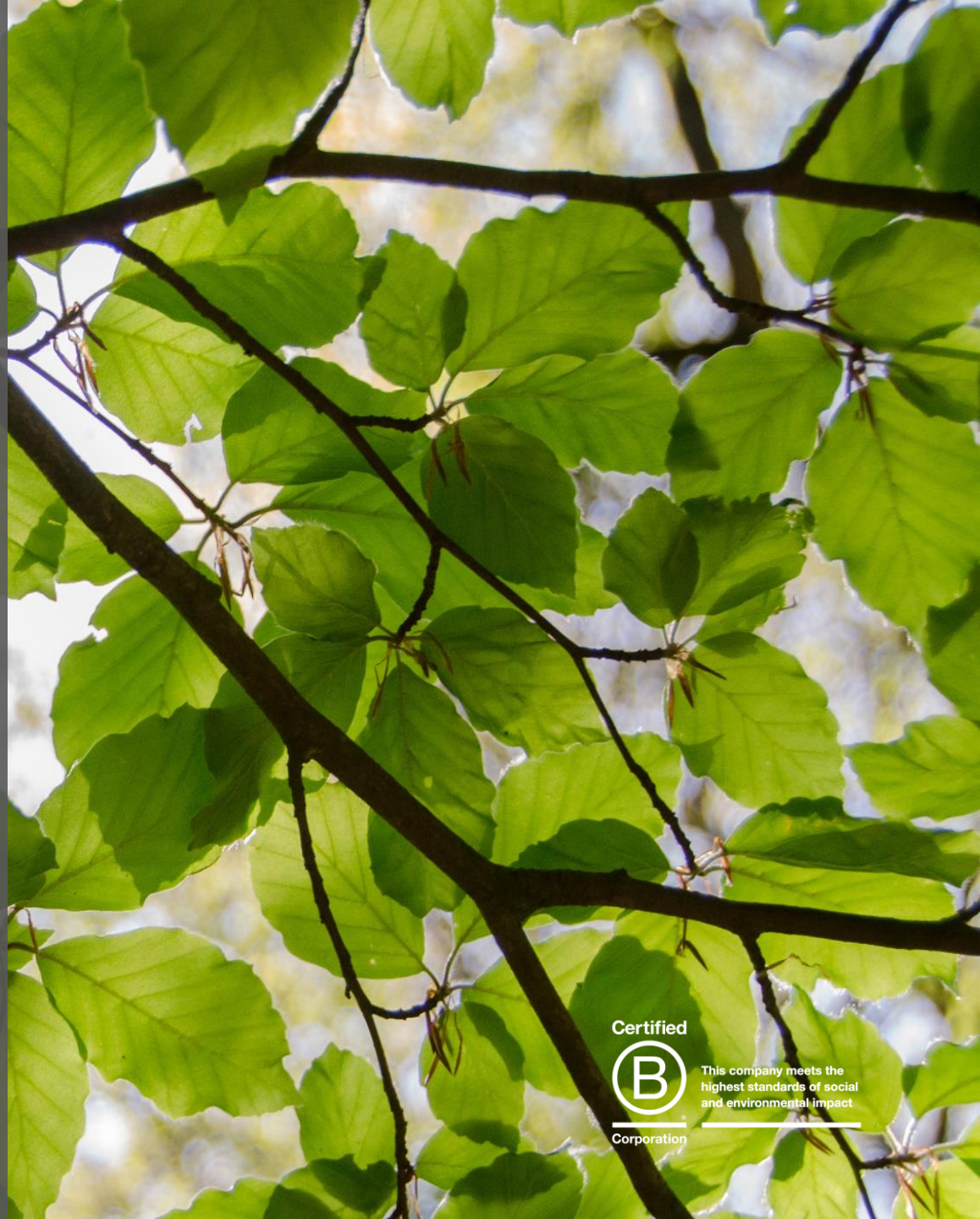


# Essential packaging EPR updates

Louisa Goodfellow  
Policy Manager

June 2024



Certified



This company meets the  
highest standards of social  
and environmental impact

Corporation





# Agenda

- Intro and reminder of timelines
- EPR regulations update
- Data reporting amendments
- UK DRS update



