

Organizator:



Parteneri strategici:



“Extended Producer Responsibility – Towards a New Level of Implementation”

Kyriakos Parpounas – International EPR Expert – EXPRA

**CONFERINȚA NAȚIONALĂ
ECONOMIA CIRCULARĂ**

Content

Strengthen EPR in existing, regulated waste streams by rigorously applying its core principles and benchmarking against best-practice models.

Extend and adapt the principles to novel waste streams and new geographies- particularly where systems are less mature- so EPR delivers credible, scalable circular-economy outcomes.



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Extended Producer Responsibility

“A policy approach in which producers (manufacturers and retailers) bear significant responsibility — financial and/or physical — for the treatment or disposal of products after their consumption.” (OECD)



Waste Management Philosophy - Evolution

Stage 1: state landfills

Waste is a business of the state



Stage 2: state decides, industry pays



Stage 3: EPR – producer responsibility

Waste is a shared responsibility with the industry

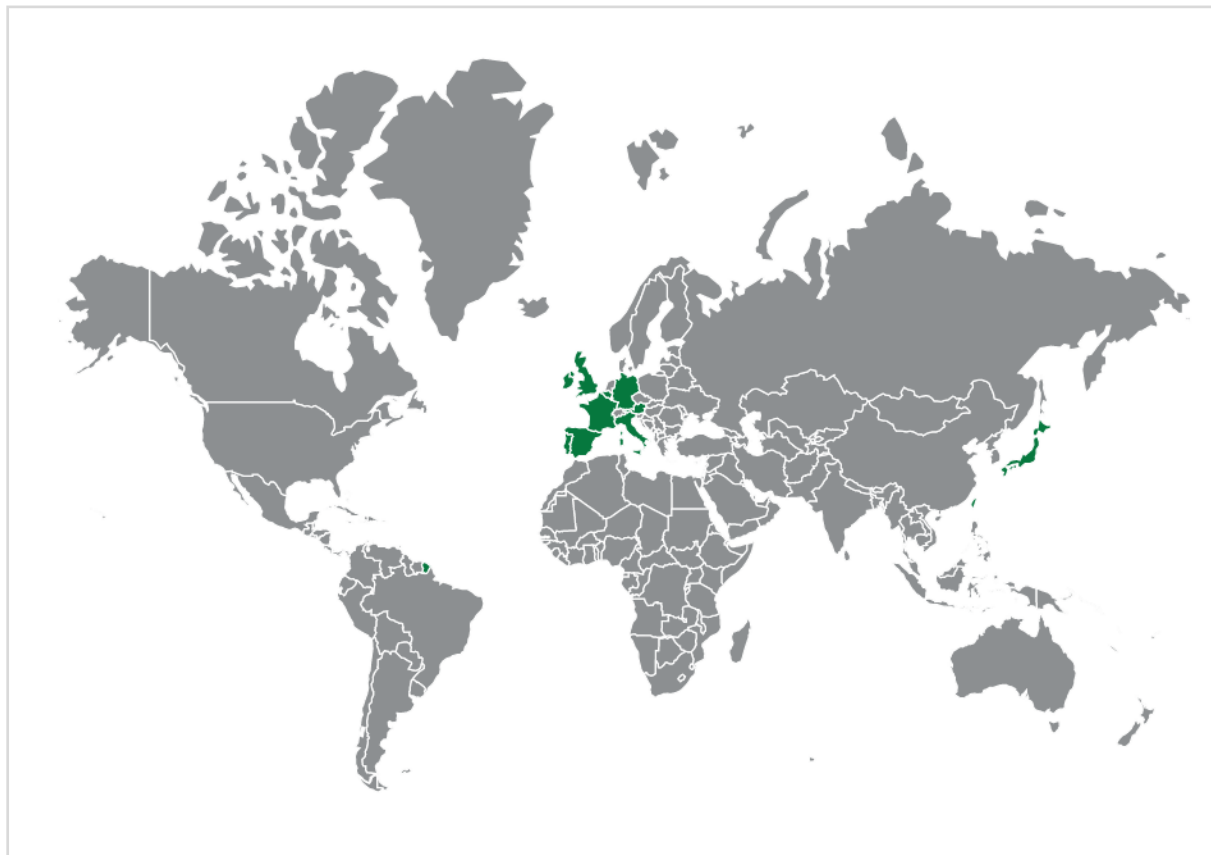


State decides, but industry pays – product tax

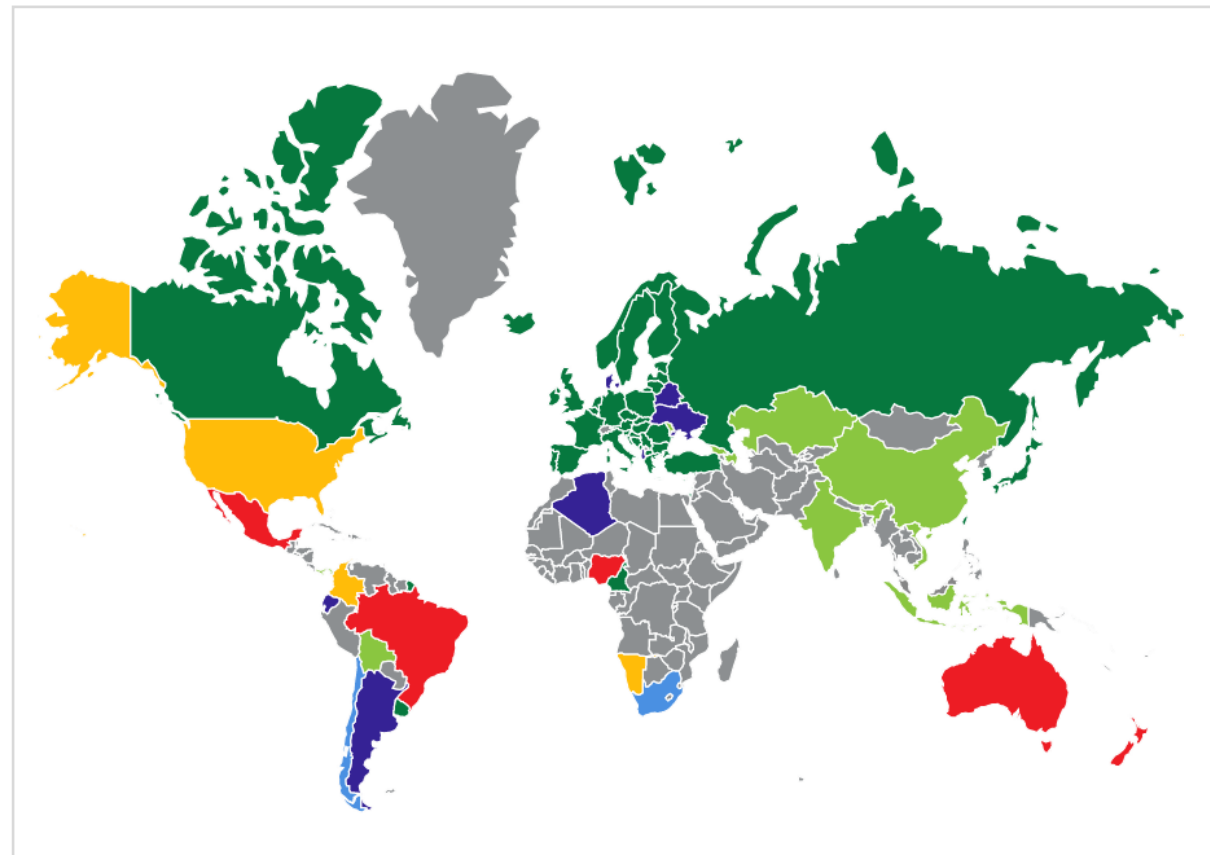


EPR expansion over time

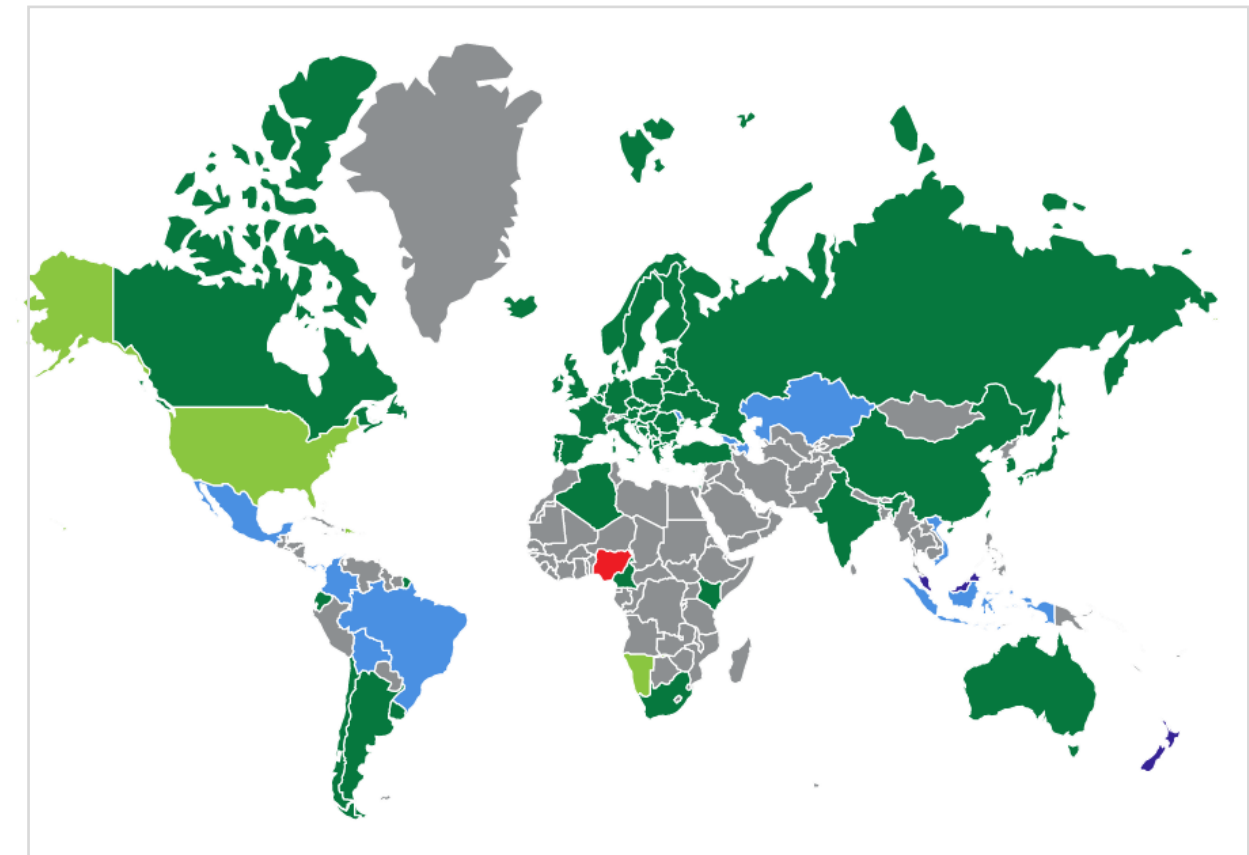
Packaging EPR in 2000



Packaging EPR in 2020



Packaging EPR in 2025



	Mandatory EPR
	Voluntary EPR
	Limited EPR
	EPR framework
	Emerging EPR framework
	Emerging EPR legislation

400 EPR organisations in 150 countries (OECD)

EPR mandatory in the EU for: Packaging, WEEE, Batteries, ELVs, Fabrics
EPR used as mandatory in many countries for: Oils, Tires, white paper etc.



Logic of EPR

Producers are made responsible for more than before. Thus, they are interested to find efficient solutions



Governments oversee the system and by making clever rules promote an approach that is also effective in reaching targets



Producers pay, but are also given power to design solutions, and make them efficient (good results at reasonable costs)



