

Industry Calls for Urgent EU Dialogue as PPWR Guidance Leaves Critical Gaps

With less than five months before the Packaging and Packaging Waste Regulation enters into application on 12 August 2026, uncertainty across the packaging value chain has reached a critical level. The long-awaited Guidance Notice from the European Commission still falls short of providing the legal certainty and operational clarity businesses urgently require. As a result, investment decisions remain on hold, compliance planning is constrained, and supply chains across the Single Market face growing disruptions.

Without clear, harmonised, and implementable rules, companies cannot be expected to comply effectively. The risks are no longer theoretical: this uncertainty is already eroding Europe's industrial competitiveness at a time when investment and innovation should be accelerating. The packaging value chain remains fully committed to delivering on the PPWR's ambitions. But commitment cannot replace clarity. Industry must be put in a position to act, which requires practical, coherent legal guidance and critical secondary legislation delivered in time for implementation.

The European Council's focus on better regulation and industrial competitiveness must now translate into concrete progress. We call on a swift, high-level dialogue between institutions and packaging industry leaders to close critical implementation gaps. If the remaining time is not used to deliver clear guidance and close critical implementation gaps, there is a real risk that the PPWR obligations will be challenging on their practical feasibility and hampering the industry's competitiveness and growth.