



RENEWABLE
RECYCLED
RESPONSIBLE
EUROPEAN PAPER

23rd Day of Slovene Paper Industry: »BETWEEN CIRCULAR, BIO AND DIGITAL«

Cepi Fresh from Brussels!



Jori Ringman, Director General

About Cēpi

Represents in Brussels

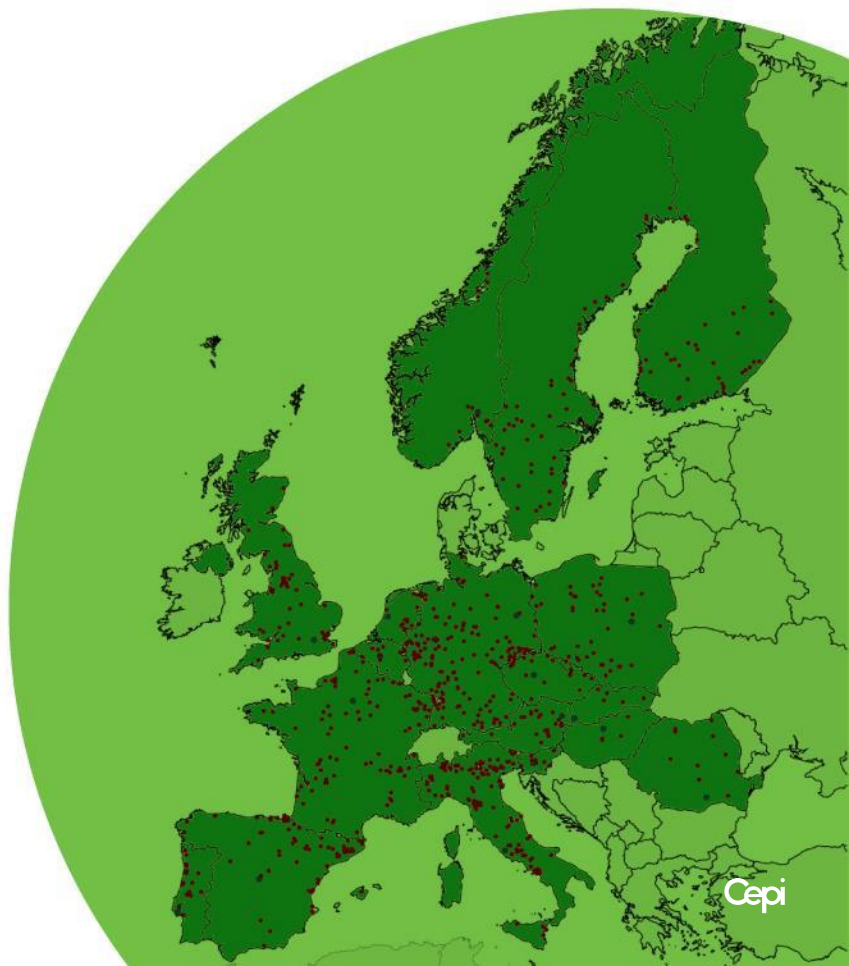
495 pulp, paper and board producing companies

897 mills across Europe

181000 people employed directly

18 national associations

Working across the value chain –
from forest owners to converters and further



About Cepi

We deploy our agenda in 6 focus areas

Outline of CEPI activity areas 2019

- ETS, energy policy, renewables, 2050 climate strategy
- Sustainability performance, chemicals, packaging, food contact,
- Land use and forestry, certification, forest-based industries joint strategy
- Markets & production reports, Intal trade, industrial policy, transport
- Circular economy, recyclability guidelines, single-use plastics
- Bioeconomy strategy, R&D programmes, skills agenda

Energy &
climate change

Environment
health & safety

Forestry

Trade &
industrial affairs

Recycling

Bioeconomy &
social affairs

About Cepi

We are renewable and recyclable, sourced, made and recycled in Europe, a responsible industry towards the environment, its customers and workers



