



## Confindustria and Italian Trade Agency (ITA)

Amendments to the Verpackungsgesetz (Packaging Act) as of 1 July 2022, and the Verpackungsregister 2.0

27 June 2022, online

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## 1. Who is affected by the Verpackungsgesetz, and what are the obligations?

# Who is affected by the Verpackungsgesetz?

- The Verpackungsgesetz (Packaging Act) affects all companies and entrepreneurs who
- are the **first** to **commercially** place packaging filled with goods on the **German** market.
  - The Verpackungsgesetz refers to them as '**producers**'.



The **German Verpackungsgesetz** applies to companies **within Germany** as well as companies **located abroad**. Anyone filling packaging with goods, selling it in Germany and meeting the above-mentioned requirements must fulfil the **obligations under German packaging law**.

# What packaging categories are there?

## + Packaging subject to system participation

Packaging that typically accumulates as waste with private final consumers:

▶ Retail packaging



▶ Grouped packaging



▶ Service packaging



▶ Shipment packaging



You can use the system participation requirement catalogue to figure out whether an article of packaging is or is not subject to system participation.

System participation requirement catalogue:  
[www.verpackungsregister.org/en/catalogue-search](http://www.verpackungsregister.org/en/catalogue-search)

## + Packaging not subject to system participation

▶ Transport packaging



▶ Reusable packaging



▶ Single-use beverage packaging subject to deposit



▶ Retail and grouped packaging that does not typically accumulate as waste with private final consumers after use



▶ Retail packaging for hazardous contents, etc.



# When is packaging subject to system participation?

- ◆ Packaging subject to system participation is
  - **retail packaging** (this includes **shipment and service packaging**)
  - or **grouped packaging**

that is filled with goods and typically accumulates as waste with **private final consumers** after use.

Retail packaging



Grouped packaging



Shipment packaging



Service packaging



- ◆ In addition to **private households**, **private final consumers** as a group also include so-called **comparable sources of waste generation** due to the type or volume of packaging waste accumulating there. Examples of these comparable sources of waste generation include restaurants, canteens, hotels, hospitals, educational institutions, freelancer and administrative offices, but also craft enterprises and agricultural holdings where waste is collected at a rate normally associated with private households and in waste bins that do not exceed 1,100 litres.

Private households

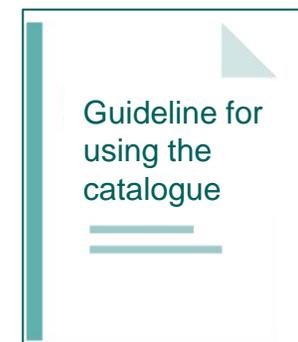


Comparable sources of waste generation



# How do you know if packaging is subject to system participation?

- ◆ Whether packaging 'typically' accumulates as waste with private final consumers depends on the result of an **overall market assessment**. It does **not** depend on whether a specific article of packaging can be proven to have accumulated as waste with a private final consumer, but instead where the packaging **typically** accumulates.
- ◆ There is a catalogue (only available in German) that allows you to check the whether the system participation requirement applies to certain shipped and packaged goods. This catalogue is available as a database on the website of the Zentrale Stelle Verpackungsregister (Central Agency Packaging Register – ZSVR): <https://www.verpackungsregister.org/en/foundation-authority/system-participation-requirement-catalogue/catalogue-search>



# What obligations apply to packaging subject to system participation?



In Germany, producers are required to pay for the recovery and recycling of the packaging they place on the market. This means that companies placing **packaging subject to system participation** on the market

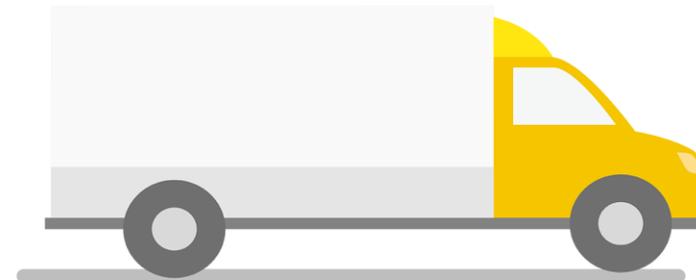
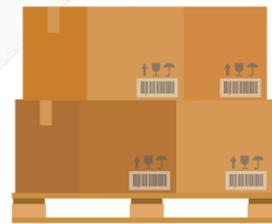
- ◆ have to participate the packaging volumes they place on the market every year with one or more (dual) system(s) (**conclude a system participation agreement**), and
- ◆ they are also under the **obligation** to
  - register with the LUCID Packaging Register with their master data and brand names, and
  - submit data reports regarding the packaging volume they place on the German market every year.
- ◆ The data reports on annual packaging volumes submitted in the LUCID Packaging Register must correspond exactly to the volumes reported to the systems.



# What is 'shipment packaging' and what obligations apply?



- Shipment packaging facilitates or supports the shipment of goods to final consumers.
- Any party who fills the shipment packaging with goods and places it on the German market for the first time bears producer responsibility for it.
- If it typically accumulates with private final consumers, the mail order company is subject to system participation.
- All of the packaging material, including filler material, that is placed on the German market in the process of sending or handing over goods to the final consumer (where it accumulates as waste) is considered shipment packaging and is subject to data reporting and system participation.
- Shipment packaging, including filler material, is almost always subject to system participation.



# What is 'service packaging' and what obligations apply?



- Service packaging is packaging that is not filled with goods until it reaches the final distributor where it is handed over to the final consumer, e.g. sandwich bags at the bakery, bags for fruits and vegetables at farm shops, takeaway containers at fast food restaurants, carrier bags, takeaway coffee cups.
- Service packaging is subject to system participation without exception.



! Anyone who fills packaging with goods and places it on the German market must pay for the recycling of their packaging. This is called 'system participation'.





## **i** Purchasing pre-participated unfilled service packaging

You can buy 'pre-participated' service packaging from a supplier or wholesaler who has already paid for the packaging's recycling. This 'pre-participation' only applies to service packaging. You have to ensure that the invoice or delivery note confirms the pre-participation of the unfilled service packaging you have purchased; this will serve as evidence that you have fulfilled your obligations. The supplier or wholesaler is required to provide such a confirmation to you.



**You choose to exclusively buy pre-participated unfilled service packaging from your supplier or wholesaler.**

**Then the following statutory provision will apply to you starting 1 July 2022:**

By that date, you will have to have registered in the LUCID Packaging Register and confirm that the packaging you place on the German market is pre-participated service packaging. To confirm this, check the box that says 'Exclusively pre-participated service packaging' when providing details on your packaging types.



