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CALL TO ACTION TO THE COUNCIL OF THE EUROPEAN UNION

Packaging and Packaging Waste Regulation

The Packaging and Packaging Waste Regulation entered into application on 12 August 2026. It was meant to deliver what European businesses have asked for: one set of rules replacing 27 divergent national regimes. Instead, it has delivered confusion, duplication, and a compliance burden that falls hardest on the companies least equipped to absorb it.

Millions of SME and Mid-Caps are now asked to comply with obligations whose own implementing rules do not yet exist, whose interaction with parallel legislation is unresolved, and whose enforcement even the Commission itself has suggested Member States should not pursue. This is not regulatory certainty. It is a regulatory nightmare, and our businesses are paying for it.

We refuse to accept that harmonisation means multiplying bureaucracy twenty-six times over. We refuse to accept that a Regulation can be applied to companies while the institution that wrote it is not yet sure how to apply it themselves.

European Entrepreneurs CEA-PME calls on the European Council to act immediately on the following points:

1. **Suspend the obligation to appoint EPR representatives.**

Companies are currently required to appoint an Extended Producer Responsibility guarantor-representative and register separately with the authorities of each of the other 26 Member States where they sell products, each with its own portal, its own data fields, its own risk of error and fines. This obligation must be suspended immediately, until the Commission's own consultation on the EPR Implementing Act, open until 10 September 2026, is concluded and its outcome is fully reflected in the final rules.

2. **Second priority: Stop the clock until the whole picture is finished.**

The PPWR does not exist in isolation. Provisions with direct bearing on packaging compliance, including PFAS restrictions on food contact materials, are still under discussion in parallel legislative files. No company can build a compliant packaging strategy against a moving target made of several unfinished regulations at once. We call for a formal stop-the-clock mechanism: PPWR application must be held in abeyance until every interdependent piece of legislation affecting the same products and materials is finalised and applicable.

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3. **Immediately suspend enforcement, in full and without ambiguity.**

Informal guidance recommending a "supportive" approach to enforcement is not enough. It is applied unevenly, communicated through FAQs and press statements rather than binding instruments, and leaves businesses without legal certainty. We demand an explicit, formal suspension of PPWR enforcement, **at EU and at national levels**, in particular against the multiplication of national registrations that breaches the very "once-only" principle the Commission claims to champion, until the structural flaws of the Regulation are corrected for the whole Union.

We are counting on the COUNCIL to correct this before the damage to European SME and Mid-Caps becomes irreversible.

Approved by the General Assembly of European Entrepreneurs CEA-PME during its Annual General Meeting on Sept. 3rd 2026 in Brussels (B).