



DEFINITION

EU regulation to reduce packaging impact, harmonise rules and accelerate the circular economy.



OBJECTIVE

Achieve carbon neutrality for packaging by 2050.



PACKAGING IN SCOPE

All packaging placed on the EU market, including imports from third countries.



KEY OBJECTIVE

Reduce packaging waste per capita: 2030 –5%, 2035 –10%, 2040 –15%.

KEY STEPS IN THE PPWR TIMELINE



12/08/2026

ENTRY INTO FORCE

Declaration of conformity and technical documentation — Annex VII



01/01/2027

PROFESSIONAL PACKAGING EPR

Membership and declaration of packaging placed on the market



FEB. 2028

VOID SPACE

Calculation methodology expected



12/08/2028

LABELLING

European harmonisation of labelling



2030

RECYCLABILITY & REDUCTION

Grades A, B, C; void space ≤ 50%; packaging weight reduction



2035

RECYCLING AT SCALE

Scale-up of recycling channels



2040

REUSE

New wave of European targets

ROLES AND RESPONSIBILITIES

THE SUPPLIER

Supplies packaging or packaging materials to a manufacturer.

Its obligations

- ✓ Provide all information and documentation needed to demonstrate conformity.
- ✓ Provide technical documentation proving conformity (Articles 5–11).

THE MANUFACTURER

Manufactures packaging or a packaged product (except EEA micro-enterprises).

Its obligations

- ✓ Demonstrate packaging conformity.
- ✓ Establish, keep and make available the technical documentation (Annex VII).
- ✓ Take corrective measures if needed.

THE PRODUCER

Manufacturer, distributor or importer placing a packaged product on the market for the first time.

Its obligations

- ✓ Provide the declaration of conformity and guarantee packaging conformity.
- ✓ Finance and manage waste under Professional Packaging EPR (eco-contribution).

DIFFERENT TYPES OF PACKAGING



Transport packaging

PRO PACKAGING



Primary production packaging

PRO PACKAGING



Service and household packaging

HOUSEHOLD PACKAGING



Sales packaging

PRO AND HOUSEHOLD



Grouped packaging

PRO AND HOUSEHOLD

THE 8 KEY PPWR MEASURES

1

HAZARDOUS SUBSTANCES

Strict framework for hazardous substances in packaging

Article 5

2

RECYCLABILITY

Design for Recycling (DfR) and Recycling at Scale (RAS).

Articles 6, 7 and 52

3

MINIMISATION

Reduce packaging to the minimum required and limit void space.

Articles 10 to 24

4

REUSE

Development of reuse and progressive targets.

Article 11

5

LABELLING

European harmonisation of labelling.

Article 12

6

DECLARATION OF CONFORMITY

Mandatory declaration of conformity

Article 15

7

BAN

Ban on certain single-use packaging

Article 25

8

PROFESSIONAL PACKAGING EPR

Extended producer responsibility for packaging

Article 45

KEY TAKEAWAY

PPWR is transforming packaging practices in Europe. Take action now to secure tomorrow's compliance and contribute to a more circular economy.

SOURCES

- Regulation (EU) 2025/80 on packaging and packaging waste — EUMLEX
- European Commission — Q&A on PPWR
- Commission — Regulatory watch