



PPWR: What Will Change for You

Extended Producer Responsibility
and New Rules





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Extended Producer Responsibility and New Rules

Contents

01

Extended Producer Responsibility

Results for commercial & industrial packaging

Results for household packaging

02

European Packaging and Packaging Waste Regulation

Prevention

Recycled content

Recyclability

Reuse

Labelling

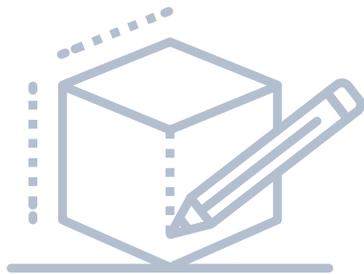
Extended Producer Responsibility

WHAT IS IT AND WHY
DOES IT MATTER?

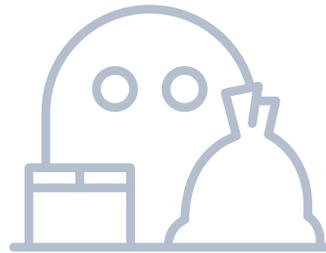
01

What Is the Extended Producer Responsibility?

The Extended Producer Responsibility (EPR) is a European environmental policy approach that makes producers responsible for the entire life cycle of their products:



Designing products with **environmentally friendly** materials



Developing/financing **collection systems** for their products



Meeting the annual **environmental targets** (reduce|reuse|recycle)

EPR for Different Waste Streams

EPR systems across Europe offer producers a collective response by taking over their legal obligations regarding specific waste streams.



Batteries
(Bebat)



WEEE
(Recupel)



Waste oil
(Valorlub)



Vehicles
(Febelauto)

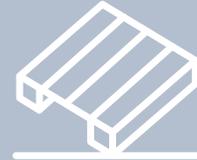


Tyres
(Recytyre)



Mattresses
(Valumat)

Packaging



You Make Packaged Goods or Packaging Available on the Belgian Market

Did you know?

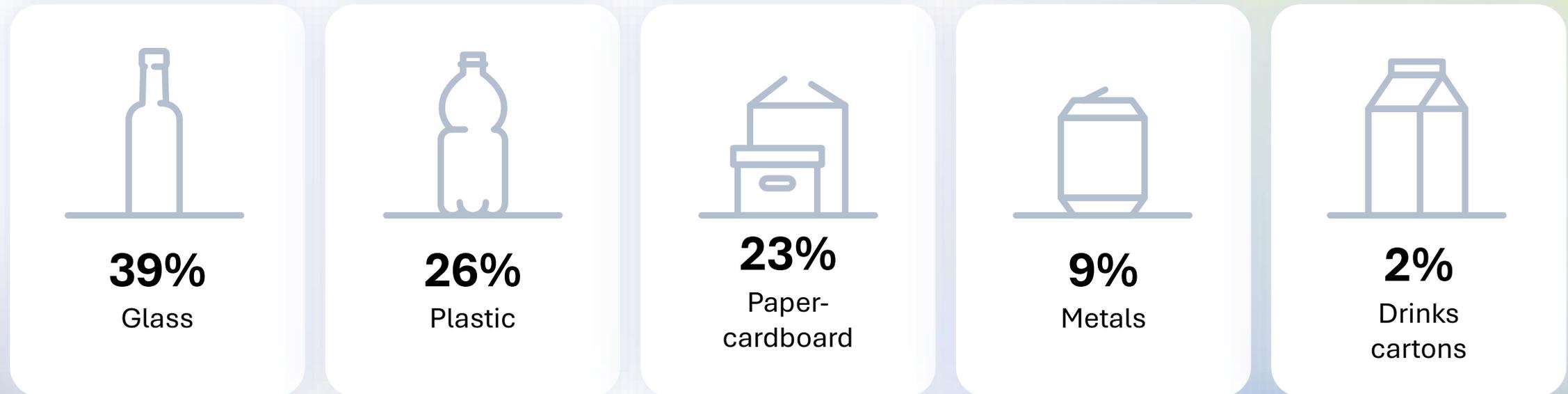
- As a manufacturer, importer or distributor, you assume the role of “**producer**” (formerly party responsible for packaging) – in each case with specific responsibilities.
- You must **demonstrate the recycling** of all packaging that becomes waste in Belgium.
- You must **demonstrate the achievement of specific recycling targets** for each type of packaging material.

