The CEPI 2050 roadmap

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Intro by video
Justification

- EU Roadmap 2050
- Other EU policies (e.g. RE, raw materials, energy efficiency …)
- Products grades declining
- Global competition
- Rising energy costs
- Competing demands for raw materials
The starting point – is this possible?

As solutions are sector-specific, the Commission sees a need to develop specific roadmaps in cooperation with the sectors concerned.”
2050 Roadmap – Three objectives

1. To shape EU policies.
2. To profile as an innovative, technologically advanced and value adding forest fibre processing sector.
3. To enable and support the industry transformation
The Transformation workstreams

Emissions Reduction Projection 1990 - 2050 (in million tonnes)

- Transport: 5 Mt
- Direct Emissions: 40 Mt
- Indirect Emissions: 15 Mt
- Best Available Technologies: 10 Mt
- Fuel mix change: 5 Mt
- Infrared dryers: 1 Mt
- Breakthrough technologies: 14 Mt
- Transport: 5 Mt
- Decarbonisation of Electricity: 13 Mt

Total Emissions Reduction: 48 Mt

2050 Direct Emissions: 10 Mt
2050 Indirect Emissions: 2 Mt
In our technology assessment, the CO₂ reduction pathway to 2050 depends on **breakthrough technologies**.

This is two investment cycles, or a maximum of two paper machines or boilers away. Breakthrough technologies have to become **available by 2030** to be on time for 2050.
Fold out the world – it's different!
The ageing society
Population by age, sex and educational attainment

Educational attainment:
- Higher education
- Some primary education
- Secondary education
- No formal education

2000
- Men
- Women

2050
- Men
- Women
Long-term projection on paper and paperboard demand by region until 2050

By % of global paper and board demand

By 1000 tonnes
The challenge

50% more value, 80% less fossil CO2,
40 years from now
in a mature European market
in a broad sector scope
the forest fibre sector
Value

The core strategy on the path to 2050 is to get the highest possible value from resources – wood, virgin and recycled wood fibres, and non-fibrous raw materials.
The forest fibre industry, drawing as it does largely on EU raw materials, will have a central role to play in the bio-economy, where the focus will be on sustainable, renewable and recyclable raw materials, used in the most optimal way, and creating the highest possible added value.
But only if

- We get the raw material needed.
- We have access to finance / investment
- We find the breakthrough technologies
- We remain competitive compared to our global competitors
Roadmap roll-out: the cuckoo strategy

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Thank you

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