



# PPWR: What Will Change for You

Extended Producer Responsibility and New Rules

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Prevention

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Recyclability

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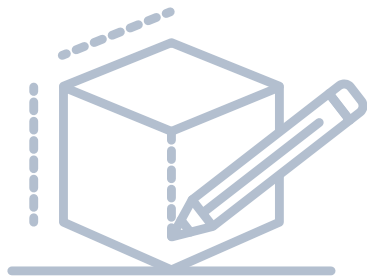
# Extended Producer Responsibility

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)

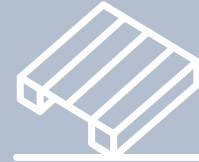


**Tyres**  
(Recytyre)



**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



**39%**  
Glass



**26%**  
Plastic



**23%**  
Paper-  
cardboard



**9%**  
Metals



**2%**  
Drinks  
cartons

# EPR Systems for Packaging in Belgium

INDUSTRIAL

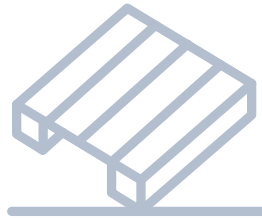


Single-use **industrial** packaging  
737,000 tonnes on the market



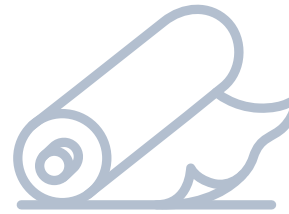
**58%**

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



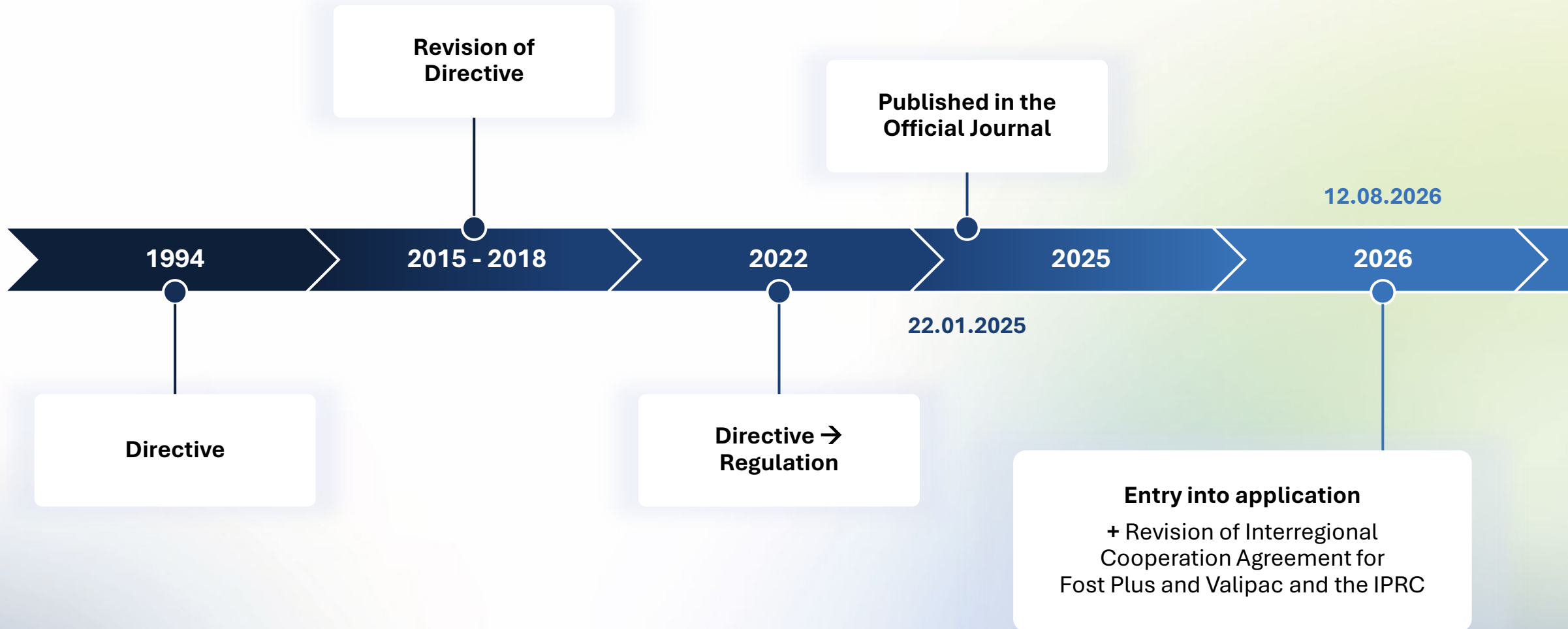
**69.7%**

industrial plastic packaging  
waste recycled

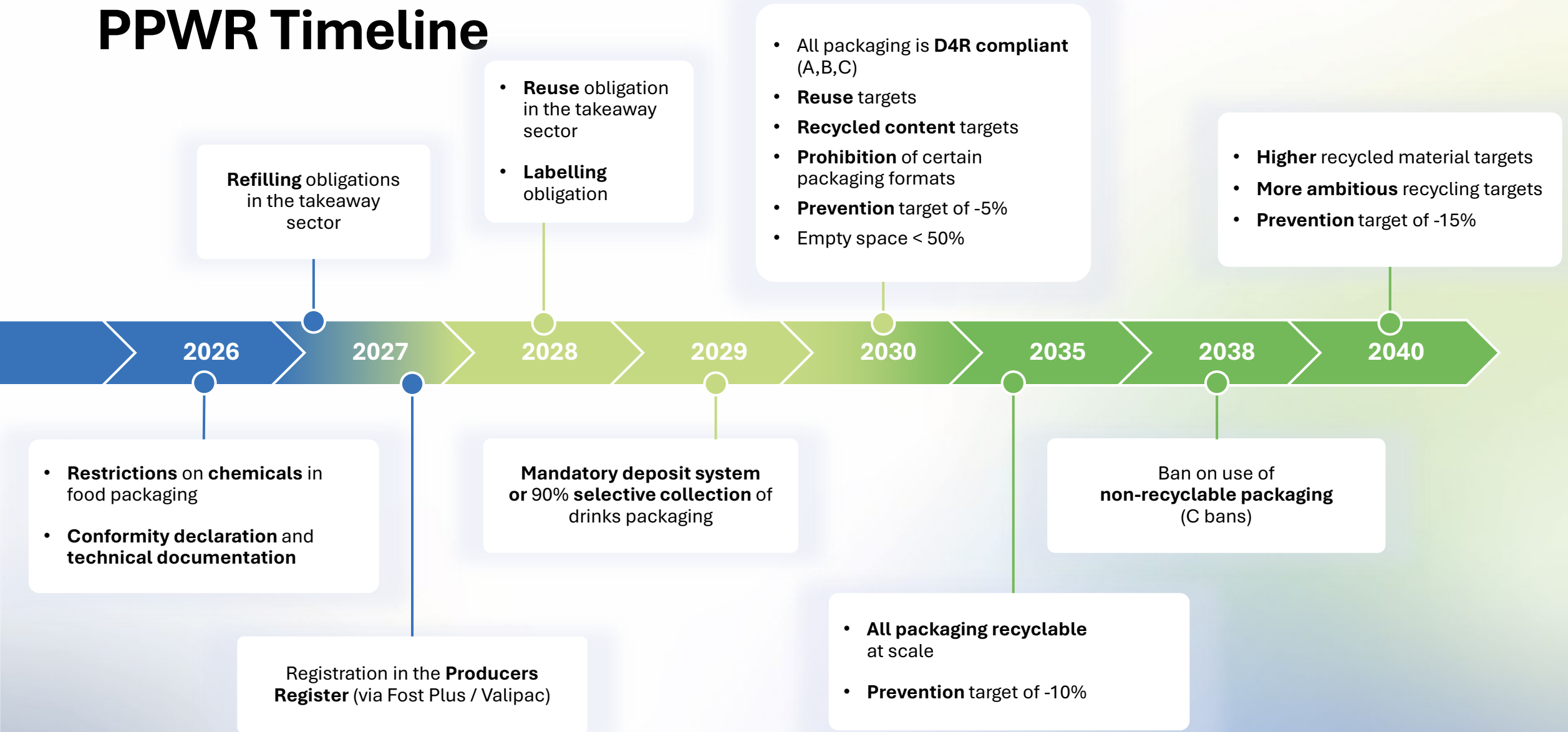
# Packaging and Packaging Waste Regulation (PPWR)

