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CRE Welcomes EU Adoption of Harmonised Mass Balance Rules for Recycled Content in SUP Beverage Bottles

CRE welcomes today's adoption of the implementing decision setting out rules for the calculation, verification, and reporting of recycled plastic content in single-use plastic beverage bottles. This is a significant **milestone for circular plastics** in Europe and a strong **reference point** for how recycled-content provisions can be implemented in practice under other pivotal pieces of legislation, such as the **Packaging and Packaging Waste Regulation (PPWR)**. For years, recycled-content targets have been debated without a sufficiently clear and harmonised way to calculate and verify figures consistently across Member States. This decision provides that common approach. It strengthens **legal certainty, reduces fragmentation**, and offers a more stable basis for authorities and market actors.

The Implementing Decision recognises that **chemical recycling feedstock can contribute to recycled content in beverage bottles**, a crucial step for delivery on the ground. Europe needs a wider set of solutions to meet recycled-content objectives while reflecting the realities of waste streams. **Chemical recycling can help handle specific fractions that are difficult to recycle mechanically** and convert them into feedstocks suitable for new materials. By confirming that these pathways can be accounted for under a harmonised EU methodology, the decision supports the scale-up of circularity and encourages a more connected approach across the value chain.

Credibility is equally central. **The new rules follow the fuel-use exempt approach** and are therefore consistent with the Waste Framework Directive's core principles, ensuring that **only materials that remain on the recycling pathway** can be counted towards the achievement of the targets. This is a straightforward principle that protects the integrity of recycled-content targets and is easy to communicate beyond specialist audiences. Alongside robust verification requirements and independent third-party checks, it **strengthens transparency, comparability, and trust**, and reduces the risk of inconsistent interpretation or greenwashing.

From an industrial perspective, the decision is also enabling. It supports the **use of existing European petrochemical assets** and know-how to integrate recycled feedstocks, while providing a **clearer investment signal** for new and upgraded capacity across sorting, pre-treatment, chemical recycling, and downstream processing. That combination is essential if Europe is to **keep circular value chains and high-value manufacturing in Europe**, while supporting competitiveness, innovation, and jobs.

Overall, today's decision is a pragmatic and forward-looking step that translates policy ambition into effective rules.

CRE looks forward to contributing to swift and consistent implementation across Member States and to ensuring that the principles of harmonisation, credibility, and technology inclusiveness are carried through into the PPWR framework.