



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

#SpiritOfSustainability

EUROPEAN PACKAGING POLICIES: CHALLENGES AND OPPORTUNITIES, WHAT IS AT STAKE FOR THE INDUSTRY?

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EUROPEN IN NUMBERS



64

Members representing the
entire packagin value chain



Founded in

1993



5

Packaging materials: glass,
metal, paper and cardboard,
plastics and wood

OUR MISSION AND GOALS

EUROPEN aims to achieve a fully accessible European market for packaging and packaged products, while protecting the product and the environment.

1

Continuously improve the environmental performance of packaging and packaged products all along the supply chain

2

Promote the role, functionalities and benefits of packaging within all relevant EU policies

3

Strive for a harmonised policy framework and a functioning EU internal market for packaging and packaged products

OUR VISION

Packaging enables the transition to a climate neutral, circular and competitive EU economy while ensuring goods are delivered safely to EU citizens and businesses

Committed to climate neutrality by 2050

Strive towards carbon neutrality of the packaging value chain and provide solutions to reduce the carbon footprint of packaging and packaged products

Protecting natural resources

Develop optimal packaging solutions that prevent resource depletion, food and product waste and packaging entering the environment

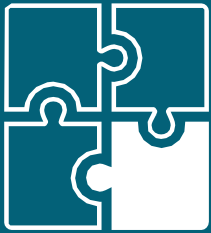
Accelerating Circularity

Drive the uptake of innovative packaging design for increased reuse and recycling and contribute to the development of new sorting, collection and recycling technologies

Strengthening EU competitiveness

Advocate to achieve a strong and resilient single market for packaging and packaging goods and drive investments in innovation

Well-designed packaging should



**Be fit for the product
it is protecting**



**Minimise economic and
environmental impacts
of both the product and
its package**



**Use only as much of the
right kind of material as
necessary to perform this
task**



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PPWD Review

Translating ambition into
reality



CEAP 2.0 EXPANDED SCOPE OF PPWD REVIEW

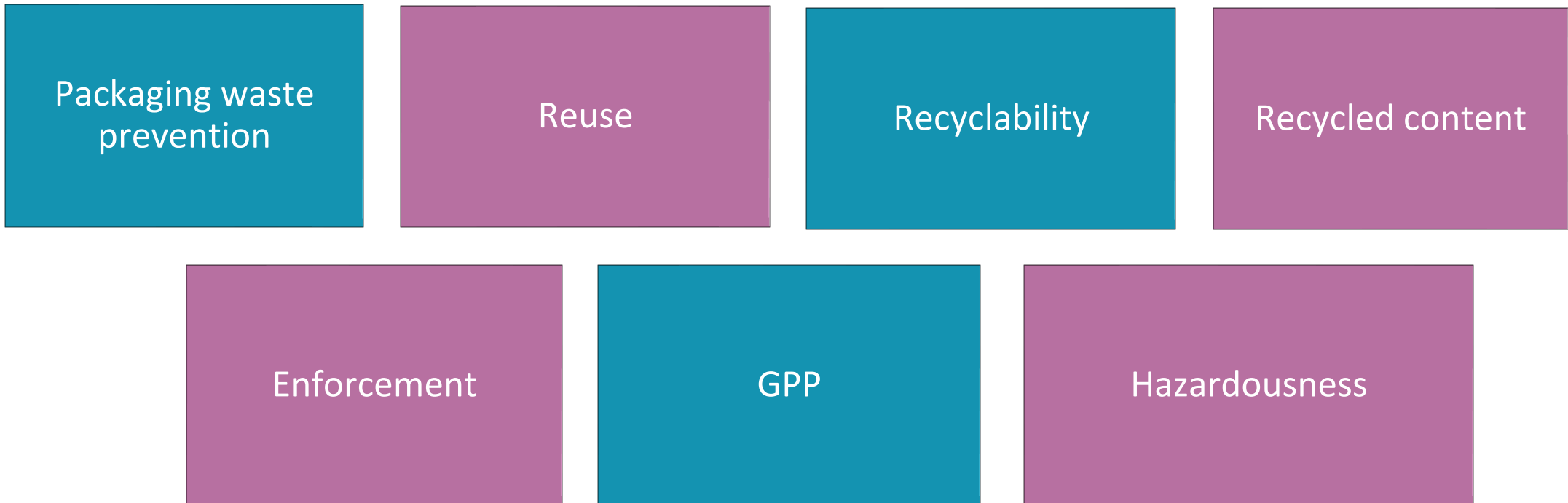
Art. 9.5 of the PPWD mandates the European Commission to assess the feasibility of reinforcing the Essential Requirements with focus on:

- improving design for reuse
- promoting high quality recycling
- strengthening ER enforcement

CEAP 2.0 expanded the scope of the PPWD review with the aim to:

- Reduce packaging waste generation
- Make all packaging reusable or recyclable by 2030

INTERVENTION AREAS OF THE PPWD REVIEW



Waste prevention



WASTE PREVENTION

Potential options:

- Definition of overpackaging/unnecessary packaging
- Updating list of minimisation-limiting criteria
- % reduction targets by packaging material type
- Best-in-class limits (weight limits and void-space thresholds)



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Reusable packaging

REUSABLE PACKAGING

Potential options:

- % reuse targets (bottom-up or top-down)
- Standardisation of reusable packaging and reuse systems
- Harmonised labelling for reusable packaging



Recyclability

RECYCLABILITY

Potential options:

- Updating Essential Requirement (all packaging to be reusable or recyclable by 2030)
- Defining recyclable packaging
- Harmonisation of EPR fee modulation
- Harmonised labelling for recyclable packaging



Recycled content

RECYCLED CONTENT

Potential options:

- Recycled content target(s) for plastic packaging
- Harmonised recycled content definition and measurement method (



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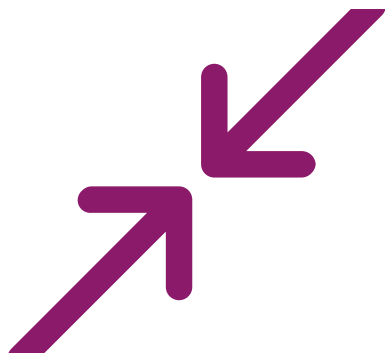
Overarching measures

ENFORCEMENT – HAZARDOUSNESS - GPP

Potential options:

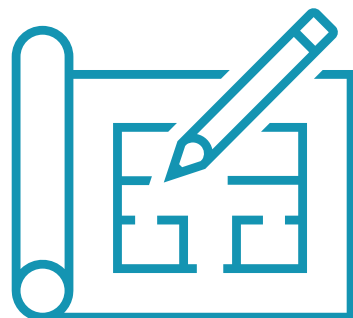
- Strengthening market surveillance, harmonisation of EPR reporting, packaging registries
- Reporting and/or restrictions of hazardous substances in packaging under PPWD
- Developing packaging criteria for Green Public Procurement

WHAT LIES AHEAD FOR PACKAGING?



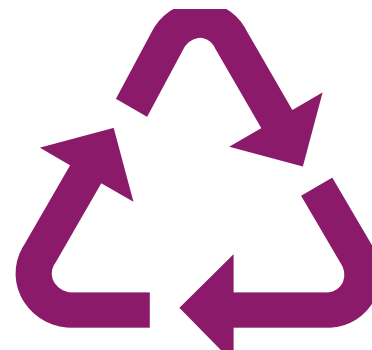
PACKAGING REDUCTION

Address overpackaging /
eliminate unnecessary
packaging



PACKAGING DESIGN

Design packaging to ensure
reusability and recyclability



REUSE AND RECYCLING

Ensure all packaging is
reused and recycled



PACKAGING 4.0

Leverage opportunities
from digital innovation

A POTENTIAL TURNING POINT FOR PACKAGING SUSTAINABILITY

Striving for an ambitious and coherent legislative review

- Recognising the purpose of packaging
 - Advancing packaging sustainability must go together with preserving packaging functionalities and the resilience of essential activities
- Coherence with the EU environmental and climate objectives
 - Pursuing the EU Green Deal's objectives requires embracing a life-cycle approach to circularity
- Future-proof legislation to support innovation
 - Future targets, definitions and design requirements need to provide sufficient visibility to drive investments into new packaging solutions, reuse schemes and waste management technologies
- A functioning Single Market for packaging and for secondary raw materials
 - The review must address barriers and bottlenecks resulting from insufficient harmonisation and weak enforcement of existing EU provisions at national level



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Thank you!

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