



# International EPR Obligations

27<sup>th</sup> November 2024

# Presenters

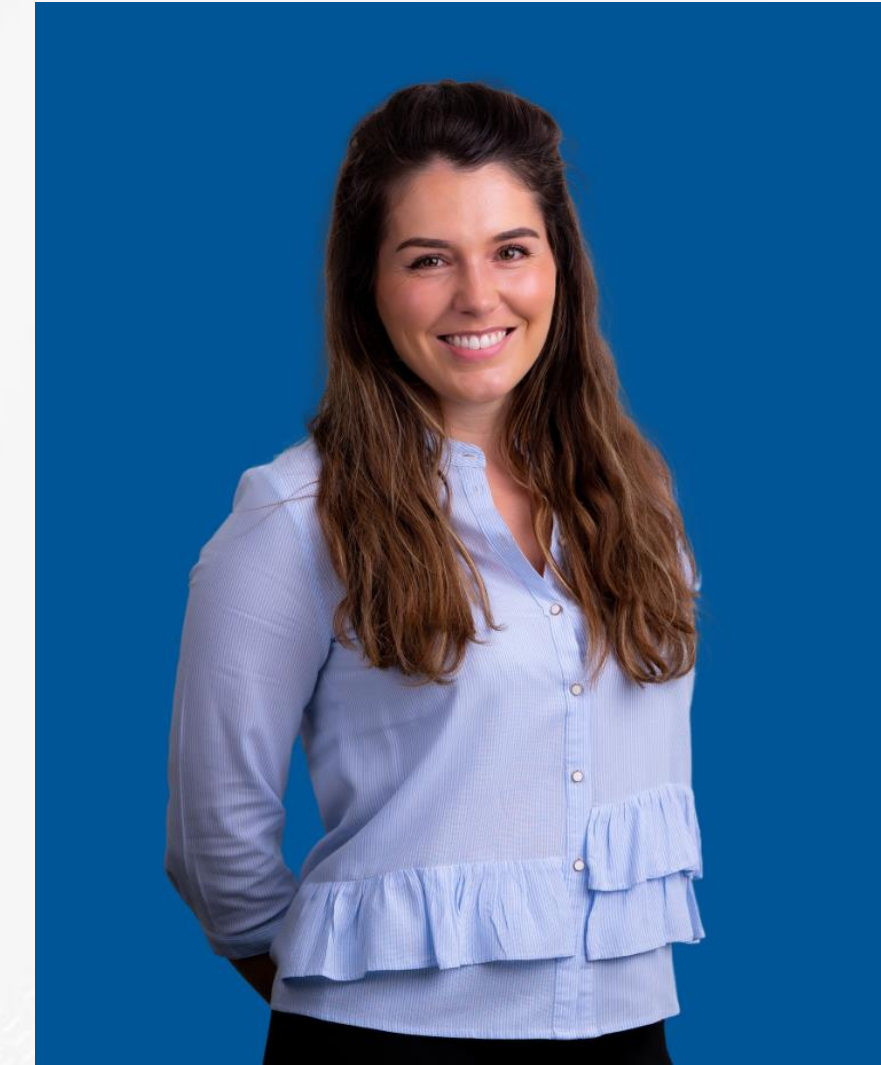
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# Agenda

1. Understanding International Compliance
2. Labelling
3. PPWR
4. Single Use Plastics
5. Deposit Return Schemes
6. Catering EPR
7. North America

# Understanding International Compliance



# What is Extended Producer Responsibility?

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- Producers take responsibility for managing harmful waste
- Producer pays principle
  - Companies financially responsible for waste management
  - Encourages eco-friendly product design
- Aims to reduce waste going to landfill
- Promotes recycling and responsible disposal





# The Waste Framework Directive

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## Waste Framework Directive 2008/98/EC

