



Delivering a thriving circular economy

Jane Martin, Head of Communications & Engagement

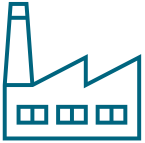
WSTA 24/09/2026



To create a **circular packaging** system for the UK, powered by **producers acting responsibly, high-performing Local Authorities**, and consumers who can act with confidence.

Now

Producers



Packaging placed on the market

Consumers



Good intentions, confusion around what can be recycled

Local Authorities



Different service standards and collection systems

Sorters and Reprocessors



Capacity and quality vary across UK



Excessive packaging

Complex and hard to recycle materials



Variable collection

Variation in materials and contamination



Mixed quality outputs

Contamination and variable material quality



Material unrecoverable

High waste incineration rate

Key Challenges



Volatility and uncertainty



Inconsistent data and insights



Complexity across value chain



Communication gaps



Investment uncertainty

Future

Producers acting responsibly



Better packaging decisions



Confident consumers



Efficient & Effective Local Authorities



Advanced Sorting & Reprocessors



Reduce

Reuse

Recycle



Less waste

Lower Carbon

Better Value

PackUK's role is to leverage EPR to enable the system



What this means for producers

Producer packaging behaviours based on **real-world circularity**

- Better packaging choices
- Design informed by evidence
- Innovation with confidence
- Scaling up reuse
- A fair and trusted system



