

Regulatory Overview, Paper And Print

April 2024



Green Claims Code (GCC)

The European Commission has developed guidelines for environmental claims, including the "Guidelines on the use of environmental claims" and the "Guidance on the implementation of the Unfair Commercial Practices Directive - Green Claims." These guidelines provide information on the legal framework, principles, and requirements for making credible and substantiated green claims in Europe.

European Advertising Standards Alliance (EASA) is a self-regulatory organisation that promotes responsible advertising practices across Europe. They have developed the "European Advertising Standards Code" that includes specific provisions on environmental claims.

Each European country has its own national consumer protection authorities that enforce consumer protection laws and regulations. These authorities provide guidance and information to businesses on what constitutes a credible and accurate green claim.

Timeline

EU legislation will be implemented late 2024/early 2025. Each country will then have 24-36 months to implement.

Sources

- European Commission, Proposal for a Directive on Green Claims, 2023
- easa-alliance.org
- Two Sides, Go Green Go Paperless Messages Are Misleading, 2022

European Deforestation Regulations (EUDR)

On 29 June 2023, the Regulation on deforestation-free products entered into force. The main driver of these processes is the expansion of agricultural land that is linked to the production of commodities like cattle, wood, cocoa, soy, palm oil, coffee, rubber, and some of their derived products, such as leather, chocolate, tyres, or furniture.

Under the Regulation, any operator or trader who places these commodities on the EU market, or exports from it, must be able to prove that the products do not originate from recently deforested land or have contributed to forest degradation.

EUDR only impacts virgin fibre-based commodities and products being placed on the EU market. It will not impact the same products that are sold within the EU (UK) market.

Printed products within scope of EUDR include:

- Printed books, brochures, leaflets, newspapers, journals and periodicals, children's picture, drawing or colouring books, music, maps, plans, stamps, banknotes, transfers, postcards, calendars, trade advertising material, catalogues, photographs, pictures etc.
- Printed packaging - ie cartons, and envelopes, but NOT packaging used to "support, protect or carry another product".
- Paper labels.

Fully recycled paper and board are excluded from EUDR. If there is a proportion of virgin fibre in the material, then it would be covered by the EUDR.

Timeline

The Regulation on deforestation-free products repeals the EU Timber Regulation. As of 29 June 2023, operators and traders will have 18 months to implement the new rules. Micro and small enterprises will enjoy a longer adaptation period, as well as other specific provisions.

+44 (0)1327 262920

@TwoSidesUK

www.twosides.info

@TwoSidesUK

enquiries@twosides.info

/company/TwoSidesUK

Print, Paper and
Paper Packaging
have a great
environmental
story to tell



www.twosides.info

Sources

- European Commission, Regulation on Deforestation-free products, accessed April 2024
- FSC.org, The EUDR is a reality, June 2023

Extended Producer Responsibility (EPR)

The EU provides detailed information on the objectives, and implementation of EPR in Europe. You can find valuable insights into the legal framework and key principles from the sources provided, but in essence the principal behind these changes asserts that the producer and potential polluter pays for the collection and reprocessing of material or product waste.

The EU has published a report titled "Extended Producer Responsibility (EPR) and Environmental Policy Performance" that examines the effectiveness of EPR in Europe and its potential to achieve environmental policy goals.

Timeline

No implementation dates announced yet as negotiations are on-going.

Sources

- circulareconomy.europa.eu, EPR Toolbox - Know-how to enable Extended Producer Responsibility for packaging, 2020
- oecd.org, Extended Producer Responsibility, accessed April 2024

Packaging And Packaging Waste Regulations (PPWR)

The EU has a dedicated webpage on Packaging and Packaging Waste that provides comprehensive information on the regulations, directives, and initiatives related to packaging waste management in Europe. You can find details on the legal framework, recycling targets, packaging waste prevention, and the role of Extended Producer Responsibility (EPR). Link below. The main driver of this regulation is to reduce packaging waste, and improve recycling rates for all packaging materials, whilst facilitating the move to a closed-loop economy.

Timeline

The legislative process has started, so the final version of the regulation is expected to be available by the end of 2024, and implementation could start as early as 2025. If the regulation is adopted, specific deadlines will contribute to achieving PPWR goals: by 2030, all packaging in the EU market must be recyclable.

Sources

- European Commission, Packaging Waste, accessed April 2024
- Cefi, Cefi position paper on the revision of the Packaging and Packaging Waste Directive, September 2022
- FEFCO, PPWR Communications Materials, accessed April 2024

Single-Use Plastics Directive (SUPD)

The European Union has adopted the Single-Use Plastics Directive, which aims to reduce the impact of certain single-use plastic products. The directive includes measures such as bans or restrictions on certain items such as plastic cutlery, plates, straws, stirrers, carrier bags and disposable sachets.

To prevent adverse health effects, MEPs have motioned a ban on the use of so-called "forever chemicals" (per- and polyfluorinated alkyl substances or PFAS's) and Bisphenol A in food contact packaging.

Timeline

On the 4 February 2022, the EU Commission implemented its decision 2022/162, which outlined rules for the calculation, verification, and reporting on the reduction in the consumption of single-use plastic food containers and beverage cups.

Besides the overall packaging reduction targets proposed in the regulation (5% by 2030, 10% by 2035 and 15 % by 2040), MEPs want to set specific targets to reduce plastic packaging (10% by 2030, 15% by 2035 and 20% by 2040). They also want to ban the sale of very lightweight plastic carrier bags (below 15 microns), unless required for hygiene reasons or provided as primary packaging for loose food to help prevent food wastage.

Sources

- European Commission, Single-use plastics, accessed April 2024
- plasticseurope.org
- europarl.europa.eu Parliament adopts revamped rules to reduce, reuse and recycled packaging, November 2023



To find out more
interesting facts,
scan here!

Print, Paper and
Paper Packaging
have a great
environmental
story to tell



www.twosides.info