



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Packaging Dialog 2023

Update PPWR

PPWR proposal from 30th November 2022

Focus on three main dimensions to decrease avoidable environmental impact of packaging



Reduce the generation of packaging waste per capita



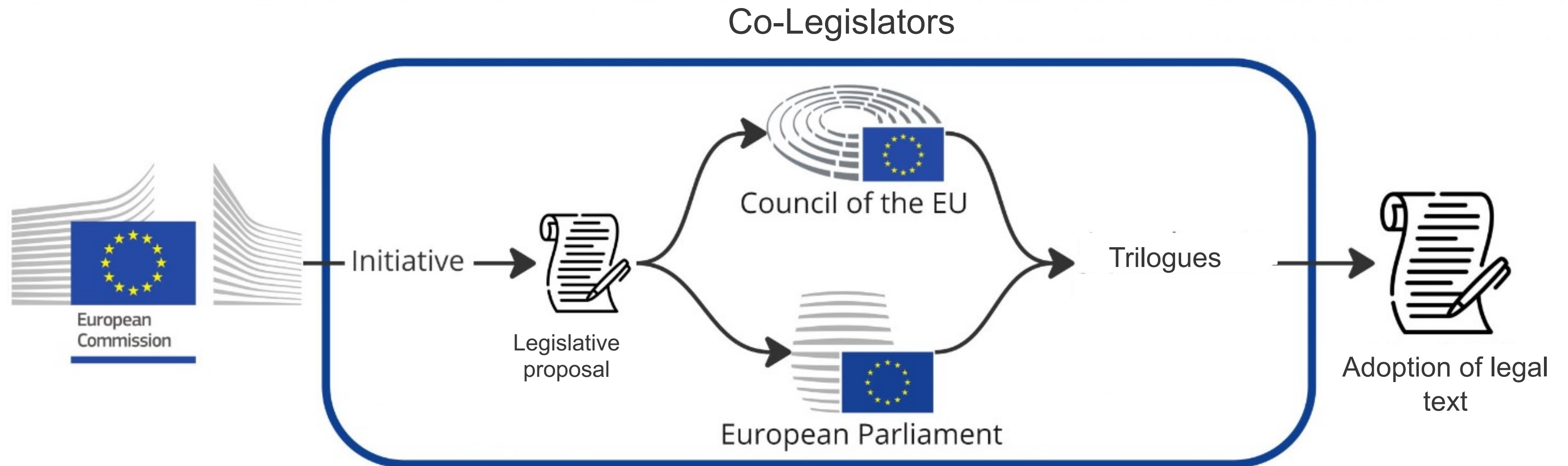
Promote a circular economy for packaging in a cost-efficient way