# 02

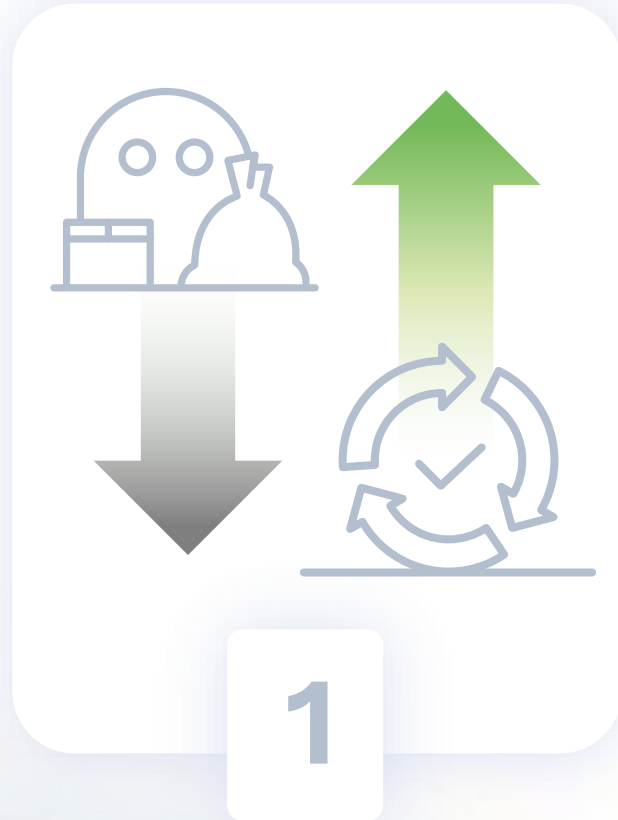
# Background



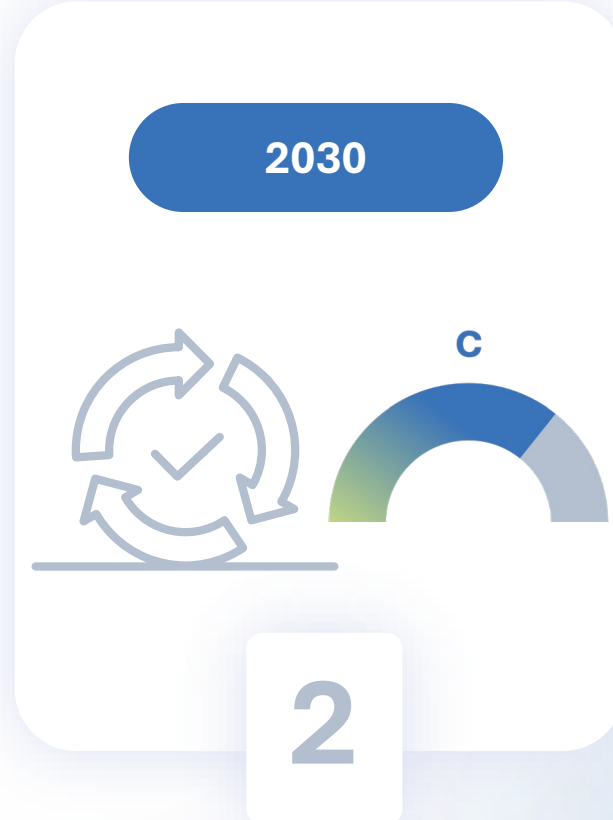
# PPWR Timeline



# Objectives of the PPWR



**Reduce** generation of packaging **waste/foster reuse**



All packaging on the EU market to be **reusable or recyclable** in an economically viable way **by 2030**



