

Fostplus 

2025

Activity  
Report

# Together we shape the future

The packaging world is in full transition. In 2026, two new European regulations will come into force with an enormous impact on our sector – the *Packaging and Packaging Waste Regulation* and the *Waste Shipment Regulation*. We also look forward to a new Interregional Cooperation Agreement for packaging.

Societal expectations are equally high. Citizens and governments expect companies to invest in sustainability, and packaging is high on that agenda.

As leading producer organisations, both Valipac and Fost Plus are ready to provide guidance in this rapidly evolving landscape and to support our customers in the transition to more sustainable packaging. A sound legislative framework is crucial, but gold-plating compared to European legislation and our neighbouring countries must absolutely be avoided.

I am convinced that collaboration is essential to address the many challenges that lie ahead. With more than 3,000 shared customers, we see a wealth of opportunities to improve our service.

We have also taken important steps internationally. We concluded an agreement with our colleagues from France (Citeo and Citeo Pro), Luxembourg (Valorlux) and the Netherlands (Verpact) to cooperate more closely within a BeNeFraLux framework on topics such as administrative simplification, *design-for-recycling*, recycled content and industrial packaging.

At home, we are part of Round, the umbrella association of Belgian producer organisations. There too, we have already achieved a first milestone – a platform where e-commerce companies can register so they can easily and reliably verify compliance with EPR obligations by their vendors. An ini-

tiative that is sorely needed given the high number of free riders in the sector.

All these examples show that we are stronger when we join forces and shape the future together. In our Activity Report you can discover how we put this into practice every day.

Finally, I would like to warmly thank the staff of both organisations for their dedication, their flexibility and their trust. They are the ones who put our mission into practice every day, for our customers, for our partners and for a more sustainable planet.

I hope you enjoy the read!

**Francis Huysman**,  
CEO of Fost Plus  
and Valipac





## Executive Committee

*From left to right: Lara Spaan, Steven Boussemaere, Laurence Havrenne, Francis Huysman, Mik Van Gaever.*



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# A societal mission

Fost Plus is the driving force behind the circular economy for household packaging in our country. We help companies meet their legal obligations, while also fulfilling an important societal mission.



## It all starts with the citizen

Without the cooperation of 12 million Belgians, we are nothing. We help them make the right, sustainable choice at all times and in all places: through communication and awareness-raising, but also through simple and accessible collection systems. So that everyone can contribute to the circular economy.



## PPWR as a driving force

On 11 February 2025, the new European packaging legislation PPWR came into force. A game-changer for the packaging world, with ambitious targets for reduction, reuse and recycling. But also an opportunity for companies to rethink their packaging systems and make them future-proof.



## Investing in local ecosystems

By processing packaging close to home – from collection to recycling – we stimulate innovation, investment and jobs in our sector. Local ecosystems also offer the best guarantee of sustainable treatment: we reduce the impact of transport and can respond more quickly to new developments in the market.





# Selective collection

The circular economy starts at home. Belgians remain top sorters in 2025 – the volumes collected for PMD are higher than ever. Though there is still work to be done. We still find too much residual waste in PMD bags, and there is also room for improvement when it comes to sorting on the go.



