

NAVIGATING THE EU REGULATORY CHALLENGES FOR THE SOFT DRINKS SECTOR

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UNESDA MEMBERSHIP

25 NATIONAL ASSOCIATIONS

- | | |
|--|---|
|  Austria |  Belgium |
|  Bulgaria |  Croatia |
|  Czechia |  Denmark |
|  Estonia |  Finland |
|  France |  Germany |
|  Greece |  Ireland |
|  Italy |  Luxembourg |
|  Malta |  Norway |
|  Portugal |  Romania |
|  Slovakia |  Slovenia |
|  Spain |  Sweden |
|  Switzerland |  The Netherlands |
|  The United Kingdom | |

10 COMPANIES



The Healthy Hydration Company™



THE SOFT DRINKS SECTOR IN NUMBERS



1.29%

of EU's GDP contributed through the soft drinks value chain



1.8m

people in the EU were employed by the soft drinks industry either directly or indirectly



€34.8bn

of salaries paid to the households in the industry supply chain
(0.4% of the total salaries earned in the EU)



€34bn

of taxes paid to the EU member states through the soft drinks value chain
(it's 8% of Austria's GDP)

OUR SUSTAINABILITY COMMITMENTS

A JOURNEY TOWARDS CIRCULAR PACKAGING

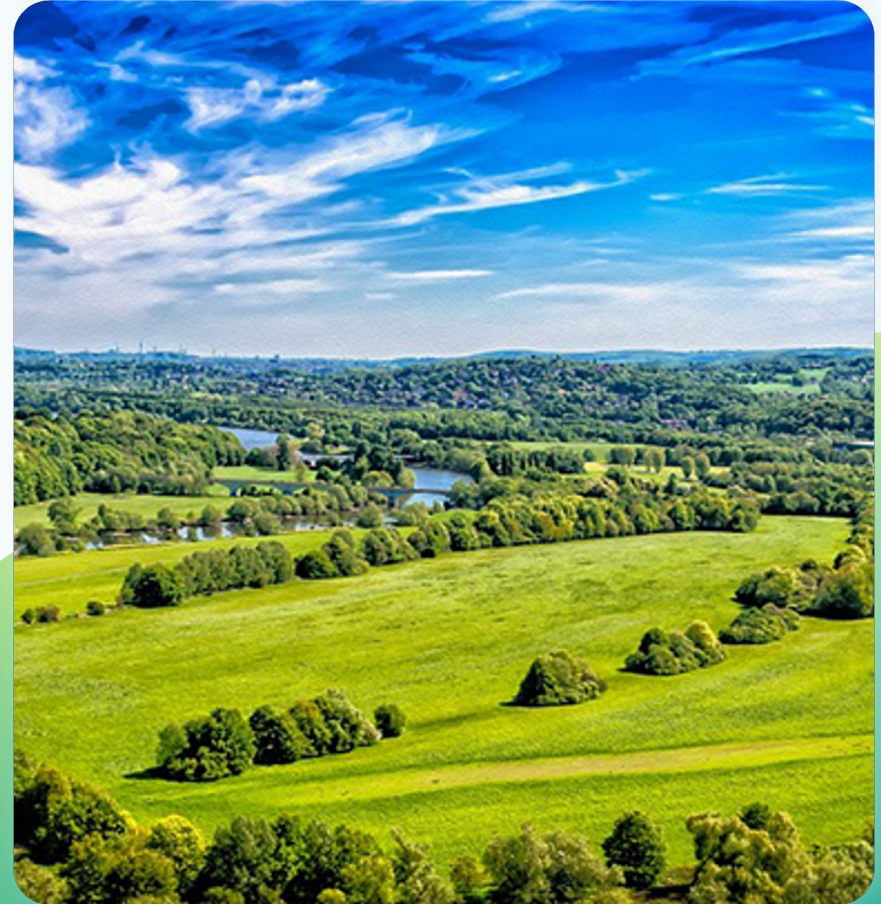


TOP EU LEGISLATIVE INITIATIVES RELATED TO SUSTAINABLE PACKAGING

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1. EU GREEN DEAL

- Ambition to make Europe the first climate-neutral continent
- It includes many actions to reduce emissions, decarbonise transport, improve energy efficiency
- As part of the Green Deal, the Commission developed an action plan to move towards a more circular European economy
- A key element of the plan is the shift towards more sustainable packaging, including in the food and drink sector



