

Jori Ringman, CEPI

The European Union is concluding its comprehensive policy work under the “European Green Deal” that is designed to set a deep transformation of the economy, changing what Europeans will live, eat, wear, consume, and how they will move and how all this is supposed to be produced and distributed. What is the role of forest biobased materials in the Green Deal? Perhaps never before has the European pulp and paper industry been faced with so many challenges and opportunities simultaneously.

The goal of the Green Deal – a defossilised economy by 2050 – is easy to agree to but the transition to there will be challenging for any industry, including ours. The talk will summarise the key areas of challenges and the ways the industry can prepare itself for the future.

Jori Ringman

Director General, Cepi

Since June 2019, Jori Ringman is Director General of the Confederation of European Paper Industries (Cepi). Previously he was Deputy Director General and responsible for issues relating to sustainability, environment and consumer protection, with particular concern for packaging and food contact. Since joining Cepi in 2005 he has been advancing and exploring circular low carbon bioeconomy in the sector.

Prior to 2005, he was a civil servant at the European Commission and a political advisor in the European Parliament.

Mr Ringman has a background in Economics, Econometrics and Business Management and broad experience in communications, public administration and politics. He also holds an MSc in Environmental Decision-making.