

## **THE EU PACKAGING AND PACKAGING WASTE REGULATION (PPWR): PROCESS, TIMELINE & IMPACT**

The European Union is introducing a new **Packaging and Packaging Waste Regulation (PPWR)** to reduce packaging waste, improve recyclability, and promote sustainability across all EU member states.

This regulation is part of the EU's broader **Green Deal** and **Circular Economy Action Plan**, aiming to **reduce environmental impact** while ensuring packaging remains efficient and safe for products.

**During the development of the knowledge content of the Packless project from 2022 to 2025, the Packaging and Packaging Waste Regulation (PPWR) was in the process of approval by the European Union.** As the regulation was still under negotiation and review by the European Parliament, the Council of the EU and the European Commission, the legal framework and associated requirements were subject to change and finalization. Consequently, all information presented about the legal framework within the Packless project is written in the future tense, reflecting the fact that the PPWR was not yet fully adopted or published at the time. The future-oriented language indicates that the regulatory requirements outlined will become applicable once the PPWR is formally published and enters into force, which occurred on **22 January 2025**, when it was officially published in the Official Journal of the European Union. The provisions will be enforced from mid-2026, after the transition period. This approach allows for the necessary flexibility to account for any changes that may arise as the regulation moves toward its official implementation.

This regulation sets ambitious goals to reduce packaging waste, promote recyclability and encourage more sustainable packaging practices across the EU. The **PPWR** establishes clear timelines for its implementation, allowing businesses, member states and other stakeholders time to adapt. Below is an overview of the regulation's adoption process and key dates that will shape its application.

### **Current Status of the PPWR:**

- The Packaging and Packaging Waste Regulation (PPWR) was published in the Official Journal of the European Union on 22 January 2025. This marks the official legal publication of the regulation, making it an official part of EU law.

### **Key Timeline for PPWR:**

- **Council of the EU formal adoption: 16 December 2024.** This was the final step in the trilogue negotiations.
- **Publication in the Official Journal:** The PPWR was published on **22 January 2025**.
- **Entry into Force:** The regulation entered into force 20 days after its publication, so the effective date is February 11, 2025.
- **Application Date:** The regulation will become fully applicable 18 months after its entry into force, meaning it will start applying on **11 August 2026**.