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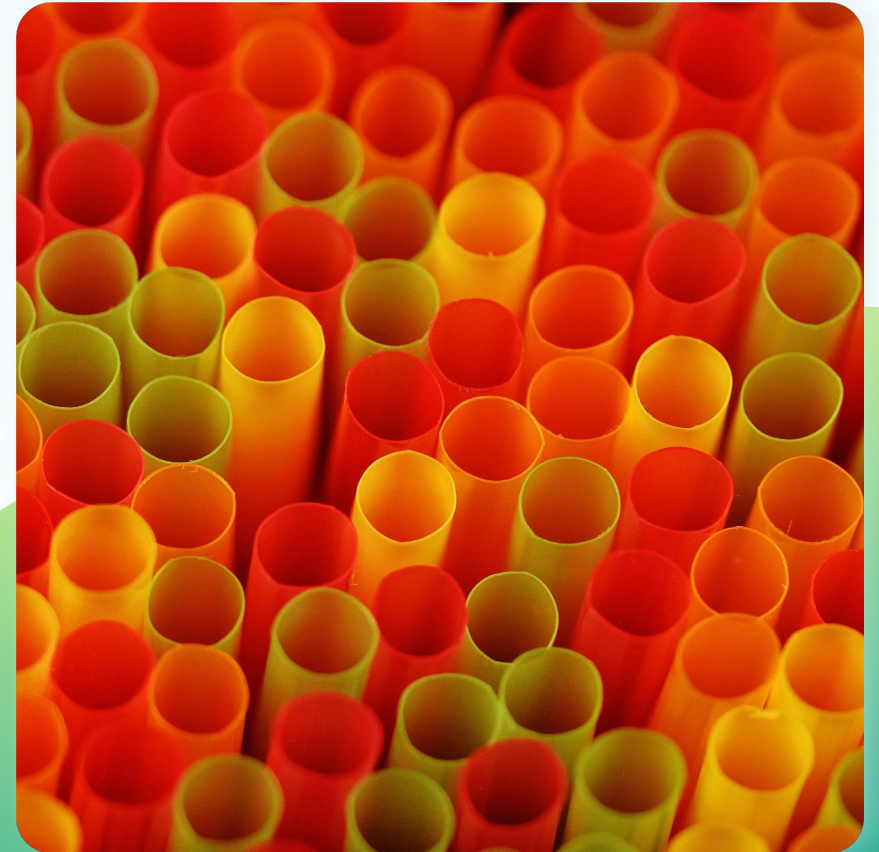
2. SINGLE-USE PLASTICS DIRECTIVE (SUPD)

(came into force in July 2021)

Implementing:

- Litter clean-up costs
- Recycled content calculation (via mechanical and chemical recycling)

BIG CHALLENGE: Proposal to ban recycled content NOT coming from Europe



TOP EU LEGISLATIVE INITIATIVES RELATED TO SUSTAINABLE PACKAGING

3. EU PACKAGING AND PACKAGING WASTE REGULATION (PPWR)

(interinstitutional negotiations taking place)

We need:

- Mandatory DRS
- Priority access to food-grade recyclates to meet the recycled content targets
- Complementarity of reuse and recycling with well-designed exemptions from the reuse targets
- Refill as one of the solutions to achieve the reuse targets
- NO ban on single-use plastic grouped packaging

