

Rachel Reeves MP, Chancellor of the Exchequer, HM Treasury  
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London  
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Emma Reynolds MP, Secretary of State for Environment, Food and Rural Affairs  
Department for Environment, Food and Rural Affairs  
Seacole Building, 2 Marsham Street  
London SW1P 4DF  
*Sent by email*

17 October 2025

Dear Chancellor and Secretary of State,

We are writing as a group of environmental NGOs and industry representatives in support of the implementation of an ambitious, efficient and effective packaging extended producer responsibility (pEPR) implemented to the current intended timetable.

We support pEPR as one of the essential foundation policies for a circular economy and a sustainable future for packaging. Implemented in conjunction with other key policies pEPR has the potential to:

- Reduce waste by incentivising packaging design to minimise material use and eliminate unnecessary packaging;
- Increase reuse by structuring fees so that they are payable only once for reused packaging;
- Increase recycling by incentivising the design of packaging to optimise recyclability and by channelling pEPR fees into investment into efficient and effective waste management.

This will drive down greenhouse gas emissions, reduce impacts from resource extraction on the natural environment and boost the domestic recycling and reuse markets, creating jobs and delivering green growth.

Research shows concerns about waste and pollution rank highly among the public's concerns about threats to society, and concerns about waste rank highest among concern about environmental issues.<sup>1</sup>

For pEPR to be effective in addressing these concerns the government must ensure that:

- pEPR is delivered to current expected timelines;
- all pEPR fees are invested in efficient and effective waste management by local authorities that maximises recycling and reuse;
- pEPR has clear and effective modulation of fees to reward producers and retailers who invest in sustainable, recyclable and reusable packaging.

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<sup>1</sup> [University of Birmingham: A Future for Sustainable Plastics](#)

pEPR is an essential component of a circular economy but alone will not be enough to transform how we use, reuse, and recycle packaging. pEPR must be accompanied by a robust set of policies that are needed to make the system work end to end.

pEPR has to be partnered with the successful delivery of Simpler Recycling on time and in full to improve management of waste streams by making it easier for businesses and households to correctly manage waste. The government also needs to end the current perverse incentive to export packaging waste through reforms to the PRN/PERN system and by leveraging the powers in the Environment Act to ban exports to non-OECD countries, alongside consideration of an export ban to OECD countries with a high risk of waste mismanagement. We also support the introduction of ambitious UK-based recycling targets for all materials, thereby making materials available to UK recyclers at more competitive prices, incentivising investment, and reducing waste pollution at home and abroad.

If these policies can be implemented well to create investable conditions, the Environmental Services Association estimates that industry will unlock up to £15 billion in investment in circular economy infrastructure over the next decade, creating 40,000 jobs in re-use, reprocessing and production roles across the United Kingdom.

pEPR is an essential part of creating a sustainable, circular UK packaging value chain. We call on you to ensure the timely delivery of the most efficient and effective pEPR outcomes over the next four years and increase ambition by harnessing the full energies of industry and the environment sector to drive innovation and investment in reduction, reuse and recycling. This will help create green growth, fight climate change and restore nature.

We would welcome the opportunity to meet with you collectively to discuss the points raised in the letter.

Yours sincerely,

Ali Plummer, Director of Policy & Advocacy, Wildlife and Countryside Link

Catherine David, Chief Executive Officer, WRAP

Donald Macphail, Chief Operating Officer - UK Treatment, Veolia

Dr Adam Read MBE, Chief External Affairs and Sustainability Officer, Suez UK

Jude Allan, Interim Managing Director, OPRL Limited

Michael Topham, Chair, Environmental Services Association and Chief Executive Officer, Biffa

Paul Vanston, Chief Executive Officer, Industry Council for Packaging and the Environment

Shaun Spiers, Executive Director, Green Alliance

Steve Gough, Chief Executive Officer, Valpak

*Wildlife and Countryside Link members in support:*

Paula Chin, Chair, Wildlife and Countryside Link Circular Economy Group and Senior Policy Adviser, WWF-UK

Christina Dixon, Ocean Campaign Lead, Environmental Investigation Agency

Dr Kat Jones, Director, Action to Protect Rural Scotland (APRS)

Klara Wertheim, Head of Programmes & Campaigns, Planet Patrol

Pine Eisfeld-Pierantonio, Marine Pollution Coordinator, Whale and Dolphin Conservation

Ruby Free, Policy and Advocacy Officer (Plastic Pollution), Surfers Against Sewage