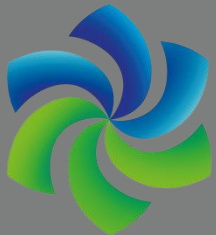
**Certified**



**This company meets the highest standards of social and environmental impact**

**Corporation**

**Since April 2020**



The first compliance scheme to be B Corp certified

We meet rigorous social and environmental standards for:

- Governance
- Workers
- Community
- Environment
- Customers



**Governance**

Ranked in the top 5% worldwide in our group size for Governance since 2021



We've pledged to become net zero before 2030



A selection of **our members**

# The core principles of packaging EPR



## Encourage a circular economy

Producers are more responsible for packaging waste to encourage:

- ✓ Less packaging
- ✓ Easily recyclable packaging
- ✓ Reusable packaging



## A single point of compliance

100% of the packaging obligation sits with either the:

- ✓ Brand owner
- ✓ Importer
- ✓ Packer/filler
- ✓ Distributor
- ✓ Service provider
- ✓ Online marketplace



## Full cost recovery

For packaging waste collected by Local Authorities from:

- ✓ Households
- ✓ Street bins

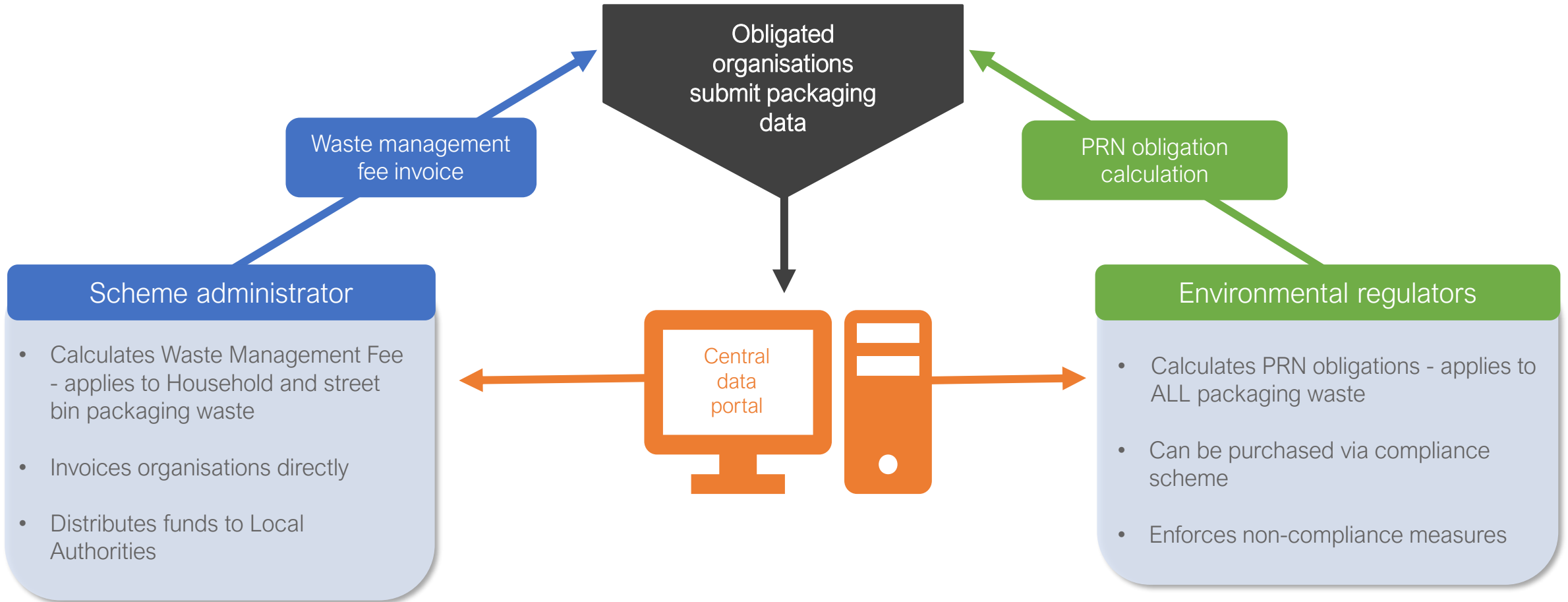


## Eco-modulation of fees

Producer fee modulation on household packaging waste:

- ✓ Financially deter difficult to recyclable packaging
- ✓ Promote reusable packaging

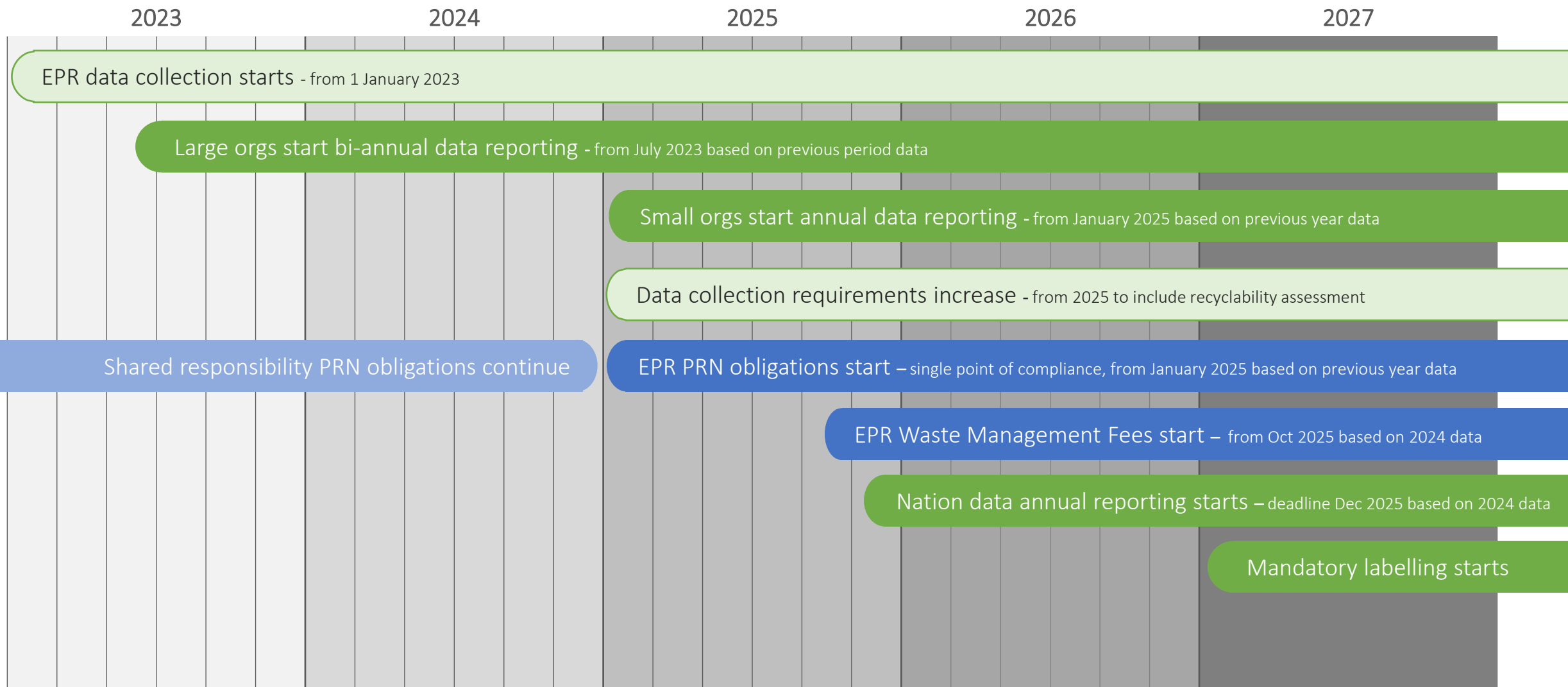
# Packaging EPR governance



Drink containers in-scope of a live Deposit Return Scheme are not subject to PRNs or Waste Management Fees.