Increase the use of **recycled plastics** in packaging

# Key Measures in a Nutshell

01

PREVENTION

02

REUSE

03

RECYCLABILITY

04

RECYCLED  
CONTENT

05

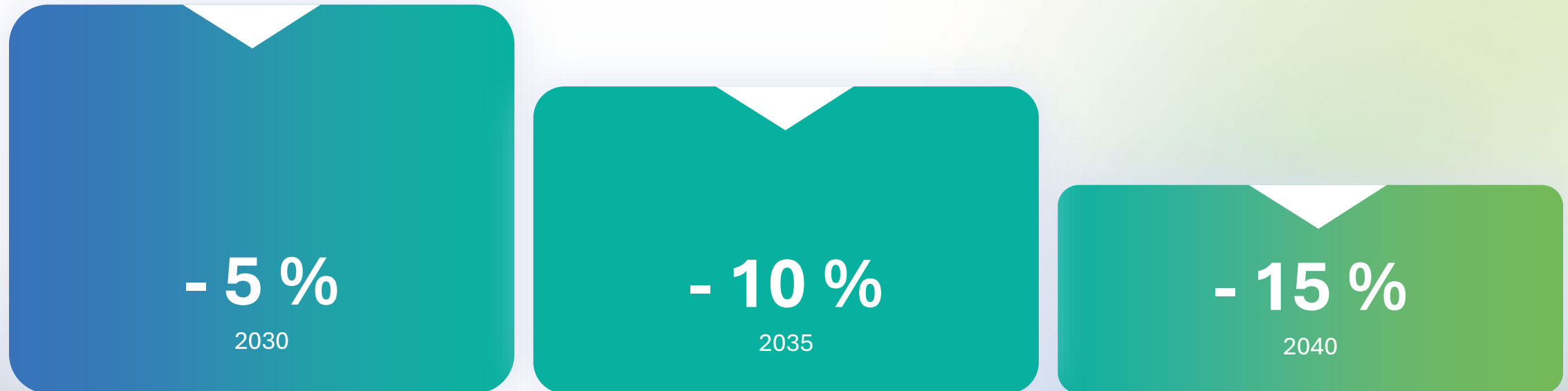
LABELLING &  
DRS

06

ROLES

# Packaging waste prevention targets = reduction in amount of packaging placed on the market

REDUCTION IN THE PACKAGING WASTE PER CAPITAL VS. 2018

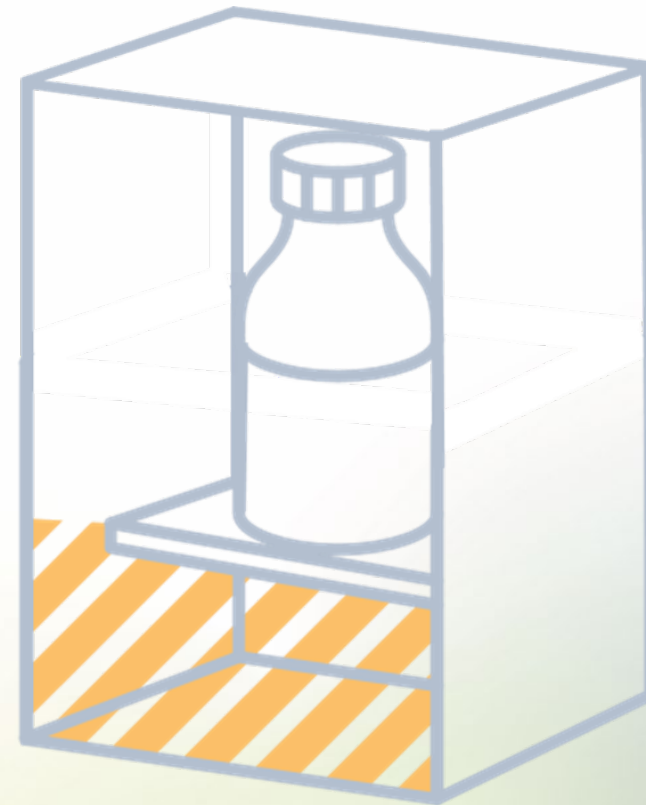


# Prevention and Minimisation of Packaging Weight

2030

Packaging should be designed so that

**weight and volume are reduced to the minimum**



# Prevention and Minimisation of Packaging Weight

2030

The empty space must be < 50%

in grouped packaging, transport packaging and e-commerce packaging

Space filled with filling materials is considered empty space.



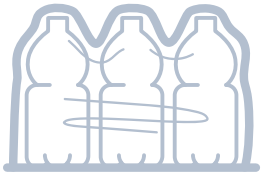
## Exemption

Economic operators using sales packaging as e-commerce packaging, or reusable packaging under a reuse system.

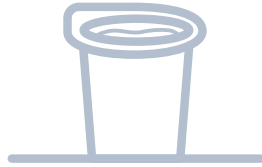
## PACKAGING RESTRICTIONS

2030

# Use of Certain Packaging Formats not Allowed



Singel-use plastic  
**grouped packaging**



Single-use plastic  
**packaging** for foods  
and beverages  
consumed within the  
premises in the  
**HORECA sector.**



**Very lightweight  
plastic carrier bags**



Single-use plastic  
packaging for **<1,5kg  
pre-packed fresh fruit  
& vegetables.**



Single-use  
**accommodation  
packaging** intended  
for an individual  
booking

# Reuse and Refill

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

- **Mandatory reuse system**, including incentives to ensure collection.
- **Final distributors:** From 01/01/2030, final distributors with a sales area of more than 400 m<sup>2</sup> shall endeavour to dedicate 10% of that sales area to refill stations for both food and non-food products.
- **HORECA – Takeaway:**
  - **By 12/02/2027:** option for consumers to bring their own container to be filled
  - **By 12/02/2028:** option of packaging within a system of 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.