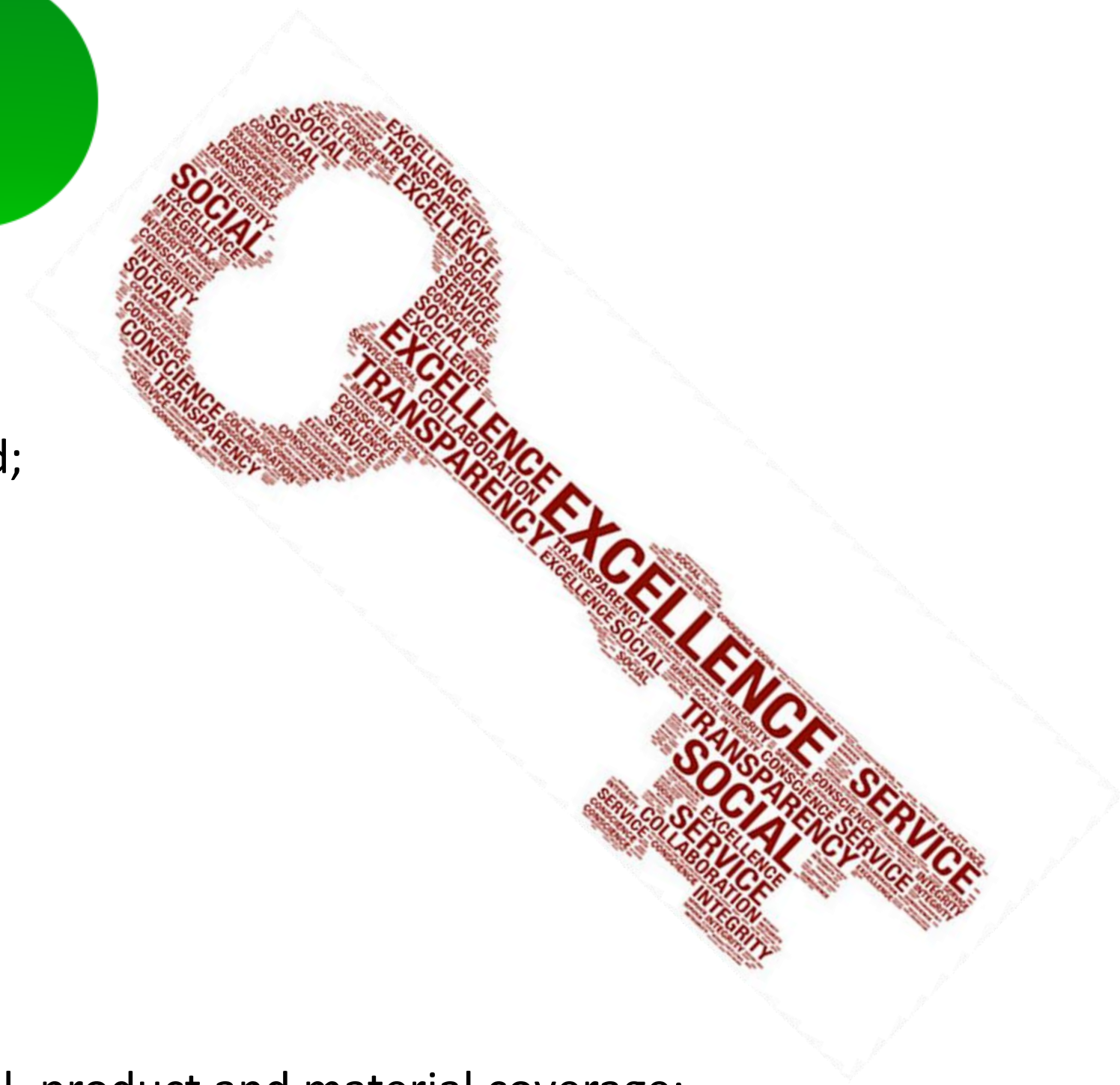
In the end, the consumer is always paying, so the design of the system must make it affordable