Promote the uptake of recycled content in (plastic) packaging

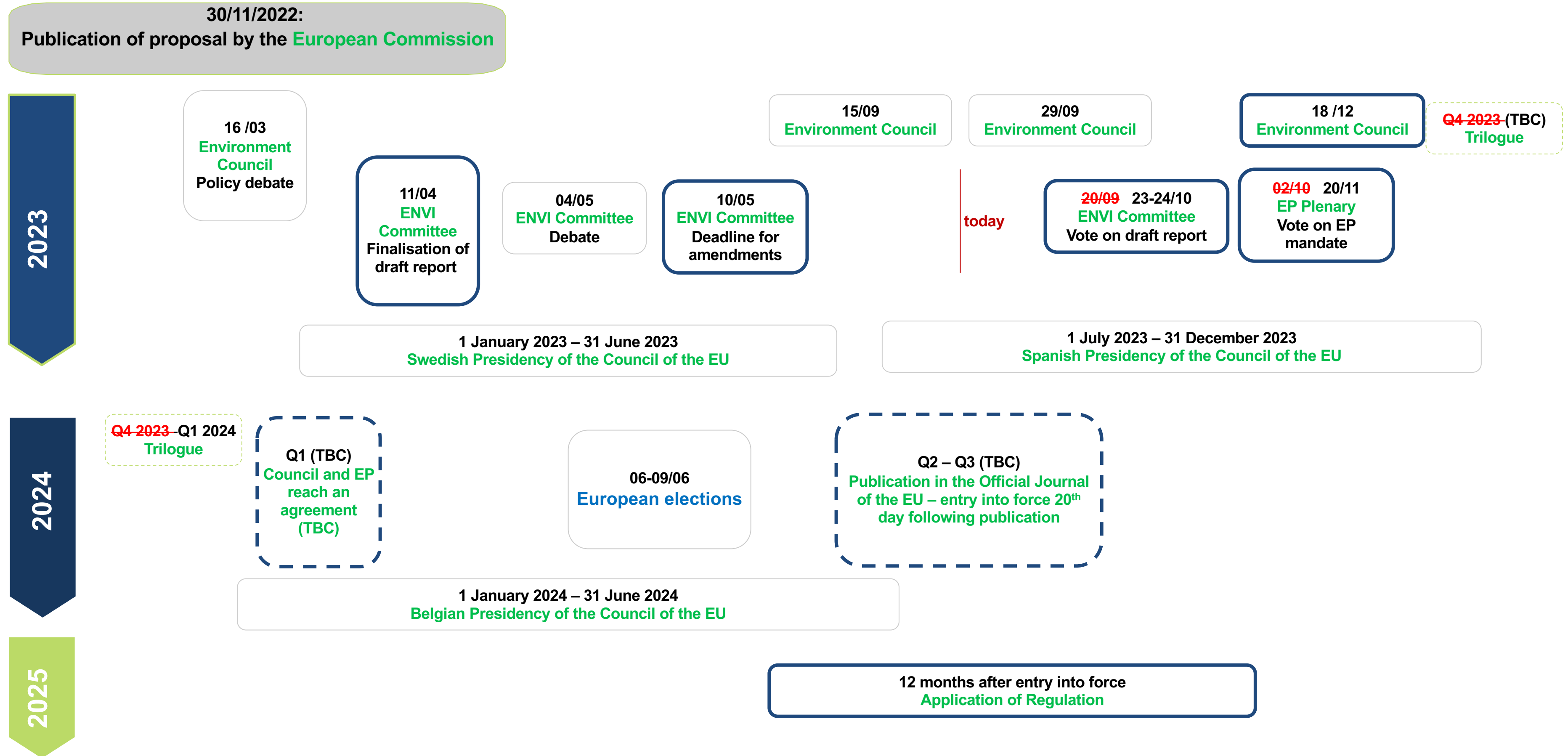
EU harmonised labels: based on packaging material and waste receptacles, for deposit and return systems, for reusable packaging

PPWR - Ordinary Legislative Procedure



- DG ENVI has the lead in the PPWR
- DG IMCO has shared competence on Article 3; 11; 13-20; 30-34; 40; 52-56; 60; 63;
- DG ITRE has shared competence on Article 3; **6**; 11; **22**; **26**;