# 02



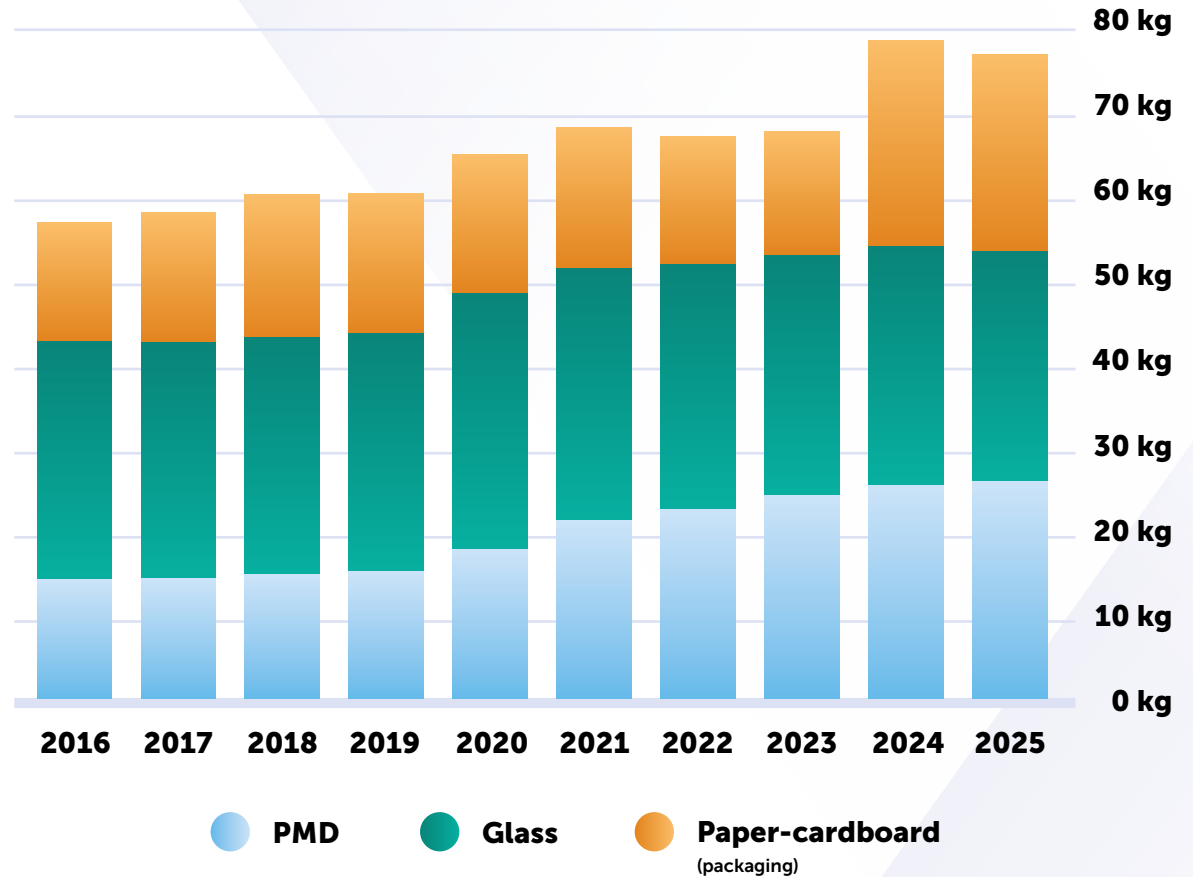
# Key figures

## Evolution

**PMD** collection took off when the expanded sorting rules were introduced. Collected volumes continued to rise in 2025 as well, albeit less markedly than in previous years. It is clear that citizens have now grown accustomed to the new sorting rules.

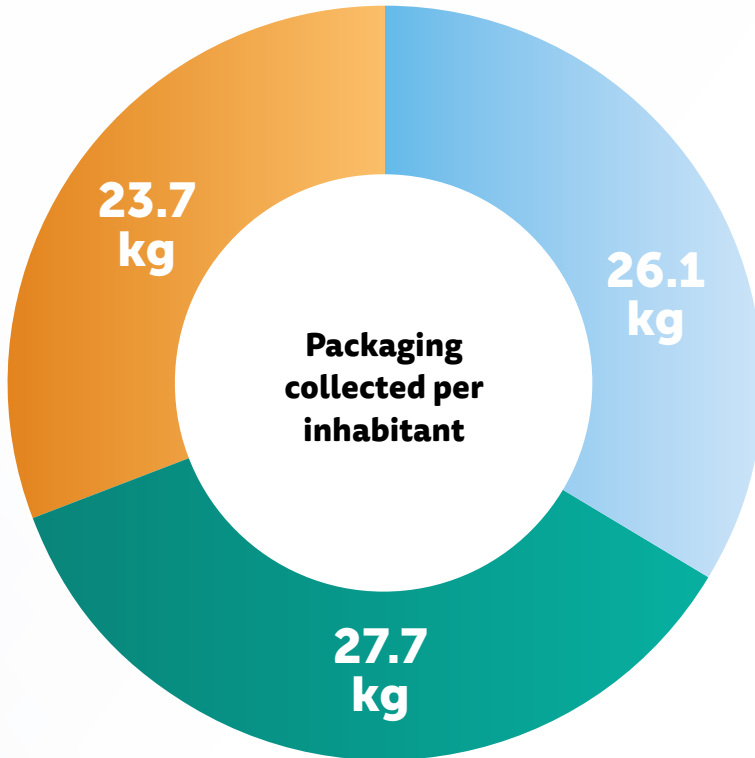
**Glass** collection rose sharply during the COVID period when we consumed more at home. The decline we saw afterwards continued into 2025. For **paper and cardboard**, we see a slight drop compared to last year.

