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4evergreen announces its first Circularity Success Stories

The 4evergreen Alliance unveils five selected projects from its first "Circularity Success Stories" initiative, which showcases members' remarkable efforts to increase the recycling rate of fibre-based packaging to 90% by 2030. A total of 22 inspiring projects have qualified, and five will be showcased during 4evergreen's annual conference, "The Pathway to Circularity: from Guidance to Action," on 20 November in Brussels and online. Below are the chosen projects, each representing its respective category:

-Addressing Recyclability Challenges: Aquapak - Developing re-pulpable and bio-digestible barrier coatings for functional fibre-based packaging

-Design for Circularity: SIG - SIG Terra alu-free full barrier

-Improve Collection & Sorting: Huhtamaki, Seda, Stora Enso, McDonalds
- The Cup Collective

-Circularity Best Practices: - Palurec PolyAl Recycling Plant

-Landmark Investments Project enabling our Key Targets: DS Smith - Fibre and Paper Development Laboratory, or "Fibre Lab"

4evergreen is a cross-industry alliance of over 110 members representing the entire lifecycle of fibre-based packaging – from pulp, paper and board manufacturers and recyclers to packaging producers and converters, including brand owners, retailers, and waste management companies. It also comprises non-fibre material suppliers (e.g., adhesives, inks, coatings), technology providers (e.g., machinery, collection, and recycling solutions), leading research institutes, and start-ups. Overall, its members employ 4.3 million people all over the world, with a consolidated annual turnover of over 2 trillion euros. All its members have set ambitious targets, clearly showcasing their commitment to addressing the most pressing global challenges.