EPR Systems for Packaging in Belgium

HOUSEHOLD



Single-use **household** packaging
728,000 tonnes on the market



EPR Systems for Packaging in Belgium

INDUSTRIAL

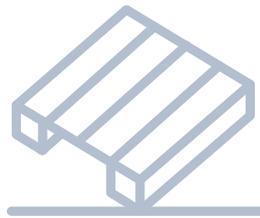


Single-use **industrial** packaging
737,000 tonnes on the market



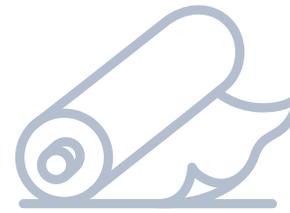
58%

Paper-cardboard



23%

Wood



13%

Plastic



5%

Metals

Fost Plus in Figures

RESULTS 2024



557,364 T

Reusable packaging
placed on the market by
our members



728,392 T

single-use packaging
placed on the market
by our members



73.3%

recycling in Belgium
at 20 domestic
recycling centres



25.7 kg

PMD collected
per resident

Valipac in Figures

RESULTS 2024



711,500 T
industrial packaging waste
recycled

= 93.2%



729,000 T
single-use industrial
packaging placed on the
market



3,464,000 T
reusable packaging placed
on the market



90.1%
industrial wood packaging
waste recycled



96.5%
industrial metal packaging
waste recycled



100%
industrial paper-cardboard
packaging waste recycled

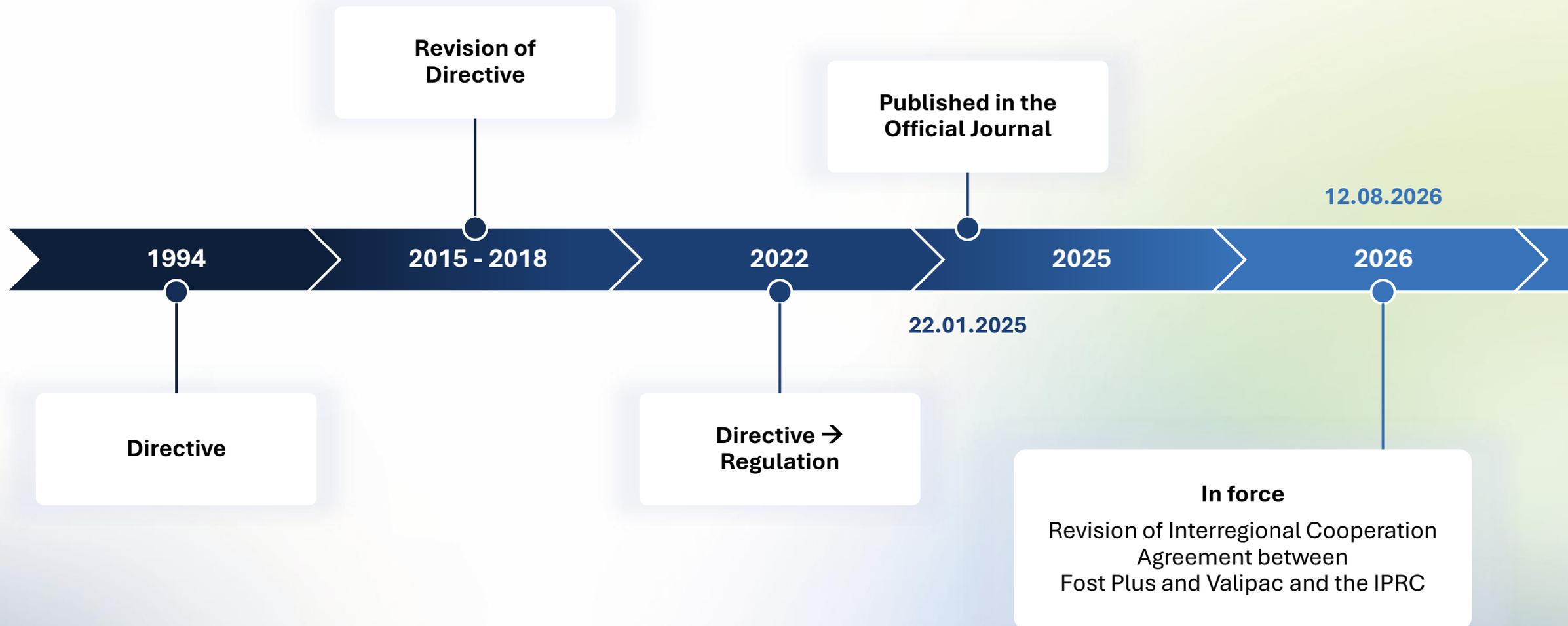


69.7%
industrial plastic packaging
waste recycled

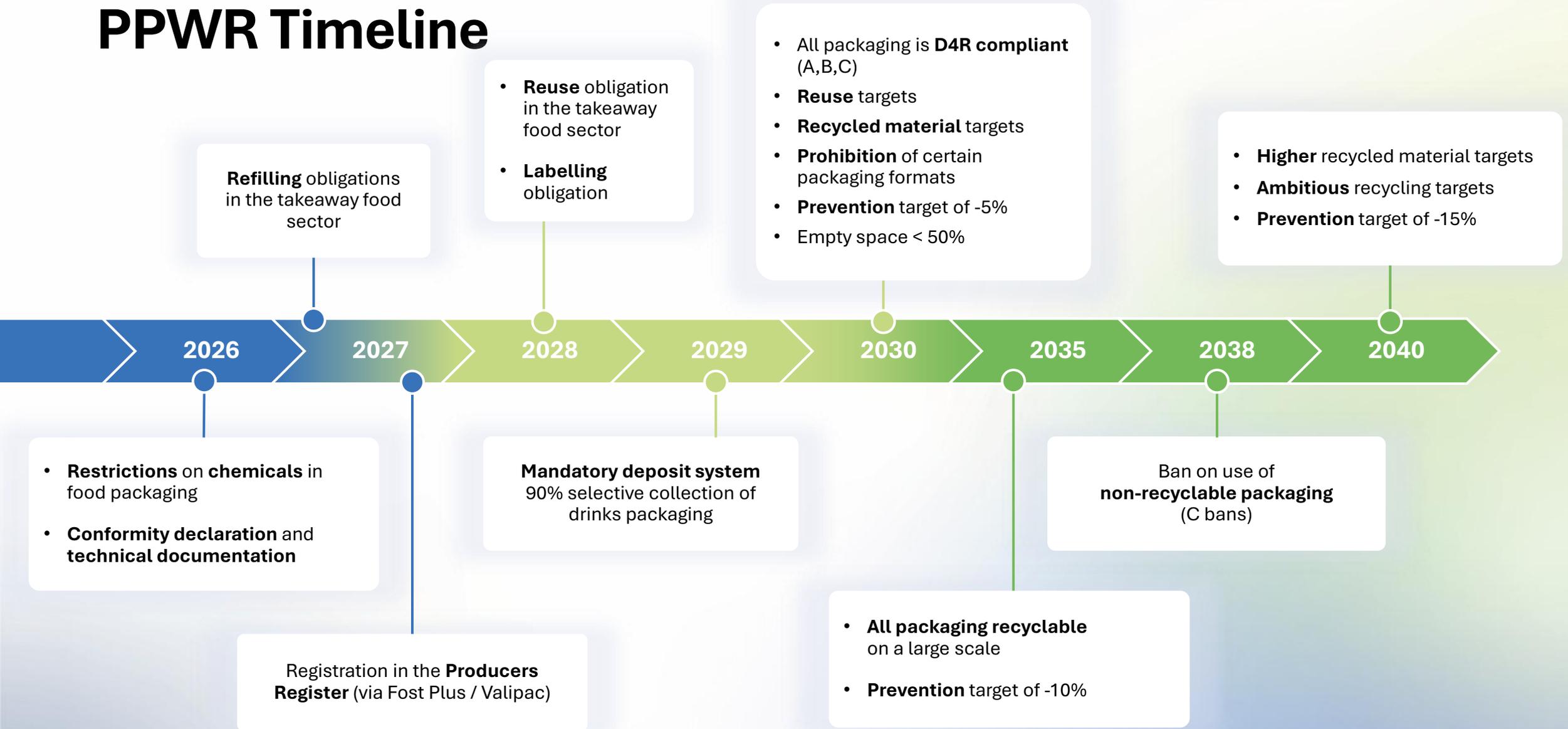
Packaging and Packaging Waste Regulation (PPWR)

02

Background



PPWR Timeline



Key Measures in a Nutshell

01

PREVENTION

02

RECYCLED
CONTENT

03

RECYCLABILITY

04

REUSE

05

LABELLING

PREVENTION

RECYCLED CONTENT

RECYCLABILITY

REUSE

LABELLING

ROLES

Packaging waste prevention targets = decrease in the quantity placed on the market

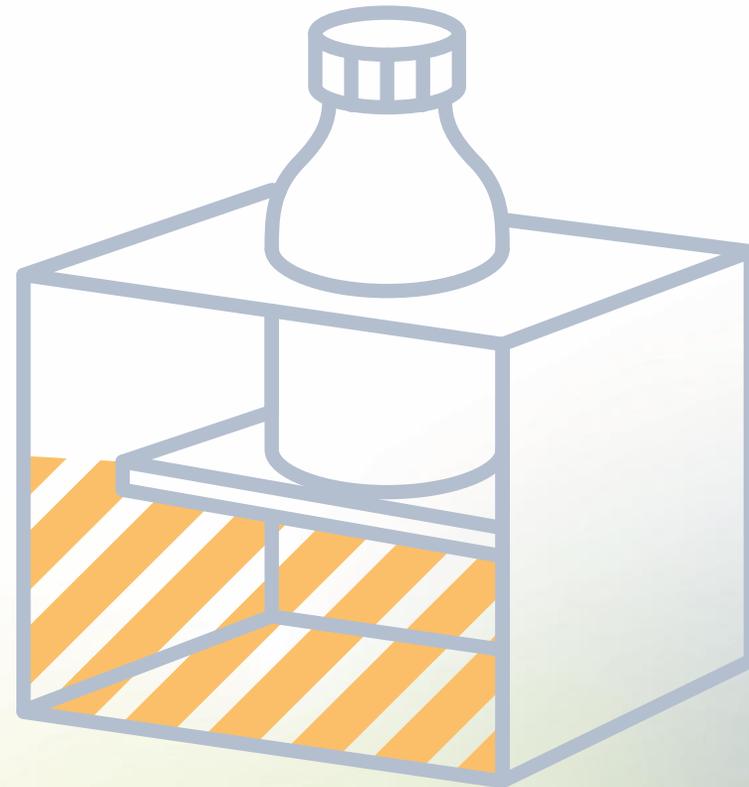
DECREASE IN PACKAGING WASTE RELATIVE TO 2018