### Evolution single-use packaging collected per inhabitant





- **PMD**
- **Glass**
- **Paper-cardboard**  
(packaging)



## BEVERAGE PACKAGING



**83%**

plastic beverage bottles collected



**94%**

beverage cans recycled\*

*\* For the collection rate of plastic beverage bottles, a standardised method was established within the framework of the Single Use Plastics Directive (SUPD). This method is currently lacking for beverage cans. Unlike plastic beverage bottles, beverage cans are recycled in a circular manner regardless of the collection method. For this reason, we report the recycling percentage of beverage cans in this report. This was calculated, like the other recycling percentages in this report, based on the quantities placed on the market by our members.*



# Focus on quality

Belgians are known as good sorters. Yet we still find too many items in the PMD bags that don't belong there: toys, textiles, batteries, electronics, non-empty packaging, etc. Together, they cause a great many problems and even dangerous situations in our sorting centres. Furthermore, perfectly recyclable materials are being lost. In 2025, we encouraged citizens to do better, with targeted campaigns and in close collaboration with our partners.



[Watch the video.](#)





## National campaign – the return of the chicken

In February 2025, we launched a second wave of our national campaign. Starring the gradually well-known – and to some, notorious – toy chicken, which accidentally ends up in the PMD bag. The central message summarises all sorting rules in a catchy one-liner: if it's packaging, it can go in the bag! The campaign was followed up in the autumn with a new commercial that builds on the concept and was amplified on social media.

“The national campaign has not missed its mark. We're not exactly delivering a sexy message, so you have to 'package' it in an accessible way. Our disarming toy chicken prevents it from becoming too preachy. Behaviour change is a long-term effort. Thanks to our sustained efforts, the residue figures are slowly but steadily moving in the right direction.”

**Adriaan Lowet**, Brand Strategy & Campaign Manager



**The campaign was awarded a golden  
BOA Award in November 2025.**



# Together for less residue

Fortunately, we are not alone in our fight against the residue in the PMD bag. In 2025, we joined forces with various partners to steer the sorting behaviour of Belgian citizens.



## Small mistakes, big risks

On 1 September 2025, we launched a campaign together with Bebat and Recupel on safe sorting. Batteries and electronics still end up too often in streams where they don't belong: in the PMD bag, but equally with paper-cardboard or residual waste. This is less innocent than it seems. Batteries that are crushed or damaged during processing are increasingly causing explosions and fire hazards in sorting centres, storage facilities, and collection vehicles. The message is therefore clear: keep them separate and bring them to the Bebat and Recupel collection points.

## On-the-ground actions bear fruit

In 2025, we worked closely with intermunicipal associations and operators. For example, waste intermunicipal association Tibi managed to significantly reduce the amount of residue in the Charleroi region and became one of the top performers in 2025. Central to their approach was a series of targeted actions, such as refusal stickers on poorly sorted bags, increased vigilance from collectors, and targeted communication based on analyses of the residue found.



[Watch the video.](#)



## Raising awareness in schools

In 2025, we once again invested fully in educational programmes and workshops for children and young people across the country. In Flanders, we reached more than 53,000 pupils in nursery and primary education through our school animations in collaboration with the Flemish Region. In Wallonia, we guided nearly 100 schools together with Be WaPP to obtain the Ecole Plus Propre label. In collaboration with Brussels Environment, we have an ongoing programme to integrate waste sorting and recycling into school activities. In this way, we are laying the foundation for a generation of environmentally conscious consumers.



