

# **Circular Choices Campaign**

*Preparing for the next mandate of the  
European Commission (2024-2029)*



Cepi

14 June 2023  
14h - 15h30 CET  
Online



# Video message Swedish EU Presidency

Christian Danielsson  
*State Secretary to  
Minister for EU Affairs Jessika Roswall*



**sweden**  
**2023.eu**

Swedish Presidency of the  
Council of the European Union

# Overview of Swedish presidency's key takeaways

Marco Eikelenboom  
*CEO, Sappi Europe*  
*Vice-Chairman, Cepi*

Jori Ringman  
*Director General, Cepi*



*“I would like to congratulate you on the cross-sectoral coalition for circular choices for the EU’s bioeconomy, which you launched in March this year. Your active involvement in the development and implementation of the EU green transition and circular economy agenda is deeply appreciated.”*

**EU Commissioner for Environment  
Virginijus Sinkevičius**



# Circular Choices and overview of EU political process

Ana Díaz Cordero,  
*EU Public Affairs Manager, Cepi*

# Circular Choices Coalition: EU broadest coalition yet representing our sector's value chains

- **20** European associations
  - 14 as signatories (wood, paper, fibre-based products & packaging, bioenergy)
  - 6 as supporters (forest owners & managers)
- **Objective:** Influencing the next Commission work programme (mandate 2024-2029) during its preparatory period (2023-2024).



**CIRCULAR CHOICES  
FOR A COMPETITIVE  
EU BIOECONOMY**

Growing a circular future  
Executive summary

# Manufacturing powerhouse: one in every five manufacturing companies in Europe are in our sector

- Integrated value-chains
- Sustainable European industries
- Part of the EU circular bioeconomy

We generate

**€520 billion  
turnover**

(representing **3%** of EU GDP)

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We employ

**4 million people  
directly**

(representing **2%**  
of the EU workforce)



We represent

**20%**

of EU manufacturing  
companies



# Circular Choices for an EU Bioeconomy



## Choose competitiveness of strategic EU industries

- Security of supply and resilience
- Supporting net positive impact and regenerative businesses
- Safeguarding against greenwashing



## Choose regenerative products and materials

- Product substitution towards renewable, biogenic carbon (biomass/bioCO<sub>2</sub>)
- Carbon storage in products and permanent material stocks
- Empower consumers choose better



## Choose enhanced natural capital and sustainable forests

- Respecting differences in natural vegetation zones; one size does not fit the policy
- Caring for biodiversity and ecosystems services
- Avoid global biodiversity leakage

## Choose future proof investments

- Rule-based markets and free and fair trade
- Competitiveness checks in regulation and RDI funding programmes
- Industrial Alliance and Transition Pathways for the sector





# First outreach meetings at EU level to present the Coalition and policy recommendations

*\* These meetings/campaign are NOT aimed at discussing current policy files\**

**13** meetings since the launch of the Coalition:

- Coalition's **positive narrative** around our contribution to long-term EU objectives to support our policy recommendations was highly appreciated (*Commission's Secretary General; Commissioner for Environment Virginijus Sinkevičius*)
- Positive feedback on considering **our value-chains as strategic** for the circular bioeconomy and EU strategic autonomy (*J. Antunes, Deputy Head of Agriculture Cabinet; Jordi Solé, President of EFA and Vice-President of the Greens*)
- Bioeconomy on the rise

- Most interest was shown on the “need for **scaling up our products**” and our views regarding **investments** in the EU (*general*)
- We were encouraged to communicate more on our “**success business cases**” (*Silke Dalton, EPP head of economic affairs*)



## Member States and political groups' role on setting the priorities of the next EU mandate

### Power of influence of national governments

- Through the European Council, Members States' main role is to determine the EU's general political direction and priorities.
- Before the next mandate starts, the European Council is expected to adopt a **'strategic agenda'** of priority areas for the EU **for the next five years** (2024-2029) that should guide the European Commission's work programme.



## Member States and political groups' role on setting the priorities of the next EU mandate

### Power of influence of political groups

- In view of the upcoming European elections in 2024, the different EU political groups draft their manifestos with the aim of guiding the **political programmes** of candidates for the European Parliament, as well as the future European Commission appointed after the elections.



**Member States and political groups' role on setting  
the priorities of the next EU mandate**

Both the European Council and European Parliament have a **big role on appointing the next European Commission President and Commissioners.**



## Circular Choices at national level to get high-level political access

Cepi encourages national associations and companies from Coalition partners to amplify Circular Choices campaign at national level



## Circular Choices at national level to get high-level political access

### Cepi encourages national associations and companies from Coalition partners to amplify Circular Choices campaign at national level:

- Mention the European Circular Choices Coalition in their meetings with their governments and political groups
- Amplify Circular Choices campaign in their respective countries, supported by material made available by Cepi and coalition partners (executive summary, social media, media coverage).

