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Press Release

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European paper industry unveils major investment agenda to drive towards its 2050 vision

CEPI foresees 40% more investment to transform industry and lead the low-carbon bioeconomy in Europe.

At the 18th edition of annual event European Paper Week, CEPI's new Director General [Sylvain Lhôte](#) and its Chairman, [Peter Oswald](#) (CEO Mondi Group, Europe & International Division) outlined industry's ambitious investment agenda towards achieving its 2050 vision of a low carbon, resource efficient bioeconomy.

Building on the roadmap it had laid out in 2011 industry reaffirms its vision of leading Europe's bioeconomy transition towards 2050 by cutting its carbon footprint by 80% while creating more than 50% more added value.

"Investment will be the cornerstone of making this industry transformation happen in Europe" said Sylvain Lhôte at the High Level Session at European Paper Week. We project the need for 40% more investment to transform our industry base and seize new market opportunities. This can happen in Europe if we align European policies, our research efforts and financing conditions. Our agenda goes against the gloom prevailing in so many industries. For CEPI, getting the conditions right to invest more in Europe will be the priority.

Industry currently invests €3 to €3.5 billion euro per year in Europe. The capital expenditure to deploy decarbonisation technologies in Europe and develop production of new bio-based products would require an additional €44 billion by 2050 or in other words 40% more than current levels.

The key findings of the roadmap review that CEPI experts carried out in 2016 are now available for consultation from stakeholders. The goal is to broaden the collective input of the document through seeking consultation with key stakeholders on enabling conditions for industry transformation and to table a revised roadmap early 2017. An online version of the roadmap can be consulted [here](#).

For further information on our 2050 roadmap please contact Bernard de Galembert at b.degalembert@cepi.org or by phone (+32) 262 749 27. For press related enquiries please contact Ben Kennard at b.kennard@cepi.org or by phone (+32) 487 3921 82

Note to editor

CEPI aisbl - The Confederation of European Paper Industries

The Confederation of European Paper Industries (CEPI) is a Brussels-based non-profit organisation regrouping the European pulp and paper industry and championing the industry's achievements and the benefits of its products. Through its 18 member countries (17 European Union members plus Norway) CEPI represents some 505 pulp, paper and board producing companies across Europe, ranging from small and medium sized companies to multi-nationals, and 920 paper mills. Together they represent 23% of world production.

Website: <http://www.cepi.org/>



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