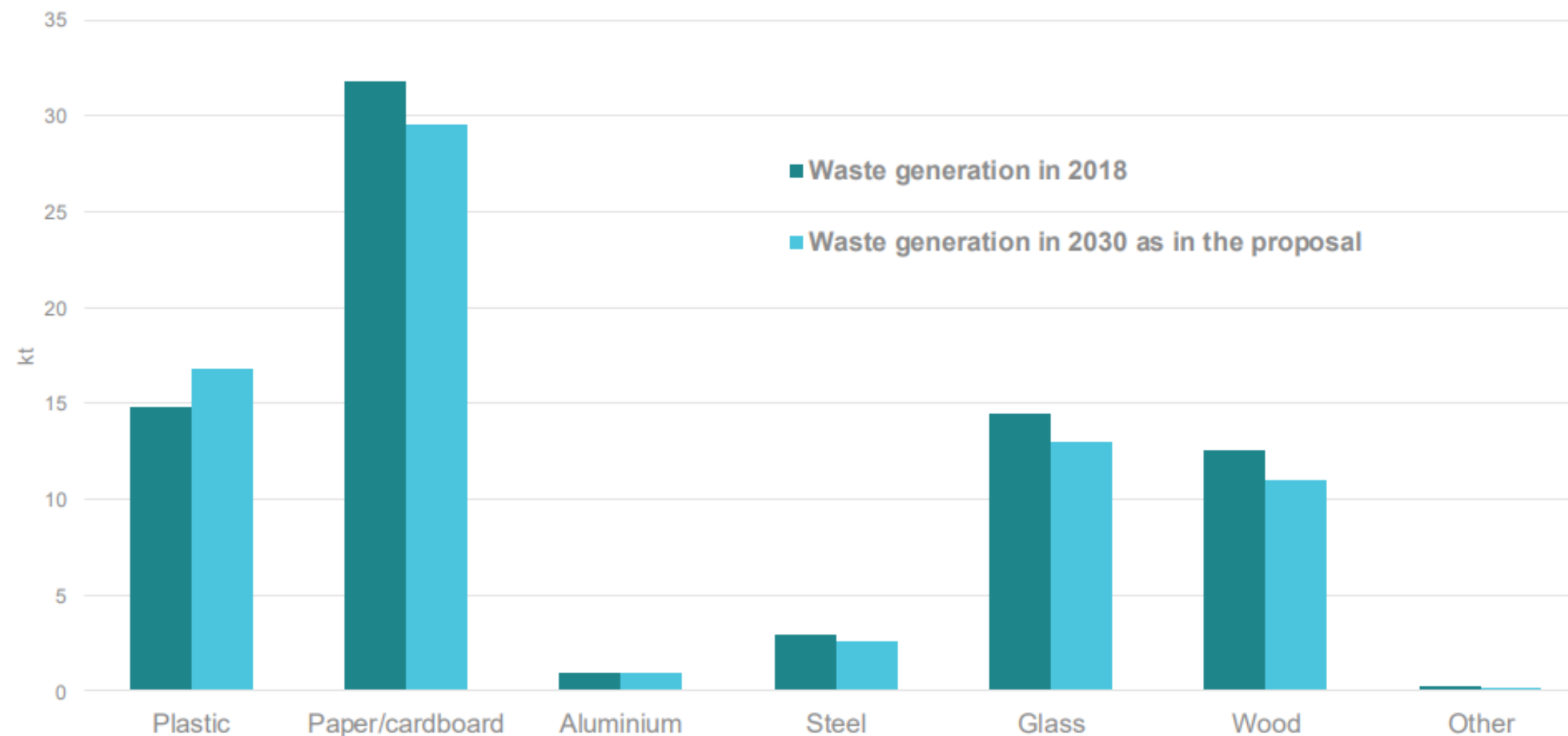
PPWR - Legislative Timeline



PPWR proposal and consequences for packaging materials

Proposal 30th November 2022 – estimate from EU Commission – DG Environment

Waste volumes per packaging material in 2018 compared to the proposal in 2030



+ 17% for plastic packaging from basis 2018 to 2030

– 7,5 % in weight for paper/board packaging

> -10% for other packaging materials



European Parliament – ENVI Committee

ENVI COMMITTEE – main competence on PPWR adopted

ARTICLE 22 – 1. By 31 December 2027 / **2030** at the latest, economic operators shall not place on the market packaging in the formats and for the purposes listed in Annex V.

2.	Single use plastic packaging <u>single use composite packaging</u> for fresh fruit and vegetables	Single use <i>plastic</i> packaging for less than 1.5 kg fresh fruit and vegetables, unless there is a demonstrated need to avoid water loss or turgidity loss, microbiological hazards or physical shocks. <i>The list of products concerned shall be established by the European Food Safety Agency six months after the entry into force of this</i>	Nets, bags, trays, containers
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The previously proposed ENVI draft compromise with the inclusion of “plastic” should be retained. In order to provide clarity and ensure feasibility. The definition of plastic packaging adopted in the ITRE Opinion should be retained.

European Parliament – ENVI Committee

ENVI COMMITTEE – main competence on PPWR adopted

3.	Single use plastic, <u>single use composite packaging or other single use packaging</u>	Single use plastic packaging for foods and beverages filled and consumed within the premises in <u>activities of restaurants and fast-food restaurant , as well as sport and creative sector</u> , which include all eating area inside and outside a place of business, covered with tables and stools, standing areas, and eating areas offered to the end users jointly by several economic operators or third party for the purpose of food and drinks consumption, <u>unless there is a demonstrated need to use single packaging given specific local conditions or inability of access to infrastructures that are necessary for the proper operation of a reuse system.</u>	Trays, disposable plates and cups, bags, foil, boxes
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The previously proposed ENVI draft compromise with the inclusion of “plastic” should be retained. In order to provide clarity and ensure feasibility. The definition of plastic packaging adopted in the ITRE Opinion should be retained.