Packaging  
Directive  
94/62/EC

Batteries  
Directive  
2006/66EC

WEEE & RoHS  
Directives  
2012/19/EU  
2011/65/EU

End-of-Life  
Vehicles Directive  
2000/53/EC

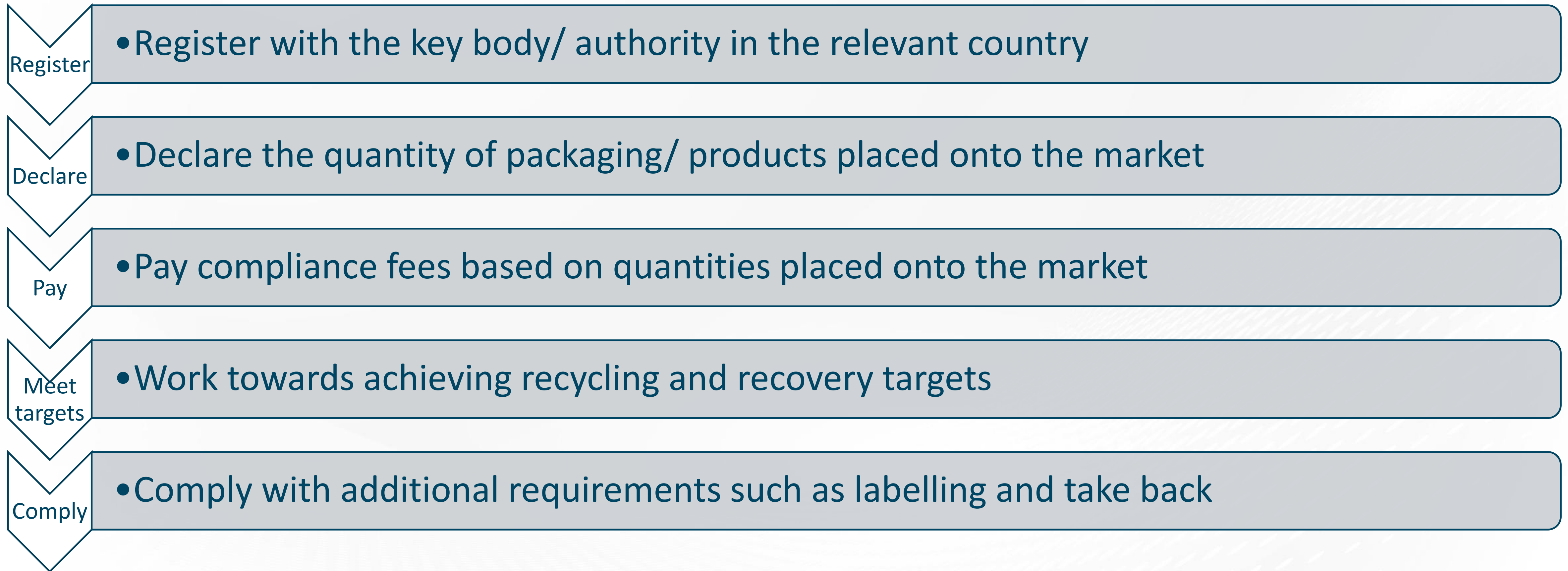
Landfill Directive  
1999/31/EC

- The origin of EU EPR regulations
- Each member state responsible for transposition into national law
- Countries worldwide use EU directives as a model for EPR

