

# UK Packaging PRO appointed to deliver Extended Producer Responsibility for packaging scheme

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## **New Producer Responsibility Organisation to work with PackUK to help shape the future of new packaging scheme.**

UK Packaging PRO has been appointed as the Producer Responsibility Organisation (PRO) for the UK's packaging Extended Producer Responsibility (pEPR) scheme, PackUK has announced today (Monday 23 March 2026).

UK Packaging PRO is a producer-led organisation created to help deliver one of the most significant environmental programmes in a generation. pEPR will help drive the shift to more recyclable materials and reduce waste from going into the nation's landfills.

UK Packaging PRO has brought together more than 100 of the UK's largest brands, retailers and trade bodies, supported by the Food and Drink Federation (FDF) and the Industry Council for Packaging and the Environment (INCPEN), amongst others.

A truly collaborative model, an industry-led PRO represents a unique opportunity for stakeholders across the value chain to shape the future delivery of the pEPR scheme. It strengthens the partnership between government and industry, harnessing the insights and expertise of producers to deliver against pEPR obligations and achieve shared goals, to increase recycling rates and drive circularity.

### **Jeremy Blake, Chief Executive Officer of PackUK, said:**

I'm delighted to welcome UK Packaging PRO as the new Producer Responsibility Organisation.

This announcement follows a rigorous selection process, as PackUK was committed to choosing the best candidate possible to represent the diverse interests of the packaging industry.

The appointment of the PRO will further enhance the scheme by unlocking the benefits that an industry-led organisation can bring.

### **Circular Economy Minister, Mary Creagh, said:**

This government will accelerate the circular economy transition.

Our packaging Extended Producer Responsibility (pEPR) scheme will incentivise businesses towards more sustainable packaging choices and improve recycling services in every region.

The launch of UK Packaging PRO, led by businesses and working closely with PackUK, is a major step forward – putting industry expertise at the centre of how pEPR is delivered.

**Karen Graley, Head of UK Packaging PRO, said:**

We're very proud to have been appointed to play such a vital role in the Packaging EPR scheme. UK Packaging PRO was created to give producers a genuine seat at the table.

With strong governance in place, a clear mobilisation plan, and broad support from across the sector, we are ready to get to work – in close partnership with PackUK, governments, local authorities and organisations across the value chain to deliver a packaging system that works better for everyone.

The pEPR scheme provides funding to local authorities, to drive improvements in recycling, with £1.4 billion invested in Year 1 of the scheme. This helps to improve packaging waste collection and recycling, whilst incentivising producers to reduce their material footprint.

The formal appointment for UK Packaging PRO will commence on 1 April 2026, with responsibilities introduced gradually. PackUK will maintain oversight of the PRO and ensure its accountability to the governments of the UK's four nations.

Core administrative powers, such as final decisions on local authority payments and producer fees, will remain with PackUK.

Today's announcement follows an extensive selective process and draws on well-established international best practice. Similar schemes already operate successfully in more than 30 countries, including in Belgium, France and Germany, where they have helped to drive higher recycling rates, greater system efficiency and lower costs.

PackUK will build on proven approaches while tailoring the model to the UK's four nation approach.

<https://www.gov.uk/government/news/uk-packaging-proappointed-to-deliver-extended-producer-responsibilityfor-packagingscheme>