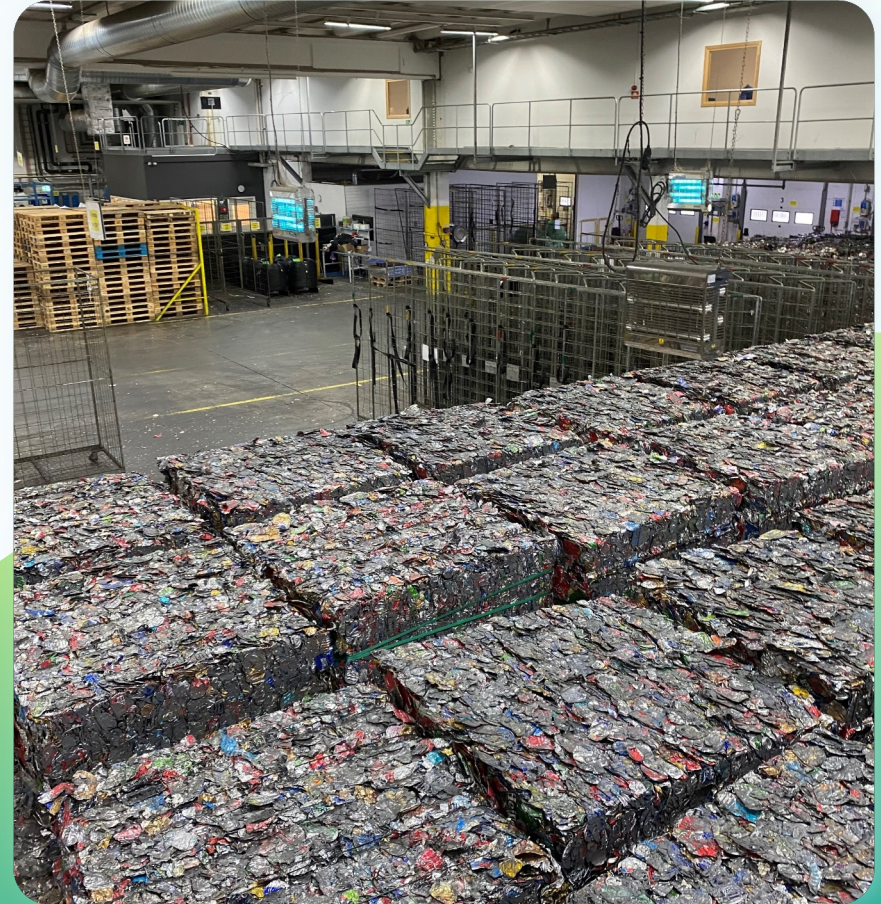


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4. Recycled plastics/Food contacts Material

When it comes to recycled content, we need:

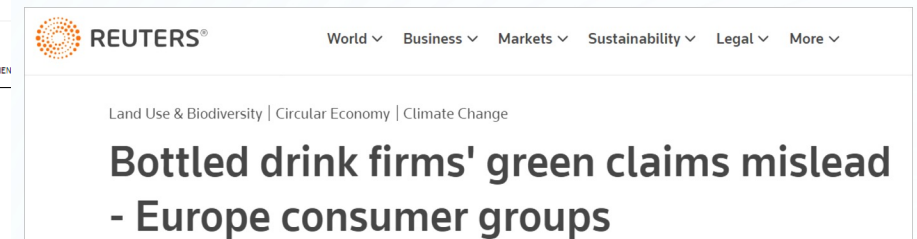
- An open market but a level playing field (e.g. well-designed certification schemes for rPET, for both EU and non-EU input material, as an alternative to impose limits on rPET)



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5. EU GREEN CLAIMS DIRECTIVE

- Addressing greenwashing: any green/environmental claim made on a product need to be properly substantiated
- **Increased focus** on the environmental claims we are making in our products



WHAT LIES AHEAD?

2024: START OF A NEW EU POLICY CYCLE

- New EU Commissioners and a new European Parliament
- There is a lot of **uncertainty** regarding their priorities, but for us a major focus has to be the proper **implementation of EU legislation that was adopted.**
- **Climate change** is expected to remain a top priority, but the focus could shift towards more **nature-based policies** (nature restoration, maintenance of the biodiversity, protection of our water resources)



THANK YOU!

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