

Media information

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Study into packaging marketing claims

“Made for Recycling”: an island of positive impact in a sea of green claims

- +++ Market check: only three of 163 marketing claims comply with planned EU rules**
- +++ „Made for Recycling“: With the internationally established seal, Interseroh+ offers manufacturers and retailers throughout Europe the opportunity to advertise in a legally compliant manner**
- +++ Science-based packaging assessment and high degree of transparency**

Cologne. The EU Commission’s proposed Green Claims Directive aims to give greenwashing the red card in Europe by creating greater transparency around environmental marketing claims and preventing confusion among consumers. In a study entitled “The State of Green Claims 2024”, experts from House of Change examined the extent to which manufacturers already meet the proposed new requirements. In a sobering verdict, the study revealed that of 163 marketing claims on 78 branded products, only three met the criteria of the Green Claims Directive. The good news is that the “Made for Recycling” quality seal is one of the few positive exceptions. According to the study, this means that Hochland Deutschland GmbH markets the recyclability of its Grünländer cheese packaging in a transparent, substantiated and easy-to-understand way. In addition to providing the information “Recyclability: very good” on its packaging, Grünländer has also printed a link that consumers can follow to view the company’s Interseroh+ certification directly.

“The path to responsible consumption is paved with transparent and reliable information,” said Frank Kurrat, **CSO of Interseroh+.** **“Our ‘Made for Recycling’ quality seal is helping our customers to make their packaging legally compliant in good time – and set themselves apart from the competition when it comes to sustainability.”**

Verifiability is key

Verifying green claims is one of the cornerstones of the EU’s new directive, which is scheduled to come into force no earlier than the end of 2024. According to the draft directive, anyone printing terms such as “climate-neutral” or “recyclable” on their packaging must also be able to prove it in future. The “Made for Recycling” quality seal is an internationally recognised standard for packaging recyclability. It was developed jointly by Interseroh+ and the bifa environmental institute on the basis of a scientific assessment method and has been independently validated by the Fraunhofer Institute for Process Engineering and Packaging.

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Packaging is analysed at Interzero's Centre of Competence for Plastics Recycling in Maribor, the only accredited EU research institution that specialises in the development and analysis of recycled plastics. Assessments not only consider the packaging materials and the design but also account for local sorting and recycling infrastructure, which can vary widely from one country to another. Manufacturers receive valuable insights into optimising their packaging for sustainability.

They are then entitled to use the "Made for Recycling" quality seal if they obtain a "good" or "very good" evaluation from the packaging analysis.

About Interseroh+:

Interseroh+ is the recycling alliance of circular economy services provider Interzero. The services offered by Interseroh+ GmbH are aimed at all companies that not only want to comply with their legal obligations to license packaging but also want to take responsibility themselves for working to close recycling and raw material loops by becoming partners of the Recycling alliance. For more information about Interseroh+, visit www.interseroh.plus or [LinkedIn](#).

About Interzero:

Interzero is one of the leading service providers in the field of closing product, material and logistics loops as well as an innovation leader in plastics recycling with the largest sorting capacity in Europe. Under the guiding principle of "zero waste solutions", the company supports over 50,000 customers throughout Europe in the responsible handling of recyclable materials, thus helping them to improve their own sustainability performance and conserve primary resources. With about 2,000 employees, the company achieves a turnover of over one billion euros (2021). According to Fraunhofer UMSICHT, Interzero's recycling activities saved one million tonnes of greenhouse gases compared to primary production and more than 8.7 million tonnes of primary raw materials in 2022 alone. As a pioneer for the circular economy, Interzero is the winner of the 2024 German Sustainability Award and the related special award in the "Resources" transformation field for 2024. Further information can be found at www.interzero.com.

Please also note our online portal providing information (in German) about raw materials and recycling: www.recyclingnews.de.

The attached photo can be used freely by citing © House of Change / info.link as a source.

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For questions and answers on proper waste separation and recycling go to www.muelltrennung-wirkt.de.