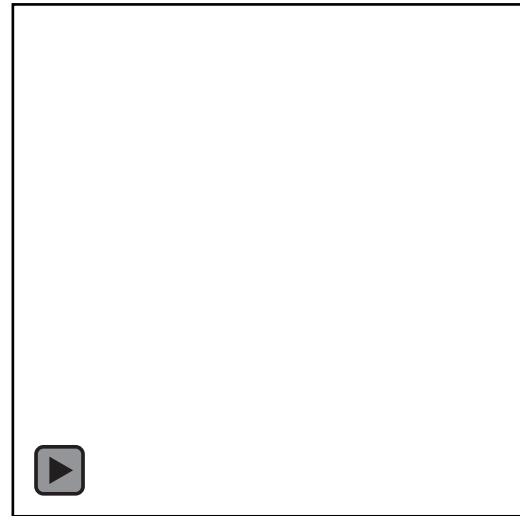
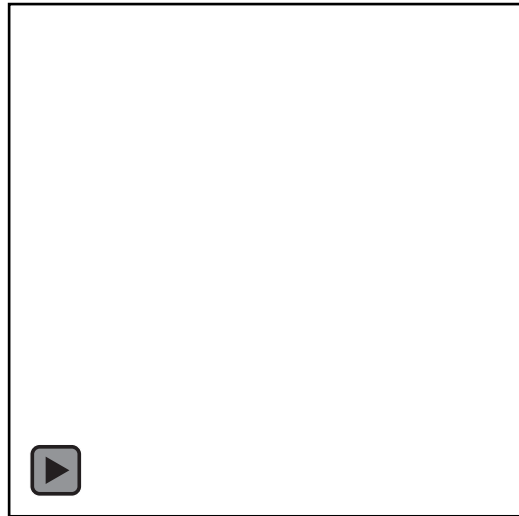
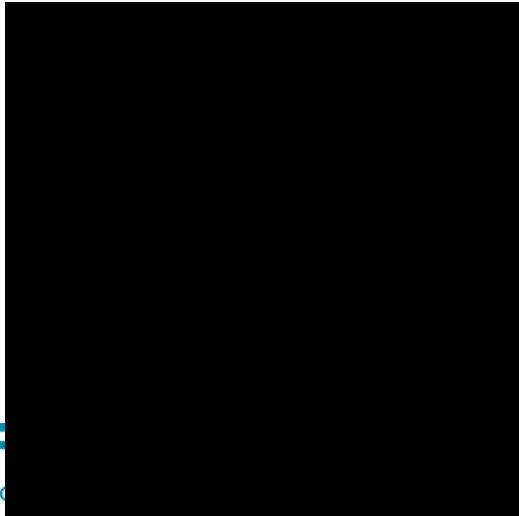
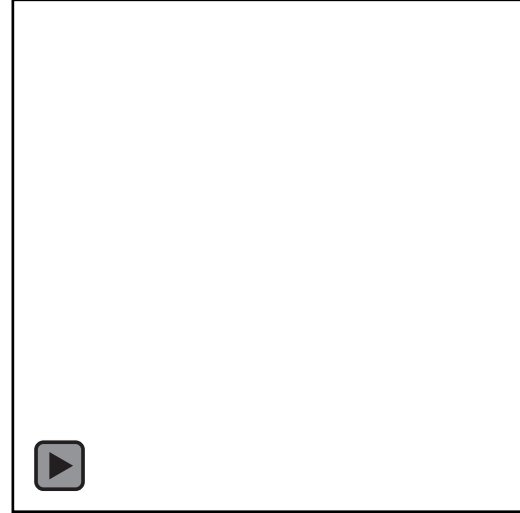
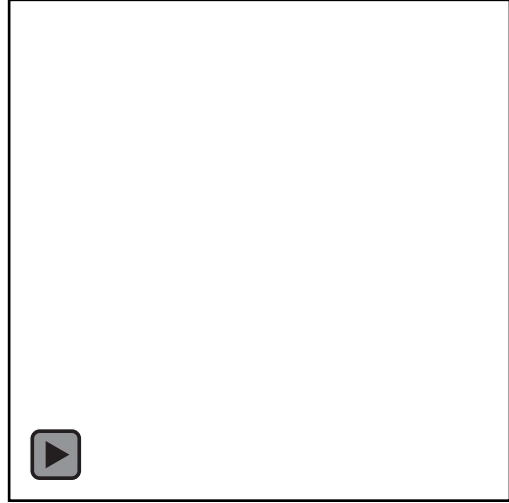
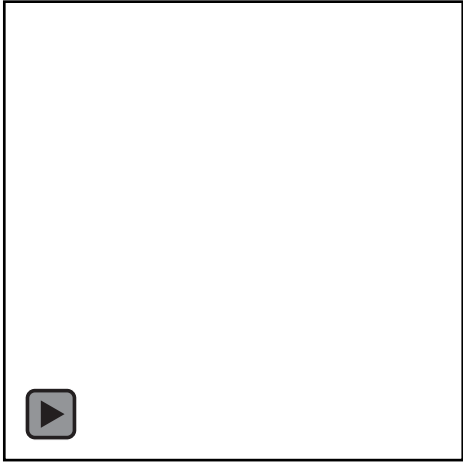