Prevention and Minimisation of Packaging Weight

Packaging should be designed so that

weight and volume are kept to a minimum



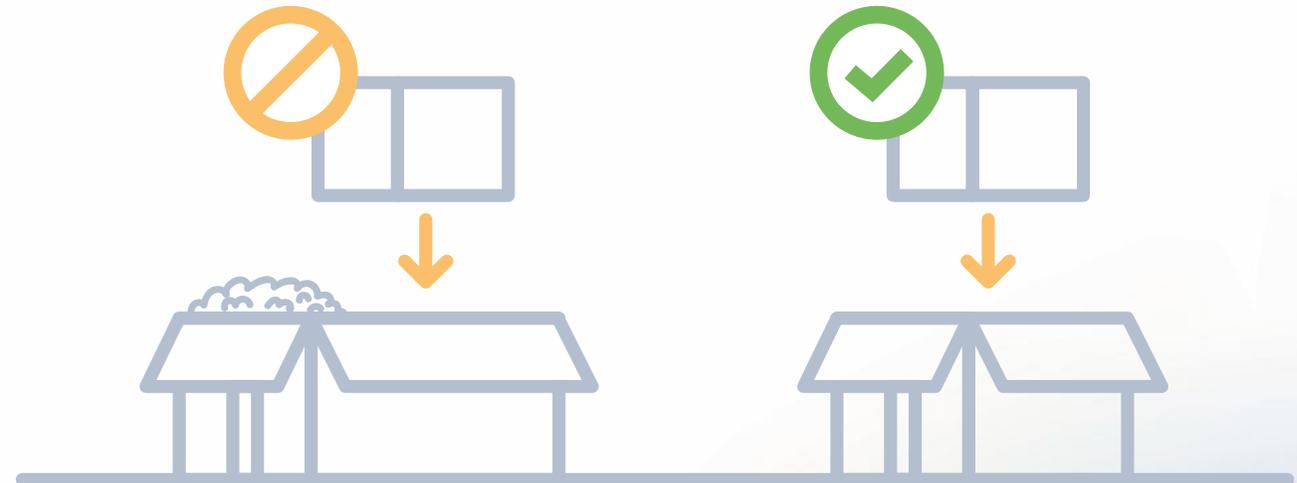
Prevention and Minimisation of Packaging Weight

2030

The empty space must be $< 50\%$

in collective packaging, shipping packaging and e-commerce packaging

Space filled with filling materials is considered empty space.



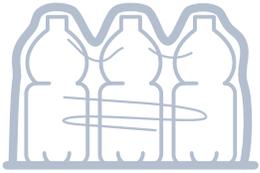
Exemption

Market participants using sales packaging as e-commerce packaging, or reusable packaging under a reuse system.

PACKAGING RESTRICTIONS

2030

Use of Certain Packaging Formats not Allowed



Plastic
grouped packaging
for single use



Plastic **single-use**
packaging packs for
food and drinks in
the **hospitality**
sector



Very light plastic
bags



Single-use plastic
packaging for
prepacked
fresh fruit and
vegetables < 1.5 kg

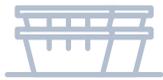


Single-use packaging
designed for
individual bookings in
the **accommodation**
sector

Minimum Percentage Recycled Content

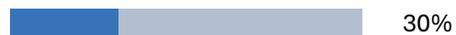
From January 2030, all plastic packaging components must contain at least a certain amount of certified **post-consumer recycled material**.

Targets are defined by packaging type and format and are calculated as an average per manufacturer and per year.

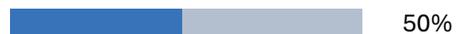


Contact-sensitive packaging (PET)

2030

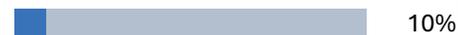


2040

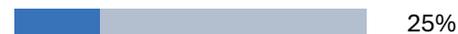


Contact-sensitive packaging (non-PET)

2030

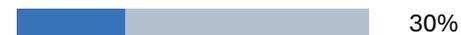


2040



Single-use plastic drinks bottles

2030

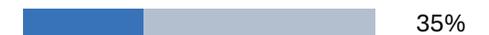


2040



Other plastic packaging

2030



2040



Minimum Percentage Recycled Content

INDUSTRIAL

Specifically for industrial packaging. Some examples:



Industrial packaging
(= Other plastic packaging)

2030



35%

2040



65%

Minimum Percentage Recycled Content

HOUSEHOLD

Specifically for household packaging. Some examples:



Minimum Percentage Recycled Content

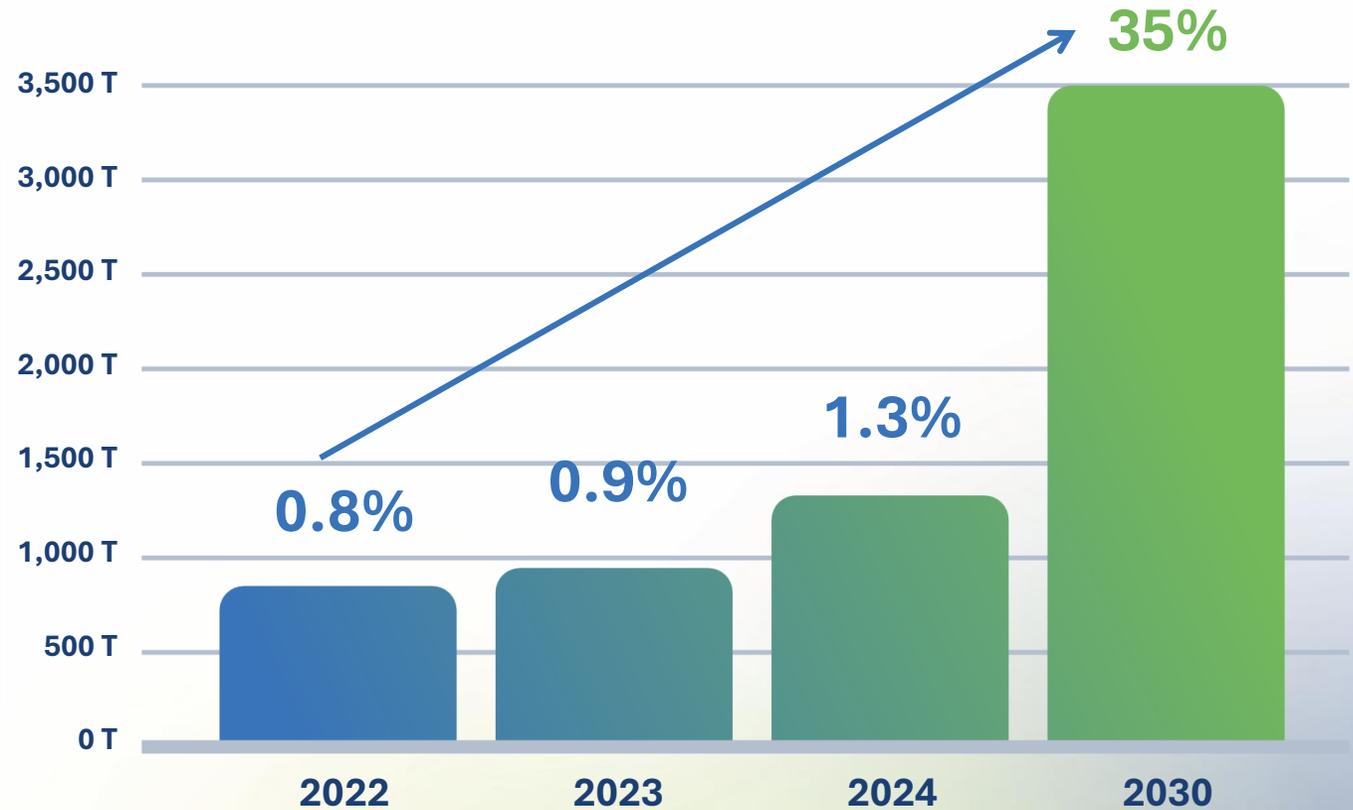
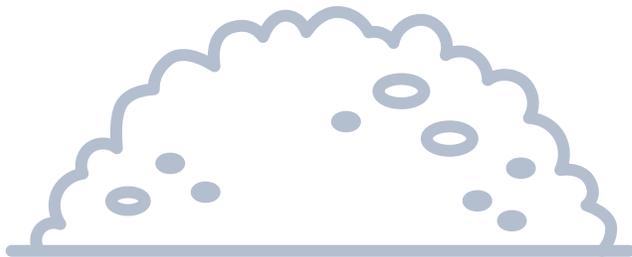
EXCEPTIONS

- **Contact-sensitive** packaging for baby food, medicine, medical devices or in certain cases for food
- Packaging for **hazardous goods**
- **Compostable** packaging
- Any plastic part that constitutes **< 5 % of the total weight** of the packaging

35% PCR in industrial packaging by 2030

INDUSTRIAL

Trend towards 2030



PREVENTION

RECYCLED CONTENT

RECYCLABILITY

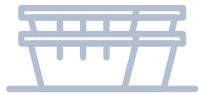
REUSE

LABELLING

ROLES

We're Not There Yet

HOUSEHOLD



Contact-sensitive packaging (PET)

2030



2040



Halfway there



Contact-sensitive packaging (non-PET)

2030



2040



Not yet OK



Single-use plastic packaging

2030



2040

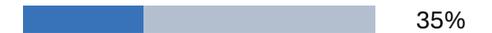


OK (thanks to PET)



