

# PAPER & BEYOND (Circular Choices) IND

PAPER & BEYOND / 28-29 NOVEMBER 2023  
Marriott Hotel Grand Place, Brussels

## 28.11.2023

- 9.00 - 9.10 Welcome to Paper & Beyond
- 9.10 - 11.10 Launch of the Energy Efficiency Checklist: the post-2030 climate and energy policy framework to unleash the power of technology
- 11.10 - 11.30 **Coffee break**
- 11.30 - 12.30 Blue Sky Young Researchers & Innovation Award Europe
- 12.30 - 14.00 **Networking lunch**
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- 14.00 - 15.10 High level session:  
Circular choices
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- 15.15 - 16.15 Burning challenges and climate objectives: EU Green Deal and global level playing field
- 16.30 - 18.30 Pulp and paper market developments in 2023
- 19.30 - 22.00 **Networking dinner**  
Maison Grand Place

## 29.11.2023

- 9.00 - 9.45 Packaging and Packaging Waste Regulation – what comes next
- 9.45 - 10.30 Green Claims – a guide on how to avoid greenwashing in pulp and paper
- 10.30 - 10.50 **Coffee break**
- 10.50 - 11.40 Bioeconomy 360°
- 11.45 - 12.30 Maximising the role of bio-based industries in the carbon removals certification
- 12.30 - 14.00 **Lunch break**
- 14.00 - 15.30 Circular choices through forest knowledge

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**Welcome to Paper & Beyond 2023**

9.10 - 11.10

**Launch of the Energy Efficiency Checklist: the post-2030 climate and energy policy framework to unleash the power of technology**

The upcoming elections to the European Parliament and the change of the political leadership in the European Commission are an opportunity for policymakers to define and address the gaps in the climate and energy policy framework. In this inspiring session, we unveil the highly anticipated Energy Efficiency Checklist. This groundbreaking initiative is set to feed into the 2040 climate policy framework to unleash the true potential of decarbonisation technologies in our sector. With eight inspiring presentations and two fire-side chats, we will delve into how the policy framework can enhance our operating conditions. Be part of this transformative dialogue, where we bring together our sector representatives and the technology provider's perspective on the decarbonisation solutions post-2030.

11.10 - 11.30

**Coffee break**

11.30 - 12.30

**Blue Sky Young Researchers & Innovation Award Europe**

With this award, we aim to stimulate competition between students and young researchers carrying out projects contributing to the resilience of the forest-based sector. The award is not only about research and development; it is about innovation and about being inspirational, interesting and moving our sector further towards a sustainable future. The top 3 candidates will be submitted to the global contest organised by ICPPA.

12.30 - 14.00

**Lunch break**

14.00 - 15.10

**High level session: Circular choices**

What is good for the environment can, and should, also be good for business. As the political call for ambition has grown stronger in the last four years on questions of sustainability and climate change, political leaders and policymakers are expected to adjust their strategic priorities towards achieving a more sustainable EU by 2030. Additionally, the increasingly complex international environment pushes the EU to rethink its competitiveness angle, thus placing strategic autonomy at the front of the political agenda. Through this session, policymakers, industry, and consumers will reflect on the next five years by discussing concrete solutions for a competitive circular EU bioeconomy.



15.15 - 16.15

## **Burning challenges and climate objectives: EU Green Deal and global level playing field**

High energy and raw material price volatility, trade sanctions, economic unpredictability, the European pulp and paper industry has no choice but to adapt to this new context. Although energy prices in Europe have fallen dramatically since Q3 2022 they remain at significantly higher levels than in the past and above what can be seen in many competing countries. The ambitious EU Green Deal has confirmed the need for the European pulp and paper industry to further decarbonise and become even more sustainable. It has also significantly increased companies' capital and operating expenditures as well as the regulatory risks and burden, while threatening the global level playing field. This session will give an opportunity to better understand what European industry's main challenges are and what answers EU industrial policy should provide.