# Prevention and reuse

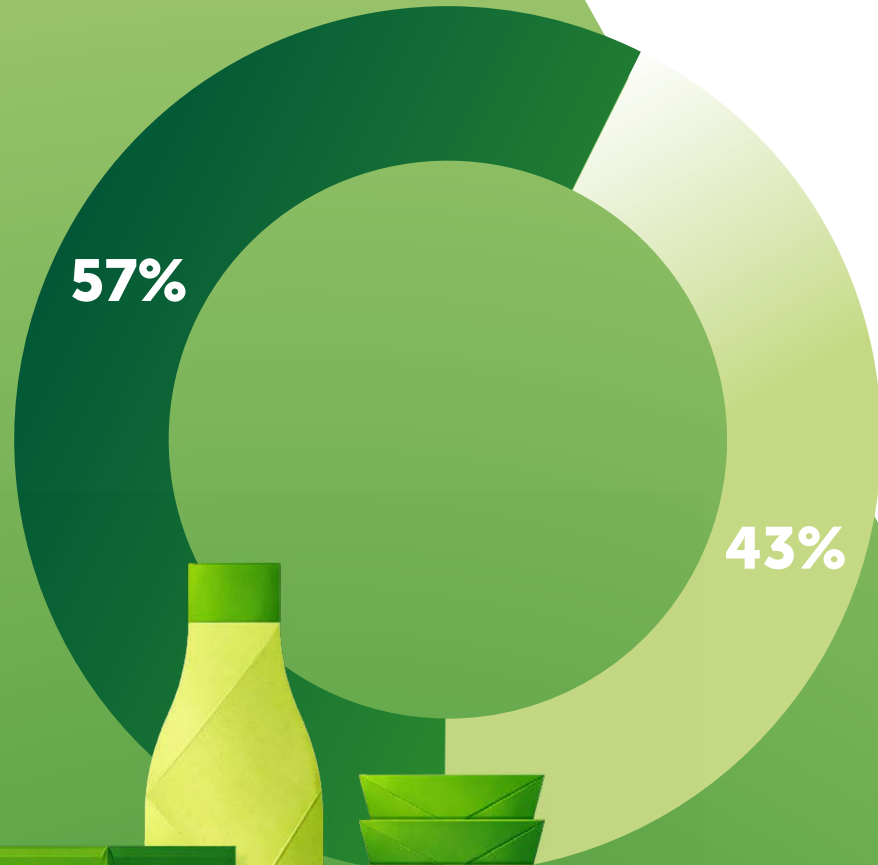
Prevention and reuse are important levers in the transition towards more sustainable packaging. Although Belgium has a strong historical foundation for reusable packaging, we still see many obstacles hindering further growth. We aim to remove these together with our stakeholders.







# Key figures



●  
**730,909 T**

single-use packaging  
reported by Fost Plus  
members

●  
**540,386 T**

reusable packaging  
placed on the market  
by Fost Plus members



**284,000 T**

CO<sub>2</sub> saved thanks to  
reusable packaging



## Reuse – a strong historical foundation

Reusable packaging has been well established in Belgium for many years. In 2025, it accounted for 43% (by weight) of all household packaging on the market; for commercial packaging, that figure is even considerably higher. The vast majority of reusable household packaging comes from the beverages sector, with glass bottles for beer and soft drinks being the most well-known example. But we also see many other sectors where reusable packaging is on the rise.

## Reuse is growing, but consumers hesitate

In November 2025, Fost Plus en ConsomAction published the first edition of the Re-Use Barometer, which takes stock of the bulk and reuse sector in our country. The results show that the sector is ready to grow further, but is nevertheless running into a number of obstacles.

Closer collaboration within the supply chain and standardisation of packaging should improve economic viability and simplify logistics. But consumers also need an extra push in the right direction.





# Fost Plus bridges the gap

With the new *Packaging & Packaging Waste Regulation* (PPWR), Europe is clearly championing prevention and reuse, with ambitious targets for both businesses and member states. Collaboration, standardisation, innovative business models, and consumer awareness will all play an important role in this.

In 2025, we identified a number of focus areas, including e-commerce, service packaging, and food, although our efforts will certainly not be limited to these sectors. We also laid the groundwork for a series of pilot projects that we will roll out in the coming year.

“By bringing partners together, sharing expertise, and accelerating innovation, we are bridging the gap between the new PPWR legislation and the business world.”

**Lieven Capon**, Program Manager Sustainable Packaging



## Challenge or opportunity – inspiration from pioneers

In September 2025, we visited a pilot project by La Conserverie & Moutarderie Belge in Eupen together with our partners. Consumers can return the reusable jars of Maria & Franz via the classic reverse vending machines that are also used for beer and soft drink bottles with a deposit. This makes it easier for consumers and increases the likelihood that they will actually return the packaging.

[Read the full story.](#)



## Reuse – a viable option for e-commerce?

Reusable Bag is exploring the potential of reusable packaging in e-commerce. For the project, a reusable shipping packaging was designed and is being tested in real conditions. Participants in the project include bpost, Juttu, Torfs, TwinTag, Fost Plus, and the ReUse Lab of the University of Antwerp.

