

Business implementation insights for Mediterranean plastic policy



Plastic
Waste



A perspective from the CGF Plastic Waste Coalition
and published global business positions

*Presented by Cédric Dever,
Director Plastic Waste Coalition*

What the CGF Plastic Waste Coalition actually does

A CEO-led, pre-competitive platform providing practical implementation learning and exchange

40+

global members across retailers, manufacturers and packaging producers

~10%

of global plastic packaging demand represented

3

workstreams: Policy, Design & Materials, Reuse

Coalition work relevant to today's discussion

Policy

Member education, EPR implementation knowledge, regulatory monitoring and technical exchanges.

Design & Materials

Golden Design Rules as voluntary design guidance; work under review as mandatory requirements expand.

Reuse

Real-world pilot design to understand operational conditions before broader scaling.

Not lobbying. Not company-specific advocacy. Not a substitute for public policy.



Coalition work reveals five recurring business challenges

Illustrative insights from coalition projects and member exchanges; not a consolidated position of all members.

1. Fragmentation

Different definitions, technical criteria, reporting systems and timelines increase operational complexity.

2. Infrastructure

Circular design only delivers when collection, sorting, recycling or reuse systems function locally.

3. Investment uncertainty

Companies make long-term packaging choices before standards and economics are fully stable.

4. Data burden

Packaging data, EPR declarations, labels and recyclability assessments can require different systems.

5. Economics

Solutions need viable cost, material demand and consumer participation to scale.

Why this matters for Mediterranean dialogue

Private-sector input is most useful when it explains how policy objectives translate into packaging portfolios, supply chains, infrastructure needs, consumer behaviour and cost constraints.

Six conditions that enable business implementation

Recurring themes from coalition work and published global business positions

Clarity and predictability

A sufficiently clear direction to support investment, packaging roadmaps and operational planning.

Comparable definitions

Greater consistency around recyclability, reuse, recycled content and reporting.

Design linked to infrastructure

Criteria that recognise collection, sorting, recycling, reuse and product-safety realities.

Effective systems and financing

Reliable collection and waste-management systems with sustainable financing mechanisms.

Implementation capacity

Appropriate timelines, technical capacity, infrastructure development and technology access.

Structured technical dialogue

A way for policymakers, companies and experts to pressure-test assumptions before scale-up.

Core message: Business implementation benefits from sufficient compatibility to support investment, alongside flexibility to reflect local infrastructure and capacity

Regional alignment can take different forms

A practical lens for Mediterranean dialogue: compatibility, comparability and interoperability

Alignment can mean common principles and interoperable systems — with national flexibility in implementation.

Where fragmentation occurs

- Definitions and terminology
- Product-design and recyclability criteria
- EPR declarations and reporting
- Claims and consumer labelling
- Implementation timelines

Potential operational benefits

- Clearer investment signals
- Reduced duplication of compliance systems
- Easier supplier and portfolio management
- Greater comparability of data
- More consistent consumer communication

Possible dimensions of technical alignment

- Common principles, not identical laws
- Comparable technical definitions
- Interoperable data and reporting structures
- Greater visibility across implementation roadmaps
- Shared guidance and learning

Boundary: CGF can surface implementation questions; decisions on alignment remain with public authorities.

Published global business positions relevant to the discussion

Summary of the 2026 recommendations of the Business Coalition for a Global Plastics Treaty, of which CGF is a member.

Four themes relevant for implementation discussions *(presented for context; these are not new policy recommendations from CGF today)*

Product design

Harmonised design criteria for priority applications; connection to infrastructure, safety and sector-specific guidance.

Waste management & EPR

Clear collection, reuse and recycling systems; effective EPR and economic instruments; continued work on EPR principles.

Transparency & measurement

Common definitions, better measurability and reporting capable of demonstrating progress across the value chain.

Financing & capacity

Financing mechanisms, capacity building, technology transfer and support for effective implementation.

How CGF contributes implementation tools and learning

The coalition does not define regulation; It explores implementation questions through guidance, technical exchanges and selected pilots.

1. EPR implementation guidance

- Optimal EPR guidance
- EPR fee eco-modulation principles
- EPR implementation in lower- and middle-income countries

CGF CONTRIBUTION

Explain implementation issues, not preferred regulation.

2. Voluntary design guidance

- Golden Design Rules
- Supplier and packaging-design engagement
- Review of the role of voluntary guidance as regulation expands

CGF CONTRIBUTION

Position guidance as voluntary and subordinate to local requirements.

3. Reuse testing

- Ottawa city-scale pilot moving into implementation
- Testing adoption, returns, logistics, retail execution and economics
- Findings shared once available and validated

CGF CONTRIBUTION

Explain what is being tested

Practical boundary: CGF can share tools, questions and learnings within the current coalition mandate.

What business expertise can contribute to Mediterranean dialogue

A practical contribution: implementation realism, technical expertise and bounded coalition assets.

Private-sector contribution

- Operational feedback on supply-chain implications
- Packaging, supplier and retail technical expertise
- Data and reporting experience
- Operational evidence and case studies, where available
- Understanding of investment constraints and timelines
- Consumer and market-execution insights

What CGF can contribute

- Existing EPR guidance and education
- Voluntary design tools, including GDRs
- Cross-market implementation questions
- Neutral, pre-competitive convening
- Ottawa pilot design and future validated findings
- Links to wider global business initiatives

Boundary: CGF is not offering a Mediterranean policy blueprint, speaking for individual companies, or committing to a new regional programme without member mandate, resources and governance.

Public policy provides direction. Private-sector expertise can help ensure implementation is practical, investable and capable of delivering impact.