The purpose is to **position our value chains as strategic** for the EU in the next years.



Swedish EU Presidency

Spanish EU Presidency

Q1			Q2			Q3			Q4		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Political groups draft their campaign manifestos

European Commission starts brainstorming about next priorities

Commission's Directorates start preparing the handover document & next priorities (into 2024)

Coalition internal work and strategy planning

Circular Choices campaign implementation

Gather intelligence / Build & strengthen relations through meetings with European Parliament and Commission

Mapping of Parliament's and Commission's candidates for the next mandate (into 2024)

**Amplifying Circular Choices at national level to get high-level political access**



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Spanish EU Presidency

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Amplifying Circular Choices at national level to get high-level political access

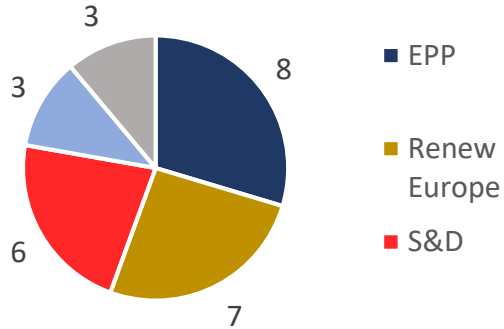
# Predictions for the next political cycle

Sabrine Skiker

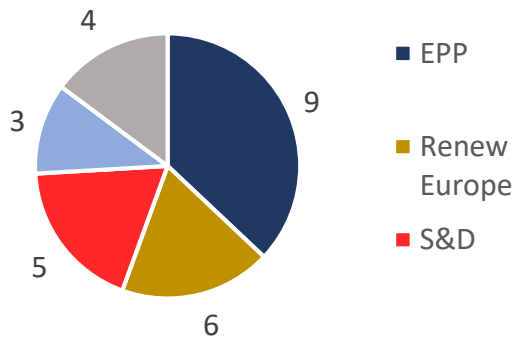
*Associate Director, Hanover Communications*

# OUTLOOK 2024: COUNCIL CONFIGURATION

## Current situation



## June 2024 Projection



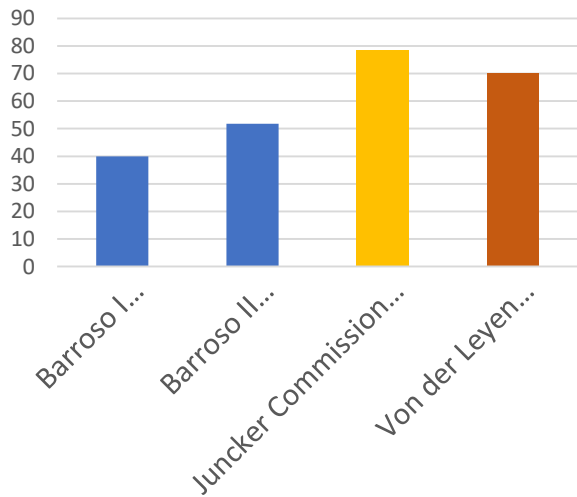
### Current membership of the European Council

<del>X</del> BELGIUM Alexander DE CROO PRIME MINISTER - 2020	<del>X</del> BULGARIA Rumen RADEV PRESIDENT - 2022	CZECHIA Petr FIALA PRIME MINISTER - 2021	DENMARK Mette FREDERIKSEN PRIME MINISTER - 2019
GERMANY Olaf SCHOLZ CHANCELLOR - 2021	ESTONIA Kaja KALLAS PRIME MINISTER - 2021	IRELAND Michael MARTIN PRIME MINISTER - 2020	✓ GREECE Kyriakos MITSOTAKIS PRIME MINISTER - 2019
<del>X</del> SPAIN Pedro SÁNCHEZ PRIME MINISTER - 2018	FRANCE Emmanuel MACRON PRESIDENT - 2017	CROATIA Andrej PLENKOVIĆ PRIME MINISTER - 2016	ITALY Giorgia MELONI PRIME MINISTER - 2022
CYPRUS Nicos ANASTASIADIS PRESIDENT - 2013	LATVIA Krišjānis KARIŅŠ PRIME MINISTER - 2019	LITHUANIA Gitanas NAUSĖDA PRESIDENT - 2019	✓ LUXEMBOURG Xavier BETTEL PRIME MINISTER - 2013
HUNGARY Viktor ORBÁN PRIME MINISTER - 2010	MALTA Robert ABELA PRIME MINISTER - 2020	NETHERLANDS Mark RUTTE PRIME MINISTER - 2010	AUSTRIA Karl NEHAMMER CHANCELLOR - 2021
✓ POLAND Mateusz MORAWIECKI PRIME MINISTER - 2017	PORTUGAL António COSTA PRIME MINISTER - 2015	ROMANIA Klaus IOHANNIS PRESIDENT - 2014	SLOVENIA Robert GOLOB PRIME MINISTER - 2022
<del>X</del> SLOVAKIA Eduard HEGER PRIME MINISTER - 2021	<del>X</del> FINLAND Sanna MARIN PRIME MINISTER - 2019	SWEDEN Ulif KRISTERSSON PRIME MINISTER - 2022	