[Read the blog post.](#)



[Watch the video.](#)



# Recycling

Recycling remains the indispensable final piece of the circular economy. Once packaging — whether single-use or reusable — has reached the end of its lifecycle, we do everything we can to keep the materials in our economy. By investing in local recycling, we close the loop in the most sustainable way.





## By material



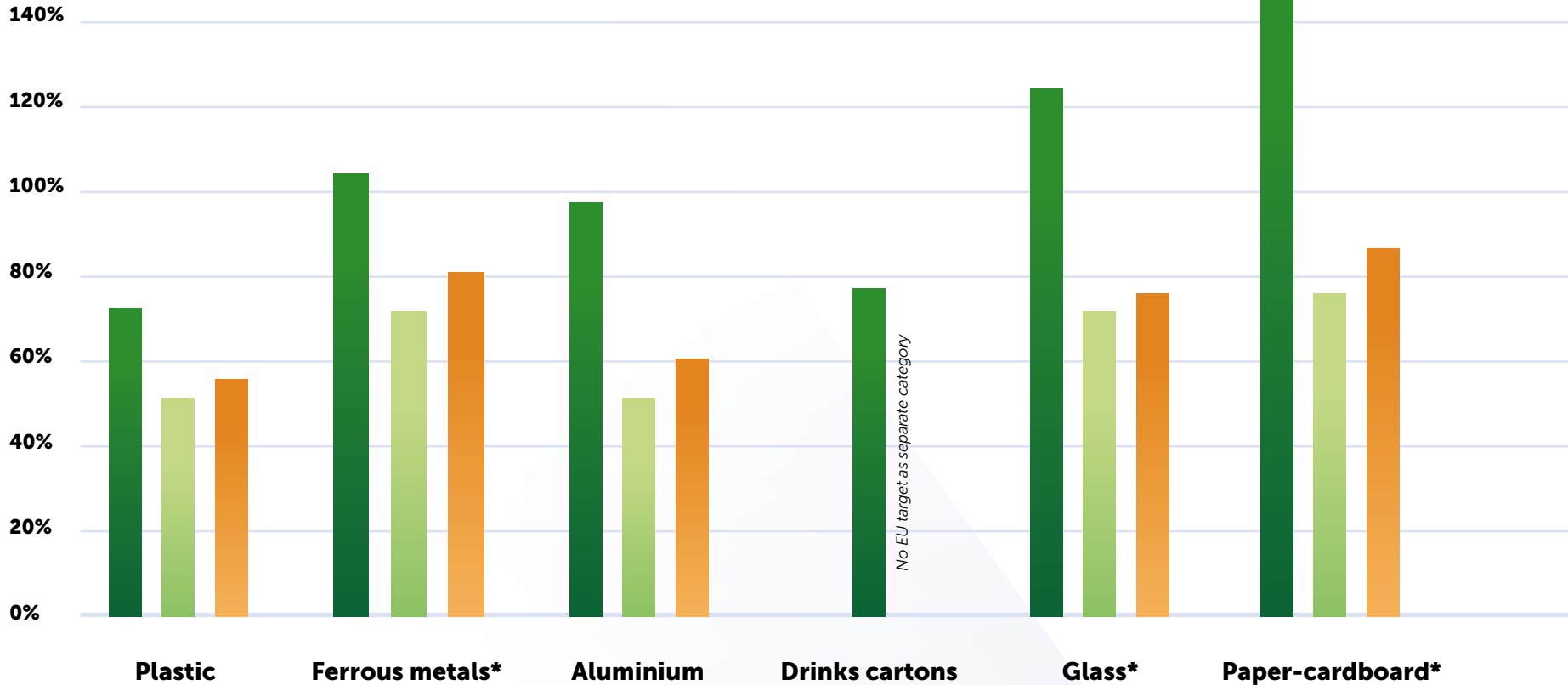
Recycling rate 2025  
(relative to Fost Plus members)