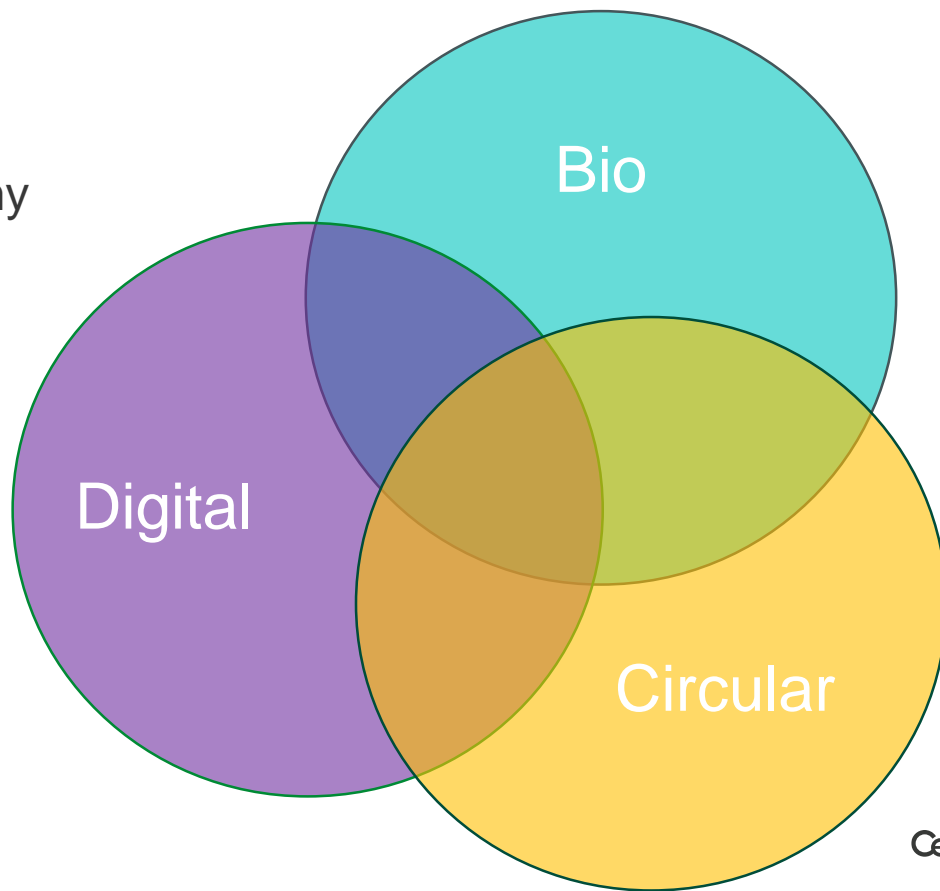
Transforming pulp wood into cellulose and bio-based products >92% of our raw materials is sourced in Europe and certified as sustainable

Keeping the fibres in the loop >72% recycling rate of EU paper-based products

Producing
Pulp & fibres
Nano-cellulose
Bio-energy
Bio-chemicals
Print & graphic paper
Packaging solutions
Hygiene and tissues
Speciality papers

About Cepi

In the focal point of
the circular, bio and digital economy



The New Politics



New politics

Everyone is green, some yet greener
Is there any party that is not populist?
Questioning the market economy
Fierce and fast?

But: maybe they still spot the right
problems!

Industry in general seen less important
Past track record of little interest
Showing (further) progress important
Being able to deliver essential



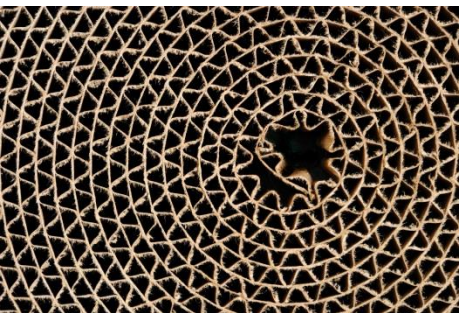
Where will we be challenged?

