

The logo for 'horizon futures' is located in the top left corner. It features a white circle containing a yellow semi-circle at the top. Below the semi-circle, the words 'horizon' and 'futures' are stacked in a bold, black, sans-serif font. A thin white horizontal line passes through the middle of the circle, behind the text.

horizon  
futures

The background of the entire page is a photograph of the Pyramid of Kukulcan at Chichen Itza, Mexico. The pyramid is a large, stepped stone structure with a prominent staircase on the left side. The sky is a clear, pale blue, and the foreground shows a dry, grassy field with some agave plants in the lower part of the frame. The overall lighting is bright and natural.

# MEXICO 2023

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Packaging Legislative Analysis

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## LEGISLATION – MEXICO

### Circular Economy Law

A General Circular Economy Law was proposed in Mexico on 12th November 2019. If approved, the new Law would ensure that economic activities are carried out with observance of social and environmental standards that would allow the development of a sustainable economy.

The main objectives of the proposal are as follows:

- Guarantee the right of every person to live in a healthy environment.
- Reduce the environmental impact of economic activities, by minimising material waste and reducing the consumption of virgin raw materials through reuse, recycling and redesign.
- Reduce the generation of waste in order to minimise the impact on the environment and human health.
- Stimulate economic development via recovery of waste and new material production.
- Ensure that any residues that cannot be integrated into the production cycle are disposed of without detriment to the environment.
- Facilitate the incorporation of low environmental impact products into the national economy.
- Promote technological development for recycling, reuse and product redesign, based on a Circular Economy scheme.
- Develop and promote the integration of the informal sector (Mexico's economy that is neither taxed nor monitored by any form of government) associated with the waste recycling.
- Foster a culture of environmental co-responsibility in the population, to decouple economic growth from waste generation and excessive consumption of natural resources.
- Encourage transformation towards sustainable cities and communities.

If passed, the Draft would enforce a certification system to promote sustainable production practices. This means that actors involved in the extraction, transformation, modification or production of primary goods, energy, or raw materials, or in the manufacturing, processing or production of general goods, must obtain a Sustainable Production Certification from the Secretariat.

The Draft also stipulates that actors that are involved in the manufacture, processing, or production of items listed below, must present a Plan of Shared Responsibility.

- Products with a short shelf life
- Packaged products
- Packaging
- Consumer technology products
- Consumables of technological products

Actors providing distribution, disposal, marketing, donation or use activities in the process of distribution, marketing or disposal of the relevant products, are required to adhere to or present a Waste Management Plan to the Secretariat.<sup>1</sup>

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<sup>1</sup> [https://infosen.senado.gob.mx/sgsp/gaceta/64/2/2019-11-12-1/assets/documentos/Ini\\_Morena\\_Sen\\_Monreal\\_Ley\\_Conomia\\_Circular.pdf](https://infosen.senado.gob.mx/sgsp/gaceta/64/2/2019-11-12-1/assets/documentos/Ini_Morena_Sen_Monreal_Ley_Conomia_Circular.pdf)

## Single-use Plastics

There is currently no federal Law in Mexico regulating single-use plastics. However, several Laws have been proposed. In 2019, Mexico's plastics industry, Braskem Idesa, in partnership with the Business Coordination Council (Conselho Coordenador Empresarial, CCE) and the National Plastics Industry Association (Associação Nacional da Indústria do Plástico, ANIPAC) signed the National Agreement for the New Plastics Economy. This pact is a commitment with the federal government to reduce single-use plastic production and promote recycling.

