

PPWR: FEVE commends PPWR for addressing initial proposal's flaws

FEVE – the European Container Glass Federation – welcomes the endorsement by the European Parliament of the new Packaging and Packaging Waste Regulation, and co-legislators' ambition to make the packaging sector a key contributor to the EU Circular Economy while addressing some of the major unintended consequences in the European Commission's initial proposal.

We firmly believe that the most effective strategy to reduce packaging waste is by transitioning to materials that can be reused and infinitely recycled in a closed-loop system, and to particularly focus on materials that pose significant waste challenges. We welcome that EU co-legislators acknowledge that shifting from heavier but intrinsically circular materials like glass to lighter but harder to recycle or reuse packaging materials does not constitute a sustainable approach to waste reduction.

Packaging is an inherent part of the product and by its design, it helps consumers recognise brands and make informed choices. Unique and creative packaging shapes are a key touchpoint on the shelves for consumers. We welcome that the packaging minimisation rules would allow manufacturers to carry out the reduction of the weight and volume of their packaging while taking into account its given shape and the need to protect proprietary design rights. However, we are concerned about specific provisions that might affect the ongoing validity and distinctiveness of trademarks and designs.

We commend the legislative decision mandating all packaging to be recyclable, with the introduction of recyclability performance grades for the first time – a positive step. The endorsement of "high-quality recycling" and the recognition that not all recycling processes produce high-quality raw materials is a significant advancement. Nonetheless, it is disappointing that the Regulation falls short of recognising closed-loop recycling as an essential strategy to ensure that an increased proportion of packaging on the market is made from recycled materials, thereby maintaining a continuous loop.

As the implementation phase of the PPWR unfolds, FEVE will diligently monitor the development of secondary legislation. We are ready to actively contribute to ensuring these detailed measures support both environmental objectives and the practical needs of the packaging industry.

Glass remains a premier choice in packaging, embodying healthiness, reusability, and infinite recyclability. Coupled with our commitment to decarbonisation, glass will continue to be a crucial partner for brands, consumers, and the environment in achieving the ambitious goals set forth by the Packaging & Packaging Waste Regulation.

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About FEVE



FEVE

The European Container
Glass Federation

FEVE is the association of European manufacturers of glass containers. The glass packaging industry generates 125 000 direct and indirect jobs thanks to 160 Container glass production sites in Europe producing a wide range of glass packaging products for food and beverages, perfumery, cosmetics and pharmacy for European and global customers. FEVE members have plants in 23 European countries. Container glass is one of Europe's best recycled products. See more on www.feve.org.

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