

# Evento finale della Community Retail 5.0 - 2022

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## IL RETAIL ALLA PROVA DEL CAMBIAMENTO

Il nuovo modello di Retail Specializzato: omnicanale, circolare e inclusivo

PRESENTAZIONE DI

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# Circular Economy Action Plan

For a cleaner and  
more competitive  
Europe

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**DG Environment**  
**European Commission**

# An Advanced Phase of Implementation

- New regulatory framework on batteries
- Global Alliance on Circular Economy and Resource Efficiency (GACERE)
- Proposal to review EU rules on concentration limits of persistent organic pollutants in waste
- Proposal for a revision of the EU Waste Shipment Regulation
- Legally binding global agreement to combat plastic pollution agreed at UNEA5.2 in March 2022
- **Milestone: Circular Economy Package adopted in March 2022**
- Revised Industrial Emissions Directive in April 2022

Measures of  
CEAP Annex  
adopted

- 
- **Milestone: Circular Economy Package II adopted in November 2022**



# *Circular Economy package March 2022*

**Regulation on Ecodesign for Sustainable Products**

**EU Strategy for Sustainable and Circular Textiles**

**Updated EU consumer rules to empower consumers for the green transition**

**Revision of Construction Products Regulation**





# Making sustainable products the norm in the EU



- Proposal for a new **Regulation on Ecodesign for Sustainable Products (ESPR)** → establishing a wide framework to set ecodesign requirements beyond energy-related products



- **Ecodesign and Energy Labelling Working Plan 2022-2024** to cover new energy-related products and update and increase the ambition for products already regulated → ensuring a smooth transition to the ESPR framework

**« Sustainable products should be the norm, not the exception »**

Up to  
**80%**



of products' environmental impacts are determined at the design phase



# Building on the Ecodesign framework

- Key features of the Ecodesign Directive approach maintained:
  - ✓ **Framework legislation:** a new Regulation on Ecodesign for sustainable products
  - ✓ Regularly updated **multiannual working plans** setting out priorities
  - ✓ **Product-specific measures** based on dedicated impact assessment



## *New features*

- ✓ Scope extension beyond energy-related products
- ✓ New requirements + clarification of existing requirements
- ✓ Structurally allow for 'horizontal' ecodesign requirements
- ✓ Increased focus on product information (e.G. Digital product passport; labels)
- ✓ Incentivising best performing products
- ✓ Improved market surveillance

*ESPR aims to leverage the weight of public spending*



Setting mandatory **requirements for green public procurement**. Contracting authorities would be required to use green procurement criteria to purchase specific groups of products



# *Circular Economy package II adopted on 30 November 2022*

- Policy framework on **bio-based, biodegradable and compostable plastics**



- Revision of the **Packaging and Packaging Waste Directive**





# Revision of the Packaging and Packaging Waste Directive

Proposal for a Regulation with detailed and directly applicable requirements at product level.

## Objectives - both environmental and internal market:

- Reduce the generation of packaging waste
- Promote a circular economy for packaging in a cost-efficient way
- Promote the uptake of recycled content in packaging

## Intervention areas:

- Prevention and reuse/refill
- Recyclability and compostability
- Recycled content plastics in packaging
- Harmonised labelling that a.o. facilitates the correct separation of PW at source

# *What to expect in 2023?*

## Revision of the Monitoring Framework for the Circular Economy

- Update and include new indicators

## Legislative proposal on the ‘Right to Repair’

- Incentives and tools to consumers to use goods for a longer time, including by repairing defective goods.

## Legislative initiative addressing unintentional release of microplastics

- Sources: pellets, tyres, textiles - Additional sources: Paints, geotextiles, detergent capsules

## Raw Material Act:

- Increase and diversify critical raw materials supply, strengthen circularity, foster resilience and support research and innovation.