# OUTLOOK 2024: COMMISSIONERS

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Share of new Commissioners since 2004 (in %)



**Ursula von der Leyen**  
Commission President



**Frans Timmermans**  
Green Deal



**Virginijus Sinkevičius**  
Environment



**Thierry Breton**  
Internal Market



**Kadri Simson**  
Energy



**Janusz Wojciechowski**  
Agriculture



**Valdis Dombrovskis**  
Trade

NO

NO

Possible

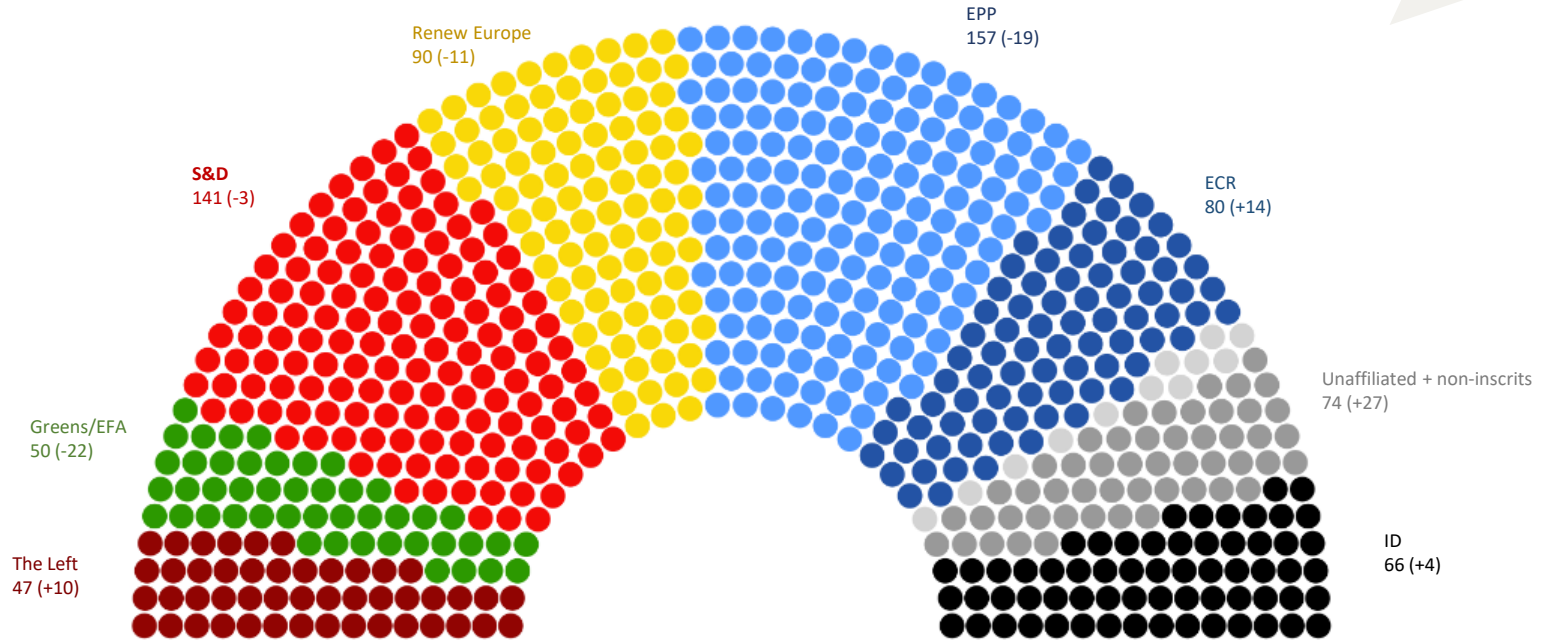
Possible

NO

Mixed

Possible

# OUTLOOK 2024: PARLIAMENT



# Testimonies from Coalition partners

1. Paul Brannen

*Director of Public Affairs, European Woodworking  
Industry Confederation (CEI-Bois)*

