



UK Packaging PRO

Making packaging EPR work better in practice

WSTA Environment Day – 24th September

Cat Hay - Head of Comms & Engagement | UK Packaging PRO



wsta
speaking for the wine and spirit trade

Different roles. One system.

pEPR works when each organisation adds something distinct - with clear routes for evidence.



Four Nations Government

Sets policy and legislation

Defines national outcomes and statutory parameters



Scheme Administrator

Owens sovereign decisions, core models, approvals and formal sign-off



Producer-led delivery body

Evidence, engagement, delegated functions, recommendations and continuous improvement



Trade Associations & Producers

Sector voice and advocacy

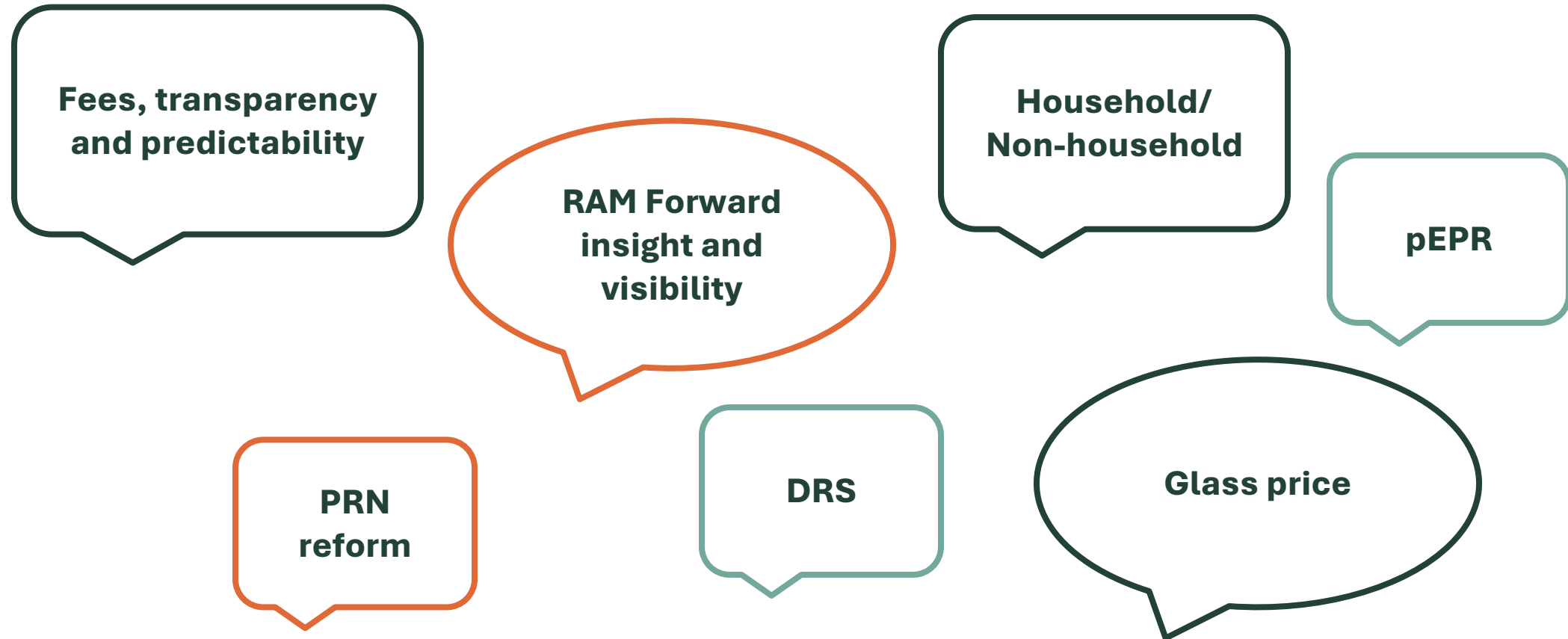
Bringing sector realities, evidence and impacts to the forefront

Sharing operational data, challenges and implementation insights

WSTA brings sector expertise

UK Packaging PRO brings cross-sector evidence and delivery insight

What Producers are telling us



PROs job: turn recurring concerns into testable evidence - then distinguish systemic from frustrating

pEPR is a series of choices - and trade-offs

FAIRNESS



ACCURACY

How granular do we need to be before the evidence burden outweighs the improvement?

