

Prevention and Ecodesign Sector Plan 2024 - 2028





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Introduction

Ecoembes is the non-profit organization that manages the recycling of household packaging in Spain and helps companies integrate eco-design into the manufacturing of their packaging, thereby encouraging reductions in waste generation.

Ecoembes enables this chain, which brings together citizens, public administrations, and companies so that, together, we appoint packaging recycling possible, in this way contributing to the Circular Economy.

To carry out our work, we have a management model based on public-private collaboration and leaning on the principles of efficiency, transparency, and technological innovation to achieve the most ambitious objectives in terms of recycling.

To date, Ecoembes has made eight Business Prevention Plans available to companies, in which some 2,000 companies regularly participate, accounting for 85% of the packaging managed through Ecoembes. Since 1999, companies have implemented more than 62,000 packaging waste prevention measures, avoiding the production of more than 670,500 tons of raw materials.

As a result of the companies' efforts since 1999, the weight of packaging has been reduced by 18% and the emission of 3.3 million tons of CO_2 has been avoided, as well as the consumption of 30.7 million MWh of energy and 258.5 million m³ of water.



This document initiates the ninth Business Plan for Prevention and Eco-design (hereinafter, the Plan) in compliance with Royal Decree 1055/2022, of 27 December, on packaging and packaging waste.

In this regard, it is worth highlighting the role played by these Business Plans for Prevention and Eco-design as a contribution to the United Nations 2030 Agenda, supporting *Goal 12, Responsible Consumption and Production; and 12.5, Significantly reduce waste generation through prevention, reduction, recycling and reuse activities; and Goal 17, Partnerships, due to the importance of collective initiatives, such as the Sectoral Plan. In this way, public-private collaboration produces environmental improvements.*

Legal framework

Royal Decree 1055/2022 of 27 December 2022 on packaging and packaging waste specifies that the producers of products that place on the market a quantity of packaging equal to or greater than certain thresholds are required to have a Corporate Prevention and Ecodesign Plan.

It is determined that the **Prevention and Eco-design Business Plan** has to be issued every fiveyears, and must cover the following aspects:

- Summary of the degree of achievement of the goals in previous plans
- Quantified prevention objectives
- The prevention measures slated to achieve these objectives.
- The control mechanisms and annual monitoring of the degree of compliance with these objectives
- They must be submitted to the competent regional government where the registered office of the product producers is located whenever any of the packaging weight thresholds placed on the market during a calendar year are exceeded



These Prevention and Ecodesign Business Plans must be submitted by product producers (packers and importers) who, during a calendar year, place on the market a quantity of packaging equal to or greater than the following quantities.



It is important to highlight that the calculation of these thresholds is carried out for all packaging placed on the market, regardless of its ultimate application (household, commercial or industrial) or classifying (primary, secondary or tertiary).



Finally, the law establishes that product producers who are required to submit Prevention and Ecodesign Business Plans can comply with this legal requirement individually or through the collective extended producer responsibility systems in which they participate.

Ecoembes Prevention and Ecodesign Sector Plan

a 2024-2028 Plan

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This document is the Sectorial Business Plan for Prevention and Eco-design (Food; Household equipment; Textiles & Leather; Personal and home care; Automotive and Leisure) arranged by Ecoembes, which will be in force for a five-year period of 2024-2028.

The following table summarizes the distribution of responsibilities between the affiliated company and Ecoembes as regards the sectoral solution versus the individual solution::

	INDIVIDUAL PLAN	ECOEMBES SECTORIAL PLAN	
REQUIREMENTS	THE COMPANY	THE COMPANY	ECOEMBES
Drafting of the Five-year Plan	•		•
Reporting the prevention measures slated	•		
Submission to the Autonomous Communities	•		•
Responding to possible AC requests	•		•
Implementing packaging prevention measures	•	•	
Informing Ecoembes of the prevention measures implemented and cooperating on their verification		•	
Submitting the Annual Packaging Declaration by February 28	•	•	
Drafting and sending the Report to the AC	•		•
Invoicing for the costs of drawing up the Plans		•	•

Participating in the Sectorial Plan has a series of advantages for the member company, such as a lessened dedication of resources by the company for the preparation of the plan, Ecoembes' commitment to respond to requests made by the Autonomous Communities, and the furnishing of historical data, since 2010, which makes it possible to calculate compliance with the prevention objectives required under the new regulations.

