



Raising standards for consumers

Safety of food packaging from consumers' perspective

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ANEC views on PPWR in a nutshell

ANEC welcomes emphasis on prevention

- reuse
- information requirements
- mandatory deposit return systems.



Areas for improvement to reflect waste hierarchy:

- more ambitious waste prevention targets
- restrictions on harmful substances

ANEC on recycling with precaution

Recycling be promoted **only when contamination from problematic chemicals can be excluded:**

- If homogenous and clean waste streams can be ensured.
- Excess of packaging material and their chemical composition cut severely.
- Material composition of packaging applications specified and
- Conforming packaging labelled as fit for recycling.
- Such materials separately collected.

Recycled content:

Concern that it is looked at before FCMs regulation revised.



Extension of reuse systems

Our recommendations:

Systematic expansion of reuse systems at the expense of single use packaging, **where sensible for environment and consumers.**

To achieve that:

- Technical research as foundation (reviewing materials and uses)
- Product-specific reuse targets
- Detailed legal requirements
- standardising reuse containers, alongside tax incentives.



Consumer expectations and needs

- Consumers increasingly demand sustainable packaging.
- Preservation of product quality.
- Cost & efficiency of packaging alternatives.
- Reuse systems should be widespread and convenient.



Preconditions for consumer trust

- Address hygiene requirements and phase out harmful substances;
- Accessible infrastructures without reliance on technical knowledge;
- Awareness campaigns and sharing of good practices at European level;
- Different approaches for different reusable packaging types;
- Existing reuse systems provide lessons on cost, innovation, and accessibility.





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