# Reusable Packaging

INDUSTRIAL • TRANSPORT BETWEEN SITES OF THE SAME COMPANY  
BETWEEN MEMBER STATES AND TRANSPORT IN THE SAME MEMBER  
STATE

2030



100%

\*Exemption for pallet wrapping and straps.



# Reusable Packaging

## EXCEPTIONS, incl.:

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

*Industrial*

*Household*

## TO BE DETERMINED, incl.:

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

PREVENTION

REUSE

RECYCLABILITY

RECYCLED CONTENT

LABELLING & DRS

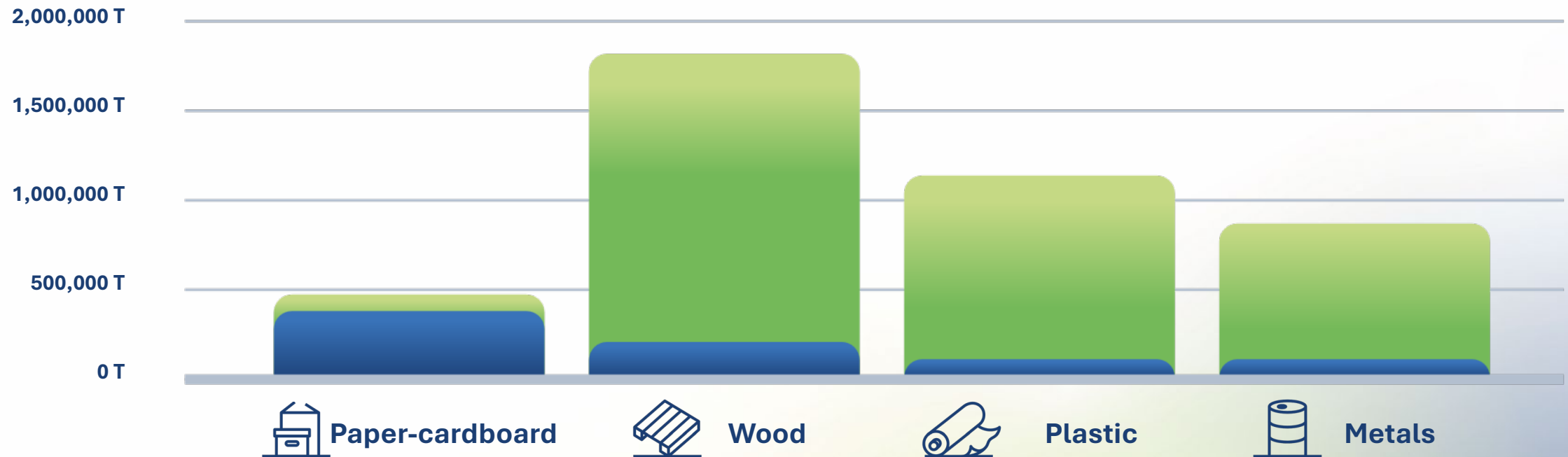
ROLES

# 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

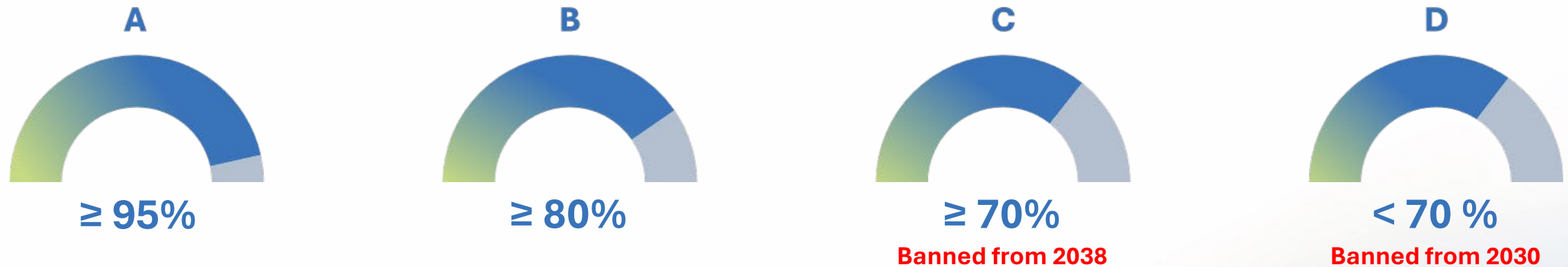


**57%**

Single-use packaging

# Design for Recycling

Performance grade = recyclability performance for the entire packaging



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

# CEN – D4R Guidelines for Plastic

CEN / TC 261 / SC4 / WG10

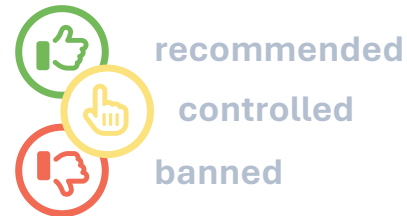
June 2026



## Guidelines

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

2026-2027



## 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

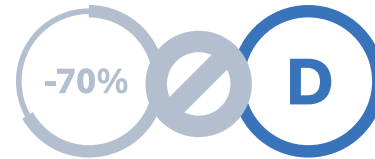