# Comunicazione

- Gruppi obiettivo: Politici, B2B; Consumatori
- Media:
  - Social Media (Twitter, FB, Linkdin); Servizi web (google ad etc)
  - Stampa & Servizio Web (Politico)
- Eventi:
  - Euractiv
  - Parlamento EU (CITPA)

# Asset







# Moltiplicatore in tutta Europa

# Italia

Consorzio Bestack Retweeted

FEFCO @FEFCO · Aug 24

Find out how high #corrugated #packaging recycling rates really are and help us recycle! #CircularByNature  
fefco.org/circular-by-na...



4 9

Consorzio Bestack Retweeted

FEFCO @FEFCO · Jun 22

Read why choosing #corrugated #packaging will help to preserve natural resources for current & future generations  
fefco.org/circular-by-na...



1 22 90



Consorzio Bestack @bestackofficial · May 29

#Cartone #rinnovabile? Si ricicla al 100%. E per produrre la materia prima si creano nuove risorse boschive #CircularByNature @FEFCO

Translate from Italian



2 1

# Retweets dai Paesi

UK

UK Paper Industries Retweeted  
FEFCO @FEFCO · Nov 8  
Interested in the role of packaging in reducing #foodwaste? Our workshop with @EURACTIV is 2 weeks away. #SaveTheDate #FoodwasteEU @Confedofpaper



REDUCING FOOD WASTE:  
WHAT ROLE FOR PACKAGING?

2  
WEEKS  
LEFT

0:04 circularByNature

4 5

Spain

Uniq Retweeted  
FEFCO @FEFCO · Nov 24  
When it comes to protecting food, #corrugated ticks all the boxes @ayuso\_pilar #EWW2017



CIRCULAR  
BY NATURE

FEFCO  
Corrugated Packaging

GIF

1 3

Italy

Consorzio Bestack Retweeted  
FEFCO @FEFCO · Nov 21  
Tomorrow in #Brussels with @EURACTIV, we'll be debating the role of packaging in reducing #foodwaste. #FoodwasteEU #Savefood17 @Beveragecartons



REDUCING FOOD WASTE:  
WHAT ROLE FOR PACKAGING?

1  
DAY  
LEFT

0:00 circularByNature

5 11





Benelux



**CARTON  
ONDULÉ :  
PRÉCIEUX SUR  
TOUS LES  
PLANS**

En savoir plus 



### LE CARTON ONDULÉ A BEAUCOUP PLUS DE VIES QU'UN CHAT !

Dans l'UE, plus de 80 % des emballages en carton ondulé sont recyclés, avec un système de collecte séparée dans de nombreux pays. Ceux qui choisissent le carton ondulé contribuent à bâtir un avenir meilleur et plus sain pour nous tous, et donnent à leur entreprise une solide impulsion écologique et économique.

