

100% recyclable packaging by 2030



How PPWR helps the European harmonization of packaging designs?



Too many recyclability guidelines (non exhaustive list)



Retailer guidelines



Lack of harmonization makes impossible the goal to reach circular packaging

Brand owners and retailers must manage national regulations on packaging recyclability, national rules, sometimes different rules in a single country

Packaging converters have to propose different packaging design per country, **reducing the capacity of investing in one direction** on packaging solutions

Recyclers **miss the « at scale » effect** with packaging design harmonization



PPWR answer

- 2028 : new methodology publication
- 2030 : new rules enter into force

A grading system (A, B and C) which impacts :

- Packaging authorization/ban
 - PRO' tariff
-
- 2035 & 2038 : the grading system becomes stricter

The new methodology will be based on CEN standards, built with the whole packaging value chain

PPWR doesn't harmonize

- Packaging waste collection,
- Packaging waste sorting,
- Packaging waste recycling.

 **it's all about design !**

- PPWR doesn't address recyclability claims

CEN work under Commission' mandate

- > TC261 SC4 WG3 will deliver CEN documents on cardboard, glass, metal and wood packaging
- > TC261 SC4 WG10 will deliver CEN documents on plastic packaging
- > **Approximately 400 experts** involved in the CEN work, **more than 350 meetings in 3 years**



One **methodo**



One **sorting test protocol**



One **traffic light table**
green-yellow-red for each recyclable
packaging & one **recycling test protocol**

CEN standards help you to start in 2026



Full compatibility	Limited compatibility	Not compatible
PET body 22g		
PE cap 2g		
PP label* 1g	Inks* 0,1g, adhesive* 0,1g	

95

% of recyclable materials in the bottle

$$\frac{(22 + 2)}{(22 + 2 + 1 + 0,1 + 0,1)} = 95,2\%$$

2030 is coming very fast

- European harmonization is a really good news
- Waiting for the delegated acts, we have to manage risk based on existing info
- Thanks to all companies involved in this long CEN process, together we reduce the risk and find difficult to reach consensus needed for the circular economy in Europe.

For 2026, you can start with:



Change your practices to describe a packaging based on PPWR approach



Move out packaging without recycling stream, with a low recycling score or a red part



Focus on packaging with a risk and enhance their design (>70% and green column)



Help us to update the CEN documents

Thank you



Sustainable Retail Summit

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