

SPC Engage London: Level-setting Packaging Sustainability Goals

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EUROPEN

The European Organization for Packaging and the Environment

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RAW MATERIAL SUPPLIERS



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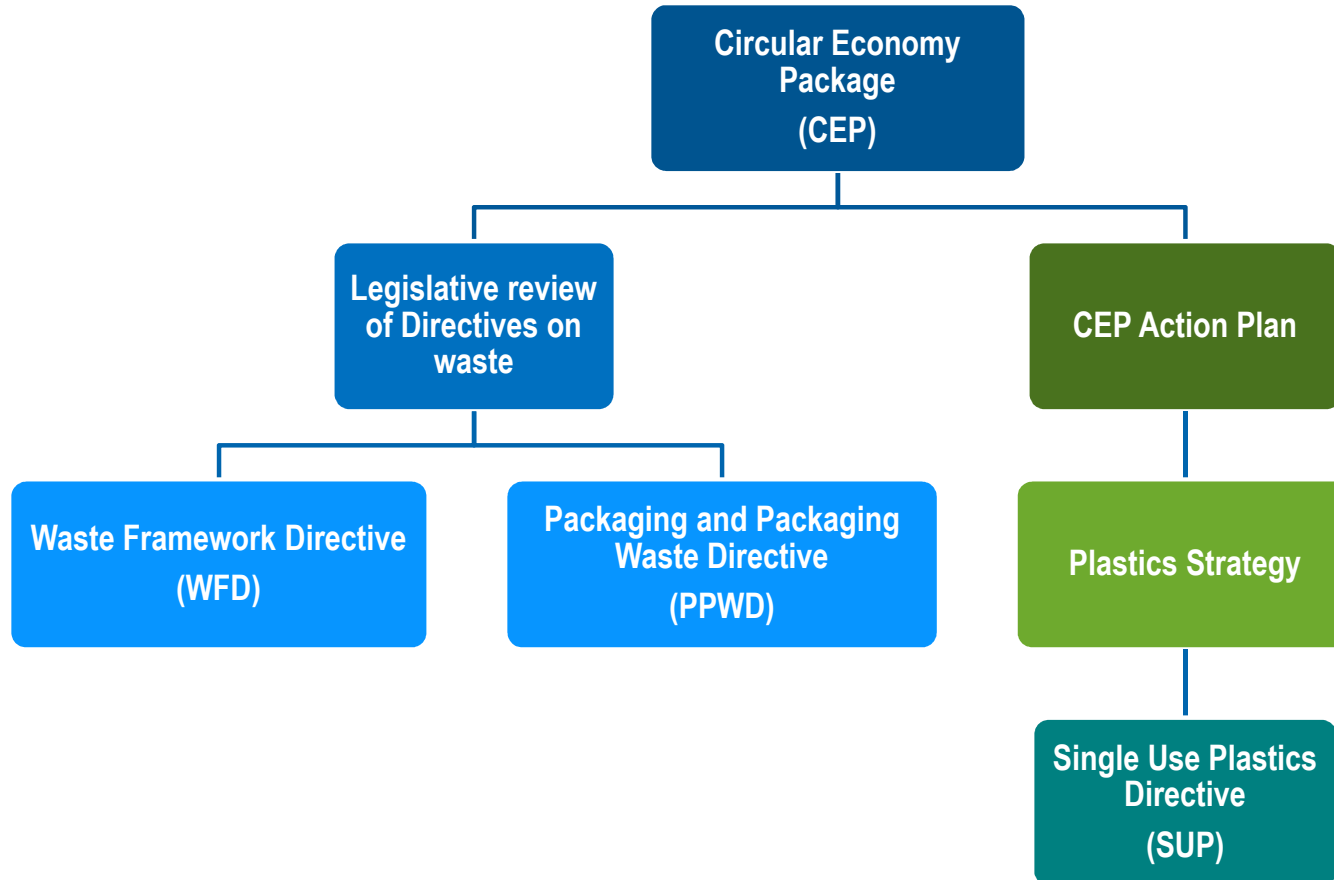