## Green claims

- Legislative initiative tackling false **Green Claims** and covering voluntary green claims made by companies on products and organisations in the EU

# Revision of the Packaging and Packaging Waste Directive (PPWD)

*“measures to **reduce packaging and packaging waste**, drive design for **reuse and recyclability** of packaging, reduce the complexity of packaging materials and introduce requirements for **recycled content in plastic packaging**. Further, it strives in line with the European Strategy for Plastics that **“all packaging, including plastics, on the EU market is reusable or recyclable in an economically viable, cost-effective manner way by 2030”**”*

Communication on the Circular Economy Action Plan,  
delivering on the European Green Deal (COM/2019/640 final)

#EUGreenDeal



European  
Commission

# Problem areas for packaging

## High and growing levels of packaging waste

High levels of avoidable packaging

Increase in the proportion of single-use packaging

## Barriers to packaging circularity

Increased use of packaging design features that inhibit recycling

Cross-contamination of conventional and compostable recycling streams

Presence of hazardous substances

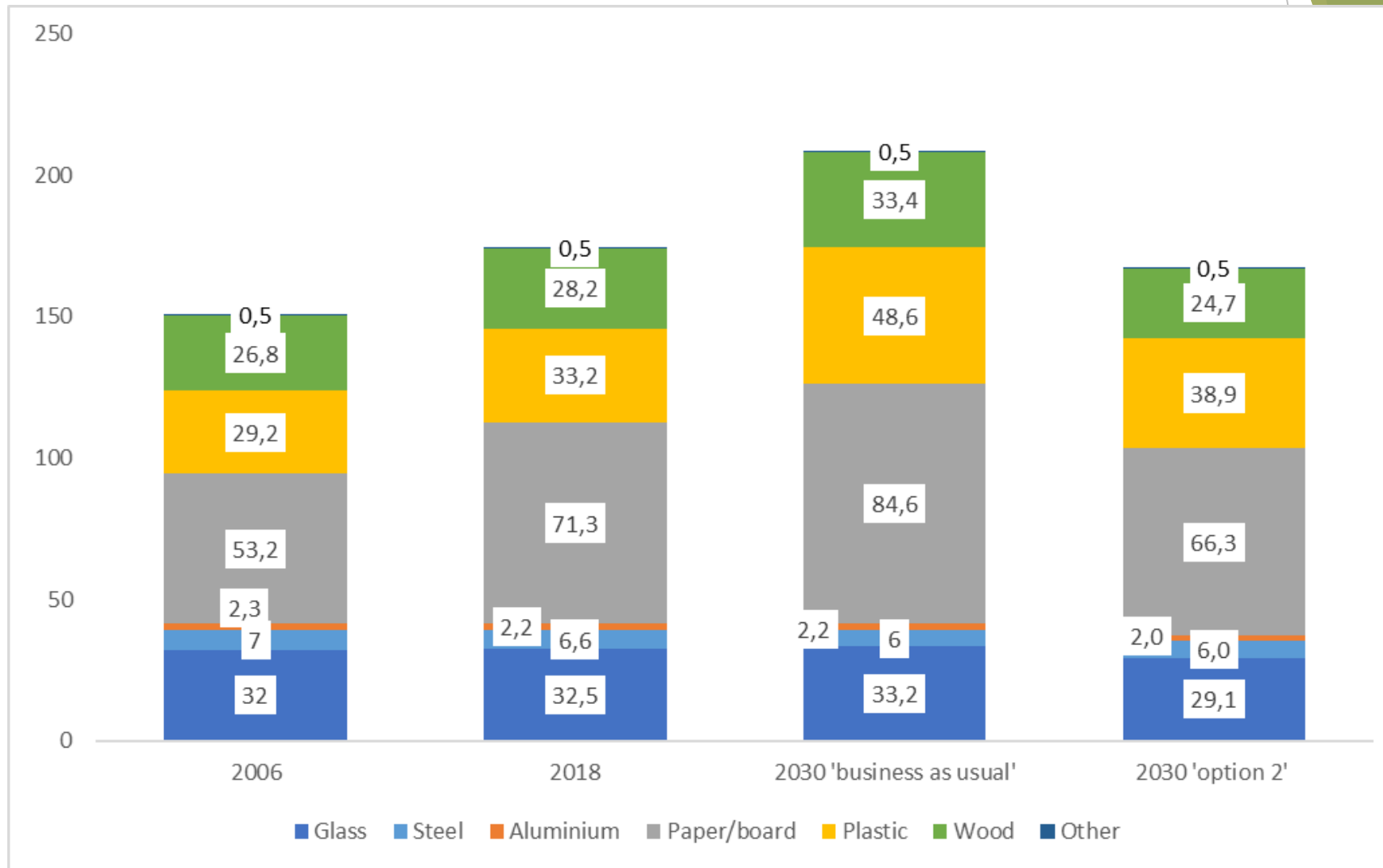
Waste management and reuse are not cost efficient