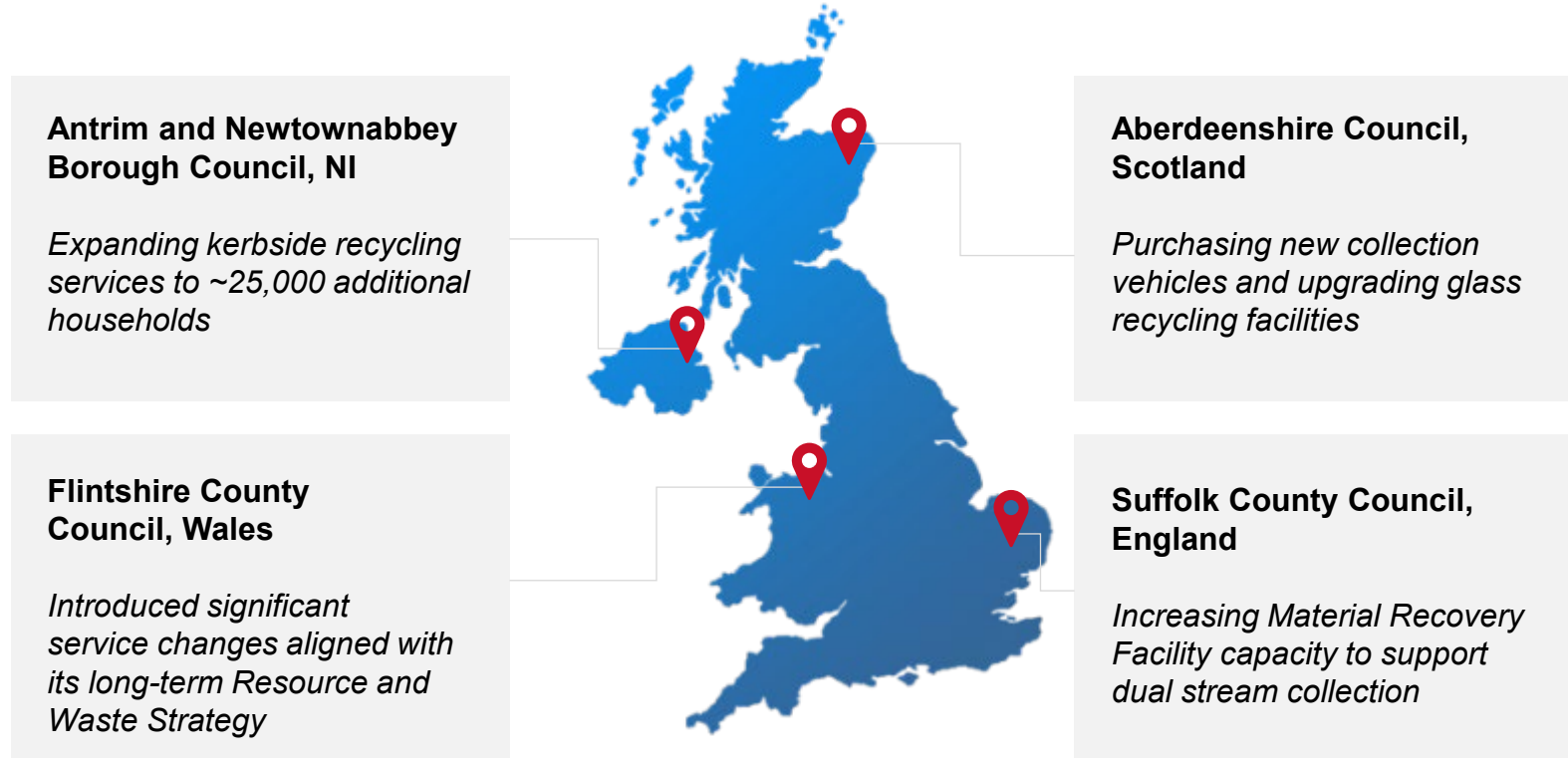
What this means for local authorities

Local services supported to deliver better recycling outcomes

- Funding with purpose
- Efficient & effective services
- Support based on evidence
- Clearer public information
- Higher-quality recycling



Early examples of pEPR funding impact



What this means for households

Our aim is for citizens to experience packaging reforms as one changing system, via a coherent public information approach and customer journey.

This will be provided by multiple delivery partners, that is both nationally consistent and locally relevant.

- **National Partners:** PackUK, UK Packaging PRO, Four Nations
- **Local Partners:** Local Authorities and Waste Management Companies
- **Industry Partners:** Producers and retailers



How do we get there?

2024-26

Establishing Foundations

- Set up PackUK
- Launch and operationalise pEPR scheme
- First payments to local authorities (£1.5bn)
- Appoint Producer Responsibility Organisation (PRO)

2026-28

Mobilise Delivery

- Introduce eco-modulated fees
- Develop Recyclability Assessment Methodology (RAM)
- Develop local authority effectiveness approach
- Launch public information campaign
- Begin delegation to UK Packaging PRO

2028-30

Strengthen incentives

- Introduce LA effectiveness assessments and improvement action processes
- Update modulation statement and RAM, in partnership with UK Packaging PRO - led by evidence on real-world recycling performance

Further amendments to develop pEPR policy and connected packaging reforms

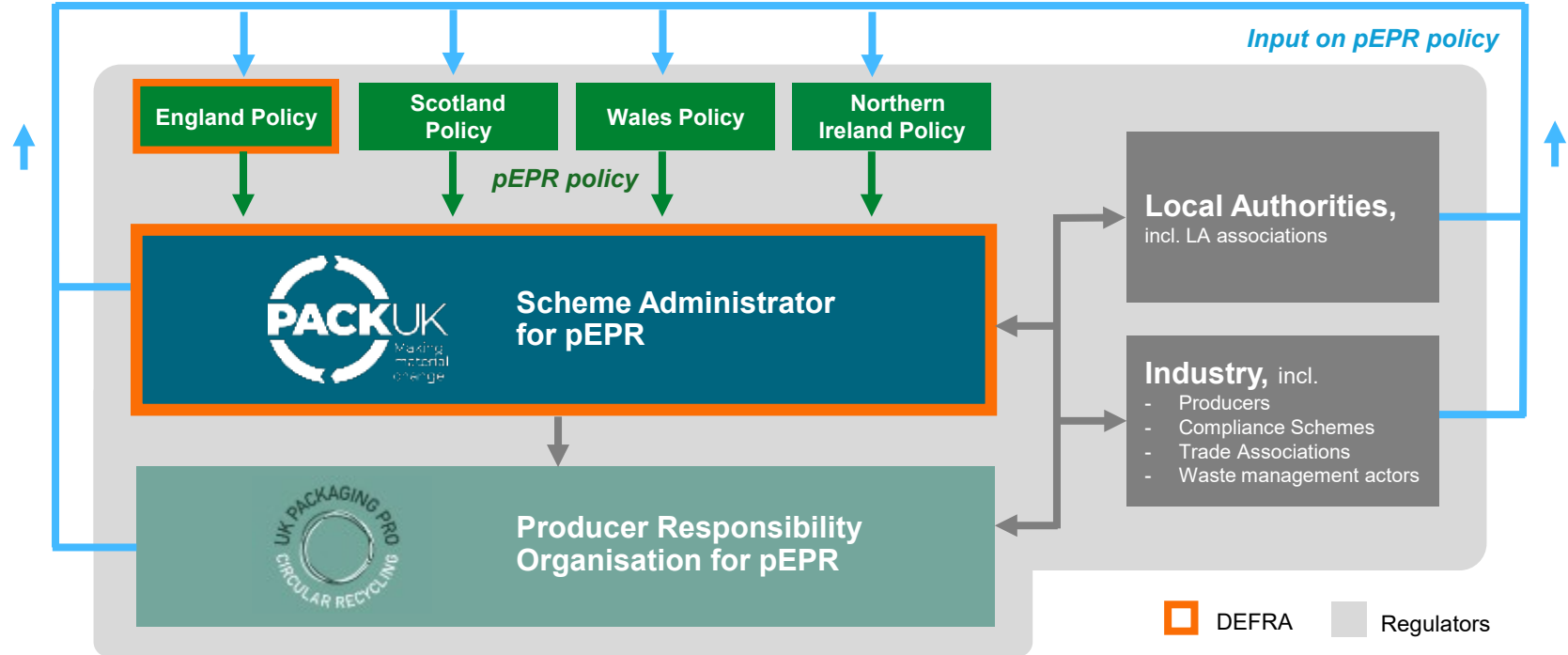
High-quality end-to-end service

A simple, trusted service connecting the whole system

- ✓ Simpler guidance
- ✓ Better data first time
- ✓ Integrated digital service
- ✓ Trusted financial management
- ✓ Valued relationships