2027



## 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 components and constituents are considered **green and/or yellow**



An integrated component or a constituent is **red**



I can't find the answer in the standards

No test.

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

Recyclability score = 0%

CEN shares **test protocols** for packaging.

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

# Minimum Percentage Recycled Content

From January 2030, all plastic packaging components shall 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 manufacturing plant and per year.



## Single-use plastic beverage bottles

2030



2040



## Contact-sensitive packaging (PET)

2030



2040



## Contact-sensitive packaging (non-PET)

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

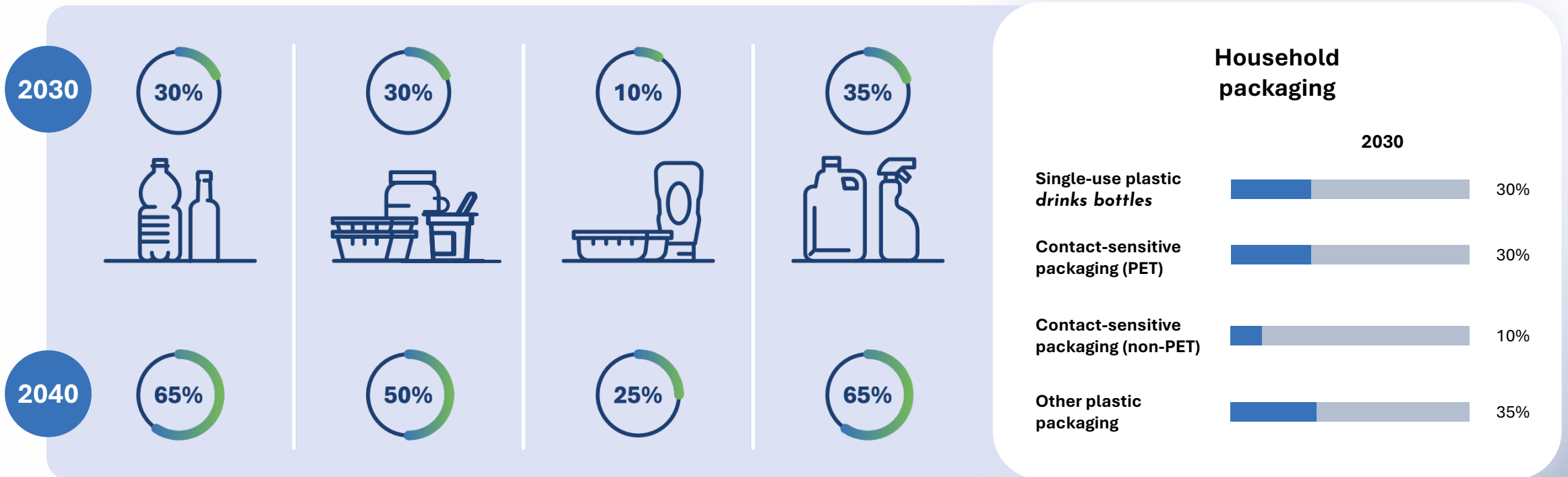


65%

# Minimum Percentage Recycled Content

## HOUSEHOLD

Specifically for household packaging. Some examples:



# Minimum Percentage Recycled Content

EXCEPTIONS, incl.:

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

PREVENTION

REUSE

RECYCLABILITY

RECYCLED CONTENT

LABELLING & DRS

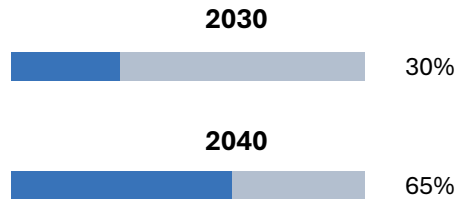
ROLES

# We're Not There Yet

HOUSEHOLD



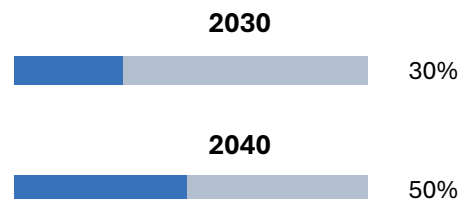
Single-use plastic beverage bottles



OK (thanks to PET)



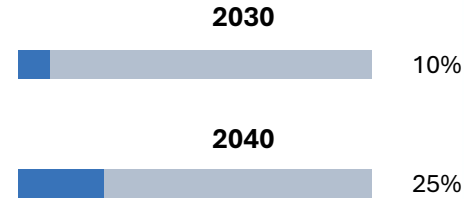
Contact-sensitive packaging (PET)



Halfway there



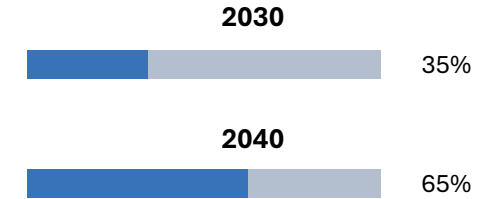
Contact-sensitive packaging (non-PET)