# What do the regulations mean for businesses?

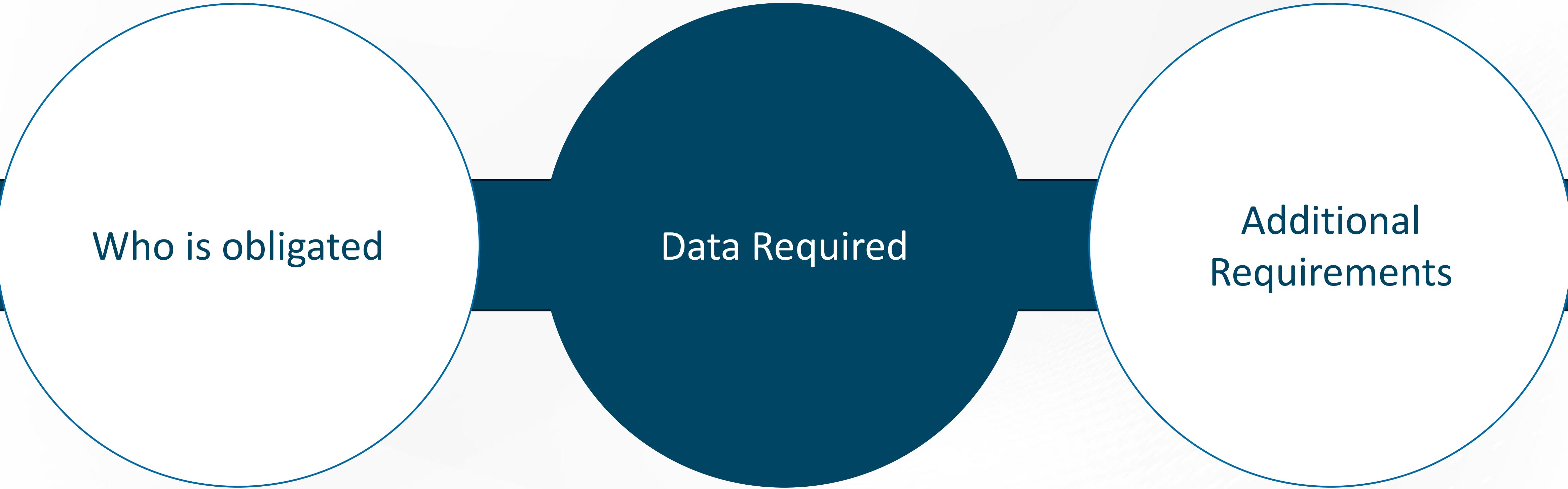
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Producers obligated by the regulations must:



# Key Difference Between Countries

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# Routes to Market

Depending on how a company sell into a country they may or may not be obligated for their waste packaging.

Country	Physical Presence	Distance Sales	Distributors/Retailers
Germany Packaging	✓	✓	✗/✓
France Packaging	✓	✓	✗
Italy Packaging	✓	✗	✗

Who is obligated

Data Required

Additional Requirements

# Minimum Thresholds

Certain countries have set thresholds that producers must meet in order to become obligated.

Country	Minimum Threshold
Belgium	300kg packaging (sales and commercial)
France	None
Netherlands	50,000kg packaging
Republic of Ireland	10 tonnes <b>and</b> €1 million annual turnover Online retail - €35,000
Spain	None

Who is obligated

Data Required

Additional Requirements

# Type of Packaging or Product

Some countries only obligate certain types of packaging

Obligations can differ for B2B and B2C producers



Who is obligated

Data Required

Additional Requirements



# Frequency

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Data can be required annually, bi-annually, quarterly, or monthly

Who is obligated

Data Required

Additional Requirements

# Complexities of Data

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- Some countries require a high-level overview of the materials placed onto the market while some country require product level information.
- In some countries the size of the company declaring can influence the level of data required.

Who is obligated

Data Required

Additional Requirements

# Retrospective Requirements

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- Producers may be required to retrospectively submit data upon registration if they have not been compliant in the past.
- Different countries require retrospective data for differing numbers of years

Who is obligated

Data Required

Additional Requirements



# Forecast Requirements

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Some countries will require a company to submit a prediction of:

- How much waste they expect to place on the market
- For a given time period

Who is obligated

Data Required

Additional Requirements

- Consumer awareness
- Visible fees
- Consumer sorting information

- Labelling requirements
- Authorised representatives
- Take back

Who is obligated

Data Required

Additional Requirements

# Labelling





# EPR Labelling



The Green Dot



Plastic In Product



The Triman & Sorting Instructions



PET



HDPE

Alphanumeric Coding



Spanish Labelling

# **Packaging and Packaging Waste Regulation**





# PPWR Overview

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- Published on the 30 November 2022, the PPWR is a proposed piece of legislation that aims to revise the current Packaging Waste Directive of 1996.
- The regulation applies to all packaging, and once entered into force, it will apply throughout the EU for all packaged goods, including imports.