1

LIRE PLUS

**FEFCO**  
Corrugated Packaging



Corrugated Benelux Association (CBA)

3w

Parmi les matériaux d'emballage, seul le carton ondulé assure un cycle naturel. La garantie d'une approche durable !



Une bonne dose de verdure et d'air propre  
cartonondule.org

5 Likes

 Like  Comment  Share

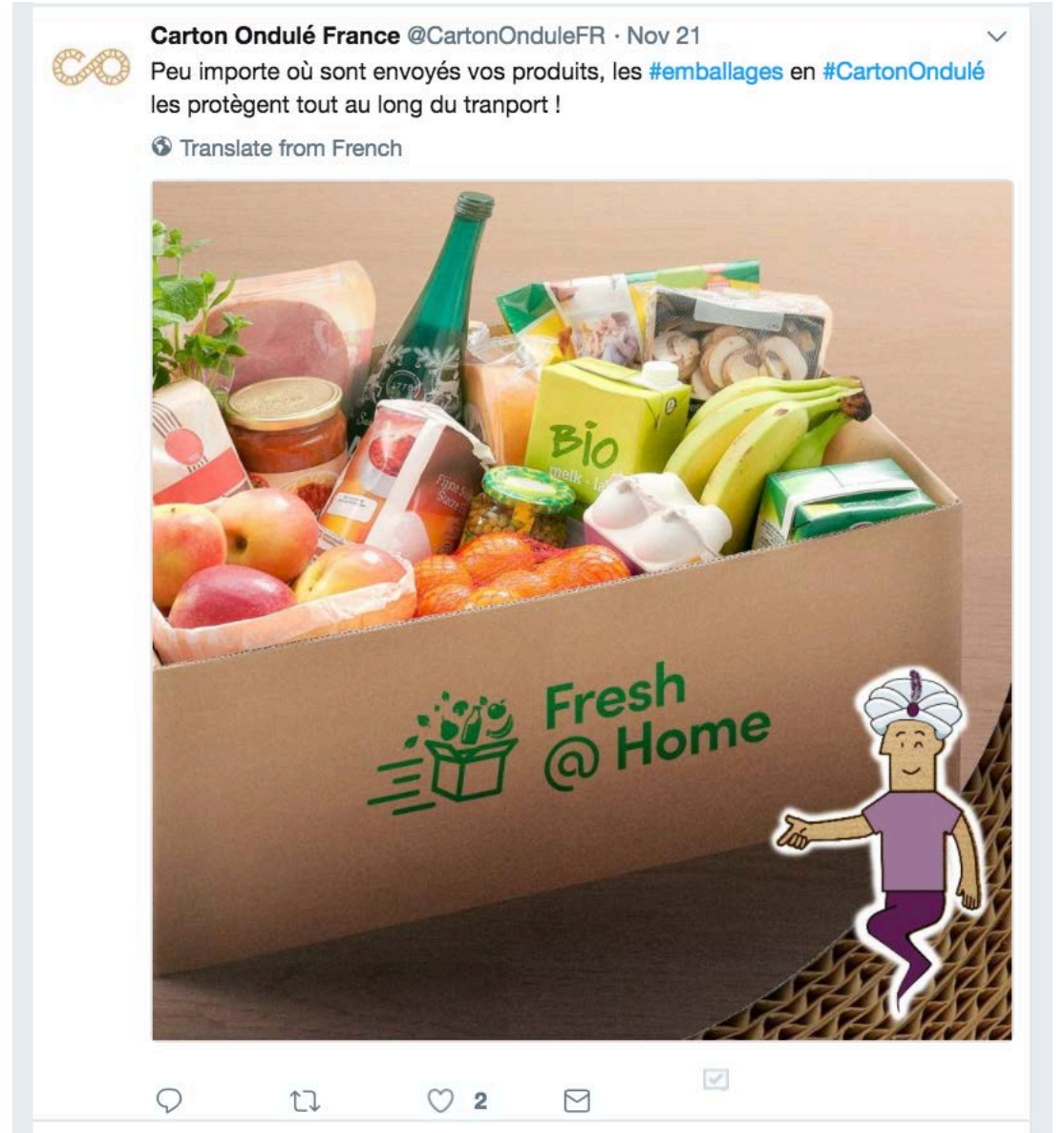


## France new logo

**Carton Ondulé France** @CartonOnduleFR · Nov 15  
#LeSaviezVous ? 4 #emballages papier-carton sur 5 redeviennent un emballage après usage ... #JournéeMondialeDuRecyclage #cartonondulé #EntronsDansLaBoucle  