Other plastic packaging

2030



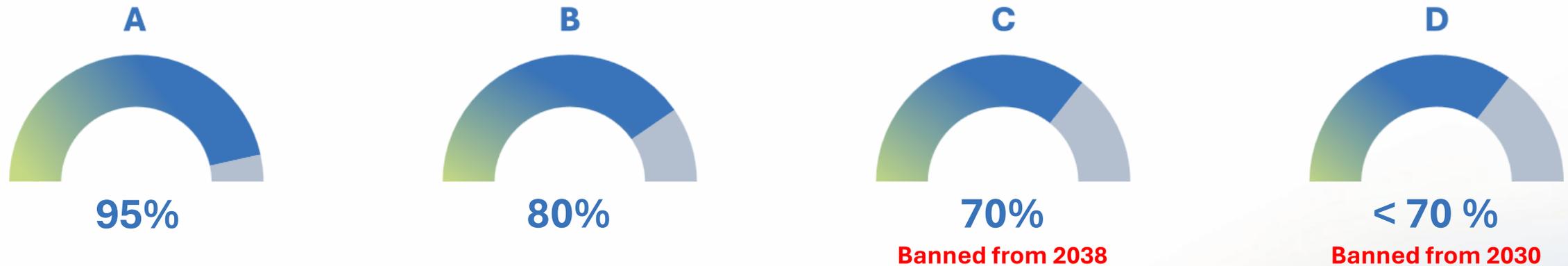
2040



Not yet OK

Design for Recycling

Performance grade = recyclability performance for the entire packaging



- **By January 2028:** The Commission proposes delegated acts to set D4R criteria and performance levels for recycling.
- **From 2030: financing contributions** based on performance grades A – C
- **By 2035,** packaging must **be recycled on a large scale**; otherwise its recyclability performance class will be downgraded (large scale = annual amount of recycled material of at least 55%).

CEN – D4R Guidelines for Plastic

CEN / TC 261 / SC4 / WG10

June 2026



Guidelines

CEN D4R guidelines are ready.
Scheduled date: November 2025.
Deadline postponed to
June 2026

2026-2027



recommended
controlled
banned

System of traffic light tables green | yellow | red

One system per material flow. Based on
the principle of state-of-the-art
collection, sorting and recycling

1 or 2 review moments
before 2030

2027



Recyclability percentages and grades (A,B,C)

calculated partly on the basis of traffic
light tables - by JRC

probably by 2027
towards 1 system for simplification

CEN – D4R Guidelines for Other Materials

CEN / TC 261 / SC4 / **WG3** -> overarching: fibre-based, steel, aluminium, glass, wood, other materials

April 2026



Guidelines

CEN D4R technical specifications are ready.

Scheduled date: by April '26

2026-2027



recommended
controlled
banned

System of traffic light tables green | yellow | red

One system per material flow. Based on the principle of state-of-the-art collection, sorting and recycling

1 or 2 review moments
before 2030

2027



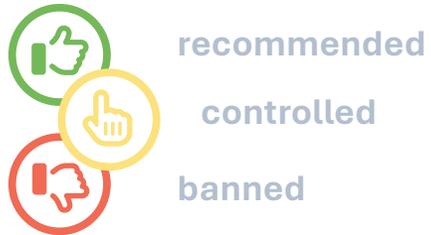
Recyclability rates and grades (A,B,C)

calculated partly on the basis of traffic light tables - by JRC

probably by 2027
towards 1 system for simplification

From Traffic Lights to Percentage and Performance Class

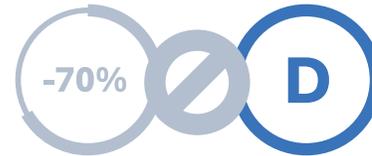
2027



Percentage and performance class for recyclability (A, B, C and D)

calculated partly on the basis of traffic light tables - by JRC probably by 2027

2030



Ban on non-recyclable products (D)

< 70% recyclable: likely to be banned by 2030



Eco-modulation

Based on performance class (A > 95%, B > 80%, C > 70%)

Evaluation of Recyclability

WG 10: CORE PRINCIPLES

Is my packaging recyclable?



All integrated parts and components are considered **green and/or yellow**

No test.

I **use the table** to evaluate the percentage and the performance class of the packaging.



An integrated part or component is **red**

Recyclability score = 0%



I can't find the answer in the standards

CEN shares **test protocols** for packaging.

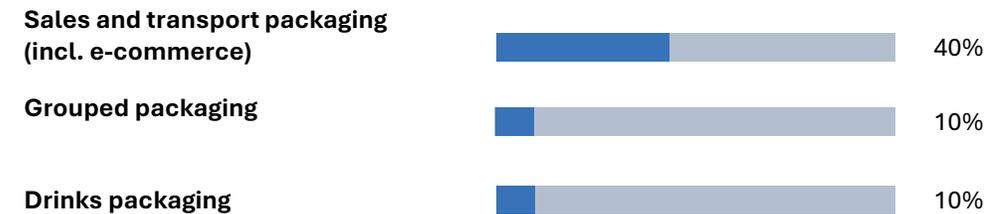
I test and report to WG10 to optimise the traffic light system.

Reuse and Refill

HOUSEHOLD • KEY ELEMENTS OF THE EU PLAN TO REDUCE PACKAGING WASTE

- **Mandatory reuse system**, including incentives to ensure collection.
- **End distributors:** from 01/01/2030, end distributors with a sales area of more than 400 m² must aim to use 10% of that area for refilling stations for both food and non-food products
- **Hospitality – Takeaway:**
 - **No later than 12/02/2027:** possibility for consumers of bringing their own container to fill
 - **No later than 12/02/2028:** possibility of packaging with system for reuse

2030



2040



Reusable Packaging

INDUSTRIAL • SALES AND TRANSPORT PACKAGING FOR TRANSPORTATION WITHIN THE EU



What packaging?

