

GUIDING UNILEVER TOWARDS PPWR RECYCLABILITY COMPLIANCE FOR 2030

01 THE CHALLENGE

The Packaging and Packaging Waste Regulation (PPWR) 2030 and the EU **Circular Economy** agenda will significantly impact the FMCG packaging sector. New regulations mandate compliance with **recyclability targets**, or products will be removed from shelves. However, preparing for this shift is challenging as the regulations will only become clear in 2028, leaving limited **time** for redesign and validation. This thesis explores how businesses can **proactively adapt** by integrating recyclability into packaging design, improving stakeholder alignment, and navigating compliance challenges.

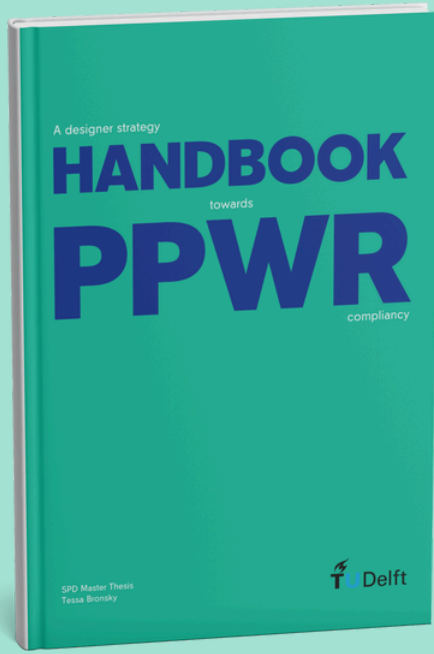
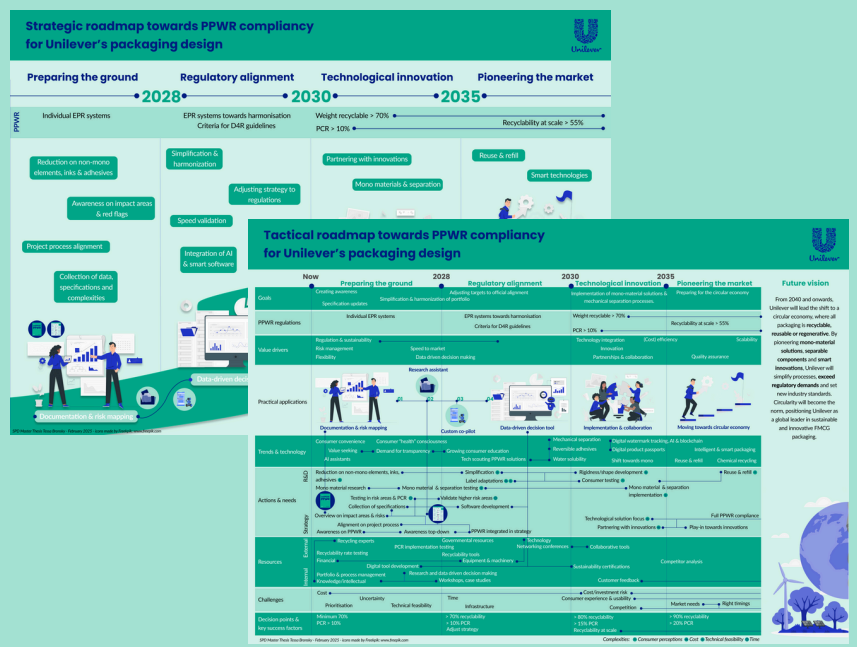
KEY LEARNINGS 02

Case studies highlight **sortability** and material **contamination** as key factors to take into account. The main recommendation is to use **mono-materials** or ensure **mechanical separation** during recycling. Stakeholder interviews reveal challenges like actual recyclability, economic viability, and regulatory uncertainty. The research emphasizes to design with long-term innovation in mind and to streamline design processes, also improving stakeholder alignment.



03 DESIGN SOLUTIONS

- Roadmap:** Long-term vision for PPWR-compliant packaging.
- Design Process Template:** Structured decision-making and alignment.
- Handbook:** Practical guidance for FMCG packaging design.
- Data-Driven Tool:** Real-time assessment against recyclability criteria.



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recyclability compliance
Strategic Product Design

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