Inconsistent and confusing labelling

## Downcycling

Low levels of recycled content in plastic packaging

# Waste generation, kg per capita





# Regulation with internal market legal basis

- ▶ **Directive 94/62/EC on packaging and packaging waste**
  - ▶ Article 114 TFEU
  - ▶ Unenforceable and weakly formulated essential requirements
  - ▶ Obligations on the MS have led to market failures
  - ▶ Early Warning Report
- ▶ **Regulation on packaging and packaging waste**
  - ▶ Article 114 TFEU: no change
  - ▶ Modernise and reinforce requirements
  - ▶ Detailed and directly applicable requirements on packaging and on economic operators
  - ▶ Minimum requirements on extended producer responsibility as well as rules on collection and targets for reuse and recycling
  - ▶ Avoid issues due to delayed or incorrect transpositions by the MS

# Core measures on prevention and re-use

- ▶ Target of 5% reduction of packaging waste by 2030 compared to the baseline of 2018 (10% by 2035 and 15% by 2040)
- ▶ put on Member States & complemented by other measures:

## Waste Prevention

- Requirement to minimise packaging volume and weight
- Limiting void space:
  - In sales packaging (obligation of manufacturer)
  - In grouped, transport and e-commerce packaging (obligation of economic operators supplying goods using such packaging)
- Avoiding unnecessary packaging

## Re-use

- Addressing reusable packaging formats and reuse systems
- **Sector specific re-use targets on economic operators; exemptions based on:**
  - Micro-company status
  - sales area and
  - amount of packaging placed on the market



# Part 1: Reuse/refill targets on economic operators (Art 26)

Sector	Packaging type -	Packaging groups and products // obligated economic operator	Target for 2030 [2040]
Food and beverage-HoReCa	Primary - B2C	<b>Beverage (cold and hot)</b> filled into a container at the point of sale <b>for take-away</b> , to be sold in packaging within a system for re-use or refill = final distributor	20% [80%]
	Primary-B2C	<b>Food for take-away</b> , to be sold in packaging within a system for re-use or refill = final distributor	10% [40%]
Food and beverage-Retail	Primary-B2C	<b>Alcoholic beverages other than wine, aromatised wine products, fruit wine and spirits</b> , and products based on wine, spirits or other fermented beverages mixed with non-alcoholic beverages, to be sold in packaging within a system for re-use or refill = manufacturer and final distributor	10% [25%]
	Primary B2C	<b>Wine other than sparkling wine</b> to be sold in packaging within a system for re-use or refill = = manufacturer and final distributor	5% [15%]
	Primary-B2C	Non-alcoholic beverages, such as <b>water, soft drinks, juices</b> , to be sold in packaging within a system for re-use or refill = = manufacturer and final distributor	10% [25%]
	Tertiary-B2B	<b>Large household appliances</b> e.g., washing machines or fridges, to be sold in reusable packaging = ec. operator	90% [90%]
Commercial and Industrial	Tertiary-B2B	<b>Goods sold using pallets, crates, foldable boxes, pails and drums</b> for the conveyance or packaging of the goods, to be sold in reusable packaging = ec. operator using transport packaging	30% [90%]
	Tertiary-B2B	<b>Non-food goods sold via e-commerce</b> using packaging for transport and delivery, to be sold in reusable packaging = ec. operator using transport packaging	10% [50%]
	Tertiary-B2B	<b>Pallet wrappings and straps for stabilization and protection of goods during transport</b> , to be sold in reusable packaging = ec. operator using transport packaging	10% [30%]
	Tertiary-B2B	<b>Grouped packaging boxes</b> (excl cardboard) e.g., pack of larger quantities of packaging units used, outside of sales packaging to group a certain number of goods to create a stock-keeping packaging	10% [25%]

## Part 2: Reuse and refill targets: Art. 26, 27 and 28

- **General exemption** for:
  - micro-companies
  - EO placing less than 1000 kg of packaging on the market
  - For EO with a sales area less than 1000 m<sup>2</sup> (this exemption applies only for beverages and food targets)
- **Empowerment on the COM** to **adopt DAs** to establish:
  - Targets for other products
  - Exemptions for other EOs
  - Exemptions for specific packaging formats covered by the targets
- **Specific review clause** in 8 years after the entry into force
- **Calculation of the targets**
- based on the number of sales or equivalent units in calendar year (Art. 27, 28) => Implementing act by 2028