## Main PPWR requirements:

Recyclability  
targets

Eco-  
modulation

Packaging  
minimisation  
requirements

Minimum PCR  
content

SUP bans

Reuse targets

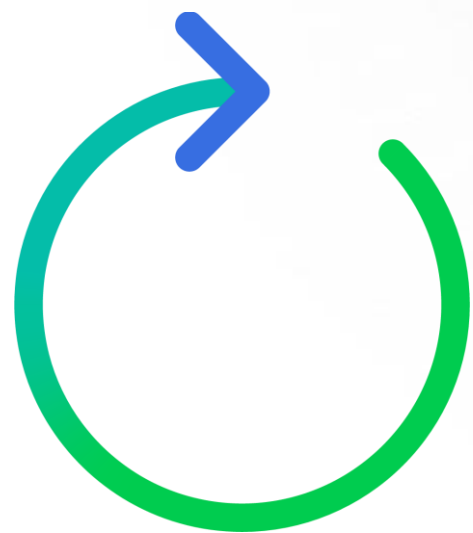


# Who is obligated?

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“any manufacturer, importer or distributor, who, irrespective of selling technique used, including by means of distance contracts...makes available packaging for the first time within a territory of a Member States on a professional basis under its own name or trademark”

- Marketplaces will be required to check whether the traders selling packaged products are correctly registered in the respective countries – this means online traders must inform marketplaces of their registration numbers.
- Authorised representatives will also be required in the case of foreign producers.





# Other measures

## SUP Packaging Bans



Secondary packaging that encourages consumers to buy multiple items



SUP packaging filled and consumed *in situ*



SUP for unprocessed fruits and vegetables under 1.5kg



SUP packaging in hotels/accommodation sector intended for an individual booking



SUP packaging for condiments



# Other Measures

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**Compostable plastic:** Packaging to be compostable includes labels attached to fruit & vegetables and tea, coffee, and other beverage bags



**DRS:** By 2029, Member States should ensure the separate collection of at least 90% per year of SUP beverage bottles and single-use metal beverage containers (up to 3L)

**Labelling:** Harmonised pictograms for different types of packaging and compostability to be introduced, as well as harmonised reuse labels



# Single Use Plastics



# Single-use plastic (SUP) overview

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- Single-use plastic consists completely or partly of plastic and that has not been designed, constructed or placed on the market to be reused several times during its life cycle
- The EU aims to become a forerunner in the global fight against marine litter and plastic pollution.
- EU rules aim to reduce the volume and impact of certain plastic products on the environment.
- Through the EU's Directive on single-use plastics (EU SUP Directive 2019:904), different measures are being applied to different products.





# Products in scope

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The 10 items being addressed by the EU Directive are:

1. Cotton bud sticks
2. Cutlery, plates, straws and stirrers
3. Balloons and sticks for balloons
4. Food containers
5. Cups for beverages
6. Beverage containers
7. Cigarette butts
8. Plastic bags
9. Packets and wrappers
10. Wet wipes and sanitary items



# SUP Reporting

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Countries with SUP reporting requirements include:

Austria	Croatia	Cyprus	Czechia	Denmark	Estonia	Finland
Germany	Greece	Hungary	Ireland	Latvia	Malta	Netherlands
	Poland	Slovakia	Slovenia	Spain	Sweden	

The scope of products subject to a reporting obligation differ per country

# Deposit Return Schemes



# What are Deposit Return Schemes?

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## Deposit Return Schemes

A system where in-scope drinks packaging can be returned to an automatic return vending machine or a site for a partial refund.

They aim to reduce littering and increase recycling of packaging.

The following countries have DRS in place/expected to be in place, but this list is not exhaustive.