Pallets, collapsible plastic boxes, cartons, bins, plastic crates, bulk storage devices, buckets, drums and canisters of all sizes and materials, including flexible packaging (foils), pallet sheets or straps for stabilisation and protection of products during transport.



PREVENTION

RECYCLED CONTENT

RECYCLABILITY

REUSE

LABELLING

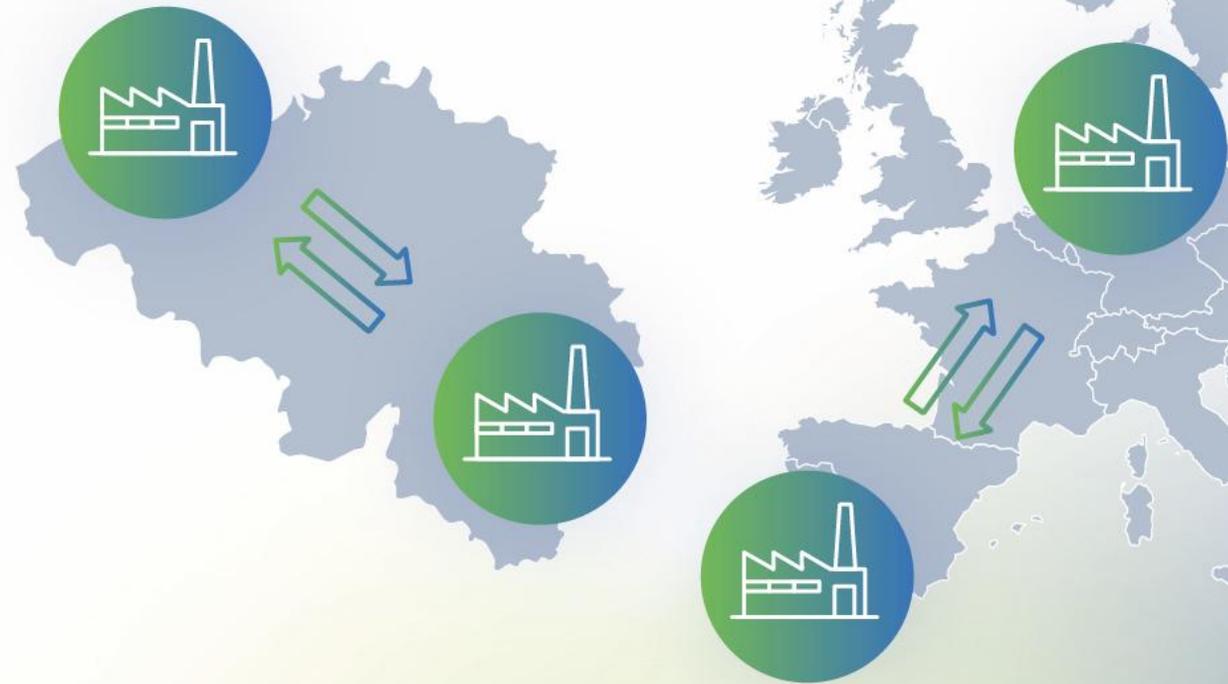
ROLES

Reusable Packaging

CORPORATE - TRANSPORT BETWEEN SITES OF THE SAME COMPANY
BETWEEN MEMBER STATES AND TRANSPORT IN THE SAME MEMBER
STATE

2030  100%

***Exemption for flexible packaging (foils),
pallet sheets or straps.**



Reusable Packaging

EXCEPTIONS

- Packaging for **hazardous goods**
- **Customised packaging** for large-scale machinery
- Flexible packaging in contact with **food**
- **Cardboard** boxes
- Certain applications: **wines, distilled beverages, dairy products** etc.

TO BE DETERMINED

- Calculation method (in units) laid down by implementing act (06/2027)
- Minimum number of rotations laid down by delegated act (02/2027)