In compliance with Article 23.6 of RD 1055/2022, Ecoembes is obliged to invoice companies subscribed to the Sectoral Plan for the costs of it, in accordance with the complete information that is detailed on the companies portal.

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b Prevention and Ecodesign Measures

Ecoembes has categorized the possibilities for the prevention of packaging waste set down in the different legal texts with the aim of facilitating the monitoring and control mechanisms associated with the Sectoral Prevention and Ecodesign Business Plan.

The companies participating in the Ecoembes Sectoral Plan must report, taking into account the classification of the following table, to consolidate their participation in it, the actions they plan to implement in the 2024-2028 period. As the five years of the plan are implemented, each year (with a deadline of March 10) the information on the measures that have ultimately been implemented at the company must be updated.

The following tables detail the different actions and how they are grouped into the **6 prevention and ecodesign policies** proposed.





ACTION	CTION POLICY	
	Lightening of packaging through technological improvements in materials or packaging processes	reduced kilograms
REDUCE	Increase in primary packaging units for each grouping	reduced kilograms
WEIGHT	Increase in the amount of product contained without modifying the characteristics of the packaging (elimination of voids)	reduced kilograms
	Reduce or eliminate printed surface area on packaging (inks, varnishes, etc.)	packaging units
REDUCE ENVIRON-	The use of packaging with a certificate of sustainable natural resources managements	packaging units
MENTAL IMPACT	The use of packaging from renewable sources (demonstrable with LCA)	kilograms of material
	Replace materials with less of an environmental impact (demonstrable with LCA)	packaging units
	The use of higher-capacity packaging	reduced kilograms
	Reduce the volume of the product to use less packaging (concentrated, stacked, disassembled products, etc.)	reduced kilograms
REDESIGN	Lightening of the packaging through design change	reduced kilograms
	Palletization pattern optimization	reduced kilograms
	Modification of the packaging design to facilitate better use	packaging units
	Preparation for reuse: increase the shelf life of reusable packaging by improving its physicochemical properties and/or through part repair or replacement techniques	packaging units
REUSE	Second use: the use of used packaging or waste from production processes for product packaging	reduced kilograms
	Market the product in refillable packaging, minimizing the amount of packaging needed for refills	reduced kilograms
	Improve the characteristics of reusable packaging to extend its shelf life	packaging units
	The use of material from recycling processes	kilograms of material
	The use of packaging elements whose materials are compatible with recycling	packaging units
RECYCLE	The use of easily separable materials	packaging units
	Improvements in the characteristics of the packaging (folding, color, adhesives, size, etc.) to facilitate waste collection, selection and recycling processes	packaging units
	The elimination of packaging elements	reduced kilograms
ELIMINATE	The bulk sale of products	reduced kilograms
	The elimination of single-use plastic containers, as per Annex IV of Law 7/2022	units



POLICY REDUCE WEIGHT

Consists of reducing the weight of the container or packaging without altering its physical characteristics.

ACTIONS

Lightening of packaging through technological improvements in materials or packaging processes

Is it possible to reduce the weight of the packaging by improving the characteristics (strength, ductility...) of the material used to manufacture it?

Could new technologies be applied to packaging processes to reduce its weight?

Have you compared the weights in the packaging declaration with those of last year to find out whether they have decreased?

Increase in primary packaging units for each grouping

Is it possible to modify the arrangement of the primary packaging so that more units can fit in the same grouping?

Increase in the amount of product contained without modifying the characteristics of the packaging

Could the amount of product contained be increased without modifying the characteristics of the packaging; for example by eliminating technical gaps by improving the packaging machinery, or by redistributing the product inside the packaging?