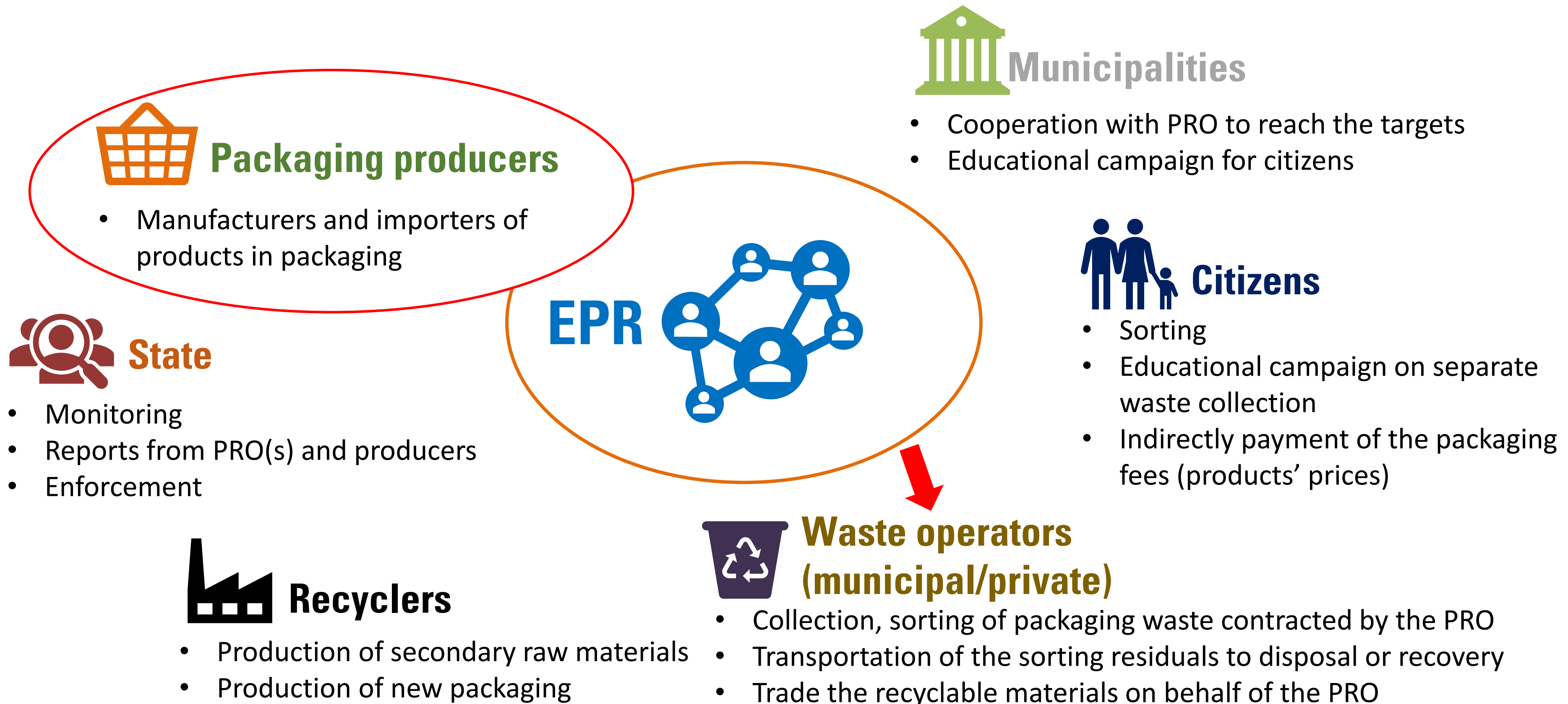
EPR as a solution – Key Principles

Key principles that EPR should follow:

- a) A clear separation of roles and responsibilities of all relevant actors involved;
 - b) Ownership of the EPR limited to the obliged Producers;
 - c) **Not-for-profit set-up;**
 - d) Measurable waste management targets;
 - e) Reporting transparency;
 - f) Equal treatment of producers of products regardless of their origin or size;
 - g) Information to consumers;
 - h) EPR transparency;
 - i) **Cost coverage**, to reflect the end-of-life costs of its products;
 - j) **Cost efficiency**, means that an EPR scheme has a clearly defined geographical, product and material coverage;
 - k) **Fee modulation**, taking into consideration the products' **durability, reparability, reusability, recyclability** and the presence of hazardous substances;
 - l) **Monitoring and enforcement.**
- 



Key stakeholders and their role



Common barriers across countries

- Unclear and overlapping **roles and responsibilities** of different actors
- Ambiguous relationship between **municipalities** and **EPR**
- **Inadequate infrastructure** for collection from households in several countries (*competition at the EPR level many times results in cherry picking*)





Overview new EU regulation on packaging

Packaging and Packaging Waste Regulation – replacing the Packaging Directive of 1994

Regulatory harmonization

- Moving from a Directive to Regulation
- Binding measures for direct and uniform application across all Member states

Plastic recycled content

- 2030 and 2040 mandatory minimum recycled content for each unit of packaging that contains plastic part