**You choose not to buy pre-participated service packaging and/or place other packaging types, such as retail, shipment<sup>①</sup>- or grouped packaging, on the German market.**

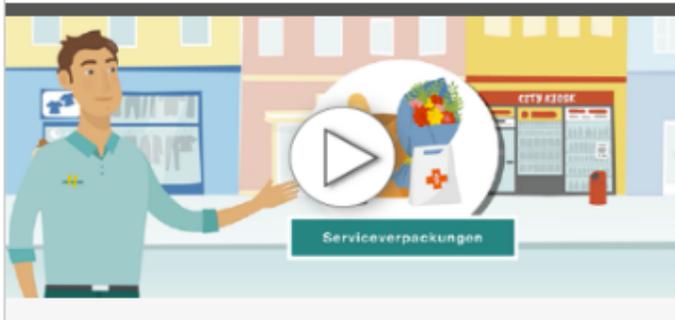
In both cases you have to fulfil your obligations under packaging law yourself:

- + Register with the LUCID Packaging Register and indicate there by no later than 1 July 2022 that you place retail, grouped or shipment packaging as well as service packaging (included in retail packaging) on the German market. This is done by ticking the uppermost category of packaging subject to system participation.
  - + Conclude a system participation agreement with one or more system(s).
  - + Provide the exact same packaging volume report that you provide to a system to the LUCID Packaging Register (including when entering into the agreement).
- ①** Packaging used by restaurants or delivery services to bring food or beverages to customers, for example, is not service packaging. The law classifies this packaging as shipment packaging.

# More information about how to fulfil obligations for service packaging...

...can be found in the '[Service packaging](https://www.verpackungsregister.org/en/information-orientation/knowledge-base/service-packaging)' knowledge base on our website at <https://www.verpackungsregister.org/en/information-orientation/knowledge-base/service-packaging>

Explanatory film on the new obligations



Special provision for service packaging



Registration in the LUCID Packaging Register



Questions and answers for...



Packaging categorisation and system participation



Who is considered to be a producer under the Act?





## 2. The LUCID Packaging Register in figures

# Key figures at a glance

As at June 2022

- ◆ Around **449,000 registrations in the LUCID Packaging Register**, the highest number of companies acting in compliance with the law since the statutory packaging recycling requirements were enacted.
- ◆ Around **202,000 additional data reports have been filed in the LUCID Packaging Register** and corrections have been made as a result of the ZSVR's efforts to reach out to producers.
- ◆ There is a strong momentum amongst those under obligation: requests for retrospective system participation.
- ◆ The **register of auditors** contains around **3,200 registered auditors**.
- ◆ Around **5,000 declarations of completeness were submitted** for the 2021 reference year.
- ◆ Around **15,300 declarations of completeness have been submitted** for the **2018 to 2020** reference years. The **number of filed declarations of completeness has increased significantly since 2016**; the quality of the reports is constantly improving.



## In figures:

Last updated: 27 June 2022  
(rounded)

Producers: around  
449,000

Auditors:  
3,200

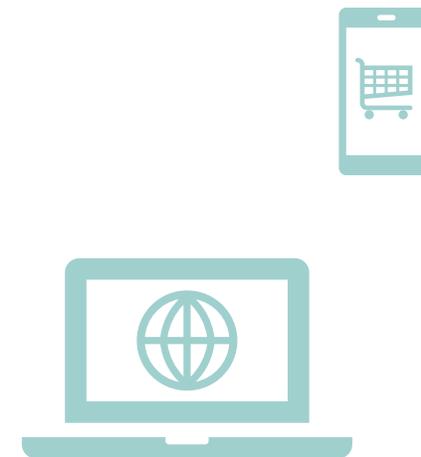
Producers with data reports: 202,000  
Declarations of completeness: 20,300

# Key figures at a glance

As at June 2022

- ◆ There has been a disproportionate increase in the number of registrations since the last quarter of 2021.
- ◆ Registrations increased at a double-digit rate, in particular international registrations led by China, Poland, Italy, Austria, the UK and other European countries.
- ◆ The amendments to the Verpackungsgesetz and in particular tougher rules for marketplaces (direct due diligence obligations) have resulted in a significant rise in registration numbers.

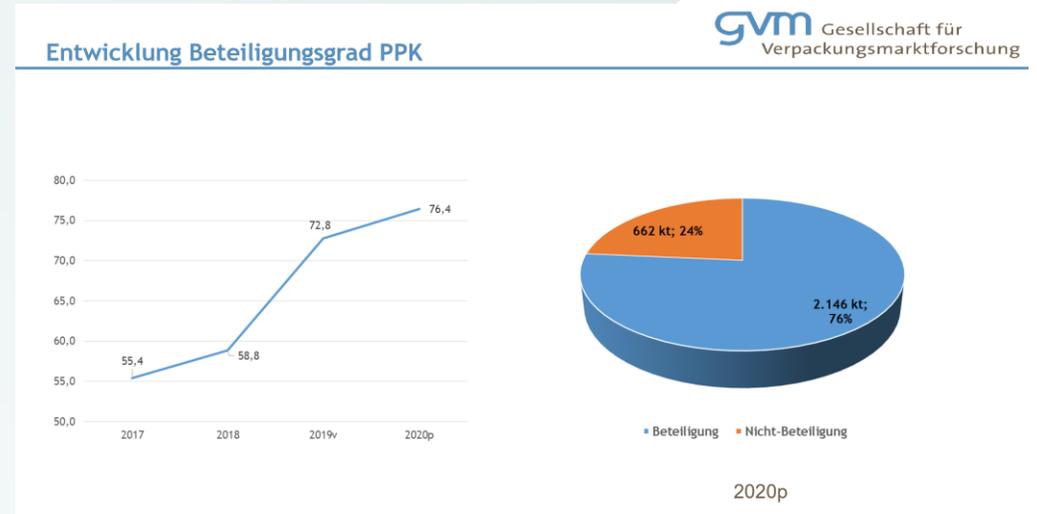
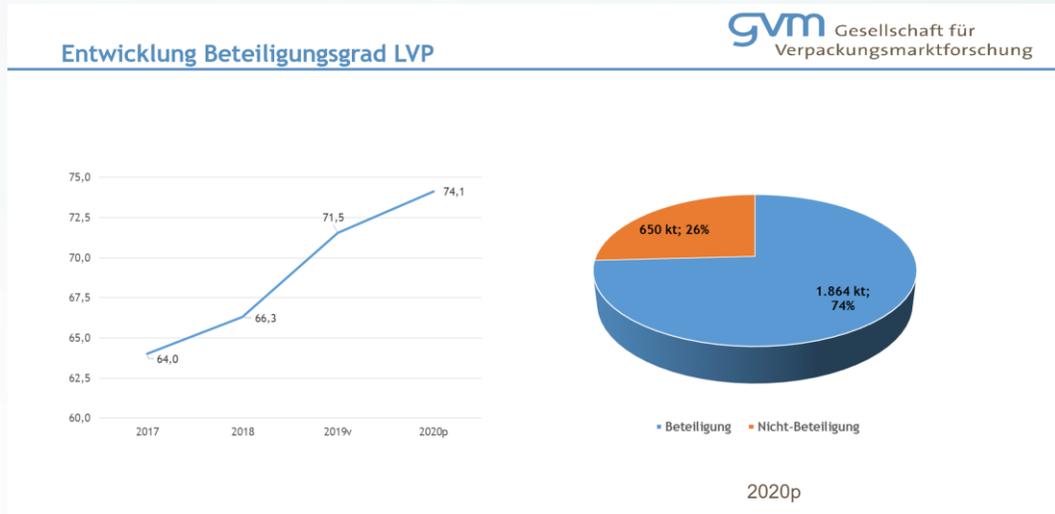
Country	No. of registrations
Germany	254,565
China	121,187
UK	11,882
Italy	8,106
Poland	6,851
Subtotal TOP 5	402,591
Total	448,623



