

PACKAGING EXTENDED PRODUCER RESPONSIBILITY (EPR)

A guide for policy-makers and legislators

What is EPR?



EPR is a **policy concept** that makes producers financially and/or operationally responsible for **the end-of-life management of their products and packaging** put on the market.

The EU Framework



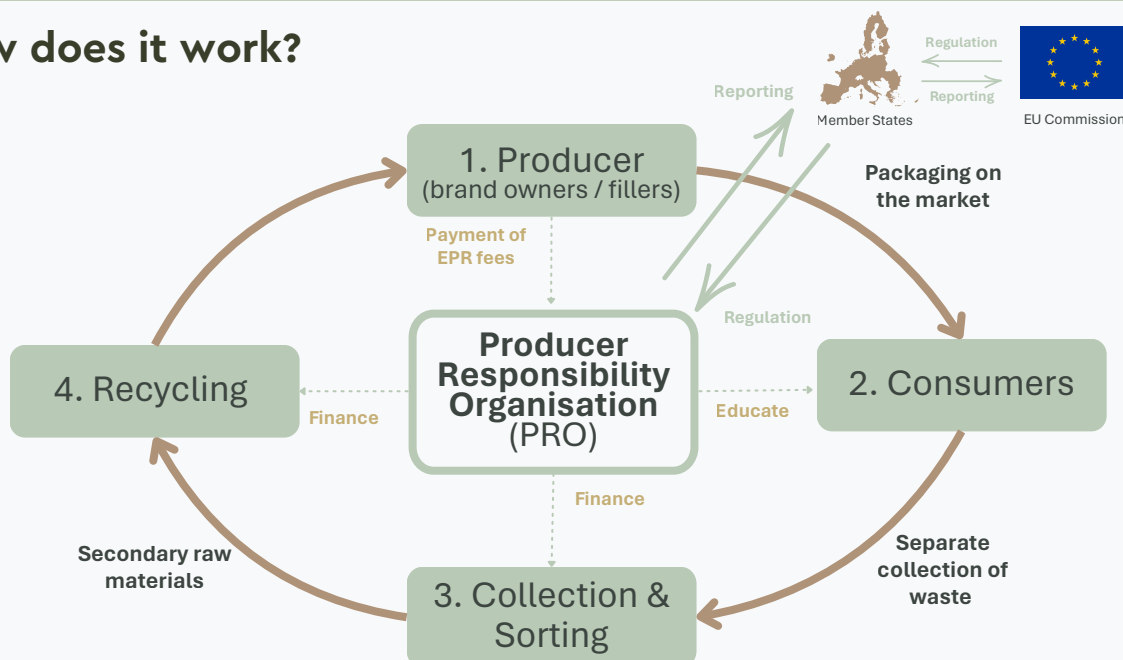
The EU framework for EPR is set out in the **Waste Framework Directive**, which establishes minimum requirements for governance, cost coverage and fee modulation. For packaging, the **Packaging and Packaging Waste Regulation (PPWR)** sets new rules and requires the establishment of EPR schemes for all packaging.

Incentives



EPR fees finance packaging waste management and incentivise more sustainable packaging design through **fee eco-modulation**.

How does it work?



Why is it important to the circular economy?



Finance efficient collection, sorting and recycling systems



Improve recycling performance and material quality



Create incentives for more sustainable packaging design



Support investment in recycling infrastructure and innovation

What do we recommend?

To strengthen waste collection, improve recycling outcomes and encourage sustainable packaging design, Fibre Packaging Europe calls for greater harmonisation of EPR schemes across the European Union.

Key principles

- 1 Effective & transparent governance with **centralised and industry-led PRO**: collected fees to be reinvested in waste management operations for the respective waste stream
- 2 **Guaranteed service for all packaging materials** that contribute to EPR systems
- 3 **Keep EPR schemes** for municipal waste separate from solutions on EPR for industrial and commercial waste
- 4 **Application of the net-cost principle** to avoid cross-financing between different materials or systems (reuse)
- 5 **Joint assessment of EPR fees** for paper and cardboard packaging
- 6 **Balanced eco-modulation** to improve packaging recyclability through harmonised, objective criteria, including: design for recyclability, recycled content, renewable materials and compostability
- 7 **EPR fees** should be in line with the collection and recycling streams so as to reflect the real cost of their collection and recycling
- 8 **A European one-stop shop** for producer registration across Member States
- 9 **Focus on material recycling**, including further sorting of collected paper and cardboard packaging into recycling streams that retain the value of secondary raw materials
- 10 **Clear producer responsibility**, ensuring EPR fees are paid by the company placing packaging on the market for the first time

**Fibre Packaging
Europe**



Seven associations.
One fibre-based value chain.
Advancing circular packaging.

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