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New Alliance FBCA Aims to Revolutionize Food and Beverage Packaging

International organization unites key players to drive circular economy and sustainability

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The Food and Beverage Carton Alliance (FBCA) is a newly formed international association created through the merger of two key organizations in the field of sustainable packaging: The Alliance for Beverage Cartons and the Environment (ACE) and EXTR:ACT. Based in Brussels, the alliance aims to promote the use of carton

packaging as a sustainable solution by advancing the collection, recycling, and reuse of these materials in support of the circular economy and global sustainability efforts.

FBCA seeks to expand its influence beyond Europe, representing leading manufacturers of beverage and food cartons, as well as their suppliers. The alliance's mission focuses on developing packaging solutions that not only maintain food quality and extend shelf life but also reduce waste and encourage low-carbon systems. According to its president, Patrick Verhelst, FBCA is committed to designing renewable and sustainable packaging that meets the demands of both consumers and environmental goals.

The governing board of FBCA comprises representatives from five founding companies that are leaders in the carton industry: Elopak, Billerud, SIG, Tetra Pak, and Stora Enso. This team is responsible for directing the alliance's strategies across key areas, including research, public policy advocacy, and communication, to lead the sector toward greater environmental resilience.

Annick Carpentier, the Executive Director of Global Advocacy for FBCA, emphasizes the organization's commitment to developing strong regulatory frameworks for food packaging on a global scale. The alliance will also collaborate with international partners to advance the circular bioeconomy, ensuring maximum efficiency and functionality of packaging throughout its lifecycle.

FBCA positions itself as a pivotal force in the transformation of the packaging sector, leveraging expertise and leadership to secure a sustainable future in which carton packaging plays a vital role in food security and environmental conservation.