# Producer responsibility: what has been accomplished since 2019?

## Lightweight packaging

## Paper/paperboard/cardboard



## Conclusion: the Verpackungsgesetz (Packaging Act) is proving effective!

- The targets for all three material groups – **glas**, **paper/paperboard/cardboard (PPC)** and **lightweight packaging** – have risen considerably since the Verpackungsgesetz entered into force, exceeding the ZSVR's forecasts.
- System participation rate for **PPC** was only 50% before the Verpackungsgesetz. Disproportionate growth rates of mail order business and online retail intensified the phenomenon of under-participation. **Studies have shown**: system participation for **PPC** has markedly increased as well, **to around 76%**.
- The **system participation** of lightweight packaging – which during the times of the Verpackungsverordnung (Packaging Ordinance) never exceeded the magical 2/3 mark – has **increased to around 74 percent** thanks to the measures taken by the ZSVR.



### 3. Enforcement

# What happens if someone does not fulfil their legal obligations?

- ◆ A breach of obligations under the Verpackungsgesetz is an administrative offence.
- ◆ In case of...
  - failure to participate packaging in a system, the producer can face a fine of up to €200,000.
  - failure to register, the producer can face a fine of up to €100,000.  
The packaged goods will also be banned from distribution.
  - submission of incorrect or incomplete data reports, the producer can face a fine of up to €10,000.
- ◆ The size of the fine depends on the severity of the breach. Breaches can also be fined cumulatively, and profits can be confiscated.
- ◆ The ZSVR reviews suspected offences and passes them on to the competent enforcement authorities of the Federal States.



- ◆ The LUCID Authorities Portal makes collaboration between the ZSVR and state authorities faster, more secure and more efficient:
  - Every employee at a state enforcement authority has their own personalised login.
  - The ZSVR automatically transmits evidence and/or files of suspected administrative offences to the competent authorities. It is a digital process and transmission is encrypted.
  - State enforcement authorities can use the portal to actively access information, work on suspected cases, submit requests for file inspection to the ZSVR, create evaluations and retrieve data for these evaluations. This supports them in carrying out efficient enforcement in their respective state.
  - The portal also has a clear case history available.
- ◆ Compliance and enforcement are extremely important to the impact of the Verpackungsgesetz. Since 2019, the ZSVR has identified approximately 7,500 administrative offences. The Authorities Portal was created for even more efficient enforcement.



#### 4. Statutory amendments: Overview of all changes taking effect on 1 July 2022

# Amendment goals



## ◆ Overarching goals:

- The amendments to the Verpackungsgesetz serve to transpose certain provisions set forth in Directive (EU) 2019/904 into German law.
- The amended version strives to evolve the Verpackungsgesetz in a manner that is ecologically sensible in line with the requirements of the EU Directives that aim to improve resource management and resource efficiency in packaging.

## ◆ **Key goals touching on the ZSVR's work:**

- The provisions about extended producer responsibility pursuant to Article 8a of Directive 2008/98/EC relating to the producers of packaging are transposed into the Verpackungsgesetz.
- In the mail order business and in particular regarding producers located abroad, enforcement of the producer responsibility obligations defined in the Verpackungsgesetz and expanded by the amendments is improved. For the first time, the addressees of these obligations include digital marketplaces and fulfilment service providers.
- Extensive registration requirements make it much easier to identify free riders and allow for a better analysis.
- Other adjustments and changes are performed to make enforcement of the Verpackungsgesetz easier and better.

# Amendment implementation

Provisions and specifications since 3 July 2021

✓ In force and implemented

## ◆ Changes to register entries

- Fax number no longer has to be indicated in the master data for the registered companies and has been deleted from the public register.
- In addition to the previous registration information, companies have to state their European or national taxpayer reference number, which is also published in the register.
- The e-mail addresses of registered companies are no longer displayed in the public register.
- The LUCID Packaging Register includes additional information about international parties under obligation that have appointed an authorised representative. All register entries, such as name, address and contact details, as well as the European or national taxpayer reference number of the authorised representative are published.

## ◆ Authorising a representative

- For international companies without a branch in Germany there is the option of appointing an authorised representative located in Germany to fulfil their obligations under the German Verpackungsgesetz for them – with the exception of registration.



