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## Press release

# All green products start with a #GreenSource: Climate neutrality with Europe's forest fibre industry

Brussels, 1 September 2020

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Cepi, the Confederation of European Paper Industries, and EPIS, the European Pulp Industry Sector Association and its members, present their [#GreenSource](#) initiative, a European-wide effort to explain how the forest-fibre industries make the 2050 climate neutrality target a reality.

The forest-fibre industry wishes to offer innovative solutions to the needs of the European citizens and contribute to a sustainable lifestyle while making sure that forests keep growing, absorbing CO<sub>2</sub> and protecting biodiversity.

A recent scientific study commissioned by Cepi on the [Climate effect of the forest-based sector in the European Union](#) shows that, thanks to the forests and forest-based products, we take 806 million tons of CO<sub>2</sub> out of the atmosphere every year – this corresponds to 20% of the EU's annual emissions - while bringing 3.5 million jobs, especially to rural areas.

“We can help decarbonise the economy and revolutionise consumption habits thanks to our innovative alternatives to fossil-based materials. According to a recent Material Economics<sup>1</sup> study, 25% of plastics could be easily replaced with paper and board already today without compromising end-product functionality.” Jori Ringman, Cepi DG.

We provide fossil-free alternative solutions for many sectors already today: media, packaging, health care and hygiene but also and increasingly for textiles. Cellulose-based materials might even replace the graphite used in portable technologies and the virtually limitless possibilities in biorefineries help us champion in bio-based green chemistry.

In times of COVID-19, it's important to remember that we are delivering packaging, tissue and hygiene products that are essential to EU citizens while being good for the planet and good for the European economy.

#GreenSource is the common voice of our industry rising to tell the world how we are making a difference in the transition to a sustainable and climate-friendly future.

To learn more, watch our introductory video [here](#).

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<sup>1</sup> <https://materialeconomics.com/publications/sustainable-packaging>

**Note to editor:**

For press inquiries, please contact Claire Couet, Public Affairs & Communications Director, at [c.couet@cepi.org](mailto:c.couet@cepi.org)

**About Cepi :**

Cepi is the European association representing the paper industry. We offer a wide range of renewable and recyclable wood-based fibre solutions to EU citizens: from packaging to textile, hygiene and tissue products, printing and graphic papers as well as speciality papers, but also bio-chemicals for food and pharmaceuticals, bio-composites and bioenergy.

We are a responsible industry: 92% of our raw materials are sourced in Europe and certified as sustainable, 91% of the water we use is returned to the environment, in good condition. We are the world champion in recycling at the rate of 72%. At the forefront of the decarbonisation and industrial transformation of our economy, we embrace digitalisation and bring 20 billion value addition to the European economy and €5.5 billion investments annually.

More information about our sustainability performance [here](#).

Through its 18 national associations, Cepi gathers 500 companies operating 895 mills across Europe and directly employing more than 180,000 people.