



# **EGD, PPWD, SUPD... What does it all mean to me?**

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# EU POLICY CONTEXT

# EU agenda 2019-2024

Highly ambitious  
introducing a paradigm  
shift in EU policy

Dedicated Green Deal  
Commissioner

1. A European Green Deal
2. An economy that works for people
3. A Europe fit for the digital age
4. Protecting our European way of life
5. A stronger Europe in the world
6. A new push for European democracy

6 focal areas of which  
Green Deal is a top  
priority

Founded on political  
equilibrium where shift  
to centre left means  
agenda has strong  
support

# THE EUROPEAN GREEN DEAL

- Green Deal embeds sustainability across all EU policy fields and sectors.
- **Target of climate neutrality by 2050**
- Revisions of key EU legislation address different aspects of sustainability (circular economy, food waste, chemicals, industrial emissions, due diligence...).
- Aims to make **all packaging in EU market reusable or recyclable by 2030.**

*"The European Green Deal is our new growth strategy. It will help us cut emissions while creating jobs."*

*Ursula von der Leyen, President of the European Commission*



*"We propose a green and inclusive transition to help improve people's well-being and secure a healthy planet for generations to come."*

*Frans Timmermans, Executive Vice-President of the European Commission*



# The Circular Economy Action Plan



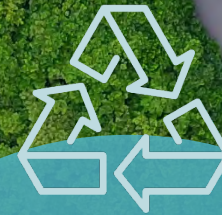
## Sustainable Product Policy Framework

- Designing sustainable products
- Empowering consumers & public buyers
- Circularity in production process
- **SPI initiative: review of Ecodesign Directive; Green Claims Initiative.**



## Key Product Value Chains / Packaging

- Reducing overpackaging & packaging waste
- Design for reusable & recyclable packaging
- Reducing packaging complexity
- Tackling microplastics
- **Review of PPWD: measures on microplastics**



## Less Waste More Value

- Enhanced waste policy in support of waste prevention and circularity
- Toxic-free environment
- Well-functioning internal market for secondary raw materials
- Address EU waste export
- **Updates to Waste Framework Directive**



## Crosscutting & global actions

- Circularity in sustainable corporate governance and environmental accounting
- Global agreement on plastics
- Global Circular Economy Alliance
- Circular economy in FTAs & external policy funding

# PACKAGING & PACKAGING WASTE DIRECTIVE



# Packaging & Packaging Waste Directive (PPWD)

- The PPWD covers **all packaging** placed on the European market and all packaging waste
- It sets **recovery** and **recycling targets** that EU countries must meet, depending on the packaging material:

## OVERALL TARGETS

- at least **65%** by weight of all packaging waste to be recycled by **2025**
- at least **70%** by weight of all packaging waste to be recycled by **2030**

## 2025 SUB-TARGETS

- 50% of plastic
- 25% of wood
- 70% of ferrous metals
- 50% of aluminium
- 70% of glass
- **75% of paper and cardboard**

## 2030 SUB-TARGETS

- 55% of plastic
- 30% of wood
- 80% of ferrous metals
- 60% of aluminium
- 75% of glass
- **85% of paper and cardboard**



# Essential Requirements

- PPWD lays down the **essential requirements on the composition and the reusable and recoverable** – including recyclable – nature of packaging.
- **Proposal for a revision of the PPWD will be put forward in Q4 2021**, including amending the essential requirements for packaging
- Clearer, more enforceable, requirements revised to **drive design for reuse and recyclability and prevent packaging waste**

## Additional revision measures :

- Requiring all packaging to be reusable or recyclable and providing an enforceable definition of 'recyclable packaging';
- Restricting the use of some packaging materials to certain applications
- Reducing the complexity of packaging materials (e.g. number of material and polymers used);
- Introducing recycled content targets for specific packaging formats;
- Introducing minimum mandatory green public procurement (GPP) criteria and targets for packaging.

# PPWD: What matters to you

## 1. Review of essential requirements

- Complex packaging & overpackaging will be addressed
- Recycled content mandatory (when safety is ensured, especially in FCM)
- Single use packaging to be avoided if suitable alternatives exist