Packaging minimization and prevention

- Waste reduction targets
- Packaging minimization obligations for economic operators
- Restrictions of certain packaging formats

Reuse and re-fill

- 2030 and 2040 mandatory reuse and refill targets for economic operators and distributors for wide range of food and beverage packaging and transport packaging as well

Packaging recyclability

- All packaging to be recyclable
- Designed for recycling at 2030
- Recycled at scale by 2035
- Design for recycling criteria
- Eco-modulation of EPR fees

Harmonized labeling

- To provide consumers with information about packaging material, recycled content, sorting instructions and reusability of packaging



Packaging Recycling Targets

- The achievement of recycling targets for packaging waste should be aligned with the general preparing for reuse and recycling target for municipal waste under WFD (65% by 2035) and landfill diversion targets under EU Landfill Directive ($\leq 10\%$ by 2035)
- Separate collection of paper and cardboard, plastics, glass and metals is obligatory under WFD.
- PPWR - By 1 January 2029, ensure a separate collection rate of at least 90 % by weight of (a) single-use plastic beverage bottles with capacity up to 3 ltrs; and (b) single-use metal beverage containers with capacity up to 3 ltrs. ‘
- PPER - To achieve that 90% target, Member States must ensure the setting up of deposit-return systems (DRS) for these formats

material	by 2025	by 2030
All packaging	65%	70%
plastic	50%	55%
paper and cardboard	75%	85%
glass	70%	75%
ferrous metals	70%	80%
aluminum	50%	60%
wood	25%	30%



Minimum recycled content in plastic

- plastic packaging shall contain certain minimum amount of recycled content recovered from post-consumer plastic waste, per unit of plastic
- methodology for the calculation and verification of the percentage of recycled content to be additionally established.

Packaging type		2030	2040
contact sensitive plastic packaging	PET	30%	50%
	other than PET	10%	
single use plastic beverage bottles		30%	65%
Other plastic packaging		35%	65%

Challenges Posed by Online Sales to EPR Schemes



Online sales require clear legal responsibility for platforms and digital marketplaces, stronger customs controls, and harmonized EU enforcement mechanisms.



Regulatory and Administrative Challenges

- Difficulty identifying liable producers in cross-border online sales
- Lack of harmonized enforcement across jurisdictions
- Free-riders selling via online marketplaces without EPR registration



Financial and Operational Impacts

- Distorted cost-sharing among compliant producers
- Under-funding of collection and recycling systems
- Complications in fee modulation and data reporting



Data and Traceability Issues

- Incomplete or inaccurate reporting of products placed on the market (PoM)
- Limited access to seller data held by platforms



Monitoring and Enforcement Gaps

- Online platforms not treated as “producers” in many jurisdictions



Eco-modulation of EPR fees - Why It's Difficult

Challenge Type	Root Cause
Technical	Inconsistent recyclability standards, lack of harmonised eco-design metrics.
Institutional	Each PRO/national authority sets its own system, causing fragmentation.
Economic	Risk of underfunding if too many fee reductions; cost burden on smaller producers.
Behavioural	Producers may “greenwash” or provide incomplete data to reduce fees.
Transitional	Infrastructure gaps mean theoretical recyclability ≠ practical recyclability.

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New EU EPR Regimes



Micropollutants in Urban Wastewater

- By 21 Dec 2028 producers of medicinal must fund at 80% of costs eFR



Textiles & Footwear

WFD schemes for textiles
Sund operational within
30 months entry intro
force



Single-Use Plastics

- EPR product groups
- Food containers
 - Packets & wrappers
 - Beverage container
 - Cups
 - Lightweight plastic bags



Fishing Gear

- Separate EPR covering costs of collection
- National minimum collection rates

** new EU EPR regimes in recent legislation

Emerging EPR Challenges – New Waste Streams & Geographies



Systemic & Policy Challenges

- Weak or absent regulatory framework
- Traditions of informal recycling
- Existing policies not suited to EPR
- Misalignment with related areas

Institutional & Governance Challenges

- No defined producer responsibility
- Authority jurisdiction unclear
- Limited enforcement staff
- Newly established agencies



Financial & Market Challenges

- Nascent waste markets
- Supply chain inadequacies
- Investment needs for EPR
- Uncertain cost recovery

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Thank you

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