

## EU Recycling Policies and Packaging Regulations - Opportunities or threats?



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## Packaging Regulation Milestones

- 1400 BC – 1980's - Ban on Harmful Substances, “keep consumers safe and healthy”
- 1980 Concept of Producer Responsibility introduced
- 1996 EU Packaging and packaging waste directive (94/62)
- 2000- Raise of Awareness on Environmental Issues
- 2008 EU Waste Framework Directive (2008/98)
- 2016 EU Circular Economy Package
- 2018 EU Plastic Strategy, Revision of EU Packaging and Packaging Waste Directive (2018/852)
- 2019 EU Single-use Plastics Directive (2019/904)
- 2023 Corporate Sustainability Reporting Directive (CSRD) (2022/2464)
- 2024 Corporate Sustainability Due Diligence Directive (CSDDD) (2024/1760)
- 2024 Ecodesign for Sustainable Products Regulation (ESPR) (2024/1781)
- 2024 Packaging and Packaging Waste Regulation (PPWR) (Entry into Force by end 2024 tbc)

## EU Waste Framework Directive (2008/98)

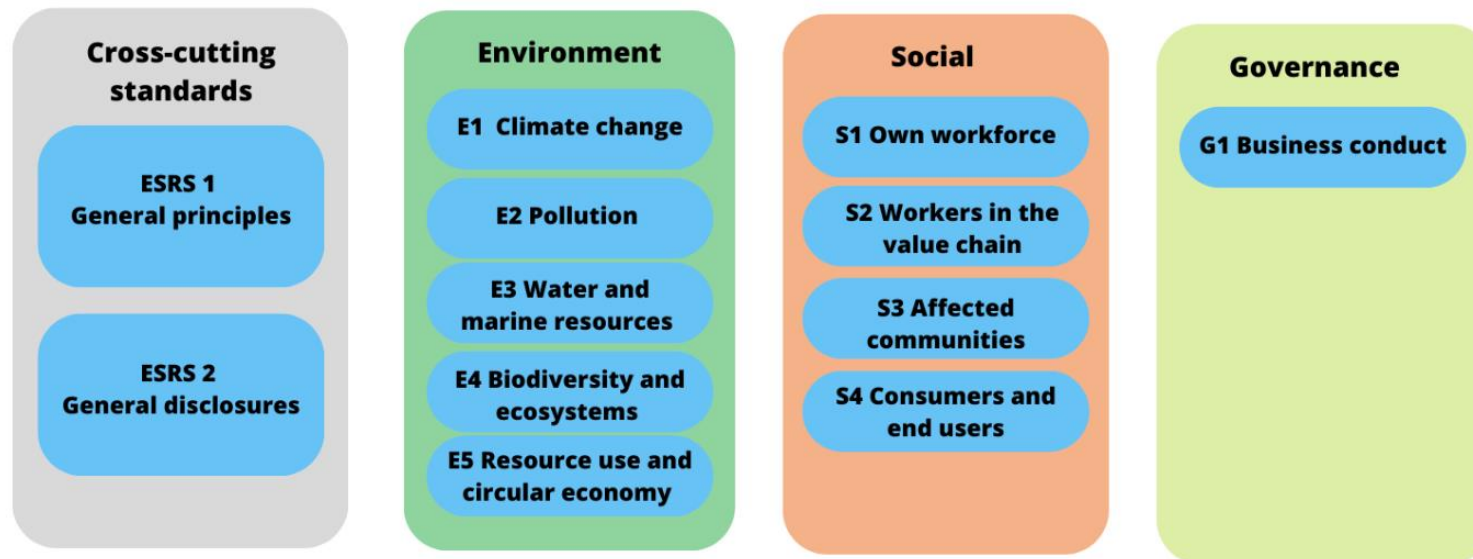
### Waste hierarchy



Preventing waste is the preferred option, and sending waste to landfill should be the last resort.

## Corporate Sustainability Reporting Directive (CSRD) (2022/2464)

### ESRS Standards



## Corporate Sustainability Due Diligence Directive (CSDDD) (2024/1760)

CSDDD introduces the obligation for companies to conduct appropriate human rights and environmental due diligence with respect to their operations, operations of their subsidiaries, and operations of their business partners in companies' chains of activities.