POLICY REDUCE ENVIRONMENTAL IMPACT

Actions aimed at reducing the environmental impact of the waste generated after consumption of the product.

ACTIONS

Reduce or eliminate printed surface area on packaging (inks, varnishes, etc.)

Is it possible to reduce the printed surface area of packaging (inks, varnishes, etc.) or the toxic substances that they contain?

Is it possible to change the printing technology to use less ink?

Replacement of materials that generate a lower environmental impact (demonstrable with LCA)

Could you use materials for the manufacture of the packaging that have a decreased environmental impact throughout its life cycle?

This measure must be evaluated through a complete Life Cycle Analysis (LCA) ensuring that there is no transfer of impacts from one phase to another.







POLICY REDUCE ENVIRONMENTAL IMPACT

ACTIONS

The use of packaging with a certificate of sustainable natural resources management

Is it possible to use packaging whose raw materials have sustainable resource management certificates? Please confirm the use of these certificates with your packaging supplier.



The use of packaging from renewable sources (demonstrable with LCA)

Is it possible to use raw materials from renewable sources to manufacture the packaging?

This measure must be evaluated through a complete Life Cycle Analysis (LCA) ensuring that there is no transfer of impacts from one phase to another.





POLICY REDESIGN

Included are those modifications to the design of the packaging and/or the product contained that reduce its weight.

The use of higher-capacity packaging

Could you use larger package sizes than the current ones, thereby improving the package weight/product unit ratio?

Do you have promotional campaigns in which you can use larger-capacity packaging?

Reduce the volume of the product to use less packaging (concentrated, stacked, disassembled products, etc.)

Is it possible to market the product disassembled so that it is necessary to use less packaging in its commercialization?

Could you market your product in concentrated doses to give your customers the same uses but using less packaging?

Lightening of packaging through design changes

Is it possible that, by modifying the design of the packaging, you would need less of it to market the same amount of product? For example, by using slits instead of handles or trimming the flaps on boxes.







ACTIONS



POLICY REDESIGN

ACTIONS

Palletization pattern optimization

Could the transport of packaged products be optimized? For example, by altering the dimensions or arrangement of the boxes on the pallet so that more product can be transported on each one.



Modify the design of the packaging for better use of the product

Is it possible to design the packaging in a way that makes it easier for the consumer to make better use of the product? For example, by placing the mouth of the container on its base, or facilitating folding to squeeze the empty packaging...



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POLICY REUSE

Preventive measures aimed at increasing the number of uses of packaging before it constitutes waste to be managed.

Preparation for reuse: increase the shelf life of reusable packaging by improving its physicochemical properties and/ or through part repair or replacement techniques

Could you replace single-use packaging with packaging that can be reused for product delivery?

For example, grouped or reinforced transport packaging, or packaging with interchangeable parts.

Second use: the use of used packaging or waste from production processes for product packaging

Would it be possible to give used packaging a second use? For example, reusing packaging received from suppliers for the packaging of new products.

Or to use material from the manufacture of products? For example, sawdust or cardboard scraps for the protection of new products.









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POLICY REUSE

ACTIONS

Market the product in refillable packaging, minimizing the amount of packaging needed for refills

Is it possible to market the product in a package that the consumer can use again by refilling it?



Improve the characteristics of reusable packaging to extend its shelf life

Could some improvements be made to the reusable packaging to increase the number times it may be used before the packaging becomes waste; for example by introducing reinforcements?





POLICY RECYCLE

Preventive measures aimed at using material from recycling in the manufacture of packaging, as well as facilitating the final management of the waste generated.

ACTIONS

The use of material from recycling processes

Have you considered using recycled material in the manufacture of the packaging? Check with your supplier; it's easier than you think.

The use of packaging elements whose materials are compatible with recycling

Could you make your packaging more easily recyclable?

• Using packaging elements of mutually compatible materials for recycling.

