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Euro-Graph General Assembly  
27 June 2023



# Update

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# Agenda

1. Collaborations with Intergraf
2. Product Environmental Footprints
3. Industry-friendlier EU?



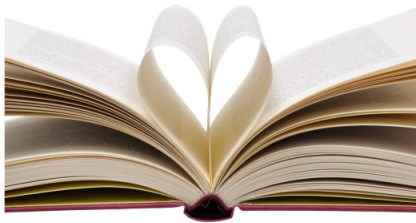
# 1. Collaborations with Intergraf



# Collaboration with Intergraf: the value of books

BRUSSELS, 2023

BOOKS  
AS A DRIVER OF EUROPE'S  
KNOWLEDGE ECONOMY



PREPARED BY Intergraf  
Federation of European Publishers  
Cepi

## Call on European and national authorities to

- Celebrate the role of reading and books in the field of culture and education;
- Recognise the proven advantages of books in the development of critical thinking;
- Nurture bookshops for the important role they play in their local communities;
- Recognise the value of printed books as tools of inclusion and their role in protecting people without sufficient digital skills, tools, or access; older people; persons with disabilities; and others who are less online;
- Strive for the right mix of digital and print in the fields of entertainment and education, recognising the advantages of print for comprehension and learning;
- Support further independent research that measures the effects of digitalisation on reading performance and the development of other skills.

[https://www.intergraf.eu/images/pdf/2023\\_StatementBooks.pdf](https://www.intergraf.eu/images/pdf/2023_StatementBooks.pdf)

# Collaboration with Intergraf: balance «digital only» policies

- Joint statement with Uni Europa and IndustriAll – the labour union organisations representing printing and paper industry employees in Europe:
- ‘Digital by default’ or ‘digital only’ approaches in European legislation are not neutral
- Paper and print are sustainable and circular
- Printed communications promote inclusion and educational outcomes
- The print and paper sector produce essential products

## Call on EU policymakers

- 1. Refrain from implementing a 'digital by default' or 'digital only' approach in European legislation.**
- 2. Print should always be considered at the same time as digital communications.**
- 3. EU legislation should take everything relevant into account, including (in particular) circularity, inclusion, and freedom of choice.**

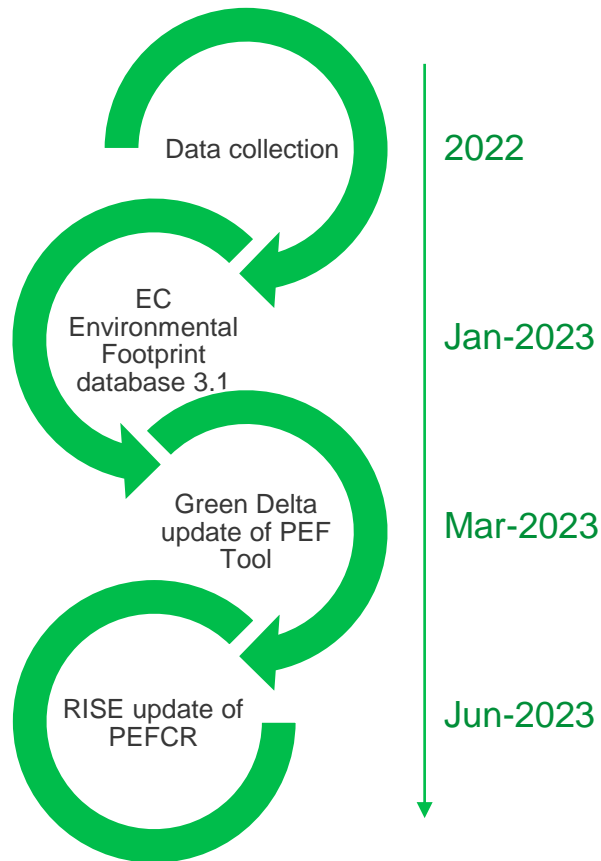
[To be published soon]

## 2. Product Environmental Footprint



# Updated PEF tool: the theory and the practice

Theory:



Practice:

The European Commission updated **database is still not available** due to “technical issues”

- Green Delta **not able** to update the tool
- RISE **not able** to use the updated tool to do calculations for the update of the PEF Category Rules
- **Everyone just waiting**



### 3. Industry-friendlier EU?



# Circular Choices Coalition: EU broadest coalition yet representing our sector's value chains

- **20** European associations
  - 14 as signatories (wood, paper, fibre-based products & packaging, bioenergy)
  - 6 as supporters (forest owners & managers)
- The Circular Choices campaign was launched to promote the policy and market conditions necessary in the EU to scale-up the **circular bioeconomy** that our society so urgently needs



**CIRCULAR CHOICES  
FOR A COMPETITIVE  
EU BIOECONOMY**  
Growing a circular future  
Executive summary

<https://www.cepi.org/circular-choices-for-a-competitive-eu-bioeconomy-growing-a-circular-future/>



# Manufacturing powerhouse: one in every five manufacturing companies in Europe are in our sector

- Integrated value-chains
- Sustainable European industries
- Part of the EU circular bioeconomy

We generate

**€520 billion  
turnover**

(representing **3%** of EU GDP)

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We employ

**4 million people  
directly**

(representing **2%**  
of the EU workforce)



We represent

**20%**

of EU manufacturing  
companies

# Our solutions act as key enablers to decarbonise the economy

- They facilitate a shift away from fossil-based raw materials;
- reduce waste;
- contribute to improved water stewardship and climate change mitigation;
- protect consumer health and safety;
- add to the renewable energy mix.

- Our sector has mitigated, annually 806 Mt CO<sub>2</sub> equivalent – in other words, without our sectors, the EU emissions would be 20% higher every year.
  - It is a combined effect of 3S: sequestration, storage and substitution. We have removed, stored and avoided 806 Mt CO<sub>2</sub>.
- ➔ **Our ambition is to collectively deliver on carbon mitigation equivalent to 30% of all CO<sub>2</sub> emissions in the EU by 2030.**



# Circular Choices for an EU Bioeconomy



## Choose competitiveness of strategic EU industries

- Security of supply and resilience
- Supporting net positive impact and regenerative businesses
- Safeguarding against greenwashing



## Choose regenerative products and materials

- Product substitution towards renewable, biogenic carbon (biomass/bioCO<sub>2</sub>)
- Carbon storage in products and permanent material stocks
- Empower consumers choose better



## Choose enhanced natural capital and sustainable forests

- Respecting differences in natural vegetation zones; one size does not fit the policy
- Caring for biodiversity and ecosystems services
- Avoid global biodiversity leakage

## Choose future proof investments

- Rule-based markets and free and fair trade
- Competitiveness checks in regulation and RDI funding programmes
- Industrial Alliance and Transition Pathways for the sector



## Feedback from outreach meetings

- Interest in our views regarding **investments in the EU**
- We are encouraged to communicate more on our “**success business cases**”
- Positive feedback on considering **our industry as an strategic one for the circular bioeconomy and EU strategic autonomy**

## Unexpected message from Commissioner for Environment Virginijus Sinkevičius

*“I would also like to use this opportunity to **congratulate you** on the cross-sectoral coalition for circular choices for the EU’s bioeconomy, which you launched in March this year. **Your active involvement in the development and implementation of the EU green transition and circular economy agenda is deeply appreciated.**”*







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