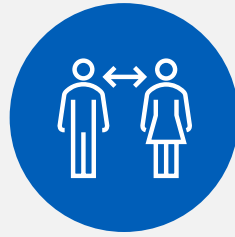
Stakeholder landscape for packaging EPR



The UK Packaging PRO will play a critical role



Providing a
**representative
producer voice**



Enabling
compliant and
easy interactions
with the scheme



Gathering **real-
world evidence**
and data to shape
scheme delivery

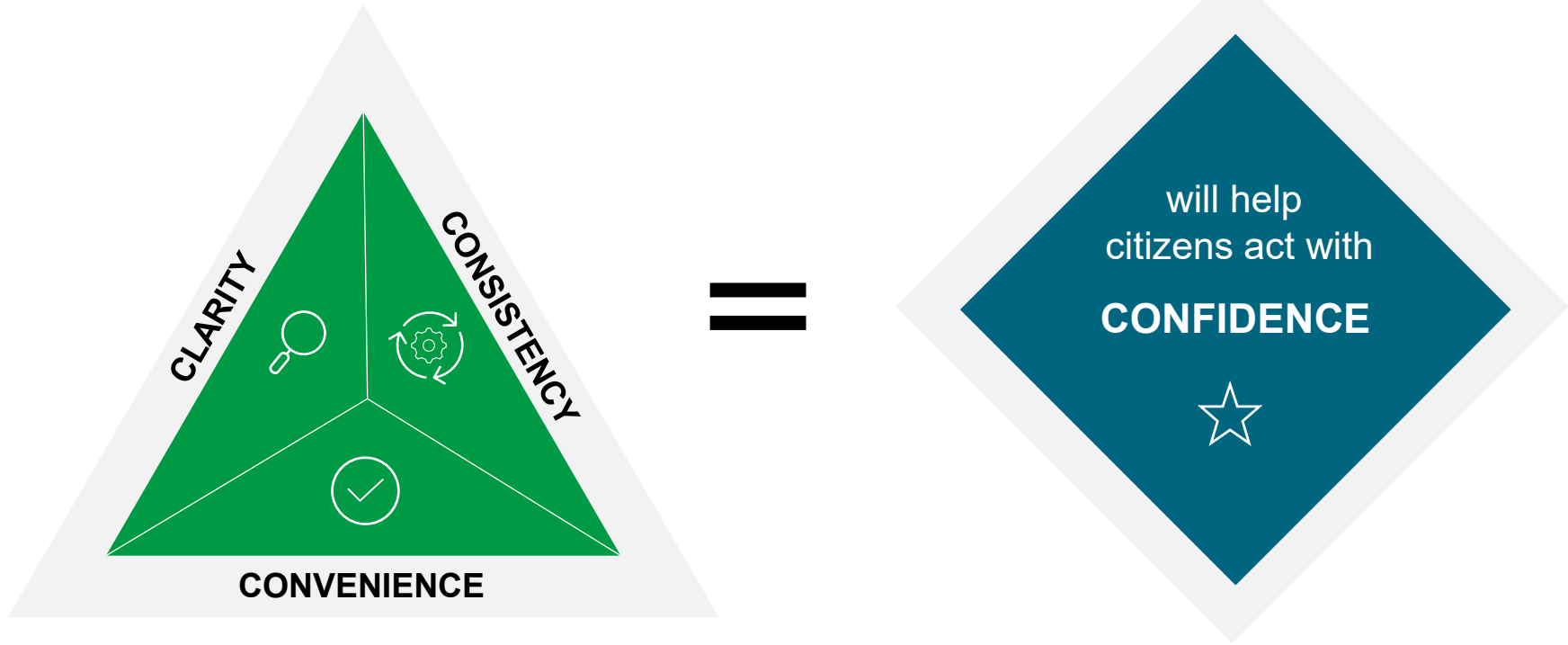


Driving **Scheme
efficiency** and
supporting delivery
of **environmental
outcomes**

Environmental Outcomes



Behavioural Outcomes



Economic Outcomes

To deliver a **thriving circular economy** we'll drive:

- Investment in UK recycling and reprocessing infrastructure
- Stronger domestic supply chains and resource security
- Skilled green jobs across the packaging value chain
- Expansion of reuse and refill business models
- More vibrant local economies supported by circular businesses



A successful first year



£1.4bn

Total funding
to be collected from
packaging
producers



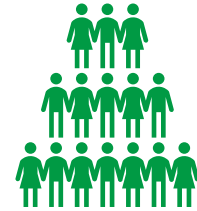
~4300

Producers
incentivised to
transition to more
circular packaging



388

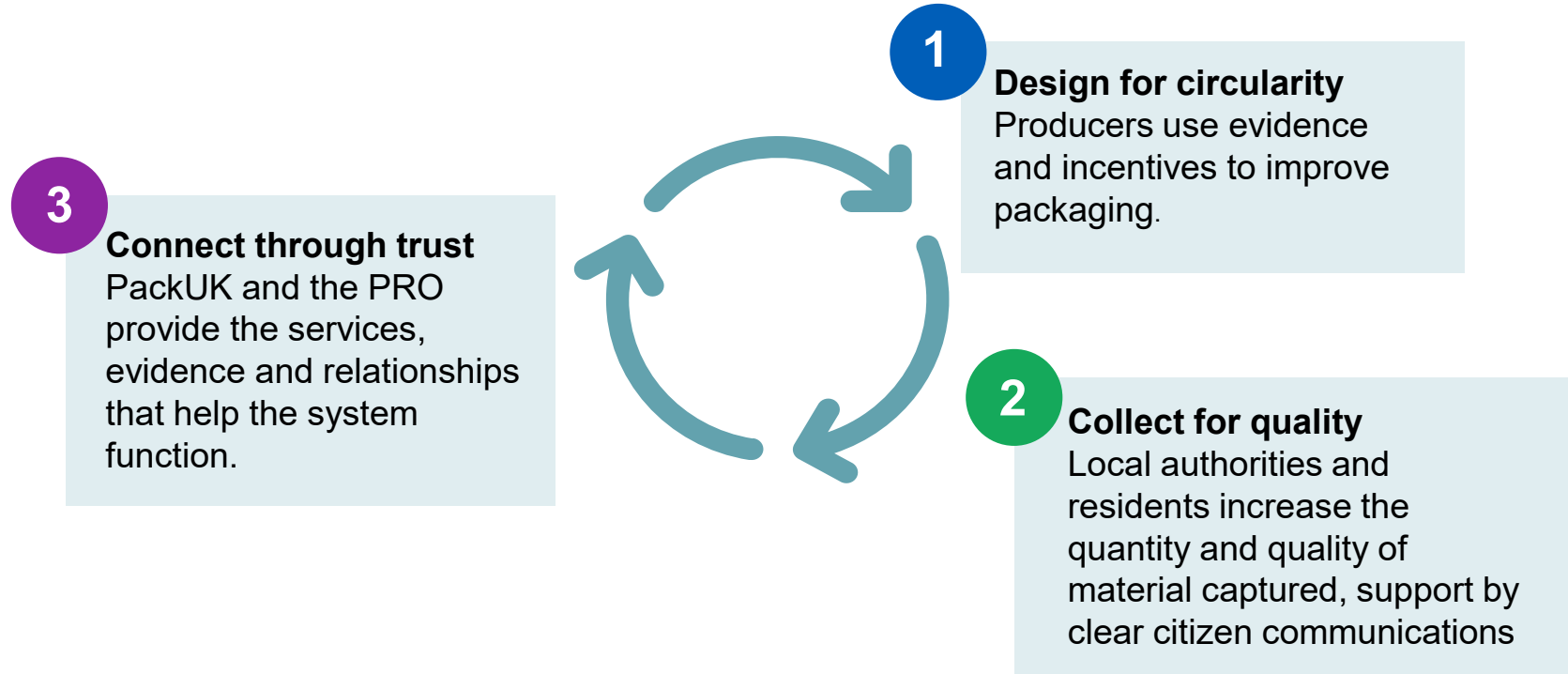
Local Authorities
received funding for
better collection and
recycling services



65

PackUK
headcount
across all Four
Nations

Connected Circular Packaging System



More to come...

- **5-Year Strategy** publication
- Up-scaling delivery with the **UK Packaging PRO** (e.g., improved guidance, producer feedback)
- Upcoming Call for Evidence on the **future of modulation**
- **Effectiveness and efficiency plans** for Local Authorities
- Improvements to **digital delivery** and systems
- Increased focus on evidence of **real-world recycling performance** and UK industry
- Delivering a **leading pEPR scheme!**



PackUK hosting the Indonesian Delegation at Biffa Edmonton June 2026



Thank you



Department of
**Agriculture, Environment
and Rural Affairs**