

# 01

## Transitioning towards a plastics free world



### TODAY

Potential for plastics substitution: **4.5 MT**

### IN 2021

Reduction of plastics packaging: **-4.1 MT**

### BY 2030

Reduction of plastics packaging: **-4.5 MT**

#### Timeline for replacing plastics with fibre-based alternatives



In 2021, we will effectively have achieved the biggest share of the substitution thanks to packaging innovation pushed by the implementation of the EU Single Use Plastics Directive

In 2030, the **4.5 Million Tons** will have been entirely replaced with fibre-based alternatives, which also means important CO<sub>2</sub> emissions savings.

#### CO<sub>2</sub> reduction derived from the replacement of plastics with fibre-based alternatives

68% CO<sub>2</sub> saved

85% CO<sub>2</sub> saved

#### Sources :

- Material Economics (<https://materialeconomics.com/publications/sustainable-packaging>)
- Cefic Roadmap "European chemistry for growth" [https://cefic.org/app/uploads/2019/01/Energy-Roadmap-The-Report-European-chemistry-for-growth\\_BROCHURE-Energy.pdf](https://cefic.org/app/uploads/2019/01/Energy-Roadmap-The-Report-European-chemistry-for-growth_BROCHURE-Energy.pdf)
- Cepi Roadmap "2050 Roadmap to a low-carbon bioeconomy" <https://www.cepi.org/investing-in-europe-for-industry-transformation-2050-roadmap-to-a-low-carbon-bioeconomy/>

Today, the footprint of fibre-based packaging is only 1/3 of plastics – and in 2030 much less

# 02

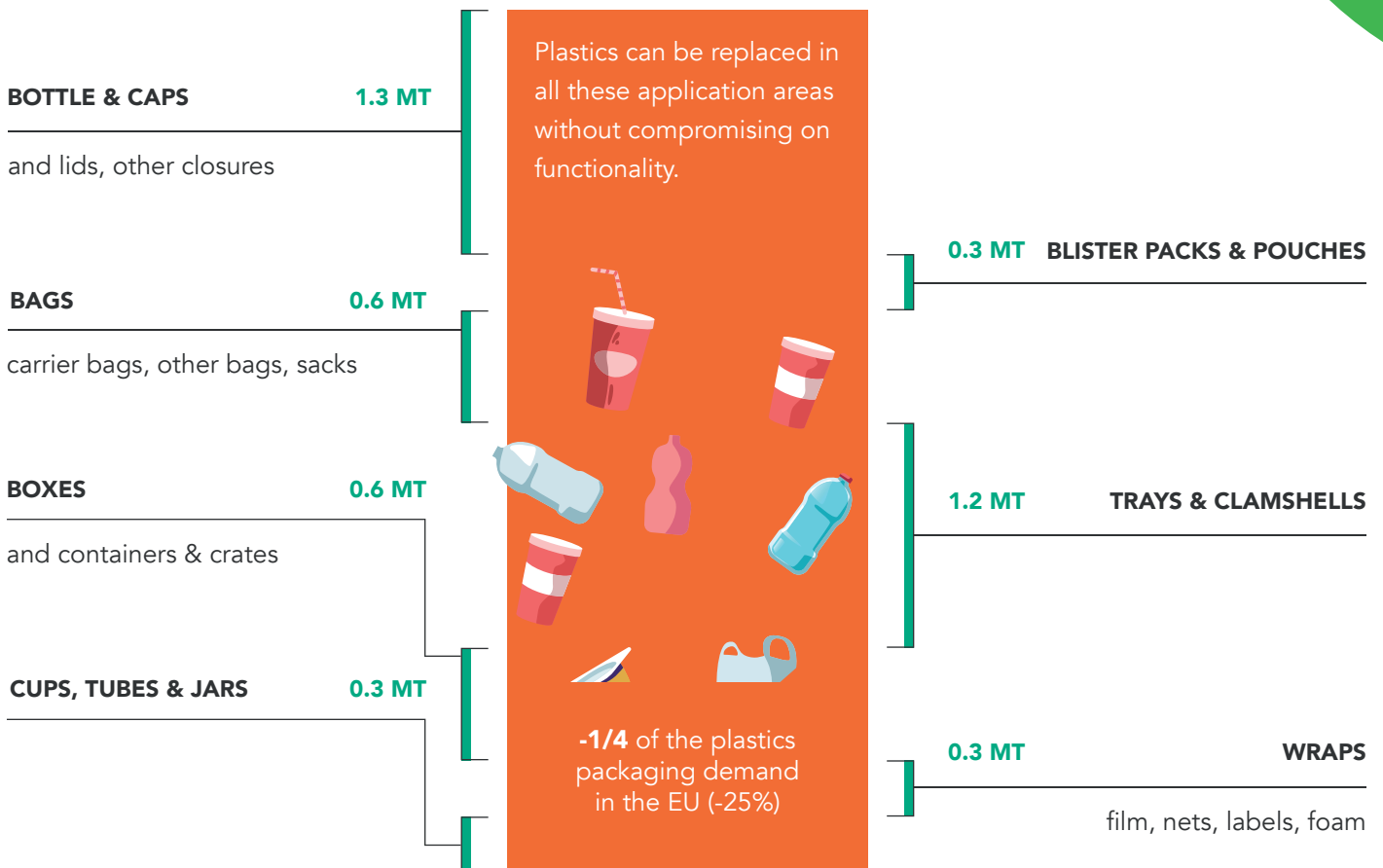


Where is the biggest plastics substitution potential?

25% of plastic packaging can be replaced by paper and board today

## EUROPEAN PLASTIC PACKAGING SUBSTITUTION POTENTIAL

Mt Plastics packaging, net potential



Sources :

- Material Economics (<https://materialeconomics.com/publications/sustainable-packaging>)