

ESBA Policy Briefing



EU Packaging & Packaging Waste Directive



KEY FEATURES OF THE NEW REGULATION

Scope: Applies to all packaging types and materials.

Waste Prevention: Focus on minimizing waste production.

Recycling and Recovery Targets: Sets specific targets for recycling and recovering packaging materials.

Essential Requirements: Defines requirements for packaging composition to reduce environmental impact.

Extended Producer Responsibility: Makes producers responsible for the lifecycle of packaging, including disposal.

Harmonization: Aims to align national measures across EU states for consistent environmental protection.

Labeling: Requires labels to ID recyclable packaging & material

Market-Based Instruments: Encourages market-driven approaches and voluntary agreements for waste management.

National Reporting: Member states must report on directive implementation and progress.

Promotion of Eco-Friendly Packaging: Supports the use of biodegradable and compostable packaging materials.

LINKS & RESOURCES

[European Commission Portal on Packaging Waste](#)

[European Parliament Briefing on Packaging Waste](#)

INTRODUCTION

The EU's Regulation on Packaging & Packaging Waste is a significant update to the existing legislative framework, initially established under the Packaging and Packaging Waste Directive (PPWD – Directive 94/62/EC).

This Directive sets measures to prevent packaging waste, promote packaging reuse, recycling, and other forms of recovery, and outlined requirements for packaging in the EU market. It is crucial for small and micro businesses to stay informed about these changes, prepare for compliance, and explore opportunities in this evolving landscape.

IMPLEMENTATION TIME FRAME

2024: Expected availability of the final version of the regulation.

2025: Anticipated start of implementation.

2030: Goal for all packaging in the EU market to be recyclable.

IMPLICATIONS FOR SMES

Design and Production Changes: Adaptation of packaging designs to minimize waste and meet essential requirements.

Recycling Responsibilities: Obligation to recycle and recover a set percentage of packaging.

Extended Producer Responsibility (EPR): Costs and logistics associated with the collection, recycling, or disposal of packaging.

Cost Implications: Financial impact due to the need for environmentally compliant packaging materials and recycling processes.

Labeling and Information Disclosure: Requirement to properly label packaging for recyclability and material composition.

Competitive Advantage: Potential for differentiation in the market through environmentally friendly packaging practices.

Innovation Opportunities: Potential for SMEs to innovate in eco-friendly, biodegradable, and recyclable packaging solutions.

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