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EU legislation on packaging

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In this lesson you will learn about

- Why is the EU proposing so much environmental regulation on packaging?
- What are the main objectives for packaging regulation?
- What are the implications to EU citizens?



The World is facing huge societal challenges

- Climate change
- Population growth
- Pollution
- Metropolisation
- Scarcity of critical raw materials
- Globalization
- Aging population

There are important challenges to packaging in circular economy

1. Plastics
2. Plastics
3. Plastics

EU Circular Economy Package: objectives

2 objectives which go hand-in-hand

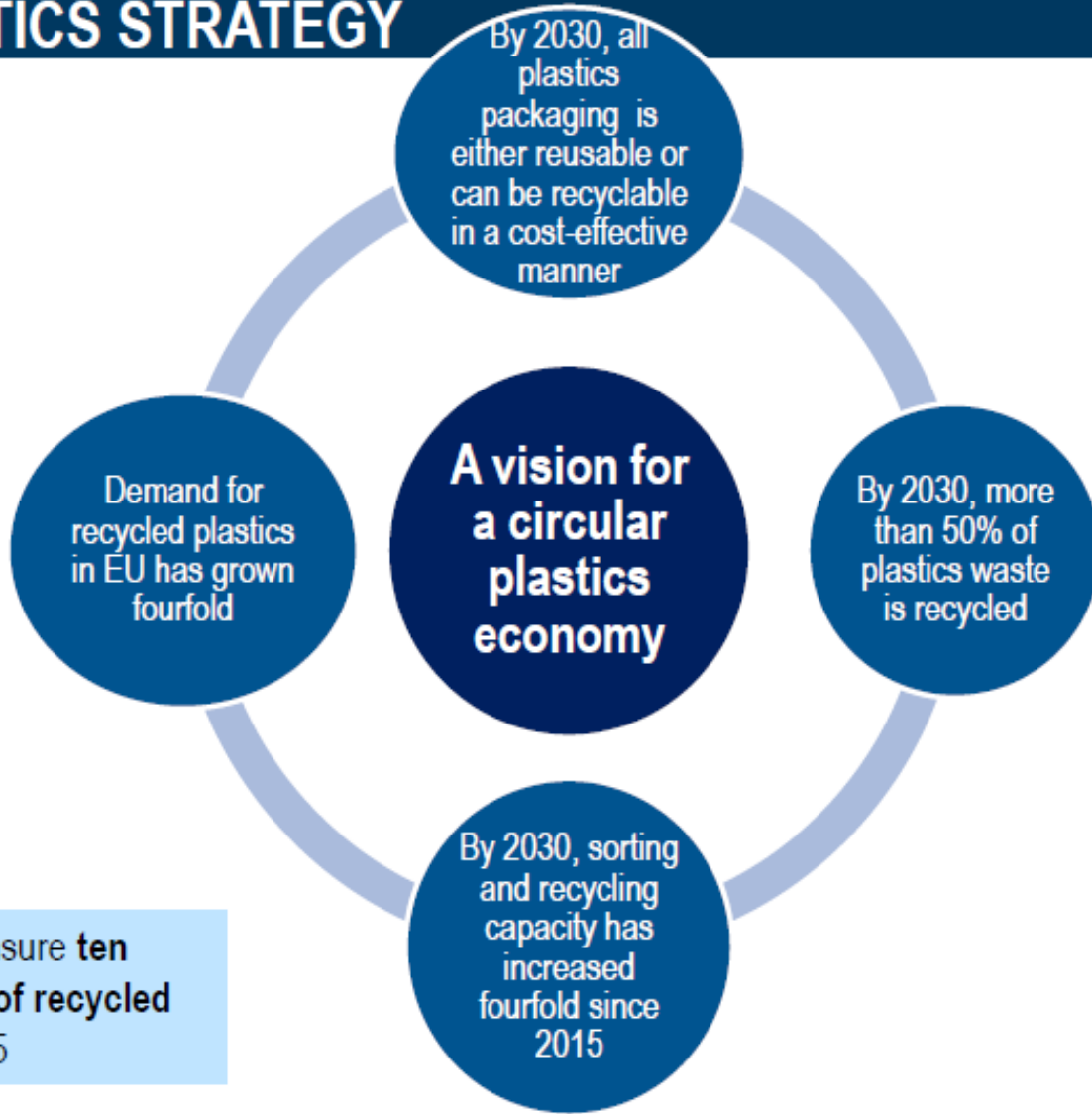


Use resources in a smarter, more sustainable way by keeping them in use for as long as possible, extracting their maximum value and recovering and regenerating materials at the end of life



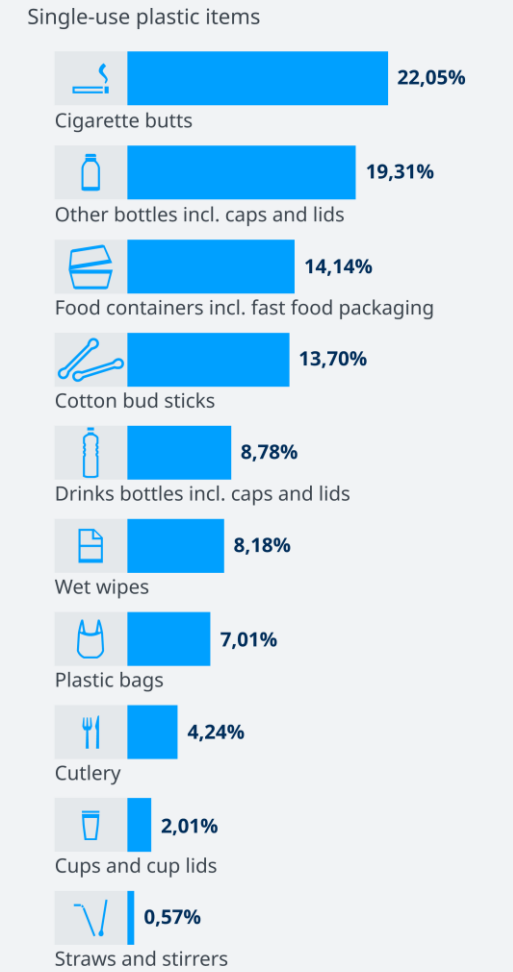
Boost global competitiveness, foster sustainable economic growth and generate new jobs

