CIRCULAR PACKAGING VISION 2030

Beverage packaging should be recognised as a resource in a circular economy, because it has value and should be collected, recycled and reused.

UNESDA Circular Packaging Vision 2030 outlines the European soft drinks sector’s journey towards achieving fully circular beverage packaging by 2030.

UNESDA COMMITMENTS

**By 2025**
- All beverage packaging to be 100% recyclable
- All PET bottles to contain 50% recycled content

**By 2030**
- >90% collection for ALL beverage packaging surpassing the EU target of 90% collection of PET bottles only
- Aiming for PET bottles to be made from 100% recycled and/or renewable material surpassing the EU target of an average 30% recycled content
- Increased use of reusable beverage systems

CIRCULARITY PILLARS

**COLLECT**
Achieve high and efficient collection of beverage packaging

**RECYCLE**
Achieve closed-loop recycling of beverage packaging and boost the uptake of recycled and/or renewable PET

**REDUCE & REUSE**
Reduce packaging and packaging waste by using lightweighting solutions and by increasing the use of reusable beverage systems

POLICY ENABLERS

- Set up minimum requirements for new Deposit Refund Systems (DRS) to facilitate their wider roll-out around Europe and ensure they are designed in the most efficient way.
- Grant beverage producers, of all sizes, priority access (or a “right of first refusal”) to the recycled materials coming from the beverage packaging they put on the market and that was successfully collected. This will help drive the uptake of recycled content in beverage packaging and promote closed-loop recycling.
- Accelerate the adoption of EFSA authorised recycling processes and promote innovative recycling technologies.
- Develop clear definitions of recyclability that foster innovation.

- Promote innovation in the field of packaging waste reduction by adopting a wide definition of reuse at EU level.
- Encourage all sectors with a reuse potential to offer more reusable solutions on the EU market to stimulate wide behavioural change and increase impact.
- Base any measure aimed at increasing reuse on a thorough environmental impact assessment, showing net environmental benefits and waste reduction, to ensure they make sense from an environmental viewpoint.
- Harmonise reuse legislation at EU level to avoid a patchwork of national measures that create a fragmented market.
About UNESDA
Soft Drinks Europe

Established in 1958, UNESDA Soft Drinks Europe is the Brussels-based trade association representing the non-alcoholic beverages sector. Its membership comprises of 10 companies and 23 national associations from across Europe. UNESDA members are involved in the production and/or distribution of a wide variety of non-alcoholic beverages including still drinks, carbonates, fruit drinks, energy drinks, iced teas and sports drinks.

UNESDA’s policy priorities are sustainability (e.g. beverage packaging, collection, recycling), responsibility (e.g. sugar reduction, school policies, marketing practices towards children and labelling) and competitiveness (e.g. taxation, market access).

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