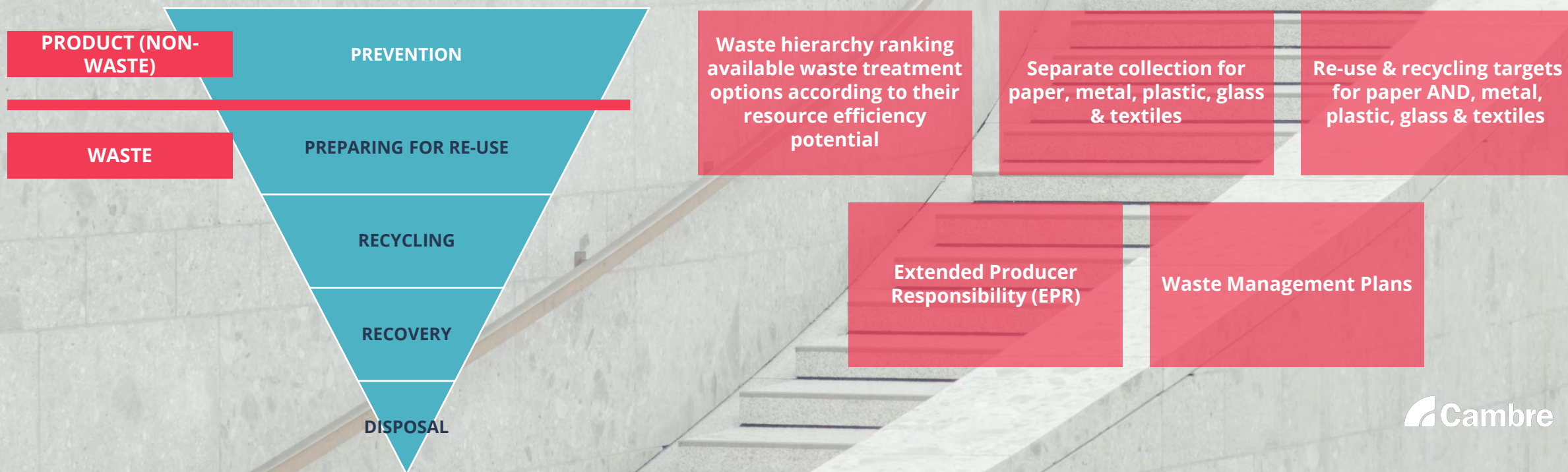
- ## 2. Minimum mandatory GPP criteria for more sustainable packaging could be an opportunity for paper-based packaging

# WASTE FRAMEWORK DIRECTIVE



# Waste Framework Directive (WFD)

EU rules to ensure proper waste management, safe to both human health and the environment, emphasizing **resource efficiency and circular economy** and based on 'waste hierarchy' and 'polluter pays principle'.



# Extended Producer Responsibility (EPR)

Under EPR schemes, **producers have financial responsibility for the end-of-life management of products and packaging (Art. 8 WFD).**

**EPR schemes are implemented at national level**

European Commission to develop **general common minimum requirements for EPR schemes**

- The roles and responsibilities of all the relevant actors involved
- Quantitative targets and/or qualitative objectives for the EPR schemes;
- Collection of data.

An important aspect of the guidance will be the **eco-modulation of EPR schemes**.  
Eunomia study (April 2020) suggests **possible criteria for eco-modulation**

- Recyclability;
- Recycling rate;
- Reusability;
- Recycled content

*More 'environmentally-friendly' products and packaging are charged at a lower rate than those that are less 'environmentally friendly' to incentivise eco-design".*

# WFD: What matters to you

1. **Eco-modulation of EPR schemes:** higher environmental standards will be introduced
  - **Threat** for more complex packaging (e.g. multilayer mixing carton & plastics films)
  - **Opportunity** due to the high recyclability potential of carton
2. **Waste hierarchy: future reviews of WFD will focus on waste prevention over recycling**
  - Overpackaging should be addressed
3. **New waste reduction targets** may be introduced in future revisions



# PLASTICS

# SUP Directive

- Introduces several measures to address marine litter (10 most found items on beaches)
- However, implementation and guidelines are **extending the scope**
  - Paper-based items that use polymers as a coating under scope
  - Paper- and board-based single-use products made only from paper- and board-based material and without a plastic lining or coating are out of scope

	Cotton buds	Ban on single use <b>cotton buds</b> made with plastic, to be replaced on the market with sustainable alternatives.
	Cutlery, plates, straws & stirrers	Ban on single use <b>cutlery, plates, straws and stirrers</b> made with plastics, to be replaced with more sustainable alternatives.
	Sticks for balloons and balloons	Plastic <b>sticks</b> for balloons to be banned and replaced with sustainable alternatives. On <b>balloons</b> , producers to contribute to awareness-raising, clean-up, collection, waste treatment and introduce new labelling on the environmental impact of the product and recycling options for consumers.
	Food containers	Significant national consumption reduction of plastic <b>food containers</b> . Producers to contribute to awareness-raising, clean-up, collection and waste treatment.
	Cups for beverages	Significant national consumption reduction of plastic <b>cups for beverages</b> . Producers to contribute to awareness-raising, clean-up, collection and waste treatment.
	Beverage containers	Producers to contribute to awareness-raising, clean-up, collection and waste treatment of <b>beverage containers</b> ; product design requirements to attach <b>caps and lids</b> to beverage containers; <b>90% separate collection target for plastic bottles</b> .
	Cigarette butts	Producers to contribute to awareness-raising, clean-up, collection and waste treatment of <b>cigarette butts</b> and other plastic tobacco product filters.
	Bags	Producers to contribute to awareness-raising, clean-up, collection and waste treatment of lightweight <b>plastic carrier bags</b> , in addition to existing measures in the existing Plastic Bags Directive.
	Crisp packets/ sweet wrappers	Producers to contribute to awareness-raising, clean-up, collection and waste treatment of <b>plastic packets and wrappers</b> .
	Wet wipes and sanitary items	New labelling requirements for <b>sanitary towels and wet wipes</b> to inform consumers on environmental impact of the product and how to dispose of it properly. Producers to contribute to awareness-raising, clean-up, collection and waste treatment of <b>wet wipes</b> .