NATIONAL PACKAGING ASSOCIATIONS



Circular Economy Package

Overview



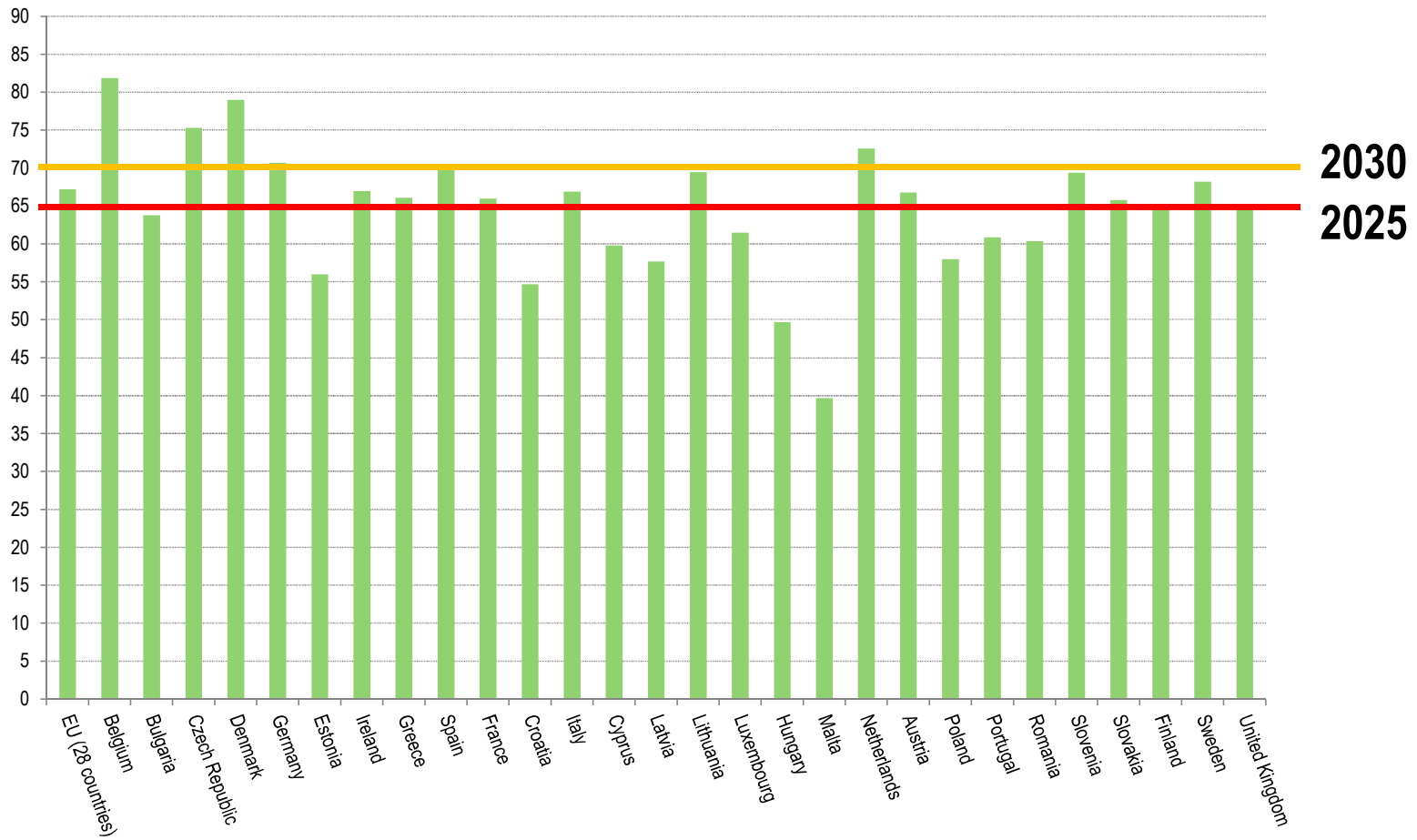
Circular Economy Package

Increased recycling targets for packaging waste

	Current targets	2025	2030
Overall target	55 % - 80 %	65%	70%
Plastic	22,5 %	50%	55%
Wood	15 %	25%	30%
Ferrous metals	50 % (metal)	70%	80%
Aluminium	50 % (metal)	50%	60%
Glass	60 %	70%	75%
Paper and Cardboard	60 %	75%	85%