The use of easily separable materials

Could you make your packaging more easily recyclable?

 Using components that are easily separated from each other (paper/plastic, glass/ metal).









POLICY RECYCLE

Improvements in the characteristics of the packaging (folding, color, adhesives, size, etc.) to enable waste collection, selection and recycling processes

Could you make your packaging more easily recyclable?

 Improving the folding of large packaging units so that they fit in bins, which have the following dimensions.



Plastic, metal and carton-type packaging: Diameters less than 30cm



Paper/cardboard packaging: Dimensions less than 1mx13cm

- If using inks, avoid using those on the EuPIA list. www.eupia.org.
- Avoid the use of silicones.
- The use of labels that do not cover more than 2/3 of the packaging.
- Avoid using black or very dark colors.



 Featuring the recycling symbol on the packaging will facilitate its proper recycling:



This symbol is already present on half of the packaging found on shelves. Request from us, free, the vector arts to include it on your packaging, thereby contributing to its recycling.

ACTIONS



POLICY ELIMINATE

Preventive measures aimed at removing components from primary, secondary or tertiary packaging are included.

ACTIONS

The elimination of packaging elements

Is it possible to remove or reduce components from primary, secondary or tertiary packaging without compromising its functionality?

The bulk sale of products

Can the product be distributed or placed without packaging, in bulk?





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c Evolución de los indicadores de seguimiento desde 1999

The best waste is the kind of zero waste that is never generated in the first place. However, the roles that packaging plays in relation to products are essential for their protection, dosage, convenience, information, usability, and recyclability. Therefore, working on the eco-design of packaging throughout all phases of its life cycle is essential to improve the system. Eco-design, according to RD 1055/2022, "consists of designing packaging taking into account environmental criteria such as, among others, the reduction of weight or volume, the substitution of hazardous materials or substances with less hazardous ones, the improvement of characteristics for reuse, the increase of packaging when it becomes waste and the greater or better use of materials obtained from the recycling of packaging waste".

Therefore, an optimal packaging will be one that fulfils the necessary tasks to ensure the integrity of the product until it is consumed. If the packaging is inadequate, the resulting environmental impact will include the loss of the product, with the consequent loss of raw materials and energy used for its manufacture. This will result in both product and packaging waste.

To find the optimal design balance between under- and over-packaging, companies have been working on eco-design for more than 20 years, reducing the weight of packaging by 18%. In other words, in 1999, on average, approximately 80 grams of packaging were needed to pack 1 kg of product, while today 66 grams are needed to package the same product.

Quantitative monitoring of packaging weight reductions is carried out, historically, with the Kr/Kp indicator. This is a ratio between the weight of packaging placed on the market and the weight of the accompanying product, "Kr" indicating the total weight of the packaging waste generated in a year, and "Kp" the total weight of packaged goods consumed in the same year.







Below we show the reduction in the average weight of some packaging, which demonstrates the prevention efforts that companies have been working on over the past 20 years.



In recent years, packaging weights have stabilized, which indicates that the packaging industry is approaching the technical limits of reducing packaging weight. Therefore, Ecoembes encourages the implementation of more qualitative measures, such as reducing impacts on the environment, improving the potential for reuse, incorporating recycled material into new packaging, and facilitating the collection, selection and recycling of the packaging waste generated.

Although measures to reduce the weight of packaging remain predominant, steps related to improving the recyclability of packaging, and the incorporation of recycled material into new packaging are gaining momentum compared to previous plans. As can be seen in the graph, recyclability measures have increased from representing 4% in the first plan, 99-02, to reaching 30% today.



Evolution in the number of Measures

*Accumulated data corresponding to the first and second year of the three years of validity of the Plan

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d Prevention and Ecodesign Objectives

The Prevention and Eco-design Business Plan must include quantified prevention objectives, for which the Kr/Kp indicator is used; that is, the ratio between the weight of the packaging and the weight of the product placed on the market by the companies subscribed to the plans.