[bit.ly/2yzizoG](https://bit.ly/2yzizoG)  
Translate from French



GIF



# Francia



**Carton Ondulé France** @CartonOnduleFR · Nov 27

Les consommateurs préfèrent les emballages #biosourcés, #biodégradables et #recyclables, comme les plateaux en #CartonOndulé.

🌐 Translate from French

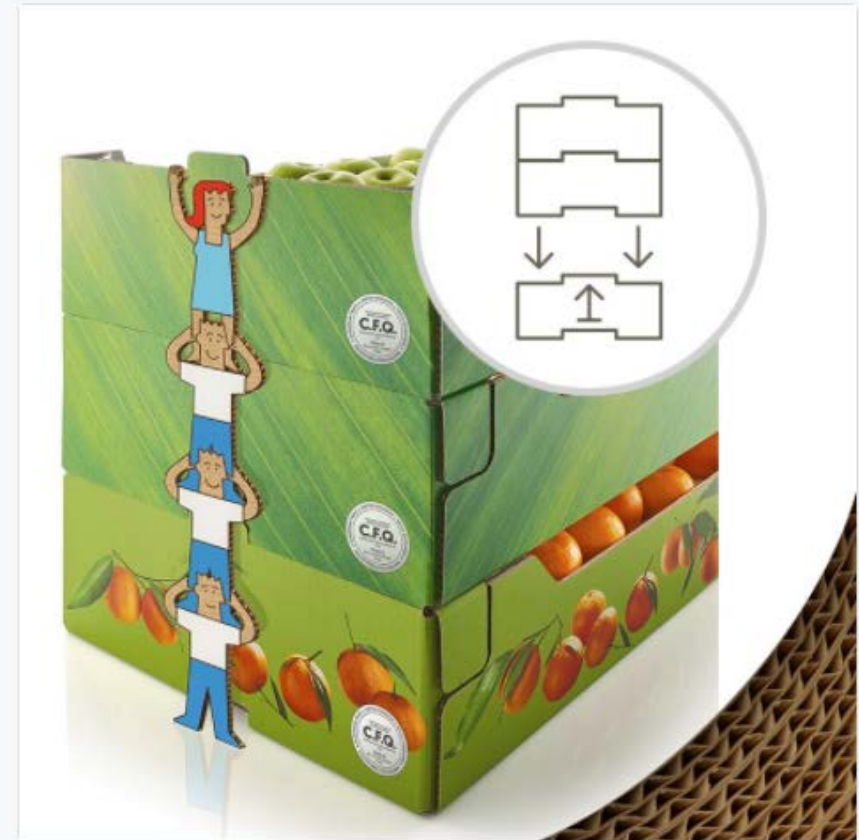


**Carton Ondulé France** @CartonOnduleFR · Nov 22

Pour les plateaux #fruits et #légumes 🍎🥕, la profession européenne du #CartonOndulé a mis en place des standards pour que tous les plateaux puissent s'empiler, quel que soit le fabricant !