+ Landfilling municipal waste reduced to maximum 10% by 2035

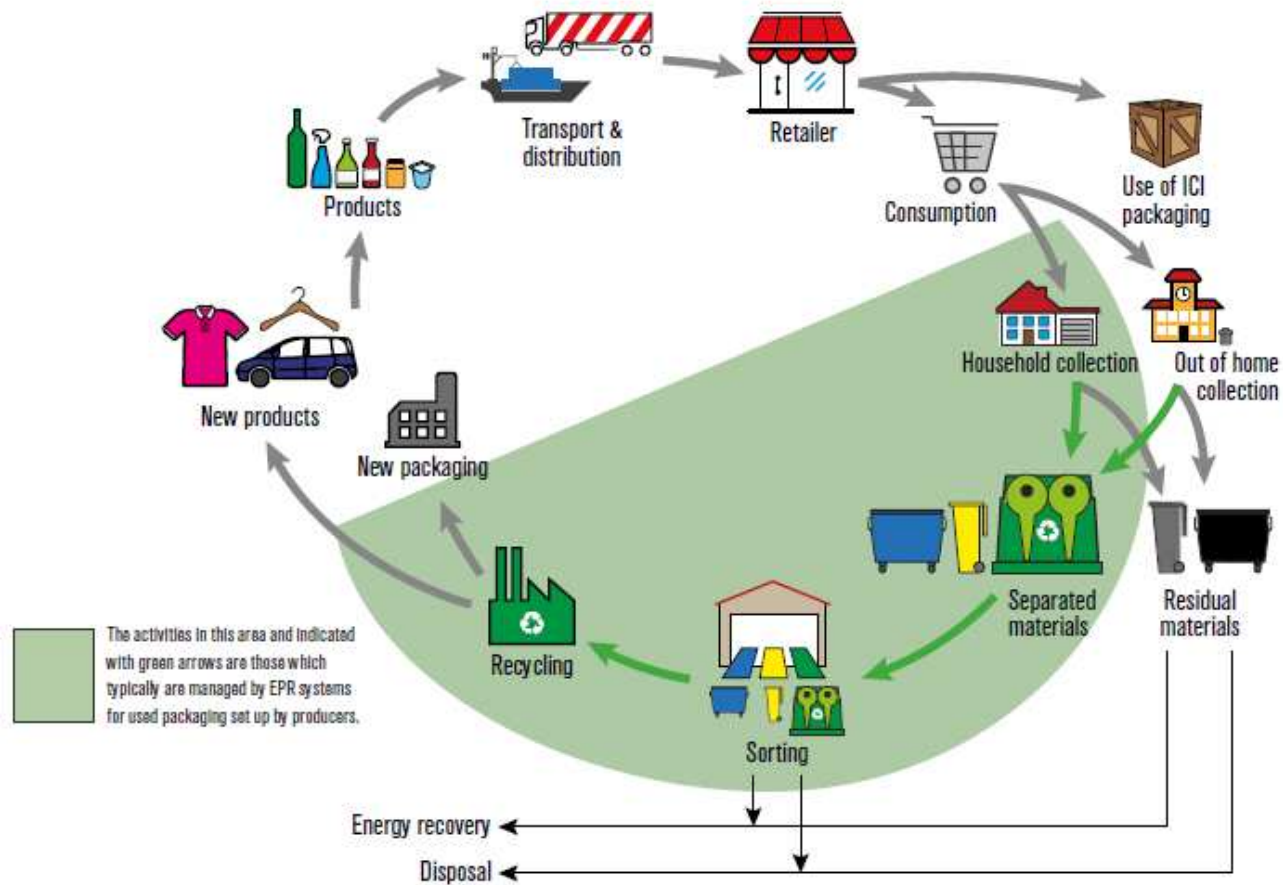
Recycling rate for all packaging in EU Member States (2016)



Source: EUROSTAT

Extended Producer Responsibility

Financial contributions by producers



Extended Producer Responsibility (EPR)

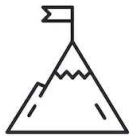
New requirements



- Introduction of a new **EU legal framework** for Extended Producer Responsibility.



