# Press**Release**

Brussels, 2 March 2016

## Circular Economy for paper: Better design and management guidelines
**A World Economic Forum publication in collaboration with industry**

The European paper industry was invited to collaborate with the World Economic Forum (the Forum), the Ellen MacArthur Foundation and the McKinsey Center for Business and Environment on Circular Economy to produce a white paper with guidelines on design and management for circularity. The new publication provides essential guidance to all actors in the supply chain through simple ecodesign rules for paper products, without limiting innovation and the introduction of new techniques. This is a product of the three pilots under Project MainStream, launched during the 2014 summit in Davos.

"We trust helping circular thinking in all steps of the complex value chain will help reach higher in what is already a high recycling performance", said CEPI Sustainability Director Jori Ringman, one of the draftsmen of the guidance, in a panel discussion on the feasibility of higher recycling rates at the Packaging and Sustainability event in Brussels on Wednesday. "In circular economy, your downstream is your upstream and what you pass on into the loop will have an impact on your own business."

Although highly recyclable, paper is usually converted by industries that add chemicals to it through printing inks and other auxiliary materials. This can lead to problems in subsequent circular chains, as these chemicals cannot easily be removed from the paper before re-entering the mill. Furthermore, the already highly-optimised recycling process cannot follow the speed of the evolution of inks and toners.

The publication summarises the key choices to be made by direct (printers, papermakers, collectors) and indirect (such as local authorities, ink producers, equipment manufacturers) stakeholders. More specifically, it identifies the choices that can influence businesses ordering a fibre-based product - printed paper, packaging or other.

"Businesses will have many priorities topping their agendas, such as meeting customer requirements, creating functionalities that meet both the purpose and profitability, and respecting environmental considerations", says Ringman. "This document is meant to make decision-making in companies easier when balancing these priorities."

You can view the publication at: http://bit.ly/1T7vLVb

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## Note to the Editor

**Project MainStream** is a collaboration between the World Economic Forum, the Ellen MacArthur Foundation and the McKinsey Center for Business and Environment, seeking to remove bottlenecks in the large-scale transitioning to the circular economy.

### 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 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.

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