Not yet OK



Other plastic packaging



Not yet OK

PREVENTION

REUSE

RECYCLABILITY

**RECYCLED CONTENT**

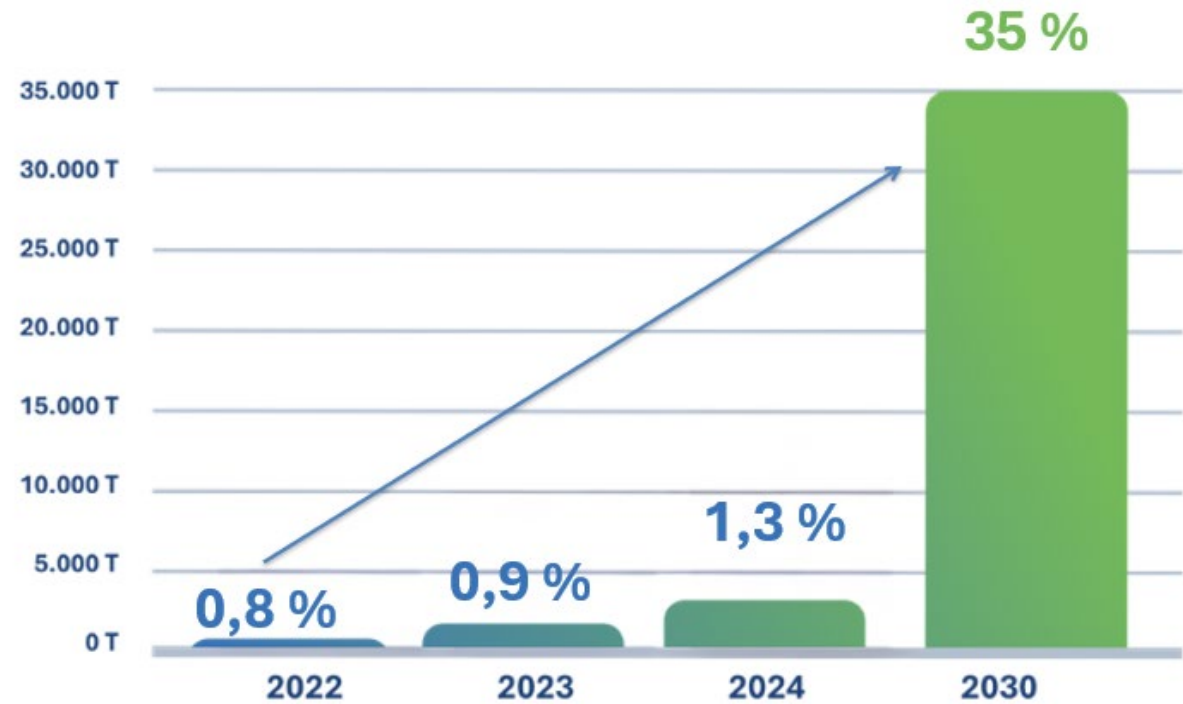
LABELLING & DRS

ROLES

# 35% PCR in industrial packaging by 2030

INDUSTRIAL

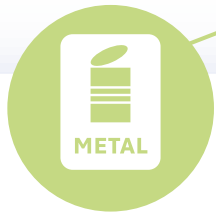
Trend towards 2030



# Harmonised Labelling

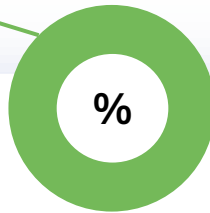
2028

2029



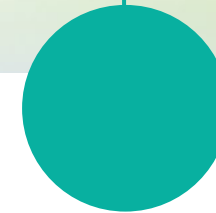
## Sorting instructions

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



## Information on plastic recycled content

Voluntary



## Reusability of packaging

Includes digital carrier for information on reuse

# Deposit and Return System – DRS (or 90% collection)

2029



Single use **plastic**  
**beverage bottles**  
< 3 litres



Single use **metal**  
**beverage containers**  
< 3 litres

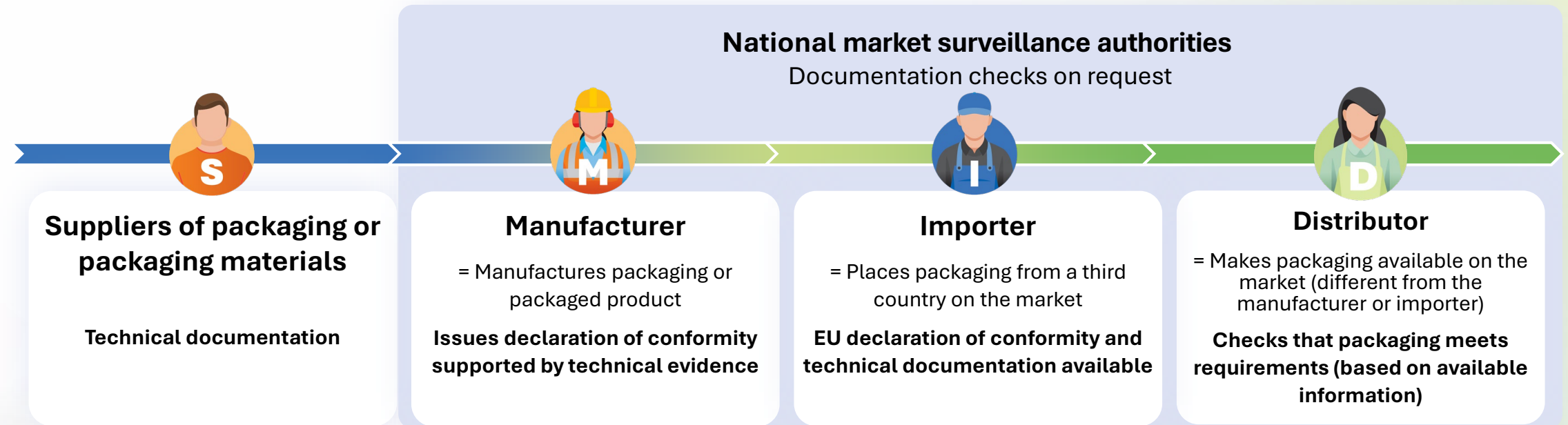
## Exemptions:

- **Selective collection rate above 80% in 2026 and after submission of implementation plan by MS to achieve 90% by 1/1/2029.**
- Does not apply to packaging for wines, spirits, milk and milk products.
- MS may exempt HORECA sector.

**Calculation methods** to be established by delegated acts.

# Roles and Responsibilities: Conformity Assessment

EU LEVEL



## What should a declaration of conformity contain? Most important elements:

- **2026:** no substances of concern
- **2028:** 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)
- **Register of Producers** (+reporting)
- Consequence of the PPWR: **min. 300 kg no longer applicable** in Belgium

**Any questions**



# Disclaimer

## **Date of the presentation: 20 March 2026**

The information contained in this presentation is provided for general informational purposes only and is based on the publicly available texts and guidelines as of the above-mentioned date relating to Regulation (EU) 2025/40 on packaging and packaging waste ("PPWR"). This information is not directed at any specific undertaking or situation and does not take into account the individual circumstances of the recipient.

The European Commission is currently developing supplementary secondary legislation (delegated and implementing acts, guidelines, etc.) which may contain additional clarifications or amendments. These documents have not yet been published as of today. In addition, the three Belgian Regions are working on the transposition and implementation of the PPWR through an interregional cooperation agreement, the content and timeline of which have not yet been established. The regulatory framework may therefore change significantly after the date of this presentation.

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