- **Objective:** increase transparency, cost-efficiency, accountability, and enforcement of EPR obligations at national level → to help Member States achieve increased recycling targets.



- **Challenges:**
 - Ensure full, fair and harmonised **implementation** at national level.
 - **Demarcation** of producers' financial obligations within EPR along with the **shared responsibility principle**.

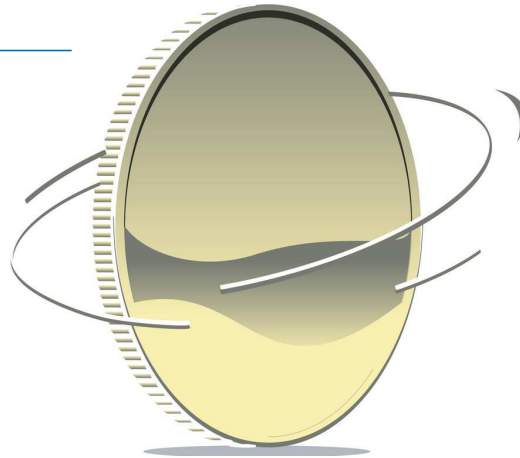
EPR fee modulation and Essential Requirements for packaging

Two sides of the same coin

Essential Requirements



- Cover packaging's full life-cycle
- **Objective:** Strengthened requirements with a view to enhancing the design for reuse and a high quality recycling of packaging.
- Consideration of **material specificity** of ER
- packaging ratio and suggestion to remove/update/add new CEN standards
- **Enforceability, recyclability, reuse, recycled content** (for targeted applications)



EPR fee modulation



- Cover end-of-life of packaging
- **Criteria** for fee modulation: durability, reparability, **reusability** and **recyclability, recycled content (for targeted applications)** and presence of hazardous substance
- Focus on **necessary costs (incl. litter clean up costs)**, how to prevent free-riding
- **Objective of the guidelines:** ensure harmonised criteria across Europe, coherence in the Internal Market