The due diligence process set out in the CSDDD covers the six steps defined by the OECD Due Diligence Guidance for Responsible Business Conduct:

- (1) integrating due diligence into policies and management systems,
- (2) identifying and assessing adverse human rights and **environmental impacts**,
- (3) preventing, ceasing or minimising actual and potential adverse human rights, and environmental impacts,
- (4) assessing the effectiveness of measures,
- (5) communicating,
- (6) providing remediation.

## Ecodesign for Sustainable Products Regulation (ESPR) (2024/1781)

- Digital Product Passport
  - Product's technical performance
  - Materials and their origins
  - Repair activities
  - Recycling capabilities
  - Lifecycle environmental impacts
- Rules to address destruction of unsold consumer goods
  - Many unsold products in the EU are simply destroyed, a practice that wastes valuable resources. For the first time in the EU, the ESPR introduces measures to address this practice, by introducing a ban on the destruction of unsold textiles and footwear.
- Green Public Procurement
  - Public authorities in the EU spend around €1.8 trillion purchasing works, goods and services.
  - The ESPR will help steer these funds in a more sustainable direction, by enabling mandatory Green Public Procurement criteria to be set for EU authorities who purchase the products that it will regulate.

## Packaging and Packaging Waste Directive -> Regulation (PPWD->PPWR) – 1/3

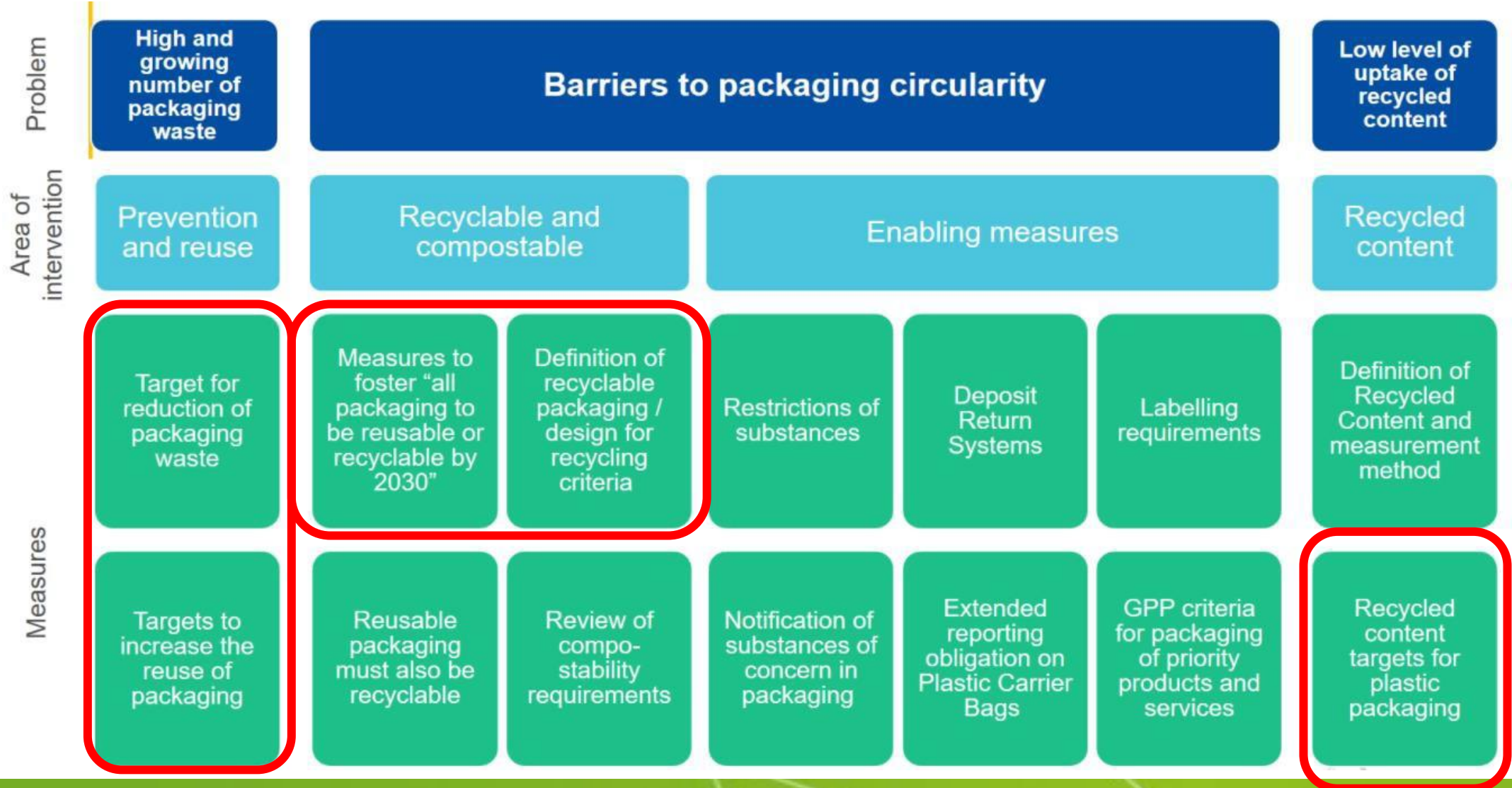
What was the original target for PPWD:

- improve the quality of the environment;
- protect human health;
- protect resources;
- ensure the functioning of the internal market and restrictions on competition within the EU.

In 2018 new features were added:

- prevent the production of packaging waste, and
- promote the reuse, recycling and other forms of recovering of packaging waste, instead of its final disposal, thus contributing to the transition towards a circular economy.

## EU Commission proposal for new Packaging and Packaging Waste Regulation (PPWR)





## EU regulatory framework on packaging opportunity or challenge?

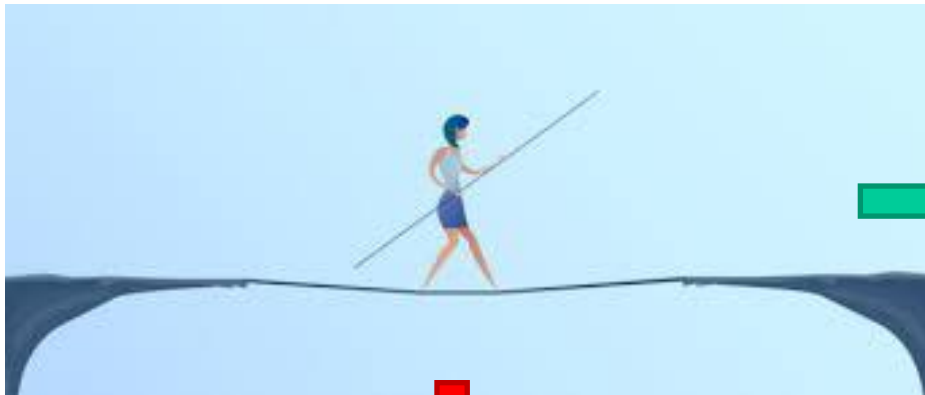
### Opportunities:

- Waste hierarchy makes circularity the preferred option in waste management
- Reporting standards make it easier to compare companies' and products' environmental impact
- Ecodesign pushes for better environmental performance = smaller environmental impact
- Only recyclable or reusable packaging allowed on EU market
- Clear set of tools for GPP
- Mandatory recycled content in plastic packaging will boost investments and innovation

### Challenges:

- Reuse will probably increase use of plastics, transportation of empty packaging, use of fresh water and detergents
- Administrative burden for companies will increase
- New innovative products/solutions need to comply with EU-wide requirements extremely quickly – too quickly?
- Lack of scientific data and impact assessment

## Packaging is walking on a Circular Economy Wire in European Union



Your packaging is not compatible with Circular Economy  
= You risk of falling from the wire and have less or no business opportunities

Your packaging is compatible with Circular Economy

= it is:

based on renewable raw material

- recyclable (and recycled)
- Biodegradable (in certain end uses)
- Reusable (within a system)
- recycled content in plastic packaging
- compliant to food contact material regulation (revision tbc)

= You stay on wire and have more business opportunities

# PAKKAUS



Circular Economy = Hard Work!

Thank you for your attention!