[bit.ly/2yicLYA](https://bit.ly/2yicLYA)

🌐 Translate from French



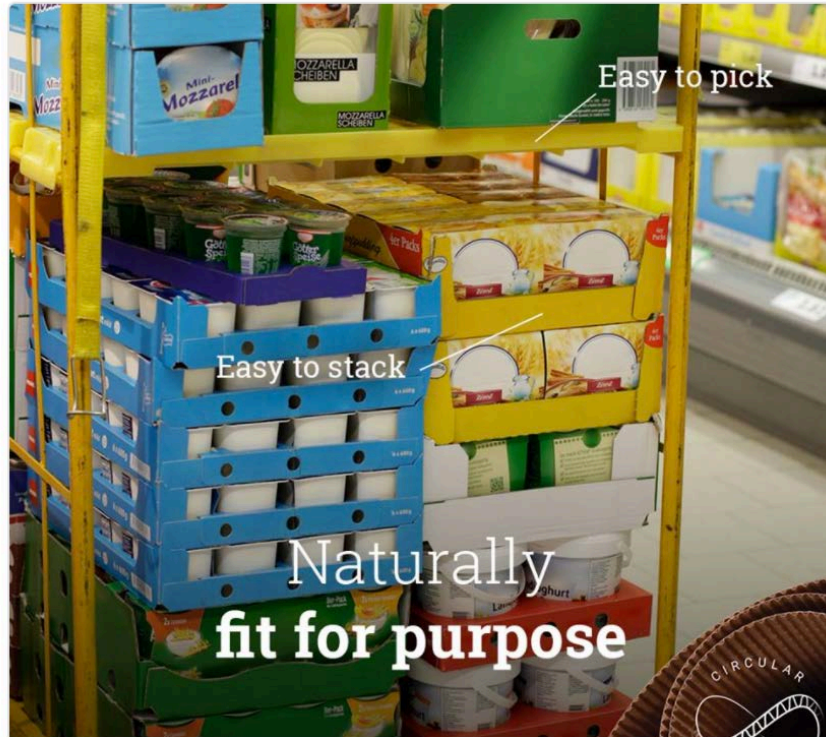


# Polonia



**SPP @SPP\_Papiernicy · Nov 27**  
 Dlaczego opakowania z tektury falistej? To elastyczne i opłacalne opakowanie, które tworzy wartość dla Twoich klientów.  
[#corrugated](#) [#packaging](#) [#CircularByNature](#)  
[fefco.org/circular-by-na...](https://fefco.org/circular-by-na...)

Translate from Polish



**SPP @SPP\_Papiernicy · Oct 25**  
 Zabiegamy o lepsze sortowanie i odrębne systemy zbierania odpadów by zwiększyć recykling papieru i tektury. [goo.gl/2hZrtY](https://goo.gl/2hZrtY)

Translate from Polish



# Politico

## Corrugated paper packaging, the recycling champion



**A new role for  
your smartphone?**

Corrugated paper packaging is circular, going around and around by becoming **valuable raw material** after use.

When collected and sent for recycling, paper-based packaging is transformed into new corrugated packaging, made up on average of **88% recycled content**. Our **fibres** can be used again and again – **at least 25 times**.

Corrugated paper packaging has a role in the **natural cycle of life**.

[www.fefco.org](http://www.fefco.org)

**FEFCO**  
Corrugated Packaging



Corrugated  
the re



Fresh fruits  
for your juicer?

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Corrugated paper packaging has a role in the **natural cycle of life**.  
[www.fefco.org](http://www.fefco.org)



Corrugated  
the re



What about  
a drink to celebrate  
your new barbecue?

Corrugated paper packaging is circular, going around and around by becoming **valuable raw material** after use.

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Corrugated paper packaging  
the recycling champion



A new bike  
needs a new air pump.

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Corrugated paper packaging,  
the recycling champion

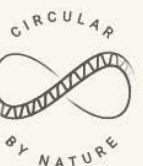


Need to lose  
some weight?

Corrugated paper packaging is circular, going around and around by becoming **valuable raw material** after use.