16.30 - 18.30

## **Pulp and paper market developments in 2023**

The European pulp and paper markets have been hit by several successive crises over the recent past. After the covid-19 crisis, the war in Ukraine has derailed the recovery process experienced in 2021, impacting dramatically the markets as well as the industry since the second half of 2022. The Eurozone has been in recession at the end of 2022 and beginning of 2023. The sluggish economic growth forecasted for Europe in 2023 and 2024 will impact pulp and paper markets with no doubt. Fisher International, a ResourceWise company, which has helped companies across all aspects of the global pulp and paper industry drive better performance with expert data and insight, will share its analysis of the recent market developments and some forecasts for the main segments of the industry as well as fibres and trigger discussions on some topical issues including energy, packaging and China!

19.30 - 22.00

## **Networking dinner**

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9.00 - 9.45

## **Packaging and Packaging Waste Regulation – what comes next**

The Packaging and Packaging Waste Regulation (PPWR) has been said by media to have sparked a “lobbying frenzy” even before the proposal was presented by the European Commission last November. Almost a year and 2741 amendments later, where do the discussions stand between the Parliament, Council and Commission and will the final text be as disruptive as when it was first published? Will the ambitious targets on reuse and packaging waste reduction remain? Moreover, how will the work on the guidelines to design recyclable packaging actually take place and will industrial expertise be taken into consideration?

Whether you are just discovering the PPWR or are a seasoned expert, please join us in this fireside chat on this key file of the Green Deal that marks how essential the role of packaging is in the transition to a Circular Economy. This will be an interactive discussion with the audience where questions are welcome.

9.45 - 10.30

## **Green Claims – a guide on how to avoid greenwashing in pulp and paper**

Picture this: You are shopping for a new jacket. Model A says that it is made from European, FSC certified wood-fibres. Model B claims having a lower environmental impact than cotton and displays ‘produced from recycled PET bottles’. Which one would you pick? But most importantly, in which case would you be a victim of greenwashing? We cannot give you fashion advice, but we can guide you through the new EU Commission proposal on Green Claims with the help of our panel of experts. Just be warned, the ongoing legislative procedure has revealed the diverging views of Member States, Members of the European Parliament and political groups, while not forgetting businesses, which are looking for ways to comply with the multitude of regulatory requirements. Curious to know more or have claim that might need substantiation? Join this session that will bring together policymakers and industry representatives to discuss the challenges of future consumer communication.

10.30 - 10.50

## **Coffee break**

10.50 - 11.40

## **Bioeconomy 360°**

The bioeconomy carries clear potential for addressing the challenges facing the EU today, including climate change, fossil-fuel dependency and food security. Europe is generally moving towards the objectives of the EU Bioeconomy Strategy updated in 2018 but various challenges and hurdles persist and need to be addressed, according to a recent JRC report. This session will give an opportunity to present the pulp and paper industry’s contribution to the bioeconomy and discuss how progress can be achieved in the coming years. Now, more than ever, is the time to embed into EU policy the circular bioeconomy as a fully integrated and resilient European value chain!

11.45 - 12.30

## **Maximising the role of bio-based industries in the carbon removals certification**

The upcoming certification framework for carbon removals is an opportunity for policymakers to unlock the full potential of bio-based industries. Prepare to be inspired by industry leaders and policy experts as they discuss how the upcoming legislation can capture the contribution of variety of carbon removal activities – from active forest management to bioenergy with carbon capture and storage or utilisation to products – to reach the goal of carbon neutrality by 2050. In this session, we will uncover the possible pathways for ensuring economic viability, transparency, and credibility in carbon removal initiatives.

12.30 - 14.00

## **Lunch break**

14.00 - 15.30

## **Circular choices through forest knowledge**

This session is about knowledge on raw material supply chains and knowledge about European forests: The European Pulp and Paper industry has been strongly embracing forest certification systems such as FSC and PEFC at a large scale to demonstrate the wood used for pulp and papermaking originates from sustainable sources and to support sustainable forest management on the ground. With the new European Deforestation Regulation entering into force, information on the precise origin of several commodities including wood will have to be tracked through the supply chain. In this session you will learn from experts how the sector is preparing and adapting to the new geolocation and traceability requirements. In the second part of the session, we will hear about the European Commission plans on forest monitoring and its proposals to harmonise the collection and reporting on forest data. Experts from the sector will discuss how remote-sensing technologies could help improve our knowledge on European forests.