




# More than just a pretty wrapping: the essential role of packaging for spirits

*#SpiritOfSustainability*



## THE REVISION OF THE EU PACKAGING AND PACKAGING WASTE DIRECTIVE

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**PPWD 94/62/EC :**  
**- packaging design & waste prevention -**

**spiritsEUROPE – 21 september 2021**

*“More than just a pretty wrapping: the essential role of packaging for spirits”*

David BUHE  
Policy officer (DG Environment)

# Moving from a linear to



- ❖ A common view
- ❖ A transformation of our industry and economic models



- ❖ entire life cycle of products and materials, from production to consumption and waste management



- ❖ decouple waste from the economic growth
- ❖ produce more efficiently



- ❖ 94 % of Europeans think protecting the environment is important (Eurobarometer)



- ❖ consumers, public authorities and the industry all the value chain :
- ❖ => what happens at the beginning of the chain defines what happens later

# Let's look at a broader picture

European Green Deal :

Circular Economy Action Plan :

Up to **80%** of products' environmental impacts are determined at the design phase



"make the EU's economy sustainable"

- Striving to be the first climate-neutral continent-



packaging, a key product value chain :  
"waste prevention & design of products"



-50% municipal waste by 2030



# Focus on the ongoing revision of Directive 94/62/EC

In 2018, packaging waste in Europe reached a record of 173 kg per inhabitant



## Scope of the Directive

- ❖ Environment + internal market protection
- ❖ waste management measures + Essential Requirements
- ❖ all types of packaging + all packaging materials.



## Decoupling packaging waste / economic growth

- ❖ waste prevention & reuse
- ❖ high quality recycling :
  - ✓ use of recyclates
  - ✓ preservation of virgin resource



## 2018 revision



- ❖ New recycling targets
- ❖ Common EPR framework
- ❖ Empowering consumers

1

## definition of recyclable packaging



2

## Revision of the Essential Requirements



3

## Possible mandatory targets



- ❖ On recycled content ;
- ❖ On reuse

4

## Better harmonisation



- ❖ waste collection systems,
- ❖ DRS

Proposals

# Process of the review



1

Public consultation

workshops

Impact assessment report



Drafting the text

2



- ✓ Problem definition;
- ✓ Targeted interviews
- ✓ Develop and test options
- ✓ Impact assessment report

3



- 15/06: compostable packaging;
- 16/06: recyclability
- 17/06: GPP, enforcement, hazardous substance
- 18/06: recycled content in packaging
- 23/06: waste prevention
- 24/06: reuse
- 30/06: workshop with MS



# Thank you



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