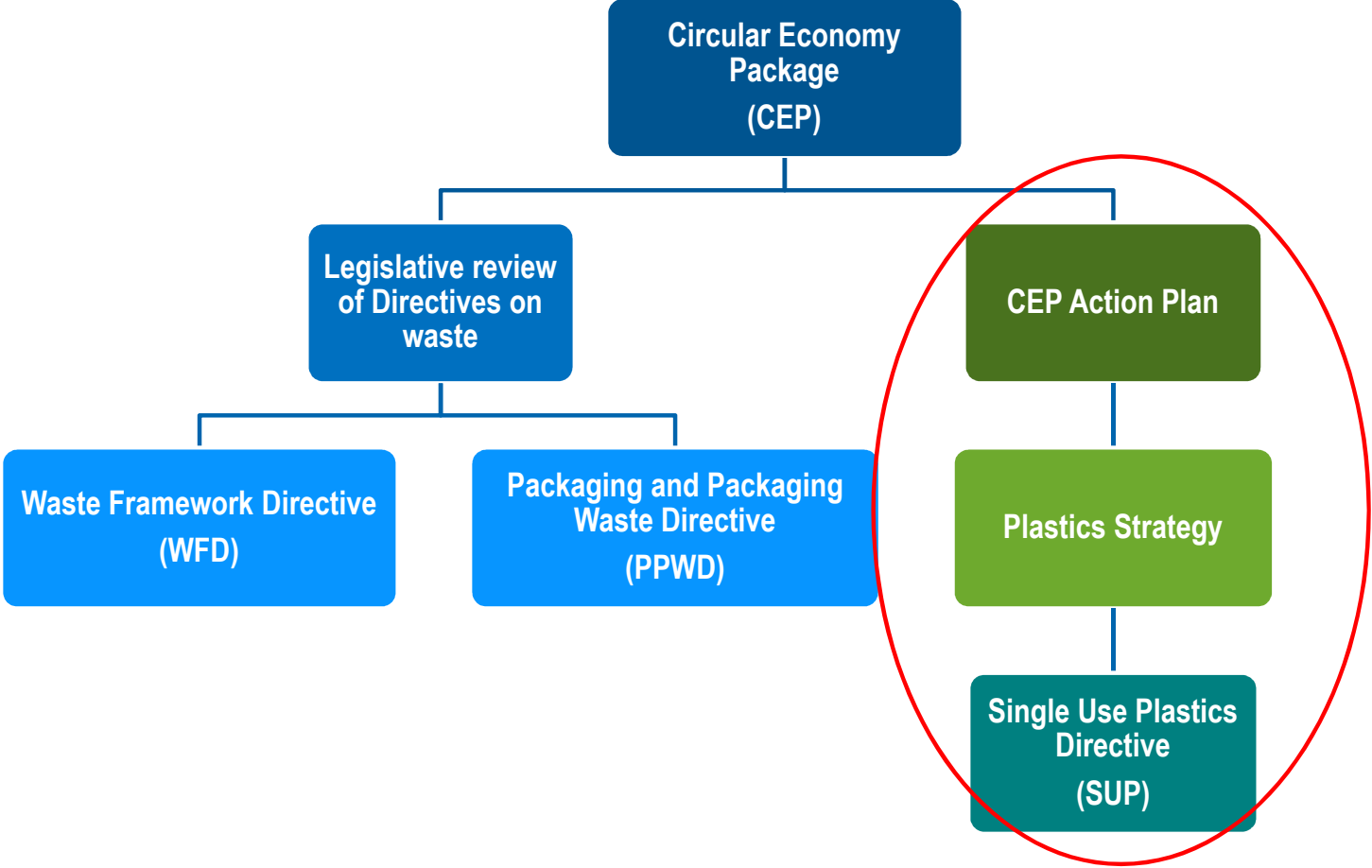


**EU Plastics Strategy and the
Single Use Plastics Directive**

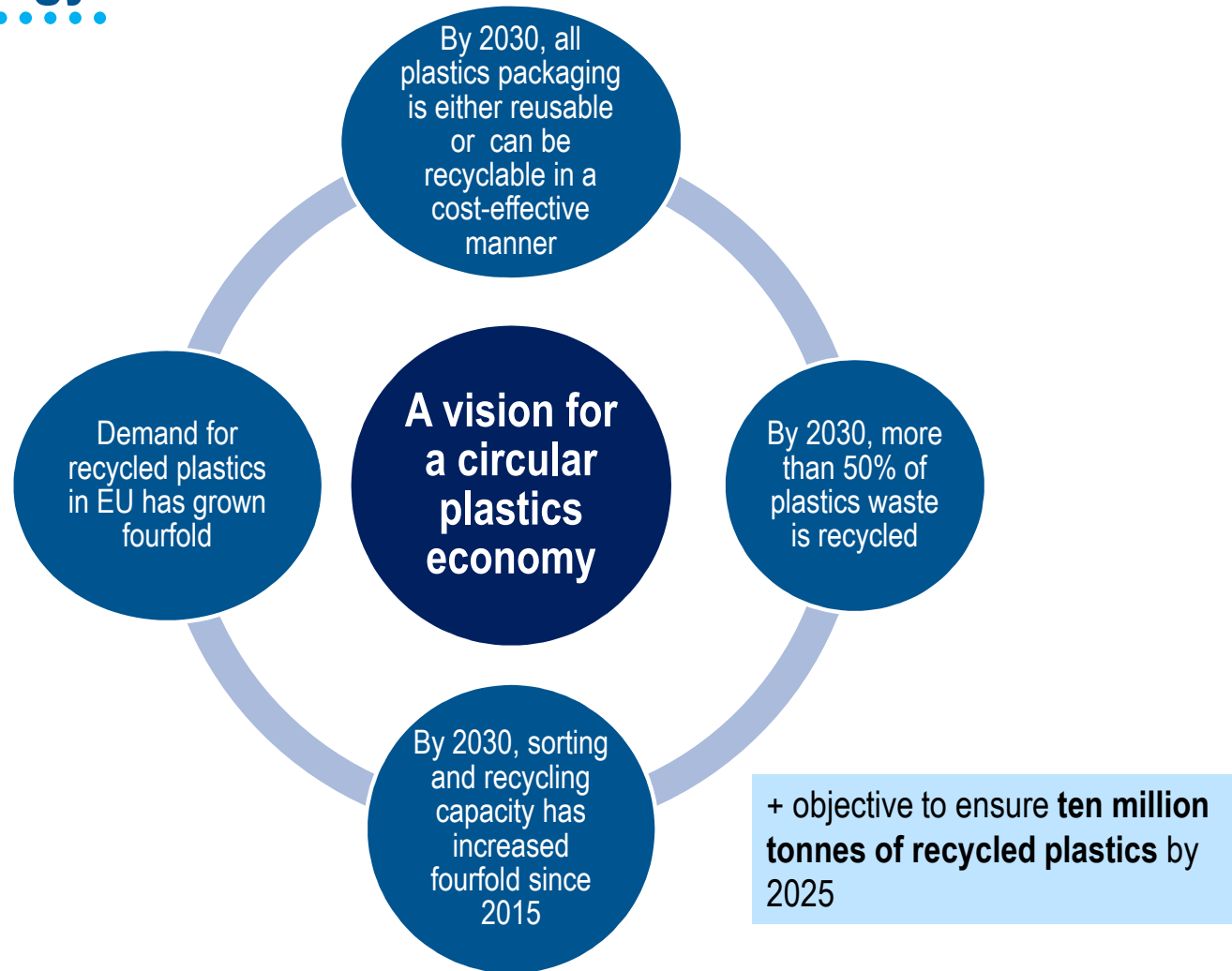
Circular Economy Package



Overview



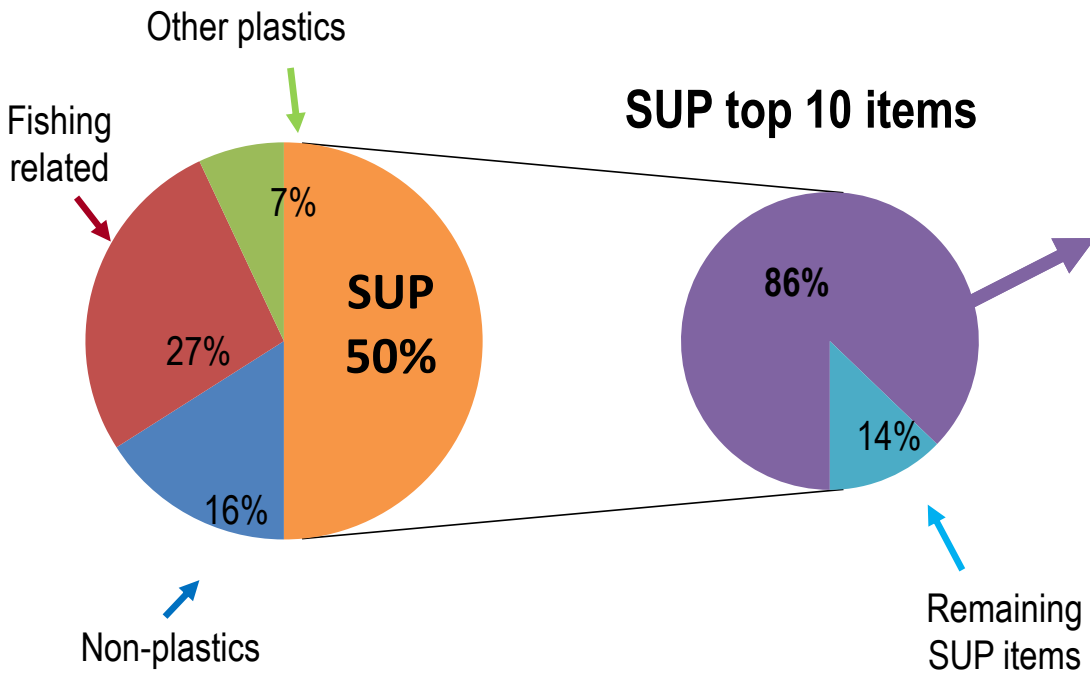
EU Plastics Strategy



Single-Use Plastics Directive



Objectives



- ① Drink bottles, caps and lids
- ② Cigarette butts
- ③ **Cotton buds sticks**
- ④ Crisp packets/sweet wrappers
- ⑤ Sanitary applications (sanitary towels, tampons etc.)
- ⑥ Plastic bags