# Full recyclability of packaging by 2030 (1/2)

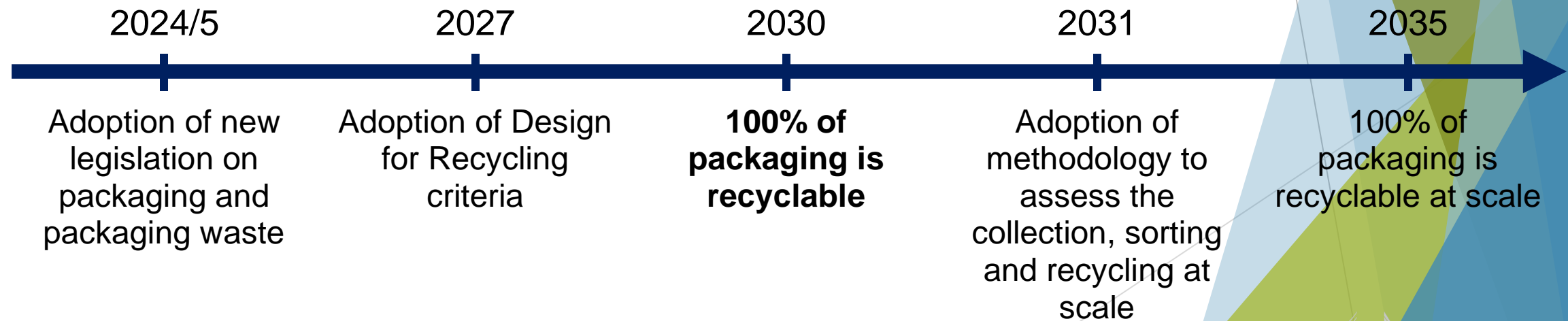
- ▶ All packaging items have to undergo a recyclability assessment procedure for the category to which it belongs, to assure they meet the **design for recycling (DfR)** criteria established in a Delegated Act. The recycling performance in practice is verified by means of a methodology developed subsequently to the DfR criteria. Packaging is assigned a grade from A to E.
- ▶ As from 2030 only packaging scoring grades A-D can be placed on the market.
- ▶ Exception for innovative packaging (max 5 years), for certain packaging of pharmaceuticals and medical devices (max. up to 2035)
- ▶ EPR fees to be based on the performance grades A to D

Grade	Score of compliance with DfR criteria of a unit of packaging *
A	95%
B	90%
C	80%
D	70%
E	Less than 70%

\* in terms of weight of the unit of packaging

## Full recyclability of packaging by 2030 (2/2)

- ▶ The recycling performance in practice ('at scale') will be verified as of 2035 by means of a methodology to be developed subsequently to the DfR criteria; the delegated act with DfR criteria and performance grades will, where necessary, be amended accordingly;
- ▶ As from 2035 only packaging scoring grades A-D (then including recyclable 'at scale') can be placed on the market.





# Compostability requirements

- ▶ **4 packaging formats** (tea and coffee bags, tea and coffee single-serve systems, fruit and vegetable sticky labels and **very light plastic carrier bags**) must be **compostable** so that this packaging can go together with the product into the biowaste stream.
- ▶ All other plastic containing packaging should go into material recycling.
- ▶ Opening for light plastic carrier bags, a significant market item, to be compostable in Member States where there is the respective infrastructure that they go into composting.



# Recycled content targets for packaging containing plastic part

- ▶ Ambitious targets for 2030 and 2040 for post-consumer **recycled content in packaging containing plastic part** (not for other packaging materials: glass, metal, paper)
- ▶ Requirement with respect to packaging placed on the EU market
- ▶ Different targets for different packaging categories - exemptions for medicinal products and medical devices:

Targets for recycled content in packaging containing plastic part		
Packaging	2030	2040
SUP Beverage bottles	30%	65%
Contact sensitive packaging:		50%
PET as major component	30%	
PET is not as major component	10%	
Other plastic packaging	35%	65%

# Enabling measures: Labelling & Deposit and Return Systems



- ▶ EU harmonised mandatory labelling of for products and waste receptacles to facilitate consumer sorting, inspired by Nordic pictogram system



- ▶ Harmonised mandatory labelling of reusable packaging including QR code
- ▶ Harmonised criteria for (voluntary) labelling of recycled content



- ▶ Abandonment of the current, alphanumeric material-based labelling
- ▶ Setting up of mandatory Deposit Return Systems (DRS) for plastic bottles and metal cans with opt out for MS achieving 90% recovery by other means
- ▶ Minimum requirements for all DRS

# Thank you



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