### Countries with DRS in place

Estonia  
Germany  
Iceland  
Latvia  
Malta  
The Netherlands  
Romania

### Countries with DRS expected

Austria – live from 2025  
Belgium  
Czech Republic  
Portugal  
Spain  
UK



# Key Differences between Deposit Return Schemes

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## Scope of Material

- Materials encompassed by the DRS
  - o Glass
  - o Metal
  - o Plastic
  - o Cardboard

## Scope of Product

- Vast majority of schemes cover beverage containers

## Labelling

- Type of label per material / product
- What the label must indicate
- EAN codes / barcodes

## Costs

- Costs differ from scheme to scheme
  - o Deposit and return amount from consumers
  - o Fees per obligated container



**Catering  
Packaging  
EPR**



# France Catering Packaging

- **Introduced in 2024**
- **Companies selling catering style packaging to catering professionals**

Physical Presence	Distance Sales (e.g. via the Internet)	Sales to French distributors/retailers from a French Entity	Sales to French distributors/retailers from the UK or a foreign entity
Obligated	Obligated	Obligated	Not Obligated



**North America**





# Packaging EPR - USA

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- 5 US states have passed Bills for packaging EPR

Maine

Oregon

California

Colorado

Minnesota

- Obligations sit largely with brand owners
- Some Bills cover packaging only, while some include both packaging and paper products
- 17 states have draft Bills for packaging EPR
- 5 states have passed laws requiring post-consumer recycled (PCR) content in plastic packaging.