In everything!

- Energy and Climate Change
 - Forest
 - Recycling
 - Water
- ... And in trade!



Our fibres are challenged double



Circular Economy

- Plastics industry in survival mode
- New fibre-based products, new recyclability questions
- Reduction of highly recycled products
- Mandatory recycled content



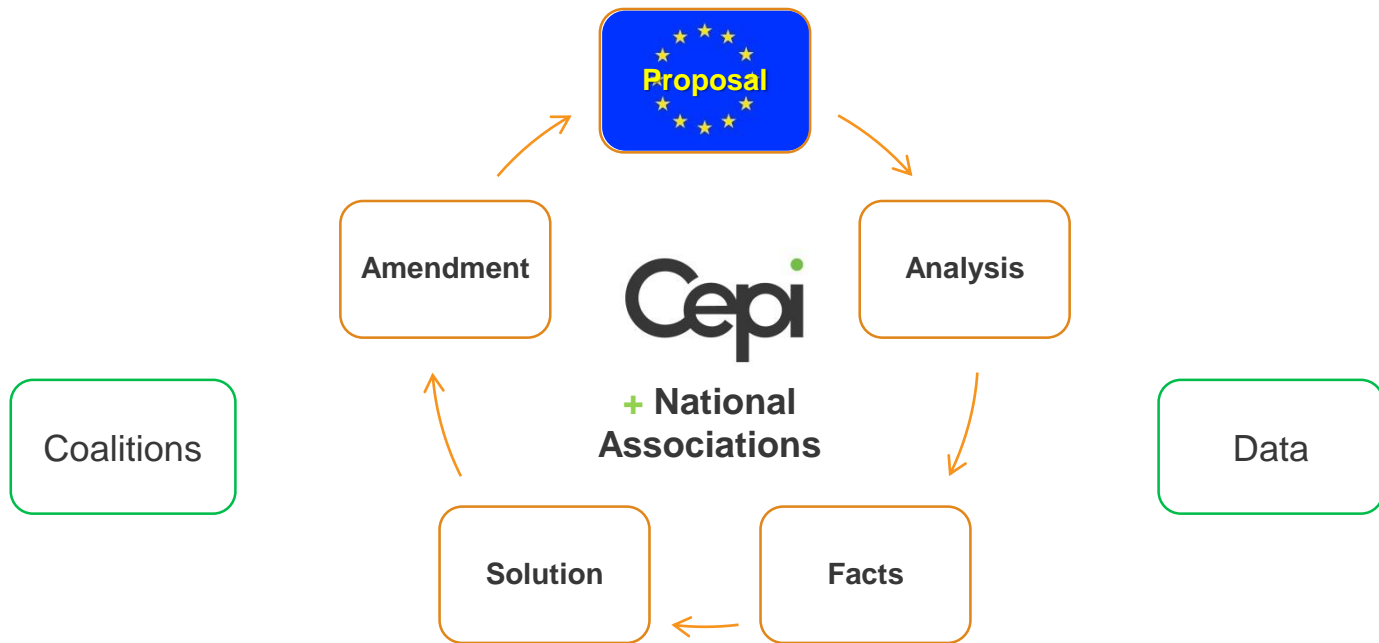
Forest

- General attitude towards forests
- ... combined with needs for sinks
- Biodiversity
- Landuse
- No EU forest competence (no holistic approach)

Who would defend us in Brussels?



So how did we do it?



Confirmation ~~bias~~ necessity

- Connected Europe requires connected advocacy – from *Ljubljana* to *Brussels*
- **Cepi advocacy stands on two feet**

Confirmation bias is the tendency to search for, interpret, favor, and recall information in a way that affirms one's prior beliefs or hypotheses. It is a type of cognitive **bias** and a systematic error of reasoning. (Wikipedia)
But it doesn't mean people won't search and need confirmation.





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