European Parliament – ENVI Committee

ENVI COMMITTEE – main competence on PPWR adopted

<p>(5b)</p>	<p>Unnecessary Unneeded ‡ [secondary/for individual consumers] layer of cardboard boxes packaging</p>	<p><i>For cosmetics, hygiene and toiletry products</i></p>	<p><i>Toothpaste cardboard boxes, creams cardboard box</i></p>
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This proposal should be deleted and cardboard used for cosmetics and personal care can be bounded to Annex IV. Cartons protect primary product packaging during transport, helps to combat counterfeiting (€ 7bill loss p.a. in EU), convey tamper evident features and deliver essential product info.

European Parliament – ENVI Committee

ENVI COMMITTEE – main competence on PPWR adopted

ARTICLE 26 – REUSE TARGETS FOR 2030 AND 2040

Amendment

1. Economic operators, *including online platforms*, making large household appliances listed in point 1 of Annex II to Directive 2012/19/EU available on the market for the first time within the territory of a Member State :

(a) shall ensure that from 1 January 2030, 50% of those products are made available in reusable transport packaging within a system for reuse.:-

(b) shall aim to ensure that from 1 January 2040, 90% of those products are made available in reusable transport packaging within a system for reuse

Amendment

3a. Where a final distributor makes non-alcoholic beverages in sales packaging available on the market, it :

(a) shall ensure that, within the territory of a Member State from 1 January 2030, at least 20 % of those products are made available in reusable packaging within a system for re-use;

(b) shall aim to ensure that from 1 January 2040, at least 35 % of those products are made available in reusable packaging within a system for re-use. _

~~3. A final distributor that is conducting its business activity in the HORECA sector and that is making available on the market within the territory of a Member State in sales packaging take-away ready-prepared food, intended for immediate consumption without the need of any further preparation, and typically consumed from the receptacle, shall ensure that:~~

European Parliament – ENVI Committee

ENVI COMMITTEE – main competence on PPWR adopted

ARTICLE 26 – REUSE TARGETS FOR 2030 AND 2040

Amendment

8. Economic operators using transport packaging *within the territory of the Union* for the transport and delivery of non-food items made available on the market for the first time via e-commerce ~~shall ensure that:~~

(a) shall ensure that from 1 January 2030, *at least* 10 % of such packaging used is reusable packaging within a system for re-use

(b) shall aim to ensure that from 1 January 2040, *at least* 50 % of such packaging used is reusable packaging within a system for re-use.

Reuse in e-commerce means complex logistics, increased transport and environmental impact (e.g. CO₂ emissions, water use), additional storage space and infrastructure as reusable packaging will need to be collected, returned and reconditioned.

Re-use also requires standardisation of packaging, which will inevitably lead to overpackaging, as standard boxes will be used to transport different products of different sizes.

REUSE only for e-commerce, that means over **700 million new plastic boxes (10% reuse by 2030)**. To meet the 2040 target, this number would reach 3.5 billion new plastic boxes.



KEY FOCUS AREAS – PPWR

RECYCLING AND REUSE ARE COMPLEMENTARY TO CREATE A CIRCULAR ECONOMY – ARTICLE 26

Policy decisions should be evidence-based on the life-cycle impact of packaging.

Evaluate economic & technological implications, consequences for human health, food security/hygiene and water scarcity.

Packaging solutions compliant with Article 4(2) of the Waste Framework Directive (WFD) should be encouraged.

Except packaging materials collected > 85% of weight in MS.

NO RESTRICTIONS FOR SINGLE-USE CARDBOARD PACKS - ANNEX V

Delete restrictions for single use cardboard packaging for

- fruits & vegetables
- HORECA eat-in-sector
- Unnecessary layer of cardboard boxes packaging for toothpaste and creams

Bans counter the Waste Framework Directive's objective of waste prevention Article 9

MANDATORY 90% COLLECTION TARGET BY 2030

Mandatory 90% collection target for all packaging formats by 2030 to reach the recycled at scale obligation in 2035.

Separate waste collection to further increase recycling and enhance the quality of the secondary raw materials.

HIGH QUALITY RECYCLING DEFINITION

Material and not closed product loop recycling.

'high quality recycling' means recycled materials are of sufficient quality to substitute primary raw materials.

CEN-European Committee should lead Design for Recycling (DfR) process to ensure a systematic and transparent industry contribution.