PREVENTION

RECYCLED CONTENT

RECYCLABILITY

REUSE

LABELLING

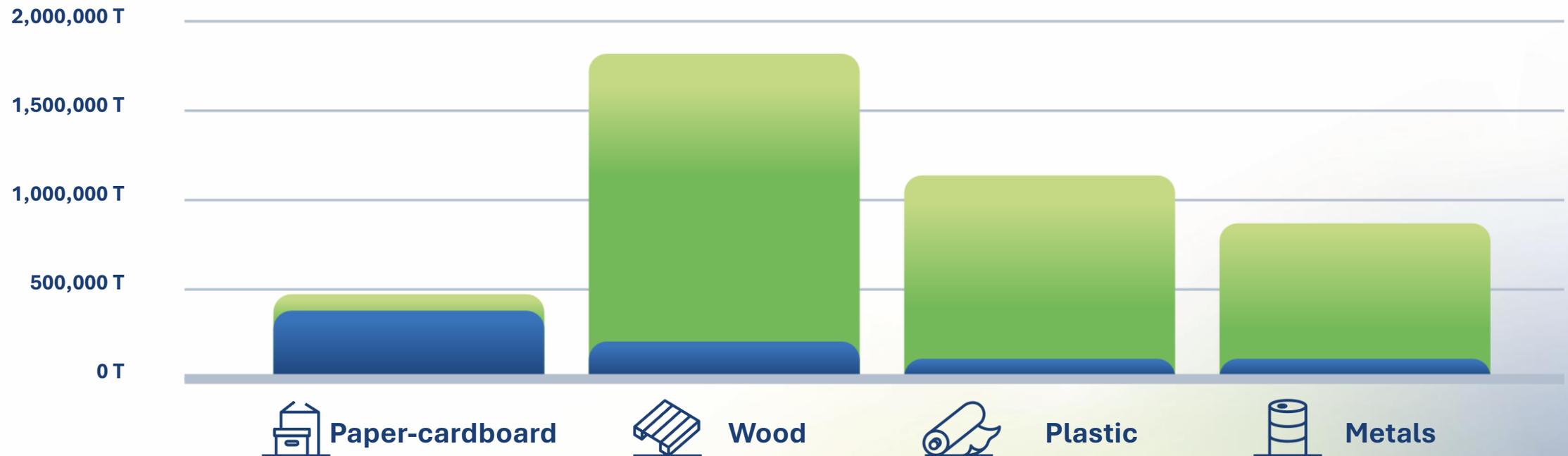
ROLES

82% of Industrial Packaging Is Reused (By Weight)

92% EXCEPT FOR CARDBOARD

● Single-use packaging

● Reusable Packaging



43% of household Packaging Is Reused (By Weight)

The available figures give an indication, but no data is available per unit and per PPWR category.



43%

Reusable Packaging



57%

Single-use packaging

Harmonised Labelling

2028

2029



Sorting instructions

The financial contribution paid by producers covers the cost of labelling waste containers.



Information on recycled plastic material

Voluntary

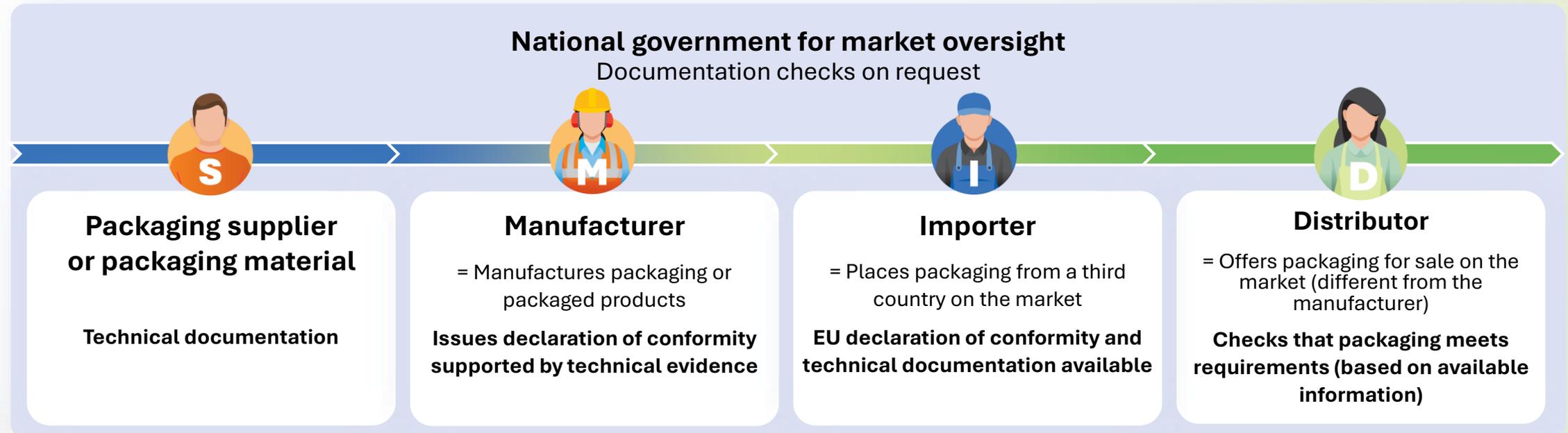


Reusability of packaging

Includes digital data medium for information on reuse

Roles and Responsibilities: Conformity Assessment

EU LEVEL



What should a declaration of conformity contain?

- **2026:** no substances of concern
- **2028:** bio-based, compostable, sorting instructions label
- **2029:** reusability label
- **2030:** recyclability, recycled content, minimisation

→ <https://www.ppwr-guidebook.eu/>

Roles and Responsibilities: The Producer

NATIONAL LEVEL

- The **producer** makes packaging available for the first time in a member state (e.g. BE) and may be a manufacturer, importer or distributor.
- **Authorised representative for EPR:** if the producer is not established in the member state, an authorised representative for EPR is appointed by the producer to meet its obligations
- **Liabilities:** extended producer responsibility (EPR)

Any questions