# Amendment implementation

Extended deposit obligation for single-use beverage packaging since 1 January 2022

✓ In force and implemented

◆ Certain types of single-use packaging that used to be subject to system participation until **December 2021** are now subject to deposit. The extended deposit obligation applies to the following:

- **Single-use plastic beverage bottles and beverage cans** (of every material, including aluminium and tinplate) with a volume of between 0.1 and 3.0 litres (regardless of the actual quantities contained) if they are filled with one of the following beverages (as set out in section 31 (4) no. 7 VerpackG (Packaging Act):

- ✓ Sparkling wines & sparkling wine cocktails
- ✓ Wine & wine-based cocktails
- ✓ Fruit & vegetable juices
- ✓ Beverages & mixed beverages similar to wine
- ✓ Alcohol products & mixed beverages containing alcohol
- ✓ Non-carbonated fruit & vegetable nectars

- **Beverage cans** with a volume of between 0.1 and 3.0 litres (regardless of the actual quantities contained) are subject to deposit if they are filled with one of the beverages mentioned above, or with one of the following beverages (as set out in section 31 (4) no. 7 VerpackG):

- ✓ Milk and dairy drinks & other drinkable dairy products
- ✓ Dietary beverages for infants or young children



## Amendment implementation

Extended deposit obligation for single-use beverage packaging since 1 January 2022

✓ In force and implemented

- ◆ The obligations are linked to the point in time when the filled single-use beverage packaging was first placed on the German market, or when it was introduced (e.g. in the case of imports) into Germany.
- ◆ For single-use beverage packaging placed on the German market **since 1 January 2022, the system participation requirement no longer applies** due to the extended deposit obligation.
- ◆ With regard to the single-use beverage packaging subject to deposit since 1 January 2022, participation in the nationwide DPG deposit scheme is required.
- ◆ Distributors are subject to a transitional provision: **until and including 1 July 2022 they are allowed** to continue selling single-use beverage packaging that had already been placed on the German market or imported into Germany **before 1 January 2022** without charging a deposit.
- ◆ For more information, see our updated subject-specific paper on the extended deposit obligation: <https://www.verpackungsregister.org/en/information-orientation/knowledge-base/extended-deposit-obligation-for-single-use-beverage-packaging>

# Statutory amendments as of 1 July 2022

## New registration requirements

Producers must provide details on all packaging types, broken down as follows:

◆ **Packaging subject to system participation, such as**

- retail, grouped, shipment and service packaging, with the option to indicate that exclusively pre-participated unfilled service packaging is being purchased.



◆ **Packaging not subject to system participation, such as**

- packaging pursuant to section 15 (1);  
transport packaging;
- retail and grouped packaging that does not typically accumulate as waste with private final consumers;
- retail packaging for hazardous contents;
- single-use beverage packaging subject to deposit pursuant to section 31 VerpackG;
- reusable packaging.



# Packaging categorisation and system participation

## Delineation and corresponding obligations

### + Packaging subject to system participation

Packaging that typically accumulates as waste with private final consumers:

▶ Retail packaging



▶ Grouped packaging



▶ Service packaging



▶ Shipment packaging



You can use the system participation requirement catalogue to figure out whether an article of packaging is or is not subject to system participation.



System participation requirement catalogue:

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### + Packaging not subject to system participation

▶ Transport packaging



▶ Reusable packaging



▶ Single-use beverage packaging subject to deposit



▶ Retail and grouped packaging that does not typically accumulate as waste with private final consumers after use



▶ Retail packaging for hazardous contents, etc.



### i What packaging law requirements apply to you and how do you meet them?

**Has applied since 1993** (since 1 January 2019: Verpackungsgesetz (Packaging Act), previously: Verpackungsverordnung (Packaging Ordinance))

- + Register with the LUCID Packaging Register
- + Enter into a system participation agreement with one or more systems
- + Submit the exact same data report you submit to the chosen system operator(s) to the LUCID Packaging Register as well, including the one you submit when concluding the agreement with the system



More information in the '3 steps for fulfilling obligations under the Verpackungsgesetz (Packaging Act)'

Find out more in this explanatory film:



[www.verpackungsregister.org/en/system-participation-registration](http://www.verpackungsregister.org/en/system-participation-registration)

**Applies from 1 July 2022**

- + If you have not yet registered in the LUCID Packaging Register: initial registration stating your individual packaging types with your brand names
- + If you have already registered in the LUCID Packaging Register: registration amendment stating your additional packaging types with your brand names
- + For the return and recovery requirements that you need to meet for packaging not subject to system participation, please refer to section 15 of the Verpackungsgesetz.

Until

1 July 2022,

all producers of packaged goods in Germany must register in the LUCID Packaging Register and indicate there which type(s) of packaging under what brand names they place on the German market.

# What applies for imports?

- ◆ A general note on imports: the party commercially introducing packaging filled with goods into the jurisdiction of the Verpackungsgesetz is considered the 'producer' or 'initial distributor'. As such, the extended producer registration also applies to importers, and they have to register with the LUCID Packaging Register by no later than 1 July 2022. During registration, they are required to indicate the type of packaging they place on the German market. If the packaging typically accumulates as waste with private final consumers or comparable sources of waste generation after use, importers are already under the obligation to register, participate their packaging in a system and submit data reports.
- ◆ The importer is the party who bears legal responsibility for the goods at the time they cross the border into Germany. In other words, the importer bears the transportation risk, which includes the risk of loss or damage to the goods, and is responsible for the import operation (and, if applicable, customs clearance) of deliveries from non-EU countries. This depends on the individual case and/or the specific contractual agreements stipulated between seller and buyer.

# What applies for imports?

- ◆ Where they have been agreed on, **Incoterms** can serve as a point of reference: in the event of a **sale outside of Germany** 'ex works' (EXW), **the buyer bears legal responsibility**; where it has been agreed that **the seller delivers the goods to a certain place in Germany** ('delivered at place' – DAP), the seller bears legal responsibility.
- ◆ The specific point in time of the transfer of ownership, however, is not a decisive factor. Even before the Verpackungsgesetz entered into force, the importer bore responsibility for system participation. **If an external freight forwarder / carrier has been commissioned, they are not considered importers – the ordering party is.**
- ◆ The important thing is that **a decision on this issue that is legally binding for both contracting parties is agreed upon before any packaging is placed on the German market** and has participated in a system (system participation requirement). The party under obligation must also register with the ZSVR (registration requirement), and specify product brand names (specification of brand names).
- ◆ For compliance purposes, the **final distributor in Germany** must ensure that the obligations of the Verpackungsgesetz are met, otherwise the goods will be **banned from distribution** in Germany.

# Statutory amendments as of 1 July 2022

## Additional obligations for new target groups

- ◆ **Final distributors of service packaging are required to indicate delegation if they purchase exclusively pre-participated packaging.**
- ◆ **New obligations for electronic marketplaces and fulfilment service providers:**
  - **Electronic marketplaces:** Electronic marketplaces may only allow packaging subject to system participation to be offered for sale if the producers have participated this packaging with a system. In general, packaging may only be offered for sale on an electronic marketplace if the producers have duly registered in the LUCID Packaging Register.
  - **Fulfilment service providers:** Fulfilment service providers have to check and ensure that ordering parties are meeting their packaging law obligations, i.e. have registered in the LUCID Packaging Register and concluded a system participation agreement with one or more system(s). Otherwise, fulfilment service providers are no longer allowed to offer their services to their ordering parties. There is a distribution ban on those goods.
- ◆ **Authorising a representative**
  - For international companies without a branch in Germany there is the option of appointing an authorised representative located in Germany to fulfil their obligations under the German Verpackungsgesetz for them – with the exception of registration.

