



How will EU legislation AFFECT YOUR BUSINESS?

WHAT YOU NEED TO KNOW



Several legislative changes are on the horizon which will affect your products, your packaging, and your business.



Strategise now to pre-empt technical challenges



Delaying risks non-compliance fines, negative public image or even litigious consequences.

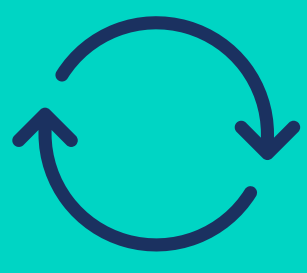


Engage proactively with legislation and reap the early-mover benefits.

Packaging and Packaging Waste Regulation

PPWR

REUSE TARGETS



50%

large household appliances



10%

e-commerce



20%

soft drinks



10%

wrapping and straps



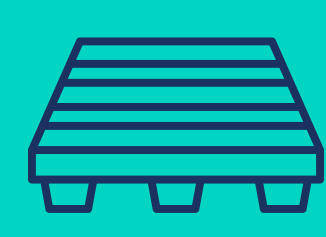
10%

alcoholic beverages



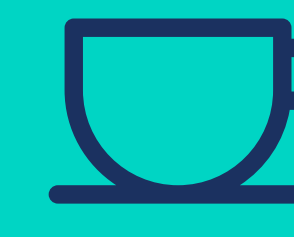
10%

retail space to refill



30-95%

transport packaging



€↓

Horeca **MUST** offer reuse at lower price

PACKAGING AND PACKAGING WASTE REGULATION



BANS



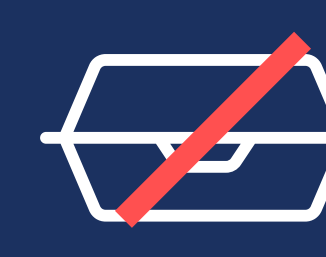
Thin plastic bags



Mini toiletries



Secondary packaging for cosmetics



PFAs and Bisphenol

RECYCLED CONTENT



30% PET

35% non PET

25% contact sensitive non-PET

EPR



- Eco-modulation to incentivise sustainable design
- EPR to denote funds for Reuse
- Producers to cover total costs of collection and recycling
- Mandatory Deposit Return Systems
- New labelling requirements

EU SINGLE-USE PLASTICS DIRECTIVE TIMELINE



2024



Design requirements for caps and lids



EPR for collection and treatment of containers/packets/wraps/cups/bottles and bags



EPR for cleanup of balloons and wet wipes

2025



77% collection and recycling SUP bottles



25% recycled content PET bottles

2026



Consumption reduction for cups (national targets)

2029



90% collection and recycling SUP bottles

2030



30% recycled content PET bottles

RELATED POLICIES



- European Green Deal
- Circular Economy Action Plan
- European Plastics Strategy
- Eco-Design Directive
- WFD
- CSRD
- ESG
- REACH
- EWSR



CONTACT US TO ARRANGE A STRATEGY SESSION:

connect@seriousbusiness.com

Serious BUSINESS