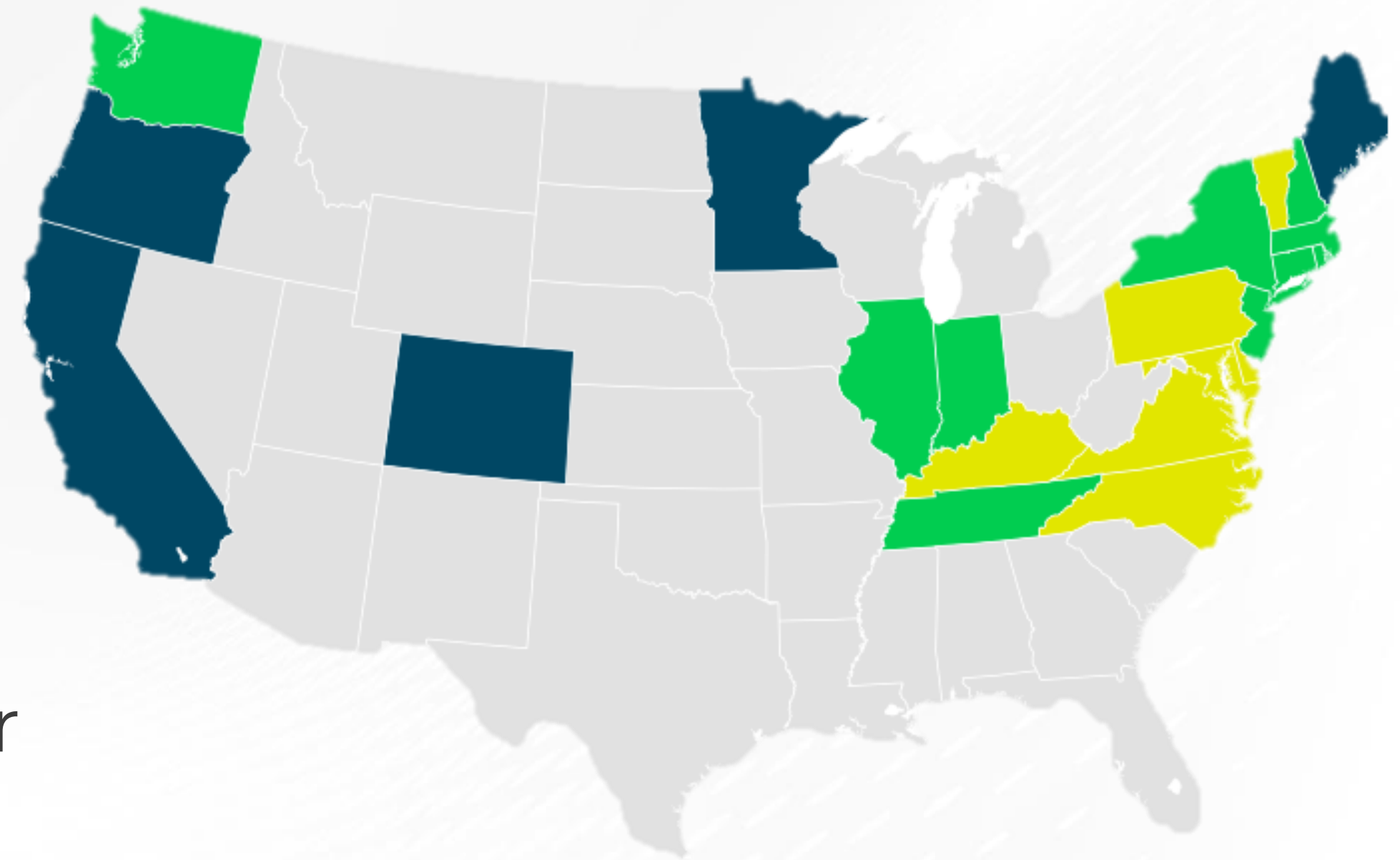
California

Washington

New Jersey

Maine

Connecticut



# EPR - Canada

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In Canada, both “extended producer responsibility” (EPR) and “product stewardship” programs are used to manage products at their end-of-life.

## EPR Programs

- Identify end-of-life management of products as the responsibility of producers (e.g., brand owners, first importers or manufacturers).
- Funding is provided by producers.
- Costs can be internalized as a factor of production or may be passed on to consumers.

## Product Stewardship

- Allocate responsibility to provincial/territorial or municipal governments.
- Legislated environmental fees and/or public funds are commonly used as a funding base.
- Usually do not allocate financial responsibility to producers.

# EPR - Canada

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- States with programs for beverage containers, packaging, or both:

Alberta

New Brunswick

Nova Scotia

Quebec

British Columbia

Newfoundland and  
Labrador

Ontario

Saskatchewan

Manitoba

Northwest  
Territories

Prince Edward  
Island

Yukon



# How We Can Help



# Global compliance reporting

Valpak's data managed reporting services extended well beyond the UK – currently complete **6,800 submissions** annually across **35 nations**.

## Our service

- Service covers scheme registration, fully outsourced data reporting, obligation reports, regulatory horizon scanning and training days.
- Work with over **150 schemes and authorities** to help our customers ensure global compliance.
- Provide varying support services including packaging data collection
- Submit compliance data returns to chosen compliance scheme in line with country-specific requirements on behalf of members
- Ensure total conformity with compliance requirements globally