## What applies for own brands (no imports)?

- ◆ If **sales packaging is placed on the German market on behalf of a (retail) company using its (own) brand and/or name** without naming the filling company on the packaging, in that case it is the **ordering party** and not the filling party that is to be classified as the producer / initial distributor if the packaged goods are also handed over to the ordering party.
- ◆ **The registration and system participation requirements depend on the status as a 'producer' or 'initial distributor' within the meaning of the Verpackungsgesetz.** The Verpackungsgesetz defines 'producers' / 'initial distributors' as the party being the first to hand over – to third parties in Germany – packaging filled with goods for the purpose of distribution, consumption or use on a commercial basis (section 3 (9) VerpackG). This is generally the manufacturer of the packaged product. The manufacturer has to register in the LUCID Packaging Register as a producer by no later than 1 July 2022, indicating the packaging type and the corresponding brand names. For packaging subject to system participation, the registration and system participation requirements already apply as of today.



## 5. New registration process and registration amendment since 5 May 2022

# The new registration process...

- ◆ was launched on 5 May 2022 so that companies can prepare and fulfil their legal obligations by 1 July 2022.
- ◆ was streamlined from eight to five steps.
- ◆ uses check boxes to ask for details about the packaging types that a company places on the German market
- ◆ offers help at key points to ensure a smooth registration process.
- ◆ means that no data reporting about packaging volumes needs to be submitted for packaging not subject to system participation. But there are other obligations; please see section 15 VerpackG for the return and recovery obligations that apply for companies placing packaging on the market that is not subject to system participation.
- ◆ The ZSVR will publish more guidance on the new registration requirements in the coming weeks, with three explanatory films about...
  - the new obligations,
  - the new registration process, and
  - registration amendments for those who had registered already.

# The new registration process...

## Create login

Welcome to the ZSVR's portal. Here you can create a login to register in the LUCID Packaging Register.

As a producer of goods / importer / mail order company, please enter your information for registration pursuant to section 9 VerpackungG (Packaging Act) in the relevant fields.

After completing registration, you will be sent a registration administrative act by e-mail. As required by law, your name (company), address and contact details (excluding e-mail address), VAT number or taxpayer reference number, registration date, packaging information and brand name(s) will be published in the public register.

### Producer data

Please enter your company name. Please state the business/trading name that your company uses to place packaging filled with goods on the German market. Please also select the language in which you would like to receive e-mail communications.

Name (company name) \*  Language of e-mail communication \*

### Designated person

Please enter a person authorised to represent the company. This can be e.g. an individual chair, managing director, authorised signatory, authorised agent/agent with sole power of representation or the company owner. The person authorised to represent the company must confirm on behalf of the company that the details for registration are true.

Salutation \*  Academic Title  First Name \*  Last Name \*

### Login data / contact Person

Please enter the person responsible for handling registration within your company and a corresponding e-mail address here. This person could be an administrator, team leader or department head. They will be responsible for ensuring that the registration details entered are accurate. Then enter a password of your choosing.

- The contact person is the same person as the designated person.  
 The contact person is not the same person as the designated person.

Login e-mail address \*  Login e-mail address (repetition) \*

Password \*  Password (repetition) \*

**How do you register? Our explanatory film about first-time registration will walk you through the process:**

<https://www.verpackungsregister.org/en/information-orientation/instructions-further-information/explanatory-films/registration-in-lucid>

# The new registration amendment

- ◆ Login still as a **producer**.
- ◆ A new tile called 'Details about the packaging' will have been added to your dashboard.
- ◆ Click on 'Edit' to open a new screen with the following steps:



- ◆ The remaining process is the same for registration amendments and first-time registrations.
- ◆ Under 'Summary' you will have to provide a declaration:

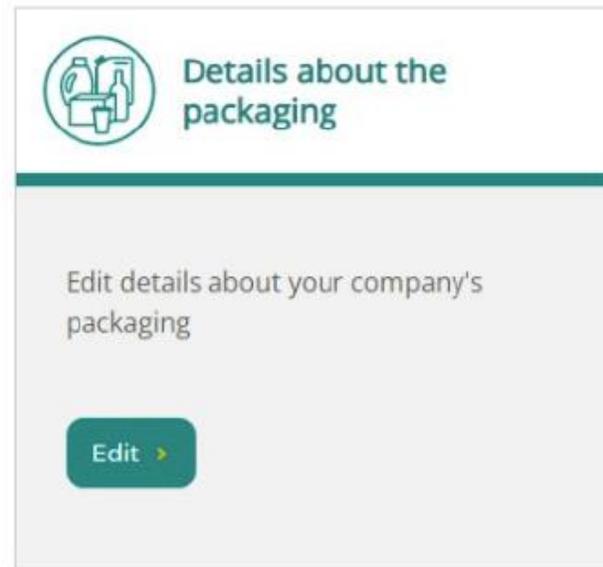
## Statements

from 1 July 2022

- I exclusively place service packaging with pre-participation on the German market. \*
- I hereby declare that the data I have provided in the application are true (§ 9 section 2 number 7 VerpackG). \*

< Back

Submit change registration >



# Important information for your registration in the LUCID Packaging Register

- ◆ To make sure that you can log in to the LUCID Packaging Register and comply with statutory requirements at all times, please store your login data in a safe place.
- ◆ Please ensure that messages can always be delivered to the e-mail address you provided to LUCID.
- ◆ Registration amendment: If the brand name of your packaging subject to system participation is identical with the brand name of your packaging not subject to system participation, all you have to do is check the box to indicate that the brand name listed already is valid for both packaging categories.