The following graph shows past degrees of achievement of the joint objectives of the sectoral plans drawn up by Ecoembes. It must be taken into account that the basis for the calculation of each plan differs when prepared with the population of companies subscribed to the sectoral plans.



Evolution of Kr (packaging weight) / Kp (product weight) by plan

According to **RD 1055/2022**, the Prevention and Ecodesign Business Plan must adopt the necessary measures to contribute to the achievement of the prevention and reuse objectives set out in **Articles 6 and 8**.

The following pages specify, firstly, the **objectives expressly included** in the regulations and, secondly, **Ecoembes' proposal** to follow up on and measure the achievement of these objectives – except for objective 6.1.b (For all the packaging placed on the market to be recyclable by 2023, and, whenever possible reusable), whose indicator is pending, to be defined over the course of this plan.*

Actions for continuous improvement the proposal of indicators could change and evolve over the course of the plan.



Article 6: Prevention Targets

Objective	Indicator/Formula Proposed	Descriptive
 6.1a) Compared to that generated in 2010, reduce the weight of the packaging waste produced by 13% by 2025, 15% by 2030. 	% Reducción peso $_{i}$ = 1– $\frac{Kr_{i}}{Kp_{i}}$ $/ \frac{Kr_{2010}}{Kp_{2010}}$	 Kr_i = weight of the packaging of the member companies in year i. Kp_i = weight of the product placed on the market by the member companies in year i. Kr₂₀₁₀ = weight of the packaging in 2010 of member companies. Kp₂₀₁₀ = weight of product placed on the market in 2010 by member companies.



Article 8: Reuse Targets

8.1.a) For beverages placed on the market in the on-trade (HORECA channel), expressed in hectoliters:

Objective	Indicator/Formula Proposed	Descriptive
1. Bottled water packaging marketed via the HORECA channel: placement on the market of 30% reusable packaging by 2025, 40% by 2030 and 50% by 2035.	% Volume of reusable bottled water packaging HORECA reutilizable $i = \frac{Vagua_{horeca_reut_i}}{Vagua_{horeca_i}}$	Vagua _{horeca_reut_i} = volume of reusable bottled water packaging placed in the HORECA channel by member companies in year i. Vagua _{horeca_i} = volume of bottled water placed via the HORECA channel by member companies in year i (includes reusable and single use)
2. Beer marketed in the HORECA channel: placement on the market of 80% reusable packaging by 2025, 85% by 2030 and 90% by 2035.	% Volumen envases cerveza en HORECA reutilizable _i = ^{Vcerveza_{horeca_reut_i} Vcerveza_{horeca_i}}	Vcerveza _{horeca_reut_i} = Volume of reusable beer packaging placed via the HORECA channel by member companies in year i. Vcerveza _{horeca_i} = volume of beer packaging placed in the HORECA channel by member companies in year i (includes reusables and single use)
3. Soft drinks marketed on the HORECA channel: placement on the market of 60% reusable packaging by 2025, 70% by 2030 and 80% by 2035.	% Volumen envases bebidas refrescantes en HORECA reutilizable $_{i} = \frac{Vbrefrescante_{horeca_reut_i}}{Vbrefrescante_{horeca_i}}$	Vbrefrescante _{horeca_reut_i} = volume of reusable soft drink packaging placed in the HORECA channel by member companies in year i. Vbrefrescante _{horeca_i} = volume of soft drink packaging placed in the HORECA channel by member companies in year i (includes reusable and single use)
4. Other beverages marketed in the HORECA channel: placement on the market of 20% reusable packaging by 2025, 25% by 2030 and 30% by 2035.	% Volumen envases otras bebidas en HORECA reutilizable _i = ^{Votras_{horeca_reut_i}} Votras _{horeca_i}	Votras _{horeca_reut_i} = volume of packaging of other reusable packaged beverages placed in the HORECA channel by member companies in year i. Votras _{horeca_i} = volume of other packaged beverages placed in the HORECA channel by member companies in year i (includes reusables and single use)