2. Clive Pinnington

*Managing Director, European Panel Federation (EPF)*

3. Jean-Marc Jossart

*Secretary General, Bioenergy Europe*

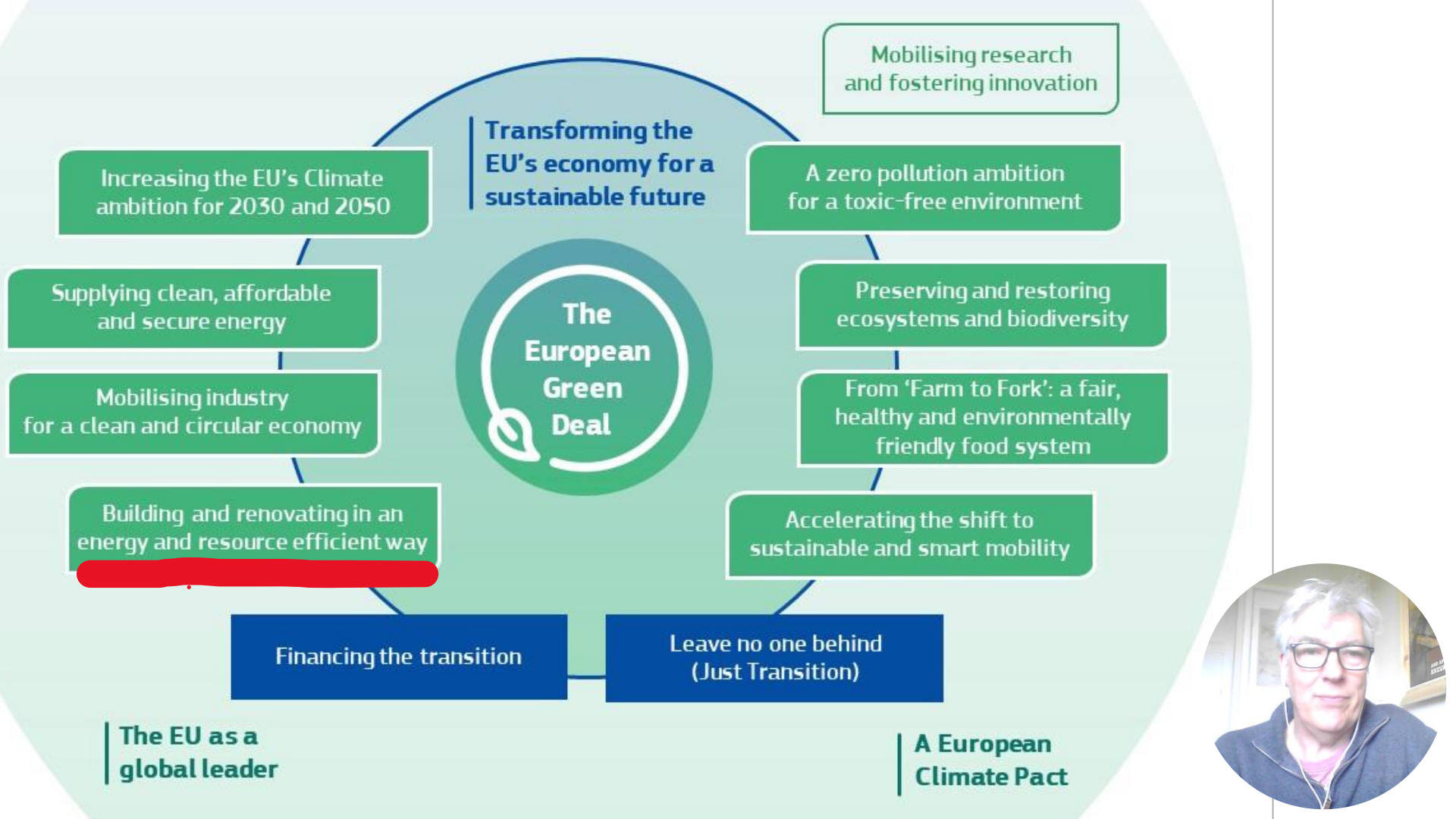
4. Matti Rantanen

*Director General, European Paper Packaging Alliance (EPPA)*



OPPORTUNITY: Engineered timber / Mass timber







# OPPORTUNITY: Wood based renovation products



**190 million buildings by 2050**



# OPPORTUNITY: World's tallest timber building 85m Norway



OPPORTUNITY:  
Bigger & bigger  
wooden  
buildings



# OPPORTUNITY: Modular timber framed



# OPPORTUNITY: Carbon offsets



OPPORTUNITY:  
New wooden  
materials



# OPPORTUNITY: Significant



We ask the European Commission to support the vision<sup>5</sup> of our Coalition so that we can deliver on our commitments and ambitions, including raising our climate contribution from 20% in 2020 to 30% in 2030.



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# Q & A



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