Brand name	Packaging subject to system participation 	<b>from 1 July 2022</b> Packaging not subject to system participation 	Actions
Brandname4		-	 

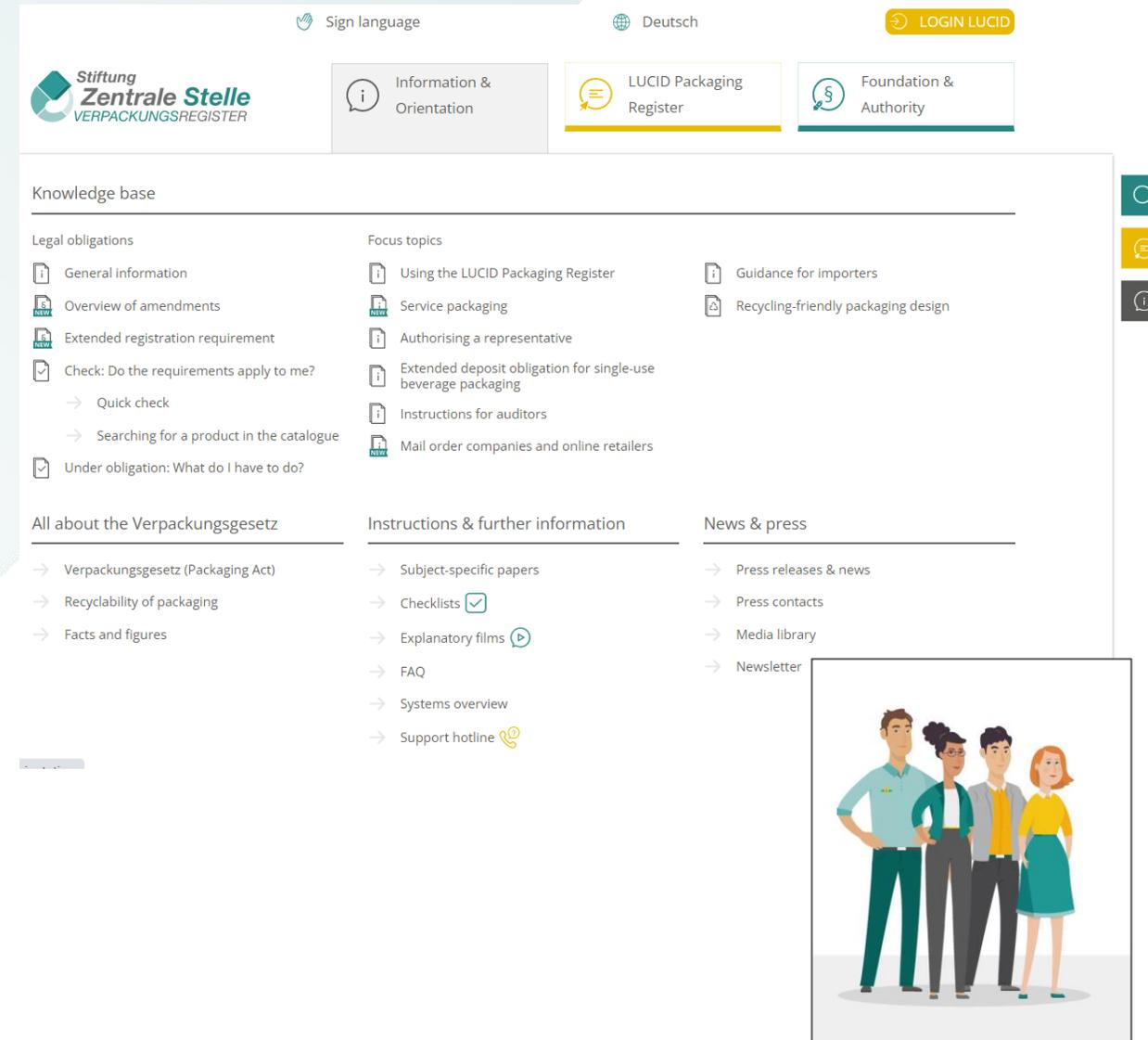


## 6. Communications activities in 2022

# Communications activities in 2022

Where do you find what you need to know?

- ▶ The ZSVR's main communication tool is its bilingual website (German/English), which is continuously expanded with knowledge bases on important issues. Some information is available in Chinese as well.
- ▶ Continuing development of explanatory materials:
  - » Explanatory films (first-time registration, registration amendment, Verpackungsgesetz 2.0 with amendments)
  - » Checklists, graphics
- ▶ Distributing information via multipliers (associations, chambers of commerce, systems and other specialist multipliers)
- ▶ Information campaigns for online retailers and final distributors of service packaging, as well as about extended producer registration
- ▶ Talks/webinars
- ▶ Press reports in both general and trade press
- ▶ Social media activities started on LinkedIn on 28 April 2022 and on Twitter on 18 May 2022
- ▶ Podcast covering everything you need to know about the Verpackungsgesetz about to be finalised



The screenshot displays the website's navigation bar with options for 'Sign language', 'Deutsch', and 'LOGIN LUCID'. Below the navigation bar are three main menu items: 'Information & Orientation', 'LUCID Packaging Register', and 'Foundation & Authority'. The main content area is titled 'Knowledge base' and is organized into several columns:

- Legal obligations:** General information, Overview of amendments, Extended registration requirement, Check: Do the requirements apply to me? (with sub-links for Quick check and Searching for a product in the catalogue), Under obligation: What do I have to do?
- Focus topics:** Using the LUCID Packaging Register, Service packaging, Authorising a representative, Extended deposit obligation for single-use beverage packaging, Instructions for auditors, Mail order companies and online retailers.
- All about the Verpackungsgesetz:** Verpackungsgesetz (Packaging Act), Recyclability of packaging, Facts and figures.
- Instructions & further information:** Subject-specific papers, Checklists (with a checkmark icon), Explanatory films (with a play button icon), FAQ, Systems overview, Support hotline (with a speech bubble icon).
- News & press:** Press releases & news, Press contacts, Media library, Newsletter.

On the right side of the page, there is a vertical sidebar with search and navigation icons. At the bottom right, there is an illustration of four diverse people standing together.

# The ZSVR joined LinkedIn in late April

## Clear focus on registration

Zentrale Stelle Verpackungsregister (ZSVR)  
110 Follower:innen  
6 Tage • 6

Registrieren – der Beitrag für eine funktionierende Kreislaufwirtschaft

Pflichten, Hintergründe, Neuerungen: Wir sind jetzt auch hier und informieren Sie über alle wichtigen Entwicklungen rund um das **#Verpackungsgesetz**. **#Nachhaltigkeit** und ökologisches Handeln beginnen bei jedem Einzelnen, denn Veränderung braucht Verantwortung. Abfallvermeidung ist das oberste Ziel. Doch wenn es **#Verpackungen** braucht, müssen diese umweltgerecht sein. Nur wenn dieses Bewusstsein bei jedem Einzelnen in Industrie und Handel verankert ist, kann **#Kreislaufwirtschaft** gelebt werden.

