

> **The Customer**

The survey is conducted as a subcontractor for Prognos AG on behalf of BKV GmbH.

> **The Challenge**

The survey is created in context of a draft for a new German packaging law (VerpackG). § 21 aims to create incentives to increase the recyclability of packaging by revising the dual system's licensing fees. This raises the question what percentage of plastic packaging currently on the market is already recyclable and how much potential for optimization through eco-design and recycling-friendly packaging design remains.

> **The Solution**

Based on interviews and desk research, criteria for the proper description of plastic packaging recyclability are defined. Consequently, GVM determines the share of plastic packaging that already fulfills these criteria of recyclability today. In a subsequent scenario calculation, we calculate the amount of plastic packaging that could be redesigned to become more recycling-friendly without negatively impacting essential packaging functions. Finally, the results are contemplated and evaluated with regards to the targets for the recycling quota in the draft for a new packaging law.

> **The Result**

The report defines potentials and barriers for plastic packaging recycling. The customer receives an profound analysis with which he can engage a fact-based discussion with politicians and stakeholders.

> What can we do for you? Find out more at [www.gvmonline.de](http://www.gvmonline.de) or give us a call at: +49 (0) 6131 33673-0. We are happy to be of assistance!