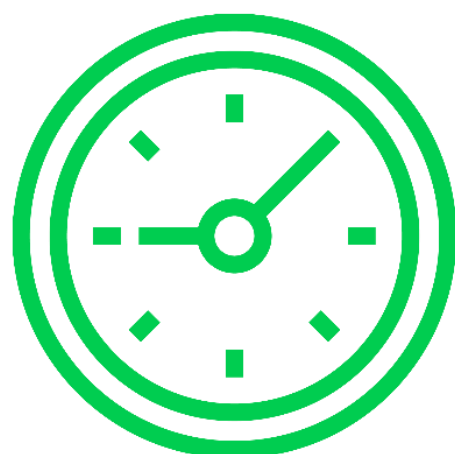
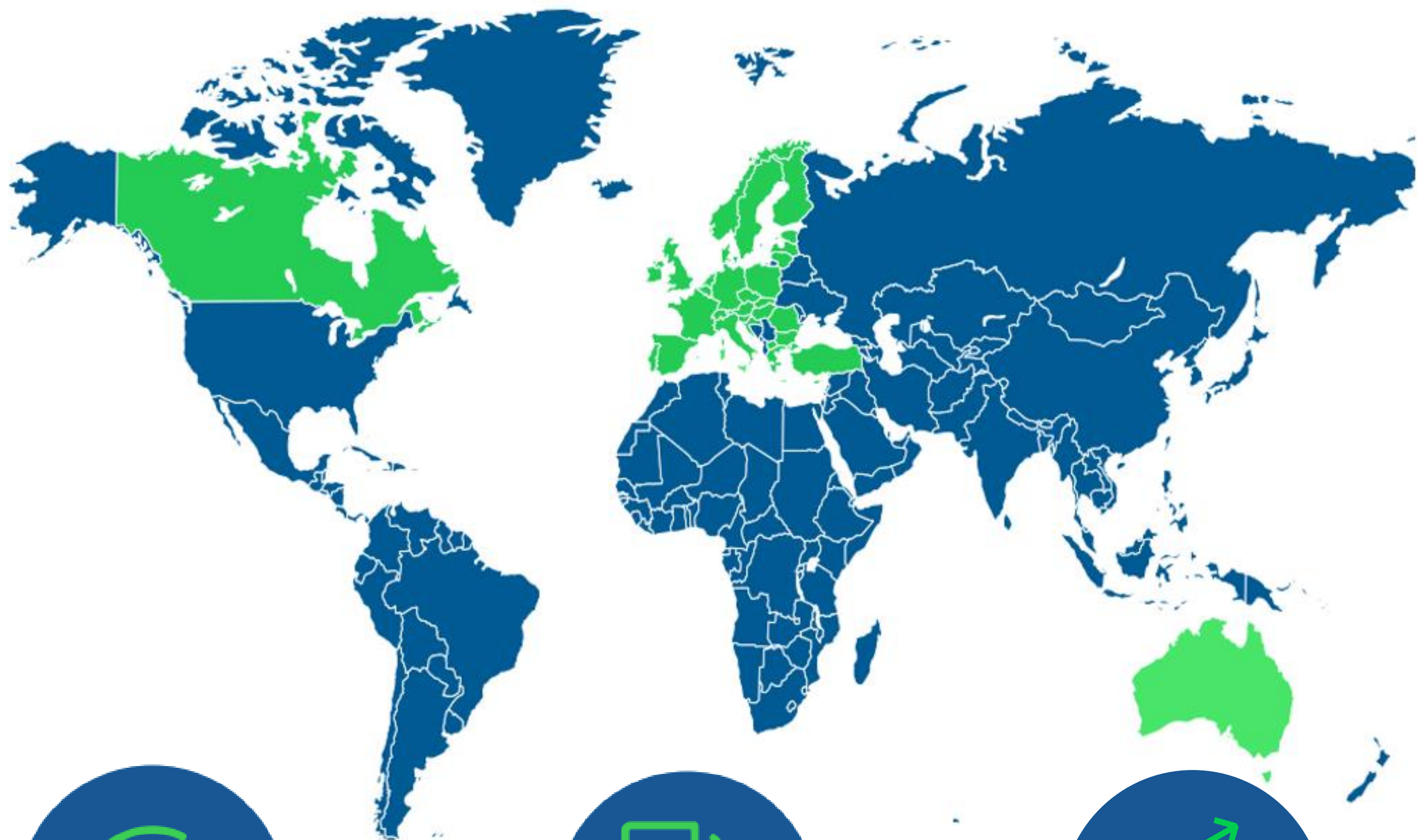