Jeder muss Verantwortung für Verpackung und Umwelt übernehmen und seinen Beitrag leisten – dafür setzen wir uns ein! Dazu gehört, dass sich verpflichtete Unternehmen im **#Verpackungsregister** LUCID registrieren und ihre Pflichten erfüllen: vor allem das **#Recycling** ihrer Verpackungen bezahlen.

Der Countdown läuft. Bis zum 1. Juli 2022 müssen sich alle Unternehmen, die Verpackungen in Deutschland in Verkehr bringen, im Verpackungsregister LUCID registrieren. Folgen Sie uns und bleiben Sie auf dem Laufenden. Weitere Informationen zu uns und unseren Aufgaben finden Sie unter <https://lnkd.in/d2aaga5>

Jetzt registrieren und den Kreislauf unterstützen! Einfach, schnell, digital!

**#zsvr #registrierenistfair**



Der Beitrag für eine funktionierende Kreislaufwirtschaft



Zentrale Stelle Verpackungsregister (ZSVR)  
110 Follower:innen  
1 Tag • 6

Registrieren – Verantwortung für Verpackungen und Umwelt

Ihre Verpackung, Ihre Verantwortung: Wenn Sie verpackte Waren in Verkehr bringen, müssen Sie dafür sorgen, dass Sie die Umwelt damit möglichst wenig belasten. Sie sind für die Vermeidung, die Wiederverwendung und das Recycling Ihrer **#Verpackungen** verantwortlich – nicht nur im ethischen, sondern auch im gesetzlichen und vor allem im finanziellen Sinne.

Um verantwortlich zu handeln, müssen Sie sich im **#Verpackungsregister** LUCID registrieren und das **#Recycling** Ihrer Verpackungen bezahlen. So regelt es das **#Verpackungsgesetz**. Je nachdem, welche Verpackungen Sie mit Ware befüllen und vertreiben, müssen Sie noch weitere Pflichten beachten. Welche das sind und wie Sie diese erfüllen, erfahren Sie auf unserer Webseite unter <https://lnkd.in/d2aaga5>

Jetzt registrieren und **#Produktverantwortung** übernehmen!

**#zsvr #registrierenistfair #kreislaufwirtschaft**

### Registrieren!



Verantwortung für Verpackungen und Umwelt



Zentrale Stelle Verpackungsregister (ZSVR)  
110 Follower:innen  
Jetzt • 6

Registrieren – smart und digital. Verpackungsregister jetzt!

Die Pflichten sind gleich: Sie sind Produzent von Waren, führen ein **#Handelsunternehmen**, sind **#Importeur** oder **#Onlinehändler**? Es gibt viele Konstellationen, um als „Hersteller“ nach dem **#Verpackungsgesetz** zu gelten. Wer unter diesen Begriff fällt, muss seine verpackungsrechtlichen Pflichten erfüllen. Der erste Schritt ist die Registrierung im **#Verpackungsregister** LUCID.

Registrieren Sie sich jetzt unter <https://lnkd.in/dXfnN2SE>

**#zsvr #verpackungen #registrierenistfair**

### Registrieren!

Hersteller können sein ...



Smart und digital. Verpackungsregister jetzt!



Zentrale Stelle Verpackungsregister (ZSVR)  
143 Follower:innen  
Jetzt • 6

Registrieren – der erste Schritt zur Transparenz

Versand-, Transport- oder Verkaufsverpackungen: Unternehmen befüllen verschiedene **#Verpackungen** mit und ohne Systembeteiligungspflicht mit Waren und geben diese an ihre Kunden ab.

Das Aufkommen von Verpackungsabfällen ist, nicht zuletzt auch durch die Zuwachsraten im Onlinehandel, in den vergangenen Jahren deutlich gestiegen. Jeder muss seinen verpackungsrechtlichen Pflichten nachkommen.

Die Registrierung im **#Verpackungsregister** LUCID ist der erste Schritt zu mehr Transparenz. Bis zum 1. Juli 2022 muss sich jedes Unternehmen, welches verpackte Waren in Deutschland in Verkehr bringt, dort registrieren. Dabei ist es unerheblich, um welche Verpackung es sich handelt. Handeln Sie produktverantwortlich und registrieren Sie sich unter <https://lnkd.in/dHypK3tk>

**#zsvr #registrierenistfair #systembeteiligung**

### Registrieren!

VERPACKUNGEN MIT SYSTEMBETEILIGUNGSPFLICHT	VERPACKUNGEN OHNE SYSTEMBETEILIGUNGSPFLICHT
	

Der erste Schritt zur Transparenz



Gefällt mir    Kommentar

Zentrale Stelle Verpackungsregister (ZSVR)  
165 Follower:innen  
4 Tage • 6

Registrieren – Verantwortung für Verpackungen und Umwelt

**#Onlinehändler** aufgepasst! Vertreiben Sie Ihre Ware über Marktplätze? Dann machen Sie sich auf verstärkte Kontrollen gefasst, ob Sie Ihre verpackungsrechtlichen Pflichten erfüllen. Die Marktplätze müssen künftig prüfen, ob Sie im **#Verpackungsregister** LUCID registriert sind und Ihren Systembeteiligungspflichten nachkommen. Tun Sie das nicht, dürfen Sie Ihre Waren auf diesen Plattformen nicht mehr anbieten.

Welche **#Verpackungen** sind im Onlinehandel systembeteiligungspflichtig? Welche Änderungen ergeben sich aus der Novelle des **#Verpackungsgesetzes**? Welche Pflichten gelten für Fulfillment-Dienstleister oder beim Dropshipping? Informieren Sie sich zu den Pflichten und deren Umsetzung auf der Webseite der Zentralen Stelle Verpackungsregister. Hier finden Sie Antworten auf die zehn wichtigsten Fragen: [https://lnkd.in/desD5\\_QKm](https://lnkd.in/desD5_QKm)

**#zsvr #registrierenistfair #ecommerce**

### Registrieren!



Verantwortung für Verpackungen und Umwelt



# The ZSVR joined Twitter on 17 May

## Addressing journalists and international target groups

 **Zentrale Stelle Verpackungsregister (ZSVR)**  
165 Follower:innen  
3 Min. • 

Registrieren – der Beitrag für mehr Transparenz

Keine Ausnahmen mehr: Bis zum 1. Juli 2022 muss sich jedes Unternehmen, das verpackte Waren in Verkehr bringt, im **#Verpackungsregister** LUCID registrieren. Diese Pflicht gilt unabhängig von der jeweiligen **#Verpackung**. Die neue gesetzliche Regelung soll zu mehr Transparenz und Fairness im Markt der Verpackungsentsorgung führen. Registrieren Sie sich jetzt und leisten Sie Ihren Beitrag!

