



Improving the sustainability of food and beverage packaging under a circular economy approach

10 November 2022

EUROPEN IN NUMBERS



71

Members representing the
entire packaging 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

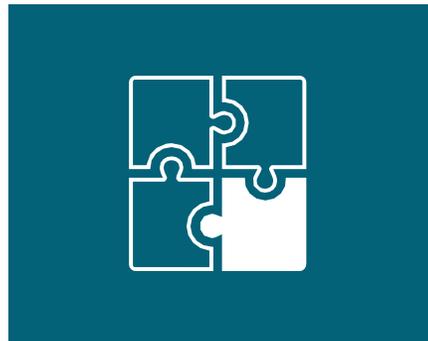
Strive for a harmonised policy framework and a functioning EU internal market for packaging and packaged products

THE CIRCULAR ECONOMY ACTION PLAN 2.0 AND THE EU PLASTICS STRATEGY



Curbing waste & littering

- Rules to ensure that by 2030 all packaging placed on the EU market can be reused or recycled in an economically viable way
- Legislative initiative on single-use plastics



Key products value chains

- Review of the Packaging and Packaging Waste Directive, incl. mandatory requirements on recycled plastic content
- Policy framework on biobased, biodegradable and compostable plastics



Less waste, more value

- Waste Framework Directive revision
- Revised Rules on Recycled Plastic Materials and Articles Intended to Come Into Contact With Foods



Leading efforts at global level

- International Agreement on plastics and plastic pollution

The Packaging and Packaging Waste Directive review



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

PPWD REVIEW - INTERVENTION AREAS

Packaging waste
prevention

Reuse

Recyclability

Recycled content

Compostable
Packaging

Enforcement

Green Public
Procurement

Hazardousness

THE PPWD REVIEW: A POTENTIAL GAME CHANGER

1

Recognising the purpose of packaging

2

Coherence with the EU environmental and climate objectives

3

Future-proof legislation to support innovation

4

Effective Enforcement

INFRASTRUCTURE IS KEY

1

Packaging design alone will not suffice

2

Significant development of infrastructure in sorting, collection, recycling and reuse is essential

A FUNCTIONING SINGLE MARKET

1 Packaging can no longer be treated as waste but as a valuable resource

2 Single Market barriers are undermining Europe's competitiveness and the circular economy goals

3 A functioning Single Market for packaging, packaged goods and secondary raw materials is key to the circular economy goals

PACKAGING WITH PURPOSE



Thank you!

THE EUROPEAN ORGANIZATION
FOR PACKAGING AND THE ENVIRONMENT
(EUROPEN) AISBL

Avenue de l'Armée 6 Legerlaan
B-1040 Brussels
Belgium

Tel: +32-(0)2-736 3600
Fax: +32-(0)2-736 3521

E-mail: sevrine.pereira@europen-packaging.eu