# Packaging EPR timeline of implementation





# EPR regulations update





# The draft main EPR regulations

On 1<sup>st</sup> May notified to the EU and WTO (legal requirement before being laid in parliament)

**Not included**, to be brought in by a later Statutory Instrument:

- Binned waste and litter payments
- Mandatory cup takeback scheme
- Closed loop recycling offsetting



# Key elements

1

Brand-owner definition

Definition clarifies to enable producers to report packaging under the 'brand-owner' activity, when the brand is owned by an overseas company within the same corporate group.

2

Producer fees and modulation

Disposal fees, administration fees and costs have been made clearer. New definitions, such as that of 'modulation', have been inserted.

3

Fibre-based composite and commonly binned

Other updates include change to definition of 'fibre-based composite packaging and updated list of 'commonly street binned' packaging





# General election

Pre-election period from 25<sup>th</sup> May to 4<sup>th</sup> July means restrictions on government activity. Only 'essential business' is permitted and no new announcements can be made.

Impacts:

- Base fee publication and other updates will be delayed
- Potential for introduction of EPR main SI to be delayed



# Data reporting amendments





# Definition of household packaging

## Test 1

The packaging is supplied directly to a business or public institution that removes the packaging. The packaging may be removed because they are the end-user, or they are removing it before supplying it on to the end-user.

## Test 2

It is packaging for a product that is designed only for use by a business or public institution, **AND** the packaging for that product is not reasonably likely to be disposed of in a household or public bin.

# Drinks containers

“... any PET, glass, steel or aluminium container between 50ML and 3L in volume that designed to be air/water tight and not ‘conceived, designed or marketed’ to be refilled/reused”.

Drinks containers in scope of the Scottish Deposit Return Scheme will no longer be exempt from EPR reporting

Glass, PET, steel/alu containers reported under household/non-household drinks container reporting category.

Only ancillary components to glass containers reported under household/non-household primary packaging.

# Brand-owner obligations



Group filled/ multi-branded  
packaging - first supply once filled



Definition of brand-owner - relating  
to the product not the packaging

# Importer obligations

## Importers must report

- packaging that's unbranded after it's imported
- packaging that is branded but the brand owner is not established in the UK
- packaging that is branded, but the brand owner is not responsible for the import
- unfilled packaging supplied to a 'small organisation'
- filled/unfilled packaging discarded after import
- secondary and tertiary packaging that does not fall under the 'supplied under your brand' packaging activity

## And filled packaging where:

- a UK third party packs or fills a product into the brand's packaging before supplying it to the importer
- the overseas brand owner owns the packaging before you purchase it

## Third parties and imports

- If goods are manufactured/ assembled/ packaged in the UK by a third party on behalf of a producer without a UK presence, the first owner of the packaging will be obligated



# Pack/filler and distributor obligations

## Pack/filler obligations

Pack/fillers are obligated if supplying branded packaging where:

- there's only a packaging manufacturer's brand on the packaging
- the brand does not relate to the product inside
- you do not own the brand on the packaging

Pack/fillers must also report branded packaging where:

- the brand on the packaging belongs to an organisation that is not established in the UK
- the brand on the packaging belongs to a UK organisation that is not a large organisation

## Distributor obligations

In 2024, distributors (manufacturers/ importers) will report all empty packaging they sell unless:

- It is sold to a large organisation that pack/fills it

Or

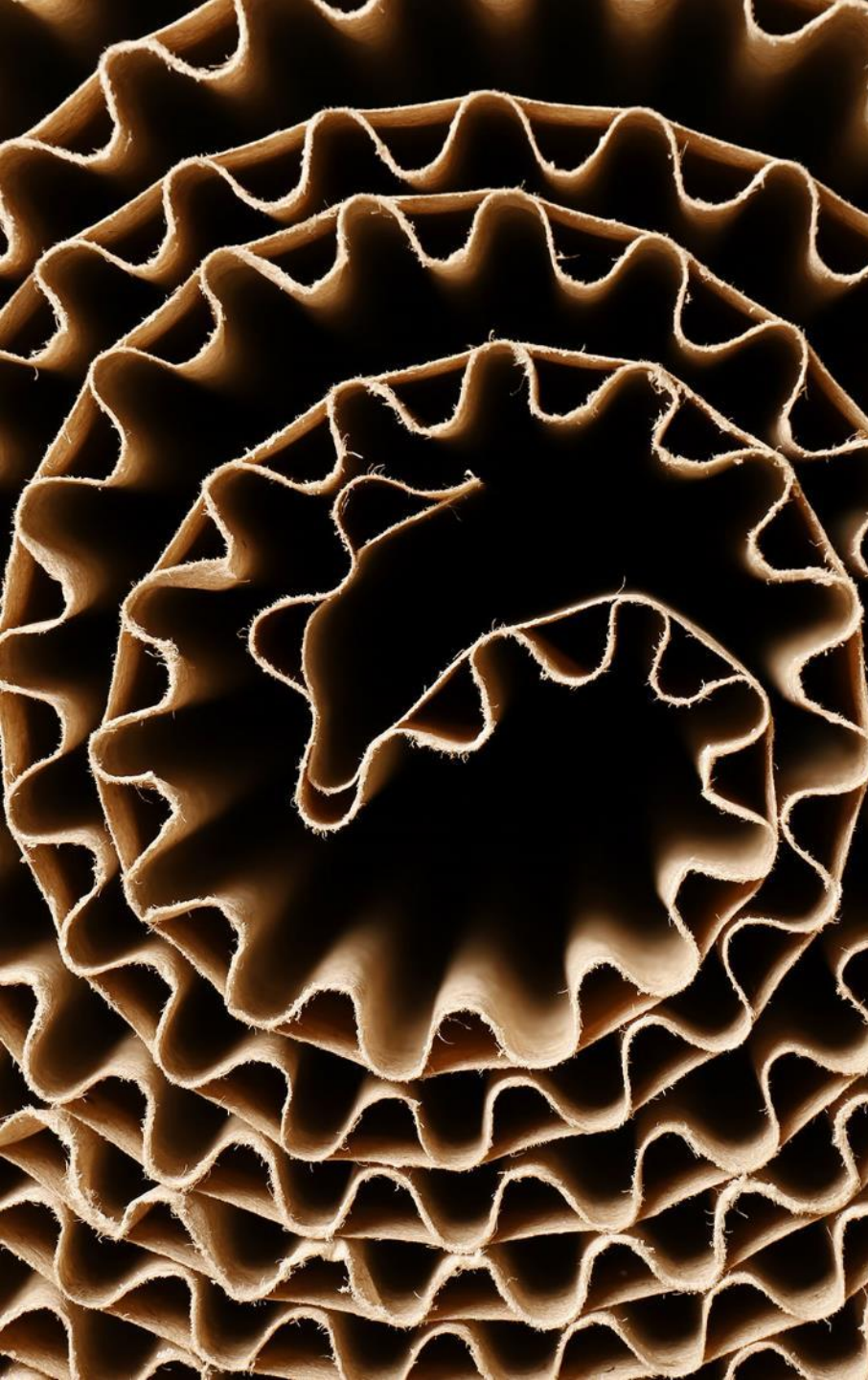
- The empty packaging will be reported by a brand-owner that is a large organisation

# List of large producers

- ✓ Intended to help with assessing which businesses in a supply chain are large producers
- ✓ Updated weekly

“... does not include producers who are liable to register but haven't done so, and is not checked for accuracy by the environmental regulators. Therefore, the list is not definitive and further assurances from your customer base should be sought...”





## Tertiary packaging

“Shipment packaging is any packaging added to primary packaging for shipping single or multiple sales units to businesses or consumers sold online or via mail order. It includes packaging sent directly to the customer or to a collection point”



# DRS and other delays





# Confirmed delays

1. DRS delayed until 1 October 2027
  - Applies to all UK nations
  - Confirmed EPR WMFs will NOT apply to in-scope drinks containers unless delayed further
  - Wales still intent to include glass
2. Small producer and nation of sale reporting delayed until December 2025 - for 2024 POM
3. Labelling requirement for primary and shipment packaging will now align with flexible packaging – 1 April 2027





Any questions?



# Thank you

0333 4330 370  
info@ecosurety.com

ecosurety.com  
hub.ecosurety.com

 Ecosurety

Certified



This company meets the  
highest standards of social  
and environmental impact

Corporation

