

# PRESS RELEASE

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## The Paper Bag initiates first European Paper Bag Day

**Stockholm/Paris, 25 September 2018.** “The Paper Bag” platform, Europe’s leading kraft paper manufacturers’ and paper bags producers’ association, springs into action by launching the **VERY FIRST European Paper Bag Day on 18 October 2018.** The annual action day aims to raise awareness among consumers about paper carrier bags as sustainable and efficient packaging of the future that contributes to fighting environmental pollution. “The Paper Bag” is looking forward to the first event in 2018.

Paper carrier bags are strong and reliable shopping companions for all occasions. They carry almost anything up to 12 kg – whether food, fashion, luxury or decorative items and electronics. Due to the bags’ strength, the contents are optimally protected – and they can be reused several times. Paper bags also have convincing environmental benefits. They are made from renewable raw materials, are recyclable and biodegradable. “By celebrating the European Paper Bag Day, we want to highlight the benefits of paper bags and invite consumers to combine their packaging choices with a good conscience for the environment,” explains Elin Gordon, Secretary General of CEPI Eurokraft.

“With our activities, we want to start a dialogue with consumers about paper packaging and give them revealing facts and create impulses for taking action to fight climate change and environmental pollution.”



### Paper Bags foster a sustainable future

In Europe, the cellulose fibre that is used as raw material to produce paper bags is bio-based and drawn from sustainably managed European forest areas. Forests provide an important contribution to fighting climate change: The average annual sequestration of carbon in European forest biomass reaches 719 million tonnes of CO<sub>2</sub><sup>1</sup>. This offsets the total fossil CO<sub>2</sub> emissions generated annually by a country like Germany<sup>2</sup>. The paper bags’ long fibres also make them a

<sup>1</sup> “State of Europe’s Forests 2015”, FOREST EUROPE, 2015

<sup>2</sup> According to Clean Energy Wire’s fact sheet “Germany’s greenhouse gas emissions and climate targets, 2016”, Germany produces 9.2 tonnes of CO<sub>2</sub> emissions per person per year (including energy industries, manufacturing

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good source for recycling. On average, the fibres are reused 3.5 times in Europe<sup>3</sup>. Recycling paper means reducing emissions and is a further contribution to climate protection. Moreover, if a paper bag ends up in the environment or in sea by mistake, it degrades in a short period of time and does not harm any sea life. “In a world facing changing requirements due to globalisation, climate change and a scarcity of raw materials, a growing number of consumers engage in living a healthy and sustainable lifestyle,” says Gordon. “Using paper bags is an expression of this modern lifestyle that helps in fighting climate change and reducing plastic waste in our environment. With the European Paper Bag Day, we want to convince more people to act responsibly and use, reuse and recycle paper bags. Taking responsibility for the environment can be that simple.”

## How to participate

All communications activities taking place around the action day will be communicated on the social media channels of the “The Paper Bag” under the hashtag #EuropeanPaperBagDay: on the Facebook fan page “[Performance powered by nature](#)” and the LinkedIn profiles of [EUROSAC](#) and [CEPI Eurokraft](#). Consumers are invited to participate in the discussions, using the hashtag.

The “The Paper Bag” platform was founded in 2017 by the leading European kraft paper manufacturers and producers of paper bags. They dedicate themselves to promoting the advantages of paper packaging. “The Paper Bag” is steered by the organisations CEPI Eurokraft and EUROSAC.

For further information, please visit [www.thepaperbag.org](http://www.thepaperbag.org) or contact Elin Gordon: +46 (0)8 783 8485, e-mail: [info@thepaperbag.org](mailto:info@thepaperbag.org).

## Note to editors

**CEPI Eurokraft** is the European Association for Producers of Sack Kraft Paper for the Paper Sack Industry and Kraft Paper for the Packaging Industry. It has eleven member companies representing a volume of 3.0 million tonnes of paper produced in twelve countries. [www.cepi-eurokraft.org](http://www.cepi-eurokraft.org)

**EUROSAC** is the European Federation of Multiwall Paper Sack Manufacturers. The federation represents over 75% of European paper sack manufacturers. Its members operate in 20 different countries. They produce more than 5 billion paper sacks per year, representing 650,000 tonnes of paper converted in 60 plants. Sack manufacturers from all continents and bag manufacturers also contribute to the federation as corresponding members, and more than 20 suppliers (paper, film, machine or glue manufacturers) are registered as associate members. [www.eurosac.org](http://www.eurosac.org)

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industries and construction, transport, households, agriculture and waste). With 80 million inhabitants, the annual CO<sub>2</sub> emissions amount to 736 million tonnes.

<sup>3</sup> [www.paperrecovery.org](http://www.paperrecovery.org)