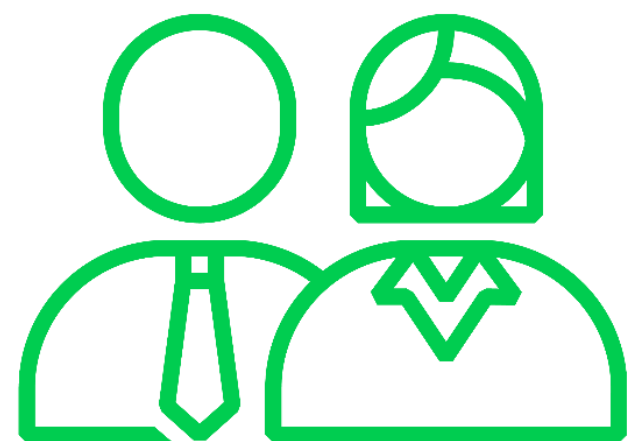
# Valpak Data Insights

Supports International Compliance services across **35 countries**

Our team has a compliance network spanning over **270 countries** and territories,



**30%**  
time savings



**120+ staff**  
dedicated to going beyond compliance



## Regulatory Reporting

- Gather & Manage
- Calculate Obligations
- Undertake compliance reporting



## Cost modelling & analysis

- Forecast EPR costs
- Identify easy wins
- Develop mitigation strategies



## Sustainability Target Tracking

- SKU-level data
- Track buying team performance
- Bespoke reporting



# What Our Customers Have to Say

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MARKS &  
SPENCER

Over the years our relationship with Valpak has grown significantly and we have every confidence that our data submission is in excellent hands and therefore we remain compliant with the regulations in the Republic of Ireland, Germany, France and Spain. Valpak have a dedicated team who are always happy to advise on any queries.

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diet  
Chef

Valpak has helped us understand and deal with the complexities of international compliance. Overall this service has saved us time and money.



## Case Study: Arla Foods

### Valpak helps Arla Foods to take away the burden of data collection and collation

Arla approached Valpak to take away the burden of data collection and collation, as they discovered it would be **more economically viable to outsource this task**. This is due to the nature of the business, as they produce, import and export a wide range of dairy products from multiple sites (which in 2020 equated to 1,468 SKUs). These factors mean it is difficult and time consuming to keep track of data and packaging material flow. Data needs to be as accurate as reasonably possible to ensure compliance with the **Packaging Waste Regulations** and with **revised packaging legislation** once the reform has taken place.

#### The Solution

Valpak's **Data Insights** Team took on Arla's data collection by carrying out weighing days (where we weighed a large amount of the core products) as well as using packaging specifications from Arla's manufacturing process.

Valpak also created a formula, which translated Arla's system into sales quantities of unit of a product. Doing so improved the accuracy of Arla's data submission and made the data collection and collation process more efficient. We also entered Arla's product data into our **Insight Platform**, an online tool which provides businesses with a **clear view of product and supplier data**. Doing this means that Arla's packaging breakdown is now visible, easy to digest and analyse.

Our Data Insights Team also take care of Arla's

packaging weights requests for supermarkets, where suppliers aren't Valpak members, which saves them time and resource.

#### The Results

Arla now has confidence that their **submission is calculated accurately**, using an Environment Agency approved methodology, and that they are paying for the correct amount of packaging waste.

By outsourcing data collection and collation to Valpak Data Insights, a huge amount of work has been taken off their hands. All Arla needs to do is send the Valpak team their bulk sales data, along with any packaging changes. We then take care of the submission, including checking the weights, sourcing weights, investigating year on year changes in the submission and working out what activities they perform on their packaging.

Valpak also help Arla to complete customer packaging data requests, via the **Insight Platform**, which also provides them with visibility of their packaging and data submission.

#### EPR Ready

Data visibility will also help Arla to prepare for forthcoming **Extended Producer Responsibility (EPR) legislation**, as this will be necessary for reporting purposes and will make it easier for Arla to **identify problematic materials** and make change effectively.

“

The partnership between Arla and Valpak has never been stronger. We have been registered with Valpak's Compliance Scheme for 20 years and over the last few years, Valpak has been instrumental in transforming our compliance with the various Packaging Waste Regulations. The support, tools and service from the team of experts at Valpak has been first class and a breath of fresh air both in terms of reporting, submissions and PRN purchasing. We look forward to many more years of building the partnership for the foreseeable future.

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Valpak  
a Reconomy Group company