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Corrugated paper packaging has a role in the **natural cycle of life**.  
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**POLITICO** Brussels Brexit Policy Newsletters PRO Europe Edition

**LATEST:** Trump offers North Korea a 'brighter path,' calls on Russia and China to do more

Corrugated paper packaging, the recycling champion **FEFCO** Corrugated Packaging

## Trump prepares for the first test of his relationship with Xi

The US president, who has largely softened his tone on China since taking office, is expected to be welcomed in a grand style billed as 'state visit-plus.'

BY ANDREW RESTUCCIA

Corrugated paper packaging, the recycling champion

On average made up of **88% recycled content**

**FEFCO** Corrugated Packaging

Corrugated paper packaging, the recycling champion

CIRCULAR BY NATURE

**FEFCO** Corrugated Packaging

**MORNING REPORT**

**LATEST ON POLITICO**

- Trump offers North Korea a 'brighter path,' calls on Russia and China to do more
- Brussels wants experts to vet Romanian legal changes
- Italian general chosen to lead EU military

**Former judge sues EU court amid allegations of mismanagement**

BY NICHOLAS HIRST

**POLITICO London Playbook: Priti much gone — BoJo breathes easier —**

**Behind the science: see for yourself**

BY ADRIAN PERCY, GLOBAL HEAD OF R&D, BAYER AG CROP SCIENCE DIVISION

**EURO-PRESS REVIEW**

**UK international development secretary looks 'Priti fragile'**

**Finland woos US with more muscular defense role**

BY REID STANDISH

**POLITICO Brussels Playbook, presented by the Martens Centre: Car climate plan — Germany's**

**GLOBAL POLICY LAB**

**POLITICO Engineering Growth**

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**POLITICO NEWSLETTERS**

**London Playbook**  
London gets a Playbook: Politics and policymaking in the UK capital, written by Jack Blanchard.



via FEFCO

## Corrugated paper packaging: solutions for a sustainable economy

Corrugated paper packaging is made up of 88 percent recycled content

**"A corrugated box that ends up in the ocean will biodegrade within two months."**

**BY ANGELIKA CHRIST, FEFCO SECRETARY GENERAL**

The final episode of the award-winning television series *The Blue Planet II* shocked Europe. Naturalist Sir David Attenborough concluded his close look at the devastating impact of littering on marine life with a rallying cry to do more to protect the environment. The images shown have boosted desire for a wholly sustainable economy and drawn attention to the first Europe-wide strategy on plastics.

Adopted in January, A European Strategy for Plastics in a Circular Economy has set the target that "by 2030, all plastics packaging placed on the EU market is either reusable

or can be recycled in a cost-effective manner".

Commissioner Frans Timmermans said Brussels' priority was to clamp down on "single-use plastics that take five seconds to produce, five minutes to use and 500 years to break down again".

Corrugated board stands out in the current discussion on waste management. While some other packaging materials are denounced as problematic and harmful to the environment, corrugated is the natural bio-based and biodegradable alternative to fossil-based products.

Corrugated paper is made from simple ingredients: Air-pocketed

paper, along with glue made from wheat or maize. This means that should corrugated paper packaging does up in nature, it's harmless rather than catastrophic. A corrugated box that ends up in the ocean will biodegrade within two months.

However, the European corrugated industry wants all fibers to be recycled. Corrugated paper packaging is 100 percent recyclable, and fibers can be reused up to 25 times. Paper and board packaging already achieves high rates of recycling.

In 2016, 81.9 percent of all used paper-based material in Europe was recycled. While this is an amazing figure, we can do better. The new paper recycling targets set by the EU Commission (85 percent by 2030) will encourage industry to continue its efforts and further contribute to building the circular economy in Europe.

Corrugated paper packaging is made up of 88 percent recycled content with the additional fresh fibers coming from sustainably managed forests. While corrugated packaging makes the best use of secondary raw materials, there is an increased need for a separate collection of paper and board - not only to ensure high-quality material for recycling, but also because we want every fiber back.

