Recyclable-Ready: PPWR Design Process Checklist

This checklist provides a structured approach to developing PPWR-compliant recyclable packaging. It helps navigate key steps, from assessing recyclability to exploring design changes and evaluating impacts, supporting collaboration and informed decision-making. It is intended to serve as a starting point for creating more informed and practical packaging solutions.*

*More about other PPWR pillars | In-depth handbook

Unilever

PPWR 101*

- **2028** *Criteria for D4R guidelines*
- **2030** *Minimum 10% PCR*
  Weight recyclable > 70%
- **2035** *Recyclability at scale > 55%*
- **2038** *Weight recyclable > 80%*
  *Minimum 25% PCR**

More PPWR | **Contact sensitive food packaging*

1.

- ☐ Identify disposal **waste stream** or assume common waste
- ☐ Identify **recycling stream requirements** for the primary packaging material
- ☐ Review existing **tools and frameworks** for guidance
- ☐ Contact **experts** to clarify in-depth unknowns about recyclability and streams (e.g. recyclers, regulatory)
- ☐ Gather supplier **specifications** for materials and assessment

Tools | *Frameworks* | *Specifications needed*

2.

- ☐ Evaluate material **sortability** (e.g. NIR, sleeves, other components, colours)
- ☐ Identify **contamination** risks (e.g. inks, adhesives, other materials)
- ☐ Assess **separability** of non-mono components under mechanical pressure
- ☐ Evaluate percentage of material that can be **actually recycled**
- ☐ Identify the **parts** that must be redesigned

Frameworks | *Tools*

3.

1. How can you simplify your design or part towards **mono-material**?
2. Can you design to ensure **separability** under mechanical pressure?
3. Is **harmonization** or simplification within existing portfolio possible?
4. For big changes: explore full **innovation** possibilities.
5. Opportunities with **suppliers**
6. Opportunities in the **market**
7. What are **competitors** doing?
8. Potential new supplier **collaborations**

4.

- **Technical feasibility**: Low/Medium/High
- **Consumer perception** impact: Low/Medium/High
- Expected **cost**: Low/Medium/High
- Expected **time** frame: Low/Medium/High

- Change possible before **2030**? Yes/No
- Multiple **factories/suppliers** involved? Yes/No
- Machines/lines that can use **updating**? Yes/No
- Does it affect **shelf life**? Yes/No

Complexity drivers

5.

Marketing: check consumer perceptions, future trends & roadmap

Suppliers: check design change possibilities

Supply chain: check line and machine update possibilities, cost, time and logistics. Can production lines handle the change?

6.

- ☐ **Prioritise** design changes based on complexity and long-term impact
- ☐ Define **KPIs** for success
- ☐ Develop a **testing plan**
- ☐ Begin testing prototypes and gather initial **feedback**
- ☐ Ensure **documentation of specifications and recyclability tests** for regulation

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