CEP Action Plan EU PLASTICS STRATEGY



+ objective to ensure **ten million tonnes of recycled plastics** by 2025

Marine waste on European beaches



Single-use plastic items account for 50 percent of marine litter

Source: European Commission | Data for 2016

An aerial photograph of a circular garden with a central path and several smaller paths radiating outwards. The garden is filled with various plants, including trees with yellow and orange autumn foliage, and several circular and star-shaped beds of flowers and shrubs. A white car is parked on one of the paths. The overall scene is lush and green, with a mix of colors from the surrounding trees and the central garden beds.

EU Circular Economy and Packaging - implications

Circular Economy Package: Increasing recycling

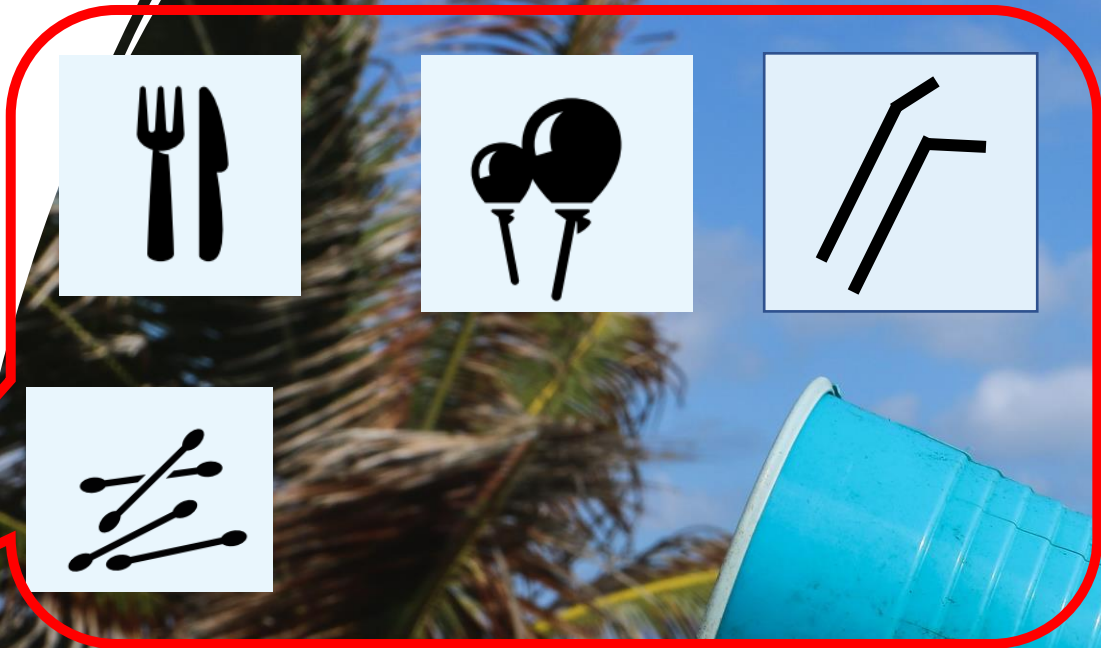
Increasing recycling targets from
2020 to 2030:

- all packaging from 50 to 70%
- plastics from 22,5 to 55%



Single-use plastics directive (reducing plastic waste)

- Ban on certain single-use-plastics
- Increasing use of recycled material
- Extended Producer Responsibility
- Set rules for green claims



Green deal (reducing environmental impact)

- Decreasing packaging waste
- Increasing reusable packaging
- Recycled content in packaging
- Compostable packaging
- Positive potential of packaging to food waste?



Challenges in implementation of SUP directive

Marking requirements (7 art.)

- More printing ink on each cup. Stock-keeping units multiplied because of language versions of turtle label, resulting in higher prices for consumers.

Single-use food packaging consumption reduction (4 art.)

- Demand for packaging is increasing but there are no plastic-free alternatives. Still reduction is a must.

Clean-up cost of public outdoor areas from municipalities to producers as part of extended producer responsibility (8 art.)

- Individuals throw trash in the environment, municipalities clean and producers pay.
- The biggest volume comes from cigarettes (butts), but the SUP directive doesn't set any targets or measures to reduce that.



SUP directive has good intentions which are not realistic

- The EU single market is broken into 27 national markets
- No actions regarding climate change
- Lowering the competitive edge of EU companies
- Food loss as a result of decreased level of packaging
- Growing investments
- Do all these actions result in less trash in the environment?

Key takeaways

- The packaging industry welcomes more ambitious environmental regulation. Adaptation takes time.
- There is a serious lack of reliable data about packaging.
- Politically ambitious but unrealistic objectives can result in:
 - Damage to the competitiveness of European companies
 - Shortage of investments in Europe
 - Increase of total environmental impact of the industry due to insufficient packaging – instead of targeted decrease
- Consumer empowerment is one key objective but the measures are still unclear



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