EU target 2025



EU target 2030

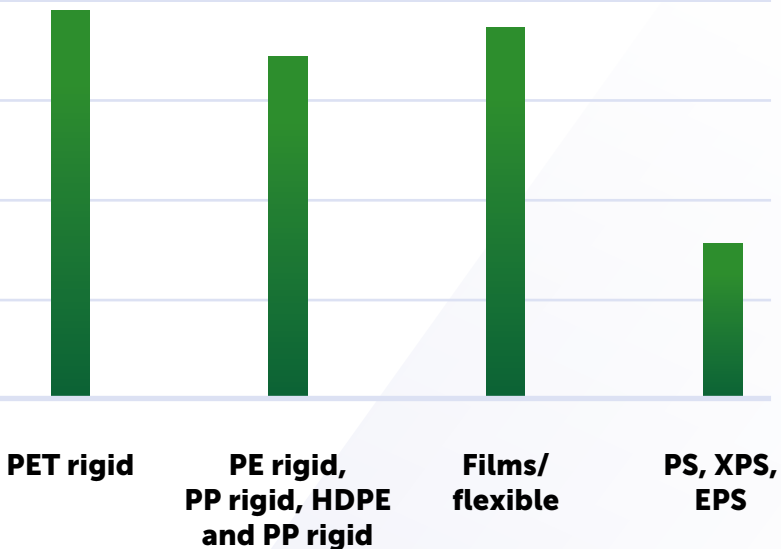


*These figures are still subject to minor changes due to late declarations and additional checks.*

*\*The recycling percentages are calculated based on the tonnages reported by our members, as stipulated in the Interregional Cooperation Agreement. However, the recycled tonnages also include packaging from companies not affiliated with Fost Plus. We estimate that approximately 81% of packaging on the Belgian market comes from our members. Packaging purchased by consumers abroad is also not included in our declarations but is nonetheless recycled. As a result, the recycling percentages for some materials exceed 100%.*



## By polymer



Fost Plus has made an indicative estimate of the recycling rate for plastics, broken down by the categories defined in Annex II of the PPWR. For assessment against recycling targets, only the overall target applies.

# Key figures

## 915,570 T

single-use packaging collected from Belgian households



## 826,938 T

single-use packaging recycled



## 670,000 T

CO<sub>2</sub> saved thanks to the recycling of single-use packaging collected selectively





# Where are the collected materials recycled?





## Breakthrough for chemical recycling

Since October 2025, fresh meat products at Colruyt have been appearing on shelves packaged in foam trays made from recycled polystyrene from Indaver's Plastics2Chemicals facility in the port of Antwerp. A first for the supermarket chain, and a breakthrough for chemical recycling in our country.

The material comes from yoghurt pots and foam trays collected via the PMD bag. Thanks to chemical recycling, they offer the same quality as new plastic: the trays look exactly the same, are suitable for direct contact with the meat, and can go back into the PMD bag after use.

**[Read the full story.](#)**



# Towards a sustainable recycling sector, close to home

The European recycling sector is facing difficult times. Cheap virgin plastics, high energy costs, and limited demand for recycled content make it hard for recycling companies to guarantee sufficient sales at viable prices. Nevertheless, through long-term contracts and guaranteed volumes, we have created a great deal of new capacity in our country.

This has also proven to be a sound choice. More than half of the plastic packaging we collect from Belgian citizens is now processed in Belgian recycling centres, and that figure will continue to rise. Investing in innovation, quality, and even greater collaboration throughout the entire chain will be crucial to supporting the transition towards 2030.

*“2025 was once again a difficult year for the European recycling sector. Yet we will be in great need of our local recycling partners in the coming years if we are to meet the targets set out in the PPWR. By stimulating investment, we are giving the sector an extra boost.”*

**Philippe Gendebien**, Business Innovation Manager



## HIGHLIGHTED

### Morssinkhof builds new recycling centre in Lommel

On 12 June 2025, the foundation stone was laid in Lommel for a new recycling centre for polypropylene packaging (such as butter tubs) and polyethylene packaging (such as shampoo bottles). The facility will become operational in the summer of 2026 and will recycle 24,000 tonnes of packaging from the PMD bag annually. This is already the second recycling centre that Morssinkhof Plastics is building in our country.



**Discover the story behind the new facility.**



# Behind the scenes



# 2025



## Joining forces with our neighbouring countries

On 8 October 2025, Fost Plus and Valipac signed a letter of intent to work more closely with producer organisations in France (Citeo and Citeo Pro), the Netherlands (Verpact), and Luxembourg (Valorlux). The collaboration centres on crucial themes such as data management, design-for-recycling, recycled content, and producer responsibility for industry packaging. Each organisation takes the lead on a specific theme — Fost Plus will work on packaging data management.

# People make the difference

The circular economy revolves around innovation, collaboration, and creativity. We would like to thank our colleagues for their hard work and the great results we achieved in 2025!