Mehr zu diesem Thema finden Sie in unserem Erklärfilm!

[#zsvr](#) [#registrierenistfair](#) [#gemeinsamtransparenzschaffen](#)



Neu zum 1. Juli 2022  
Für jede Verpackung muss eine Registrierung vorliegen

Abspielen

1:15

Erklärfilm

 **Zentrale Stelle Verpackungsregister @ZSVR\_LUCID** · 1s

Jeder muss Produktverantwortung für seine **#Verpackungen** tragen. Nur wenn dieses Bewusstsein in Industrie und Handel verankert ist, kann **#Kreislaufwirtschaft** funktionieren. Der erste Schritt ist die Registrierung im **#Verpackungsregister** LUCID.  
[#registrierenistfair](#) [#zsvr](#)



**Registrieren!**

Der Beitrag für eine funktionierende Kreislaufwirtschaft

Stiftung **Zentrale Stelle** VERPACKUNGSREGISTER

 **Zentrale Stelle Verpackungsregister @ZSVR\_LUCID** · 7m

Bringt die Novelle VerpackG mehr Transparenz und Wettbewerbsgleichheit in **#Industrie** und **#Handel**? Melden Sie sich zur **#Pressekonferenz** am 2. Juni mit [@GundaRachut](#) (ZSVR), Astrid Teckentrup ([@PGDeutschland](#)) und Sven Spork ([@rewe\\_group](#)) an [presse@verpackungsregister.org](mailto:presse@verpackungsregister.org)



**Stiftung Zentrale Stelle VERPACKUNGSREGISTER**

**PRESEKONFERENZ**

**Produktverantwortung 2.0: Mehr Transparenz und Wettbewerbsgleichheit in Industrie und Handel**

**TERMIN**  
Donnerstag, 2. Juni 2022  
10:00 Uhr bis 11:30 Uhr

**ORT**  
Hybridveranstaltung auf der Messe München  
Konferenzraum A61

**REFERENTEN**

GUNDA RACHUT  
VORSTAND DER STIFTUNG ZENTRALE STELLE VERPACKUNGSREGISTER (ZSVR)

ASTRID TECKENTRUP  
KURATORIUMSVORSTZENDE DER ZSVR  
VORSITZENDE DER GESCHÄFTS-FÜHRUNG PROCTOR & GAMBLE IN DEUTSCHLAND, ÖSTERREICH & SCHWEIZ

DR. SVEN SPORK  
KURATORIUMSVORSTZENDE DER ZSVR  
BEREICHSVORSTAND CORPORATE AFFAIRS IN DER REWE GROUP

Auch Online über WebEx



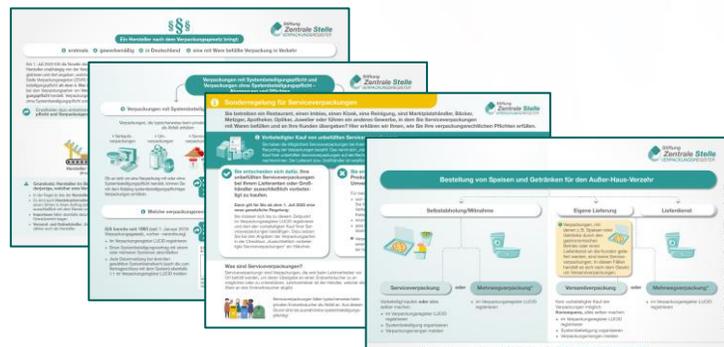
# Communications activities in 2022

A plethora of media

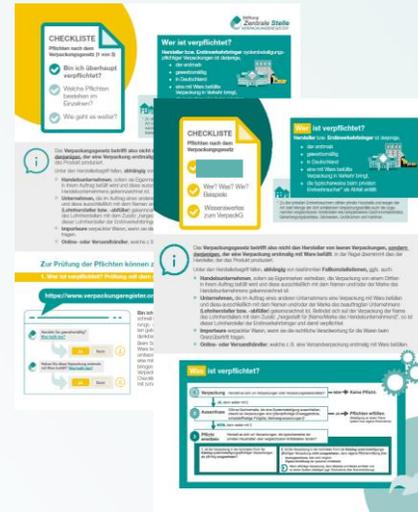
## Explanatory films



## Graphics



## General and sector-specific checklists



## 3 steps to ensure lawful conduct

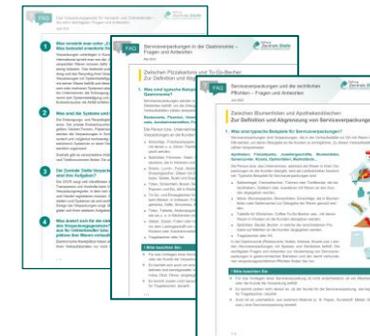


## Subject-specific information



## Quick check to check the system participation requirement

## Essential questions and answers for 1) online retailers 2) F&B / other industries



# **Stiftung Zentrale Stelle** **VERPACKUNGSREGISTER**

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[Stephan.Pult@Verpackungsregister.org](mailto:Stephan.Pult@Verpackungsregister.org)

Foundation headquarters: City of Osnabrück | Chair: Gunda Rachut

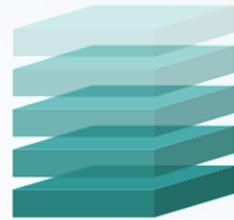
Foundation authorities: Amt für regionale Landesentwicklung Weser-Ems (Weser-Ems Office for Regional State Development) | Foundation register no.: 16 (085)

Image credit: [www.verpackungsregister.org/impressum](http://www.verpackungsregister.org/impressum)

# Extended producer responsibility for packaging

In a nutshell...

- ✓ Respecting the law, fairness and the future
- ✓ Register your company in the LUCID Packaging Register and live up to your producer responsibility.



## LUCID

Creating transparency  
together

- ✓ Are there still some questions? Write an email to [Anfrage@verpackungsregister.org](mailto:Anfrage@verpackungsregister.org)
- ✓ For IT-related questions about the LUCID Packaging Register, please do not hesitate to call our support hotline: +49 541 34310555 |