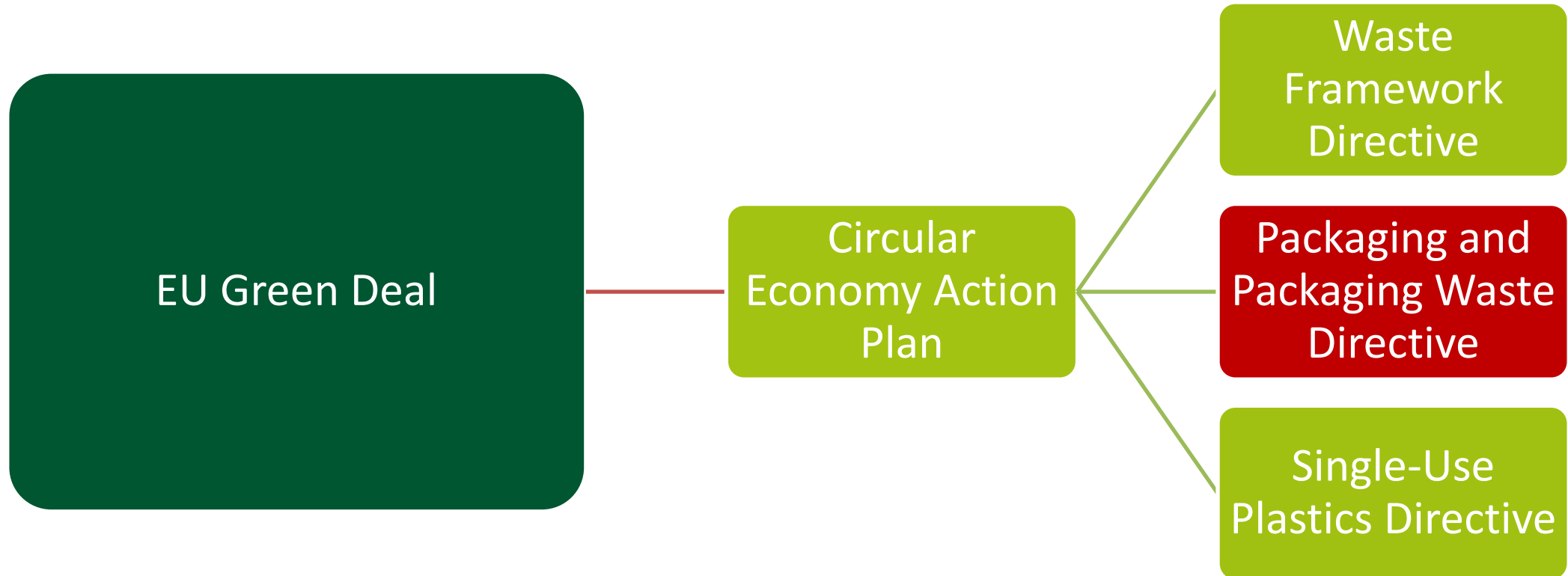


What's New on Packaging?

Revision of the EU Packaging and Packaging Waste legislation

Wirén-Lehr Consulting
Brussels, 29 November 2023

EU Legislation is setting the scene



Recent Trends

Packaging waste increase



National legislation



Ban the use of plastic packaging in specific case



Set targets for reusable containers



Define and promote the sale of products in bulk



Is this packaging?

Reduce – Reuse – Recycle Harmonise

1

Prevention and Reuse

2

Full recyclability of all packaging by 2030 (Art. 6)

3

Compostable plastic packaging (Art. 8)

4

Recycled content (RC) targets for plastic packaging (Art 7)