- ⑦ **Cutlery, straws and stirrers**
- ⑧ Drinks cups and cup lids
- ⑨ Balloons and **balloon sticks**
- ⑩ Food containers, including fast food packaging

Single Use Plastics Directive

Key outcomes

Consumption reduction measures



Litter clean-up costs



Tethered caps for beverage containers by 2024



Market restrictions

%

25% recycled content in PET bottles from 2025 and 30% for all beverage bottles from 2030



Separate collection target for beverage bottles (77% by 2025 and 90% by 2029)

Single-use Plastics Directive

A fragmented Internal Market

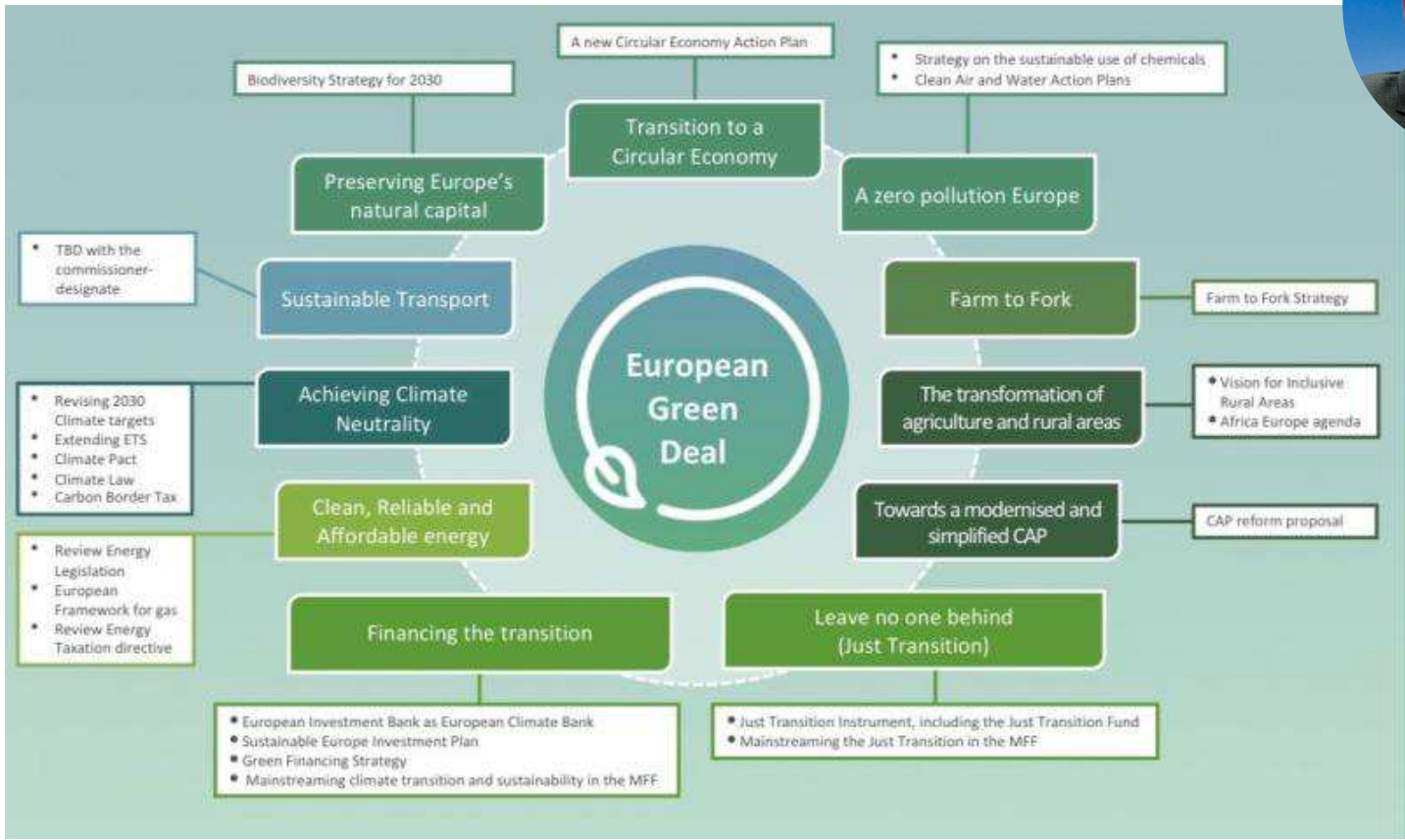
- Vagueness of definitions for “plastics” and “single-use plastics products” and “food containers” risks leading to **diverging interpretations** by Member States.
- **A regulatory patchwork** would jeopardise the Internal Market and **hamper the free movement of packaging and packaged goods** and ultimately **stall innovation in sustainable solutions**.