CERTAINTY



RESPONSIVENESS

How much should costs move as better data arrives — and how quickly?

SIMPLICITY

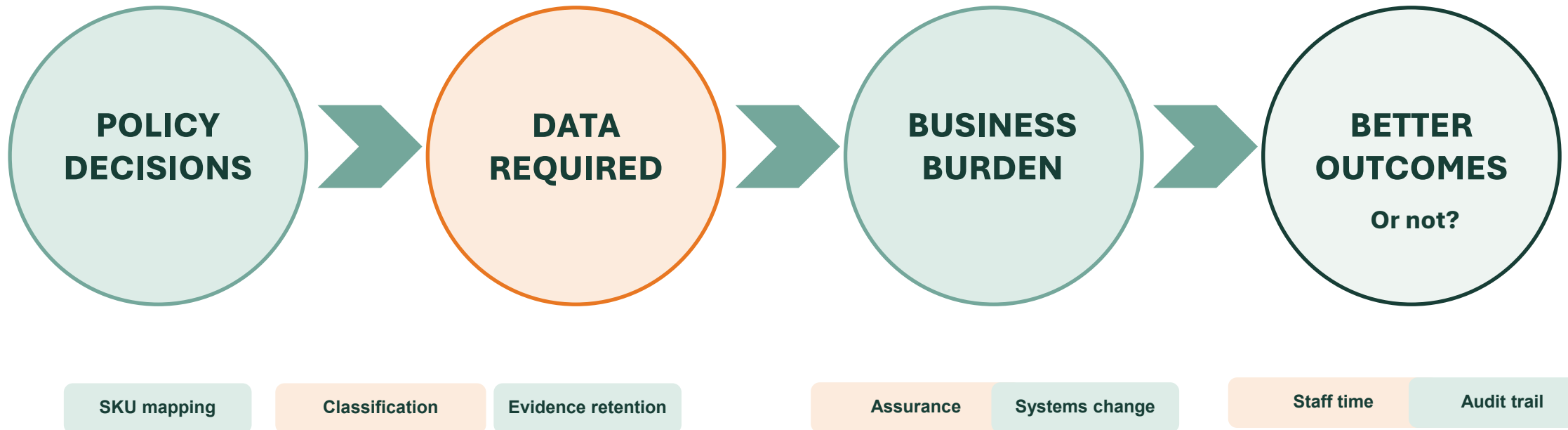


PRECISION

When does a simpler rule create distortions that are material enough to justify complexity?

There is no “no-cost” option. Greater precision can improve fairness - but only if the evidence is worth the burden.

