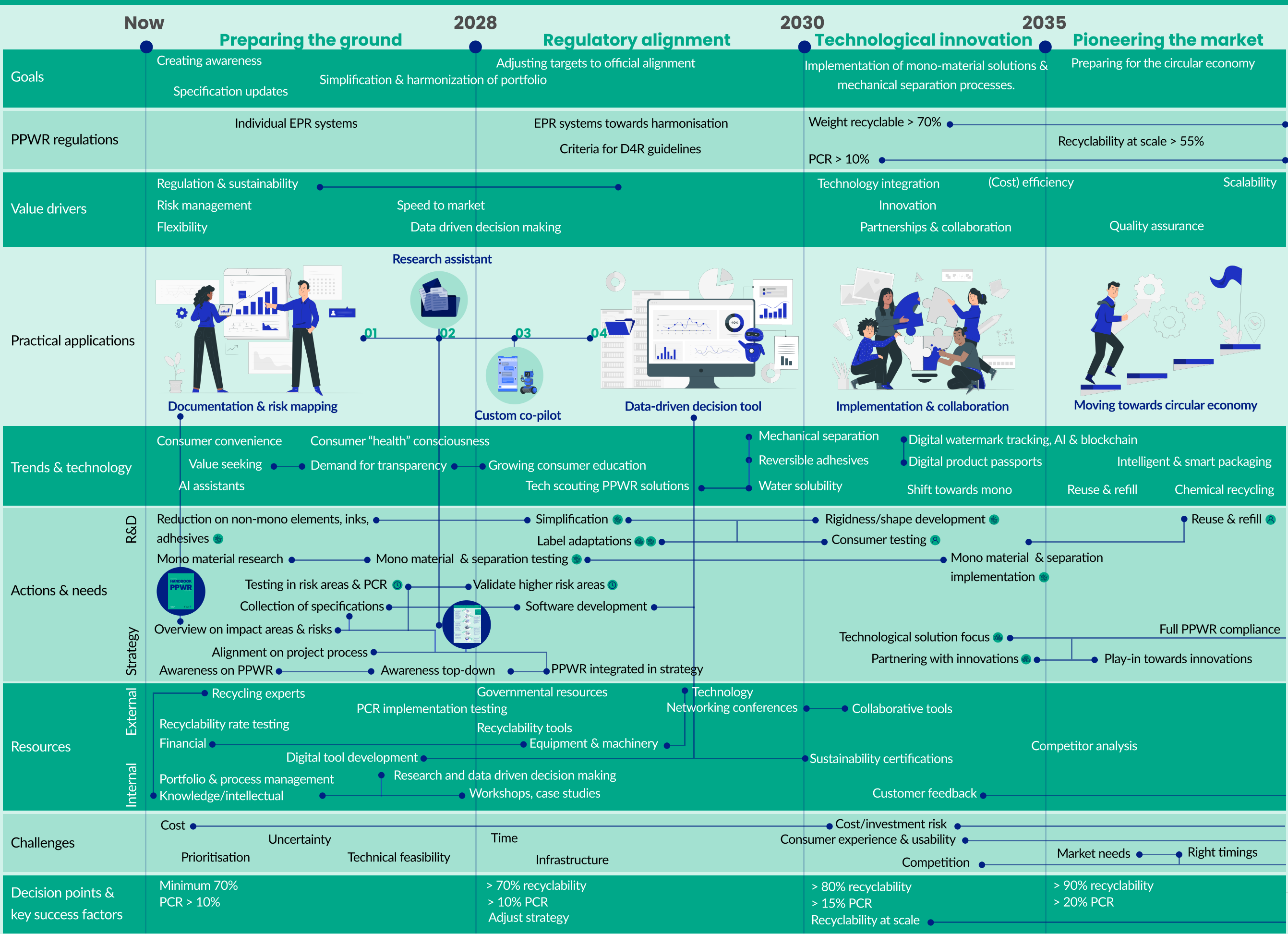


# Tactical roadmap towards PPWR compliancy for Unilever's packaging design



**Future vision**

From 2040 and onwards, Unilever will lead the shift to a circular economy, where all packaging is **recyclable, reusable or regenerative**. By pioneering **mono-material solutions, separable components and smart innovations**, Unilever will simplify processes, **exceed regulatory demands** and set new industry standards. Circularity will become the norm, positioning Unilever as a global leader in sustainable and innovative FMCG packaging.