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8.1.b) For beverages in the categories mentioned in section a) marketed in the household channel, at least 10% of the volume placed on the market in 2030, expressed in hectoliters, must be in reusable packaging:

Objective	Indicator/Formula Proposed	Descriptive
1. Bottled waters marketed in the household channel	% Volumen envases agua envasada en doméstico reutilizable $_i = \frac{Vagua_{dom_reut_i}}{Vagua_{dom_i}}$	Vagua _{dom_reut_i} = volume of reusable bottled water packaging placed in the household channel by member companies in year i. Vagua _{dom_i} = volume of bottled water packaging placed in the household channel by member companies in year i (includes reusable and single use)
2. Beer marketed in the household channel	% Volumen envases cerveza en doméstico reutilizable $_{i} = \frac{Vcerveza_{dom_{reut_{i}}}}{Vcerveza_{dom_{i}}}$	<i>Vcerveza</i> _{dom_reut_i} = volume of beer packaging reusable packaging placed in the household channel by member companies in year i. <i>Vcerveza</i> _{dom_i} = volume of beer packaging placed in the household channel by member companies in year i (includes reusable and single use)
3. Soft drinks marketed in the household channel. Bebidas refrescantes comercializadas en el canal doméstico	% Volumen envases bebidas refrescantes en doméstico reutilizable $i = \frac{Vbrefrescante_{dom_reut_i}}{Vbrefrescante_{dom_i}}$	Vbrefrescante _{dom_reut_i} = volume of reusable soft drink packaging placed in the household channel by member companies in year i. Vbrefrescante _{dom_i} = volume of soft drink packaging placed in the household channel by member companies in year i (includes reusables and single use)
4. Other beverages marketed in the household channel	% Volumen envases otras bebidas en doméstico reutilizable $_i = \frac{Votras_{dom_reut_i}}{Votras_{dom_i}}$	<i>Votras</i> _{dom_reut_i} = volume of packaging of other reusable bottled beverages placed in the household channel by member companies in year i. <i>Votras</i> _{dom_i} = volume of packaging for other beverages placed in the household channel by member companies in year i (includes reusables and single use)
Reusable packaging for beverages in the household channel; bottled water, beer, soft drinks and others	% Volumen envases otras bebidas en doméstico reutilizable $i = \frac{Vbebidas_{dom_reut_i}}{Vbebidas_{dom_i}}$	Vbebidas _{dom_reut_i} = volume of beverage containers reusable packaging placed in the household channel by member companies in year i. Vbebidas _{dom_i} = volume of bottled water packaging placed in the household channel by member companies in year i (includes reusable and single use)



Objective	Indicator/Formula Proposed	Descriptive
8.c) The proportion of reusable packaging marketed in the household channel with respect to the total packaging by weight in this category must be 5% by 2030 and 10% by 2035.	% Peso envases domésticos reutilizables i $=\frac{Kr_{dom_reut_i}}{K_{dom_i}}$	Kr _{dom_reut_i} = weight of reusable household packaging placed on the market by member companies in year i. Kr _{dom_i} = weight of household packaging placed on the market by member companies in year i (includes single use and reusable)
8.d) The proportion of commercial packaging and reusable industrial packaging, with respect to the total packaging by weight for each of these categories, must be 20% by 2030 and	% Peso envases comerciales reutilizables i $=\frac{Kr_{com_reut_i}}{K_{com_i}}$	<pre>Kr_{com_reut_i} = weight of reusable household packaging placed on the market by member companies in year i. Kr_{com_i} = weight of household packaging placed on the market by member companies in year i (includes single use and reusable)</pre>
50 / 0 by 2055.	% Peso envases industriales reutilizables i = $\frac{Kr_{ind_reut_i}}{K_{ind_i}}$	Kr _{ind_reut_i} = weight of reusable household packaging placed on the market by member companies in year i. Kr _{ind_i} = weight of household packaging placed on the market by member companies in year i (includes single use and reusable)