# Microplastics

Two ongoing procedures

## 1. REACH Restriction of intentionally added microplastics

- **Targeted products:** cosmetics; medical devices; paints & inks; fertilizers etc..
- **Measures:** ban with some derogations or measures as labelling and reporting
- **Timeline:** European Commission currently drafting a legislative proposal to be voted by Member States and not rejected by European Parliament and Council / new rules expected in end 2021-early 2022

## 2. EU Regulation to reduce the impact of unintentional release of microplastics into the environment

- **Targeted products:** textiles; tyres; pellets mainly
- **Measures:** labelling, standardisation, certification and regulatory measures
- **Timeline:** study on costs/benefits ongoing / Commission aims to adopt new measures by Q4 2024

# Plastics – What matters for carton

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## Single-Use Plastics

- Risk that some paper-based packaging falls under the scope of SUP directive
- Risk that ban extends beyond plastics, especially if alternatives are available
- SUP Directive is not only about the ban: many other measures (EPR, separate collection, awareness raising, marking requirements, ecodesign, etc.). This may inspire action in other packaging sectors

## Microplastics

- New technologies (e.g. dispersion coatings) could lead to new problems (e.g. degradation into microplastics that cannot be filtered) through potential regulation of unintentional releases

# ADDITIONAL TOPICS

# Farm to Fork Strategy

Aims to make food systems fair, healthy and environmentally-friendly, including **by reducing the environmental impact of food processing and retail sectors taking action on transport, storage, packaging and food waste.**

**While overpackaging is a concern, packaging is also key in helping to reduce waste.**



# Deforestation

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## 1. EU Forest Strategy (Q2/Q3 2021)

Encompassing the whole forest cycle with focus on **protection, restoration, and sustainable management.**

- Creating a roadmap for afforestation;
- Fostering rural development, in order to explore the multiple functions of forests;
- Promoting innovative forest-based substitutes of products and services with high carbon footprint;
- Optimizing the structure and use of forests in alignment with the bioeconomy.

## 2. Legislative proposal on due diligence & deforestation (June 2021)

Policy options under consideration:

- Improved due diligence requirements;
- Benchmarking of countries;
- Mandatory public certification;
- Mandatory labelling;
- A deforestation free requirement.

# Conclusions

1. **Paradigm shift in EU policy requirement** driven by climate neutrality and resource efficiency objectives
2. **Further promoting eco-design requirements** for recycling and reuse
  - Reduce complexity of packaging and over packaging
  - To increase reusability & recyclability over incineration and landfilling
3. **Ban of single use products** (beyond plastics) when there are alternatives and if a product can be safely sold without packaging.
4. **Response to (consumer) expectation** for less packaging and more sustainable solutions (especially due to increasing e-commerce)
5. **Increasing focus** on tackling **deforestation** & **restoring biodiversity**

Paper based products are well acknowledged for being a more sustainable alternative to other materials. Need to make this clear with policy makers

However, complex packaging and over packaging will be still addressed, even if paper based

# Timeline

Q2 2021

Q3 2021

Q4 2021

2022

2023

2024

**SUP Directive**  
Guidelines to be adopted end April/early May

**PPWD**  
Proposal Q4 2021

**WFD**  
Assess the feasibility of EU-wide labelling that facilitates the correct separation of packaging waste at source

**WFD**  
Possible review of WFD to harmonise separate collection systems

**Deforestation & due diligence**  
June 2021

**Forest strategy - Q2/Q3 2021**

**Microplastics**  
Restriction of Intentionally added (2021/2022)

**Microplastics**  
→+ measures to tackle unintentional release (Q4 2024)

**WFD**  
EPR Commission is working on guidelines to propose criteria for harmonisation of EPR at national level. 2021 (delay)

**WFD**  
Possible new waste reduction targets 2022/2023

# THANK YOU!

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