A European Green Deal

Timmermans's proposals

Frans Timmermans
Executive Vice-President
European Green Deal



EUROPEN corporate members commitments



resource efficiency

recycling Infrastructure **material sourcing**

recyclability

recycled content

packaging optimisation waste management

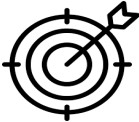
EU Plastics Strategy



Voluntary commitments on recycled plastic content



2018 Pledging campaign initiated by the European Commission for the industry to boost the market for recycled plastics

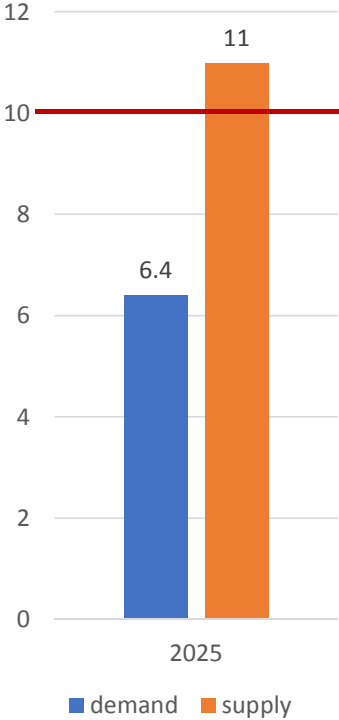


Objective

“By 2025 ten million tonnes of recycled plastics find their way into new products on the EU market.”



Pledges assessment



Circular Plastics Alliance

Goals and Commitments



Design for
recycling



Collection &
sorting



Recycled
content



R&D + investments



Monitoring

Circular Plastics Alliance

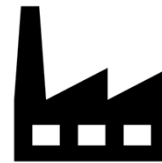
Confirmed co-signatories



31 EU trade associations +
14 national associations



+ recyclers and EPR systems



77 companies
(11 EUROPEN members)



Coca-Cola Enterprises, Inc.



FERRERO

L'ORÉAL

MARS

Mondelēz
International



PEPSICO



3 public authorities



Portugal

Thank you!

About EUROPEN - EUROPEN - The European Organization for Packaging and the Environment - is a cross-industry organization presenting the opinion of the packaging supply chain (i.e. (raw material producers, converters and brand owners plus national packaging organizations) in Europe on topics related to packaging, packaging waste and the environment, independent of specific packaging materials or systems.

For more information:



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