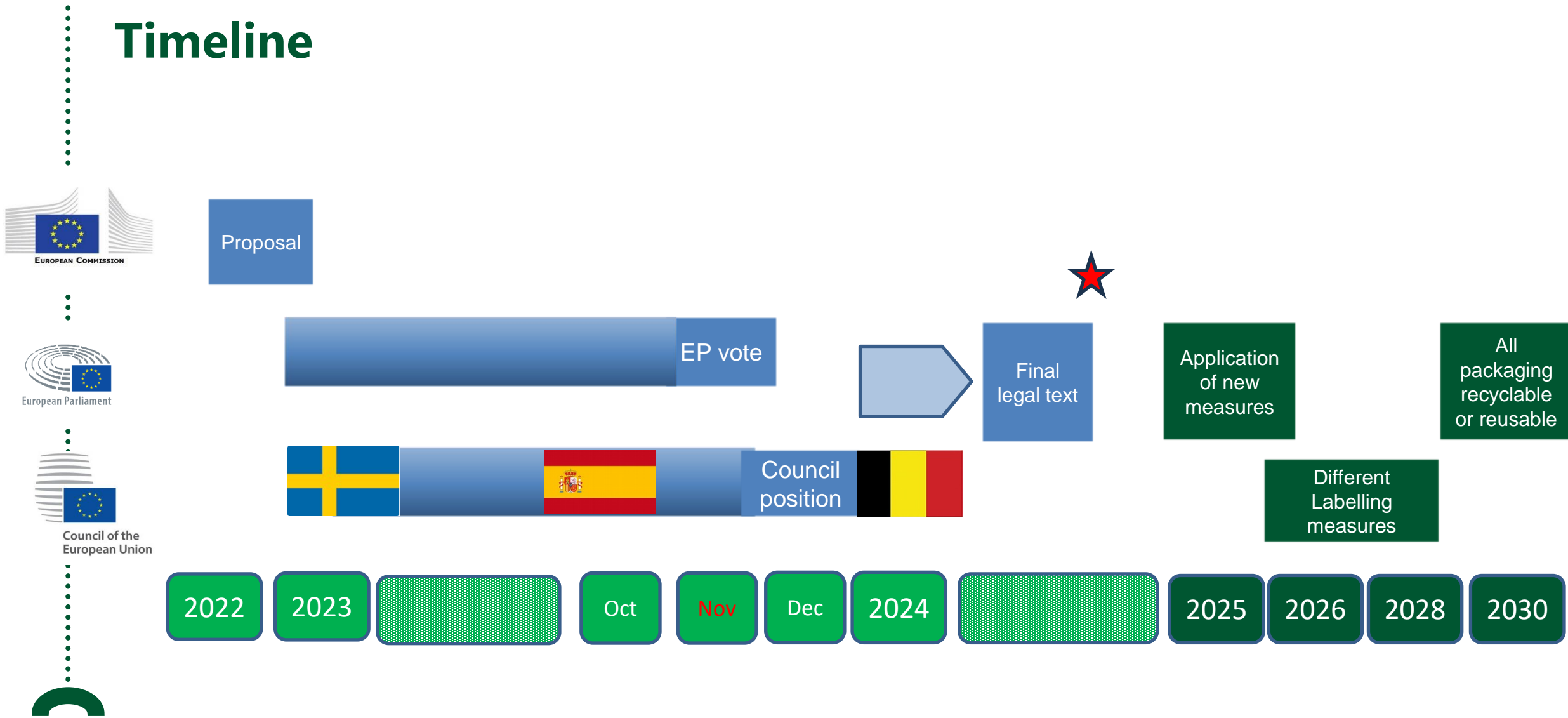
5

Labelling - Deposit Return Systems - waste collection

Move to **regulation** to mitigate prior regulatory and market failures and level playing field; allow efficiency gains of the economic operators.

reinforce **compliance**

Timeline



Road towards a final text

- European Parliament position lowers ambition of Commission proposal in key aspects
- Member States position expected in December
- File to be closed by Feb 2024, 30+ DA and IA expected
- Most dynamic provisions: reuse, restrictions of packaging in HORECA, recycled content, timelines & technical provisions



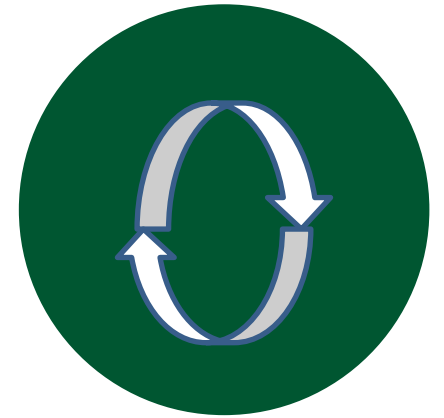
Potential Impacts on all actors



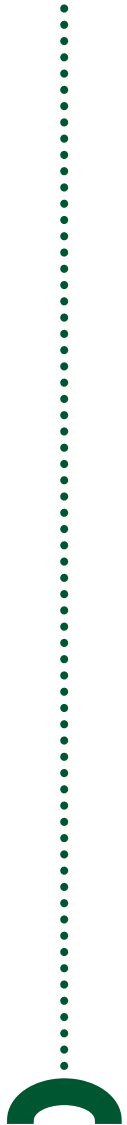
CHANGE PACKAGING IN CASE
CURRENT PACKAGING IS RESTRICTED
OR CLASSIFIES AS NON-RECYCLABLE



INCREASED COSTS (LABELING, EPR
FEES AND DRS, REPORTING)



REUSE OBLIGATION ON TRANSPORT
PACKAGING IN LITTLE TIME



Sustainable Packaging Innovation

Elimination of unnecessary or problematic packaging	Increasing recycled content, shift materials	Reuse and refill	Increasing collection, sorting and recycling rates in practice
<ul style="list-style-type: none"> • Plastic-free • Metallised films, multilayer materials, non-recyclable labels • Use of six-pack rings and flow wraps • Mini (50 ml) bottles • PVC, plastic windows, plastic trays • Carbon black packaging, opaque PET bottles 	<ul style="list-style-type: none"> • Recycled plastics • Bio-based plastics • Mono-materials (PP, PE, PET) • Paper-based packaging • Compostable, bio-degradable packaging 	<ul style="list-style-type: none"> • Refillable liquid cleaning products, fabric softeners, dishwashing liquids, shampoos and shower gel • Plain water via reusable containers and jugs • Introduce bulk dispensers in retail • SodaStream 	<ul style="list-style-type: none"> • Extended producer responsibility (EPR) • Reversed logistics programmes • Partnerships and alliances • D4R guidelines

