



Delta Plan for Circular Plastic Packaging

A promising start: growing commitment and first matches made

The Netherlands ranks among the frontrunners in Europe for packaging recycling, but this position is now under pressure. Recyclers are struggling, and the new Packaging and Packaging Waste Regulation (PPWR) is imposing stricter requirements on the use of recycled content.

For Verpact – together with a group of 20+ brand owners – these challenges have prompted the creation of the Delta Plan for Circular Plastic Packaging. Our aim is to enable greater use of high-quality recyclate, accelerate innovation, and invest in processing capacity. The Delta Plan for Circular Plastic Packaging is composed of the Circular Plastic Bank, an innovation programme, and Rate Differentiation.

Initial results

The Delta Plan for Circular Plastic Packaging was launched in the summer and is making promising strides forward. The first matches have been made between supply and demand for recyclate, and the insights gained are being used for further development and professionalisation.



A growing commitment: the pledge group and interest are growing

More and more new brand owners are joining. During round table sessions, they are sharing their experiences and obstacles they face. Interest in the Delta Plan is also growing outside of this group.



Rate differentiation: financial incentive for using recyclate

To provide a financial incentive for using additional recyclate, we have designed a continued development plan for rate differentiation. While this will take effect from 2027, we will start communicating on this initiative in 2026 to leave ample time for the preparations required.



Certification: what are the options?

We are exploring the options and requirements related to certification. Certification improves traceability throughout the chain and provides evidence for legislation and tariff differentiation.



Expanding volume: matchmaking for supply and demand

On top of the volume pledged (115,000 tonnes of circular plastic above the legal requirement, representing a 265 kton CO₂ reduction per year), we are also connecting supply and demand throughout different steps in the value chain, for specific material flows through matchmaking. To support this, the multidisciplinary Verpact team has been expanded to include a Recyclate Deployment Manager.



Broadening support: where is the need?

We approached 225 brand owners to identify the additional demand and conducted a broad survey to determine the supply-side situation. We are using this information to improve the support we provide.



Innovation programme: resolving mismatches

We are investing in initiatives that resolve mismatches throughout the chain, such as Collection Systems of the Future (collection), ChowsAI (sorting), RePliCa, Obbotec and Sabic (recycling).

The first matches between producers and processors are now a reality!

Sulayr, New Packaging Group, Luiten Food and Hessing - rPET in food packaging

Transparent PET trays made from Dutch PMD are being converted into new packaging materials after being recycled by Sulayr and processed by the New Packaging Group. Luiten Food and Hessing are now testing these circular trays for food packaging.

[Read the full case study here \(in Dutch\)](#)

De Paauw, Dijkstra Plastics & non-food industry - Recyclate in non-food bucket lids

Recycler De Paauw has developed a strong rPP compound that packaging manufacturer Dijkstra Plastics has deemed suitable for non-food lids. Brand owners PPG, Van Wijhe, Eurocol, Uzin Utz and Intergamma are all switching to this circular solution.

[Read the full case study here \(in Dutch\)](#)

