

Industry organisations form Näringslivets Producentansvar to meet the extended producer responsibility for packaging

Producer responsibility for packaging is facing major changes. The new regulation on the producer responsibility for packaging places new and higher demands on producers, with the aim of achieving a higher degree of material recycling. In order to meet the development, several industry organisations has taken the step to form a joint company – Näringslivets Producentansvar AB.

In June, 2022, the government decided on a new regulation on producer responsibility for packaging with the purpose to increase the material recycling of packaging, reduce the amount of packaging and packaging waste and to ensure that packaging waste is handled in a health-related and environmentally acceptable manner. Among other things, the regulation means that all producers must be affiliated with a producer responsibility organisation that is approved by the Swedish Environmental Protection Agency from **November 1st, 2023**. The producers, through producer responsibility organisations, are responsible for paying for the collection of packaging and ensuring that the packaging waste material is recycled.

In order to meet the development, the industry organisations DLF Sweden, Swedish Food Retailers Federation, Swedish Trade Federation, the Swedish Brewers Association and the Spirit and Wine Suppliers Association has now taken the step to form a joint company and producer responsibility organisation – Näringslivets Producentansvar i Sverige AB.

Why is Näringslivets Producentansvar formed?

The industry organisations ownership aims to increase the benefits for the industry organisations' members by enabling both transparency and influence for affiliated producers. With Näringslivets Producentansvar, they get a producer responsibility organisation (PRO) that they own via their industry organisation.

Näringslivets Producentansvar builds on the expertise and experience that has been developed within Förpackningsinsamlingen, FTI, over more than 25 years, and supports in all matters regarding producer responsibility – from design for recycling to reporting and legal requirements.

As a producer responsibility organisation, Näringslivets Producentansvar has the ambition to offer all producers a sustainable and responsible service portfolio for all types of material covered by the regulation. Through strategic partnerships with selected suppliers of recycling services, including Swedish Plastic Recycling and Swedish Glass Recycling, we intend to continue to drive development towards circular and traceable material recycling – so that more packaging can become packaging again.

Näringslivets Producentansvar do not distribute profits, focus is on giving affiliated producers as much recycling as possible for their packaging fee.

Learn more about Näringslivets Producentansvar at www.npa.se/en
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Who counts as a producer?

If your company brings packaging into the Swedish market, by law, you are an obligated packaging producer and have a financial responsibility to ensure that the packaging is collected and recycled. The main purpose of producer responsibility is to reduce littering, reduce the amount of waste and to ensure that the waste that does occur is recycled and used for new products.

You have producer responsibility if your company do any of the following:

- Fill or otherwise use a package (to protect, present or facilitate the handling and transport of an item)
- Bring a packaged item to Sweden
- Manufacture a package in Sweden (service packaging)
- Bring a package to Sweden (service packaging)
- From a country other than Sweden, sell a packaged product or a package to an end user in Sweden

[Learn more about producer responsibility here](#)

What do you as a producer pay for?

According to the regulation, the responsibility for the collection of household packaging transfers from the producers to the municipalities on January 1st, 2024, and from 2027 all households must be able to leave their packaging for recycling close to the property.

The producers, through producer responsibility organisations, are responsible for paying for the collection of packaging and ensuring that the packaging waste material is recycled. That means that the municipalities are compensated for the collection of packaging by invoicing producers via the producer responsibility organisations.

The Swedish Environmental Protection Agency is responsible for deciding on regulations regarding how the compensation should be calculated.

[Learn more on the Swedish EPA's website](#)

What do you as a producer need to do?

While producers currently have a responsibility to contribute to the national targets, the new packaging ordinance clarifies that all packaging producers use must be either reusable or recyclable.

No later than November 1st, all producers must be affiliated with a producer responsibility organisation (PRO) that is approved by the Swedish Environmental Protection Agency, through which the collection, reception and recycling of all packaging materials from households is financed, from and including 1 January 2024.

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