

# Forest Products Europe Conference



 March 3-5, 2025  Lisbon, Portugal

**MONDAY 3<sup>RD</sup> MARCH**

## Pre-Conference Workshop

**10:00-16:30 Surviving Europe's Regulatory Tsunami: An Interactive Workshop for the Pulp, Paper, and Packaging Industry**

Tired of viewing regulation as that necessary but sometimes uninspiring box to tick?

We're flipping the script with an immersive, high-energy workshop designed to engage, inspire, and transform how participants approach compliance.

This is more than just a workshop – it's a curated experience for 40 industry stakeholders, filled with dynamic presentations, lively roundtable discussions, interactive brainstorming, and open forums, all crafted to spark fresh ideas and meaningful connections.

Hear real-world success stories, tackle challenges head-on, and uncover bold, innovative approaches to navigating policy with confidence. Walk away with actionable insights, energized and ready to turn today's regulatory challenges into tomorrow's competitive advantages.

***\*Please note that attendance requires an additional fee \****

**10:00 Welcome & Introduction**

**10:05 Icebreaker & Networking**

**10:15 Presentation**

### **EUDR: Europe's Next Big Challenge – What Will It Mean for the Future of Trade?**

- What level of geo-localisation is required for tracing virgin fibre, especially in complex products like corrugated board?
- What complexities are going to be associated with the tracing of complex products like corrugated board?
- The impact on global supply chains
- How feasible is geo-localisation across global supply chains, and what strategies are companies using?
- What are the cost implications of implementing these compliance systems?
- The role of EPR in compliant reporting

## 10:45 **Presentation**

### **Unboxing the PPWR: What Does it Mean for the Future of Packaging?**

- Where have we come from, and where are we going with the PPWR?
- Which paper grades might be pushed out of the market due to these policies?
- How can companies conduct assessments of their products and their impacts?
- How will different barrier segments of the market be affected?
- What impact might it have across different components of the supply chain?

**Eleni Despotou**, Director General, **FEFCO**

## 11:15 **Networking Break**

## 11:45 **Presentation**

### **How to Design Products for Recyclability: Design for Recycling Guidelines**

*Following on from their first and second edition guidelines, 4Evergreen will highlight the latest developments and best practice examples on how to design for upcoming policy requirements under the PPWR*

- Overview of design for recycling guidelines
- How efficiently can fibre based packaging materials be recycled
- What are the considerations needed?
- What challenges may arise?
- Case study

## 12:15 **Case Study**

### **Rethinking Packaging: The Shift to Reusable Solutions**

- How achievable are the PPWR targets, and what are the potential implications of these mandates?
- A comparison of corrugated cardboard and plastic reusable crates: Pros and cons.
- What costs are associated with implementing reusable packaging alternatives?
- Assessing the environmental impact of storage and transportation for reusable solutions.

**Fernando Rodriguez-Mata**, Director General, **New European Reuse Alliance (New ERA)**

## 12:45 **Interactive Task**

This collaborative session invites participants to work in groups to address a real-world industry challenge. Teams will combine their skills and innovative thinking to develop practical solutions. Once ideas are finalized, participants will present their insights to the larger group, encouraging a lively exchange of strategies. This engaging activity is designed to enhance understanding of industry dynamics while fostering collaboration.

## 13:30 **Networking Lunch**

## 14:30 **Interactive Brainstorm**

### **One-Word Reflection**

To shake off the post-lunch energy dip, we'll dive into this dynamic and thought-provoking activity, where attendees will reflect on two key questions:

- How would you describe your current sentiment towards the regulatory landscape?
- What would need to happen to shift your perspective?

Share your thoughts in a single word or brief phrase. Using post-it notes, we'll capture your responses to ignite a lively group discussion and uncover shared insights.

## 14:40 **Roundtables**

Participants will take part in engaging roundtable discussions diving into the most pressing policy debates shaping the future. Gain insights into how others are navigating current challenges, adapting to turbulent times, and responding to regulatory changes. Explore the broader impact these critical regulations are having on the industry as a whole.

## 15:25 **Networking Break**

## 15:55 **Presentation**

### **The EUDR: How to Balance Sustainability & Profitability for 2025 & Beyond**

- The latest updates on EUDR discussions in Brussels
- What is required from companies to balance profitability with compliance?
- What's at stake for EU companies vs non-EU companies?
- How can the global supply chain realistically ensure pulp, paper and packaging markets are deforestation free?
- Predictions for 2025 & beyond

## 16:15 **Presentation**

### **European Green Deal: A Realistic Look at What's Next for the Industry?**

*With Europe's bold push towards net-zero emissions by 2050 and a 55% reduction target by 2030, the forest products sector faces both significant challenges and untapped opportunities. But what does this mean for the industry's future?*

- *What additional regulations could the Commission impose, and how will they reshape the landscape?*
- *How can businesses seize new opportunities while navigating stricter rules?*
- *What's the impact on smaller players, and how can they thrive in this shifting environment?*
- *What will compliance truly cost, and how can companies balance sustainability with profitability?*

**Jori Ringman, Director General, CEPI**

## 16:45 **Closing Summary**

### **Key Takeaways**



**17:00- Sip and Connect | Networking Drinks**

**18:30** Join us for an evening of exciting networking, where you can enjoy a selection of refreshing drinks and light bites as you connect with old friends, meet new peers, and engage in meaningful conversations. This is the perfect opportunity to spark conversations, build relationships, and set the tone for an unforgettable conference.