**42.6**

Average age



**72**

Employees



**4**

Nationalities

**31 men**

**41 women**



6

Belgian sorting centres



5,031

Members

# Funded by the industry

The activities of Fost Plus are funded by companies that place packaging on the Belgian market. They contribute to the system through the Green Dot fees, based on the quantity and type of packaging they bring to market. In this way, they cover the costs of collecting, sorting, and recycling their packaging. Their contribution is supplemented by revenue from the sale of materials.

The fees are recalculated each year based on the actual costs we incur for collecting, sorting, and recycling each material. This ensures that every company makes a correct and fair contribution to the system. Companies that invest in sustainability are rewarded: thanks to the eco-modulation principle, materials that are easy to recycle benefit from a lower fee.

**How does Fost Plus make a difference for the industry? Discover it in this video.**





**€ 337,606,793**

Total operating budget



**€ 21.04**

Net budget per inhabitant

**€ 0.54**

**Where is  
every euro  
spent?**



More than 80% of our budget goes towards selective collection – largely door-to-door from citizens – and the sorting of PMD bags in sorting centres. The remaining portion of our budget goes towards sustainable packaging and public cleanliness, communication and awareness-raising, and our day-to-day operations.



### Collection

Door-to-door collection of PMD and paper-cardboard, installation and maintenance of glass banks and underground containers, transport of packaging, collection via recycling parks, and administration of intermunicipal associations.



### Sorting

Sorting of the contents of PMD bags in the six Belgian sorting centres.



### Day-to-day operations

Salaries of our staff and costs for office space, ICT platforms, and services supporting our operations.



### Post-sorting and residual streams

Post-sorting of residual streams from sorting centres and processing of non-recyclable materials.



### Sustainable packaging

Action programmes around prevention, reuse, and eco-design of packaging, and quality controls in sorting centres and recycling companies.



### Marketing and communication

Campaigns and communication actions aimed at citizens, members, and stakeholders, local communication by intermunicipal associations, and promotion of selective collection in businesses, schools, and various sectors.



### Public cleanliness

Initiatives around prevention, awareness-raising, and infrastructure of the regional cleanliness networks of Be WaPP, Mooimakers, and the Brussels Capital Region.



# Conclusion

In 2025, we continued to build on the many achievements of recent years. At the same time, an entirely new chapter began, with challenges of an unprecedented scale, both at European and national level.

The past year confirmed the complexity of the economic and geopolitical context. Companies and citizens in Belgium faced considerable pressure on costs, energy, and purchasing power. In that context, efforts to strengthen our country's competitiveness are essential. They largely determine our collective ability to continue investing in sustainable solutions.

At the same time, Europe is accelerating its regulatory transformation. The Packaging and Packaging Waste Regulation (PPWR) represents a turning point for our sector. Fost Plus wants to fully embrace its role in this: pragmatically anticipating, bringing structure, and guiding these developments. Thanks to its experience, Belgium remains a European reference — and our ambition is clear: to keep it that way.

In this context, Fost Plus and Valipac have developed plans to strengthen the collaboration between both organisations. This will ensure greater coherence and higher service quality, to the benefit of both consumers and professional clients.

But beyond structures and ambitions, it is above all people who make Fost Plus. I would like to sincerely thank the Fost Plus teams. In a constantly changing context, their commitment, professionalism, and team spirit make a difference every day. Thanks to them, our objectives are translated into real-life achievements.

I would also like to express my deep appreciation for everyone in the field who collects PMD bags from our streets every day, as well as for all staff in the sorting and recycling

centres. Thanks to their essential work — often discreet but indispensable — they are a fundamental link in the circular chain that we are building together.

I would also like to thank the members of the Board for their involvement over the past year. Their openness, the quality of the exchanges, and their active willingness to listen are valuable assets. They strengthen our decisions and the relevance of our trajectory.

We continue to work with determination on our priorities: prevention, reuse, and ecodesign, with one enduring requirement — reconciling environmental ambition with operational reality.

As the new Chairman, I am fully aware of the responsibility entrusted to me. I would like



to warmly thank my predecessor, Jan Vander Stichele, for his commitment and his decisive contribution. He helped lay the foundation to prepare Fost Plus for today's challenges. I also congratulate him on his appointment as Chairman of the Federation of Belgian Enterprises.

Fost Plus is strong, committed, and ready. The challenges are numerous, but we have the means to meet them. With confidence and determination, we continue on our path.

**Robert Torck**

Chairman of the Board Fost Plus





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