



Press Release

Brussels, 22 April 2025

European Tissue Symposium (ETS) takes chair of the European Paper Recycling Council (EPRC)

The European Paper Recycling Council is pleased to announce the appointment of its new chair Valeria Salvadori, representing EPRC member the European Tissue Symposium. She will take the helm of the Council for a two- year period as of April 2025, taking over from Andrea Orallo, Director for Recycling at ASPAPEL, who represented Cepi.

Valeria Salvadori is the Global Innovation & Sustainability Director at Essity Consumer Tissue and is also part of the European Tissue Symposium (ETS) Product Stewardship Council team. She has 12 years of experience in manufacturing, innovations and sustainability in the paper and tissue industries.

During her two years mandate as chair of the EPRC, Valeria Salvadori aspires to **strengthen the cooperation of the paper value chain and to support the industry's commitment and efforts to further improve the recyclability of paper- and tissue-based products.**

Valeria aims to **raise public awareness on the benefits of separate collection of paper in recycling**, while exploring opportunities to increase recyclability of tissue likewise. In delivering a well-functioning market of secondary raw materials, her objective is to position paper and tissue-based products as key enablers in the Circular Economy and the Bioeconomy.

Quote

“As a paper recycling value chain we have pledged to reach a recycling rate of 76% by 2030. We are coming close to reaching this goal, and I am looking forward to working with the value chain to further improve our sector's circularity.”

Valeria Salvadori – Chair EPRC (European Paper Recycling Council)

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For further information, please contact **Ulrich Leberle**, Secretary of the EPRC and Cepi Raw Materials Director at u.leberle@cepi.org.

Note to editor:

The [European Paper Recycling Council \(EPRC\)](#) was set up as an industry self-initiative in November 2000 to monitor progress towards meeting the paper recycling targets set out in the 2000 European Declaration on Paper Recycling. Since then the commitments in the Declaration are renewed every five years. In 2021, the EPRC committed to [meeting and maintaining both a voluntary recycling rate target of 76%](#) in the EU27 plus Switzerland and Norway by 2030 as well as qualitative targets in areas such as waste prevention, eco-design and research and development.

[The 2023 recycling rate was 79.3%](#). As a rolling average of the 2021-2023 period, it was at 74.4%

In 2025, Members of the EPRC are [Cepi](#), the [International Confederation of Paper and Board Converters in Europe \(CITPA\)](#), the [European Moulded Fibre Association \(EMFA\)](#), the [European Tissue Symposium \(ETS\)](#), the [European Envelope manufacturers \(FEPE\)](#), the [Food and Beverage Cartons Alliance \(FBCA\)](#), the [International Association of the Deinking Industry \(INGEDE\)](#) and the [European Federation for Print and Digital Communication \(INTERGRAF\)](#). Supporters are Afera, EuPIA, FINAT, FEICA, IRLA and RadTECH Europe.

The environment (DG Environment) and industry (DG Grow) departments of the European Commission are permanent observers to the EPRC.

More info: <https://www.paperforrecycling.eu/>