Evidence is essential. But should earn its keep



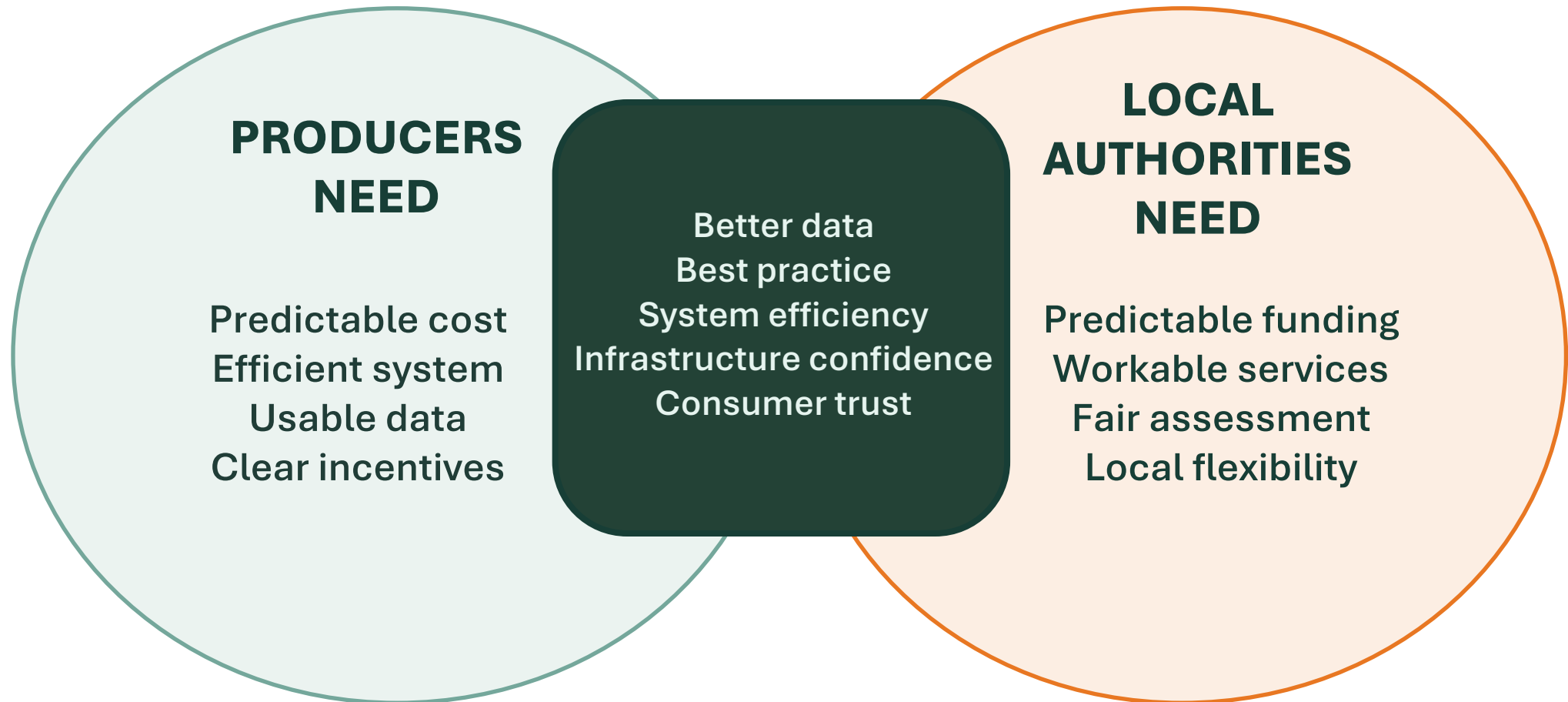
Local Authorities want predictability too



-  **Certainty** Confidence in funding and expectations so services, contracts and infrastructure can be planned and invested in.
-  **Operational reality** Recognition that housing, geography, contracts and existing systems vary hugely across the UK.
-  **Good evidence** A credible baseline on costs, performance and what interventions actually change outcomes.
-  **Best practice** A practical route to identify, support and replicate what works rather than reinventing it.
-  **Consumer trust** Clearer, more coherent public information that helps people understand what to do - and believe it matters.

The shared opportunity

Producer, local authority and re-processor interests overlap more than the public debate sometimes suggests.



What we need from you



1 Bring the real-life experience examples

Where a rule produces a strange or unintended result, show us the real product, route to market and consequence.

2 Show us the burden - and the alternative

Systems, data, assurance, staff time, cash-flow and packaging impacts matter. Stronger still: show what a proportionate alternative could achieve.

3 Separate sector from system

Use WSTA to help us understand what is specific to wine & spirits — and what may be a wider pEPR issue.

4 Engage early

It is easier to influence methodology and evidence requirements before they become embedded in systems and reporting.

1



LISTEN

2



TEST

3



EVIDENCE

4



CHALLENGE

5

IMPROVE

What's coming up next

Expanding the PRO's role

- New delegated functions beginning to transfer from PackUK to the PRO
- Initial focus on Communications & Engagement and RAM 28/29

Founding Membership

- Membership framework launch planned this Autumn
- We're looking for our first 100 members – Wanting a mix of businesses, sectors and sized to help shape priorities from day one

Producer Assembly

- A new forum for producers to discuss issues, share experiences and identify solutions



We want to hear from you