e Control mechanism

Control of the Annual Packaging Declaration

The information included in the packaging declarations is verified in double check: on the one hand, it is guaranteed that the economic contribution of Ecoembes member companies is proportional to the packaging placed on the market, as it is a collaborative and solidarity-based model; on the other hand, the data contained in the declaration and that do not affect the calculation of the Green Dot fee (such as type of packaging, packaging sector, weight of the product contained, etc.) are guaranteed, so that the official reports submitted are a true reflection of the reality of the packaging placed on the market by the company.), so that the official reports submitted are a true reflection of the reality of the packaging placed on the market by the company.

To this end, each year more than 2,000 declarations corresponding to all the sectors and Autonomous Communities represented in the Business Plan for Prevention and Eco-design are reviewed, which enables 90% of the tons adhered to to be verified.

These control processes allow the data included in the Plan and in the monitoring, reports submitted to the Autonomous Communities every 31 March to be provided with the utmost rigor and credibility.

Control of the Prevention and Ecodesign Measures presented

Ecoembes has established a control mechanism to verify the implementation of prevention and ecodesign measures. Every year an external audit team from firms of recognized prestige in terms of quality and environmental auditing evaluates arandomly selection of cases for the proper implementation of the prevention and eco-design measures that have been reported to Ecoembes.

Each year 5% of member companies representative at the Autonomous Community level are randomly selected from among all the companies subscribed to the sectoral plan to be the subject of this audit

f Control and monitoring report

During the years of this Plan's validity, each March 31 Ecoembes will produce a voluntary Monitoring Report in which the results obtained each year will be set down, which it will make available to any Autonomous Community that requests it.

The final report, with the detailed results obtained over the 5 years of the Plan, will be sent to the Autonomous Community of Madrid within three months of the end of the Plan, which will send it to the rest of the Autonomous Communities.

Ecodesign implementation support services

A commitment to innovation and knowledge

Innovation is ecodesign's great resource and **TheCircularLab** is the first full-scale laboratory in Europe and an international leader in research into and the authentication of packaging-related solutions within the framework of the Circular Economy.



At this innovation center, **PackCD** has been developed, which allows companies to evaluate the level of sustainability of a given packaging solution based on 4 different criteria: Functionality (how the packaging adapts to the product), Processing (the performance of its waste in the collection and selection stages), Second Life (evaluation of the number of final applications of the material recovered) and the Circular Economy (environmental impact evaluation). This methodology, developed to evaluate the sustainability of packaging, is based on standards promoted by the European Commission, such as the PEF (Product Environmental Footprint).





Likewise, companies can pose and solve their packaging ecodesign challenges through the **Circular Talent Labs** talent program, in which a multidisciplinary team of students or recent graduates work in cooperation with Ecoembes technicians in an environment of open innovation and co-creation.

The knowledge and training of professionals at companies, large and small, is also essential to promote eco-design initiatives and move towards a more Circular Economy.

TheCircularCampus is the space for knowledge, higher education and Circular Economy services that aims to train professionals to contribute to environmental sustainability by achieving packaging circularity. This range of training and resources is open and free, and is carried out in collaboration with prestigious institutions like the Higher Institute of the Environment, San Telmo Business School and Ihobe.



The Packaging of the Future Observatory is an online knowledge platform on packaging where one can consult and customize alerts on news and trends from around the world, including new materials, eco-design measures, changes in legislation, new technologies and innovations, etc. All this information is also offered once a month at the Observatory's Workshops, open to all the companies forming part of Ecoembes, at which packaging sector trends are analyzed. Attendees will be able to learn this information first-hand and have their questions answered by experts in packaging.

Each year Ecoembes communicates global prevention results through the **media**, **on the social networks and our corporate website** so that the efforts made by companies to reduce the environmental impact of their packaging are spotlighted.



For further information, contact to us at **planesdeprevencion@ecoembes.com** or call us at **900 84 83 82**