Recyclable and biodegradable, the circular economy has always been the norm for the corrugated industry.

With food waste another issue on consumers' minds, corrugated paper packaging is also designed to provide great protection for the food it carries and reduce spoilage. Corrugated cardboard naturally ensures fruit and vegetables stay fresh

longer, while the delicate produce is cushioned between the layers of paper. A 2016 study by the University of Bologna showed corrugated board keeps fruit fresh up to three days longer by reducing contamination.

Corrugated paper packaging is extremely versatile. It can be made into any shape or size - anything from colorful boxes for safeguarding fast-moving consumer goods such as chocolates, to trays for taking care of fragile fruit. It's also the ideal material for other purposes, too, including furniture, exhibition stands and even housing insulation.

The growth of consumer demand for sustainable and recyclable packaging is driving innovation. The corrugated and paper industries have found excellent alternatives to fossil-based products, ones that are friendly for our environment.

Consider the If that wasn't innovative enough, it's easy to assemble, doesn't need adhesives and includes a tamper-proof seal.

Corrugated sometimes even offers more features when it replaces traditional packaging materials. Take a six-pack of cans: corrugated not only provides a sturdy and ergonomic hold, but also space for advertising and product labelling.

All in all, the European corrugated industry is sustainable by design, circular by nature, innovative and competitive. Corrugated paper is natural: it's bio-based, biodegradable and recyclable. If Europe adopts corrugated and a truly circular economy, it can help build the sustainable economy that will protect all our futures.

And remember, we want every fiber back. Please sort, collect and recycle your packaging - it's our precious raw material.



Angelika Christ, FEFCO Secretary General | by TheBestBeliefs





Invito per te



# FEFCO SUMMIT 2018

**FEFCO**  
Corrugated Packaging



**23-25 MAY 2018,**  
**THE BREWERY CONFERENCE CENTRE**  
**STOCKHOLM, SWEDEN**

# FEFCO Summit - Stoccolma 23-25 maggio

## Opening speech

Thorbjörn Sagerström, President, SWIF Service AB (Swedish Corrugated Packaging Association)

## Keynote session: Leadership Perspectives

Saverio Mayer, CEO Europe, Smurfit Kappa

Eduardo Posada, CEO, Grupo Gondi

## Innovation as a Key Factor for Economic Growth in Sweden - from Global Trends to Foresight Driven Innovation

Pia Sandvik, CEO and Marco Lucisano VP Papermaking & Packaging, RISE

## EU Progress Towards a Circular Economy

Emma Watkins, Senior Policy Analyst, Institute for European Environmental Policy (IEEP)

## Campaigning for the circularity of Corrugated Packaging

Nathalie Schneegans, Communications Director, FEFCO

## 21st Century Innovation

How co-creation, open data and Artificial Intelligence is reshaping the field of innovation

Mats Lindgren, Founder & CEO, Kairos Future

# Ascolta i tuoi clienti!

## Strategies for Better Value

Dr. Daniel Bornemann, Partner, [Simon-Kucher & Partners](#)

## Mega-trends and their implications for European Corrugated Prospects

Neil Osment, Business & People Development Consultant, [NOA-PRISM](#)

## Retailers preference for sustainable packaging

Ian Schofield, Own Label Manager, [Iceland Foods Ltd.](#)

## Best Practice and challenges for E-commerce Packaging: Reducing Complexity and Increasing Consumers' Convenience

Uwe Streiber, Lead & Senior Manager Warehouse Consumables, [Zalando](#)

## "Democratic" Design in Packaging Co-creation for Solutions

Ulf Tillman, Sustainability Paper Expert, [IKEA](#)

## Understanding Customers' Expectations

- Fruit & Vegetable tray project and live demo
- Increasing the role of paper based packaging in the Circular Economy

Gary Saunders, [Market & Environment \(M&E\) Committee Chairman](#) and Thomas Maiwald, M&E Director, FEFCO

## Closing Address

Jean-Paul Macharis, [Vice-President](#), FEFCO