The Agreement outlines three key goals for the plastics industry to reach by 2030<sup>2</sup>:

- **100% reusable, recyclable or compostable packaging**
- **80% collection rate for PET and 45% for all other plastics**
- **Approximately 30% of recycled content (PCR) in packaging**

**Although it is not a binding agreement, it does demonstrate Mexico's commitment to deliver a more sustainable economy. The parties have also agreed to register waste management plans with the Ministry of Environment and Natural Resources.**

**Several amendments to the General Law on the Prevention and Management of Waste 2008 have been proposed in an effort to reduce or ban the distribution and supply of problematic plastics, the first of which was on 21st May 2013. The Mexican President Enrique Peña Nieto enforced an amendment to the General Law targeting plastic and expanded polystyrene (EPS) articles and packaging.**

**The amendments required the Federal Government to issue Official Mexican Norms (NOMs) that establish the "technological and environmental efficiency criteria" for plastic and EPS used to make products, packaging and packing that once discarded, become waste. The Law states that these NOMs must take into account the principles of reduction, recycling and reuse and require the Federal Government to promote and disseminate information to the public on the "risks and effects" posed to environment and human health by packaging waste. The amendments require all states to amend their own waste legislation to reflect these mandates.**

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<sup>2</sup> <https://www.braskem.com.br/newsletter-carbon-neutral-detalhe-en/the-new-plastics-economy-agreement-in-mexico-one-year-on#:~:text=WHAT%20IS%20THE%20PROPOSED%20AGREEMENT,and%20out%20of%20the%20environment>.

# Appendix



## Introducing aura

### About Us

At the heart of our business is a sheer fascination with packaging and the impact it has on our world. Packaging's relationship with the environment is complex and we work with true ethical partners to educate, unite like-minded thinkers and share knowledge.

A global business, the reference point for packaging sustainability, utilising knowledge and data to provide the justification required to drive positive change.

### Services

Our expertise falls into three categories designed to deliver a strategic programme focused on the sustainability goals of our clients. These services are supported by a multi-disciplinary team made up of packaging, sustainability, technology and retail experts committed to making a measurable difference every day.

#### Consulting – Pioneering Packaging Strategy

We are packaging sustainability pioneers committed to true partnerships, focused on the delivery of mutual goals.

Our breadth of packaging sustainability knowledge across substrates, design, technical packaging, legislation, and recyclability allows us to evolve strategies to make a measurable difference both now and in the future.

Our Consultants build road maps for global change, our Technical Engineers develop specifications to refine the impact of your packaging and our Supplier Success Managers are on hand to assist with client education, communications and engagement.

As a result, we will deliver a robust strategy compliant with your sustainability goals aligned to current and future legislation.





### Technology – Managing Sustainability Everyday

We provide live data and control to deliver the accurate information you require to make real time decisions that impact your business and our planet.

**e-halo** is an unrivalled packaging sustainability platform combining state-of-the-art technology with consulting services, designed to manage the changing landscape of global packaging legislation, compliance, and sustainability commitments.

**e-halo** provides packaging component data at a granular level, making sustainable packaging part of everyday decision making.

**e-halo** manages compliance to evolving legislation and recyclability requirements with a comprehensive reporting suite allowing for real-time measurement against your business and sustainability targets.



### Insights – Data Driven Decisions

We utilise knowledge and data to provide the justification required to drive positive change.

**Data Management** – We interact with digital information every day. We gather, check, manage and translate data into valuable insights that our clients can use to measure and motivate positive change.

**Horizon Futures** – We offer horizon scanning services for global packaging legislation across 54 countries and for this we are unique. We interpret legislation rather than just quoting a legal directive, to help you understand the current and future packaging landscape. We then consider how emerging trends might potentially affect current policy and practice, enabling our clients to take a longer-term strategic approach to packaging sustainability.

## Our Management Team

We are packaging sustainability pioneers committed to true partnership, which means to us a relationship focused on the delivery of the mutual goals of our business and that of our clients.

### **Visionary**

Pioneering strategies which educate, unite and influence change

### **Responsible**

Real-time data drives the changes needed to positively impact our planet

### **Honest**

Decisions are informed, and our communications are authentic

### **Collaborative**

Ethical Partnerships unify our mutual goals to create a vision fit for the future



**Greg Lawson**  
Managing Director



**Gillian Garside-Wight**  
Consulting Director



**Harriet Young**  
Marketing Director

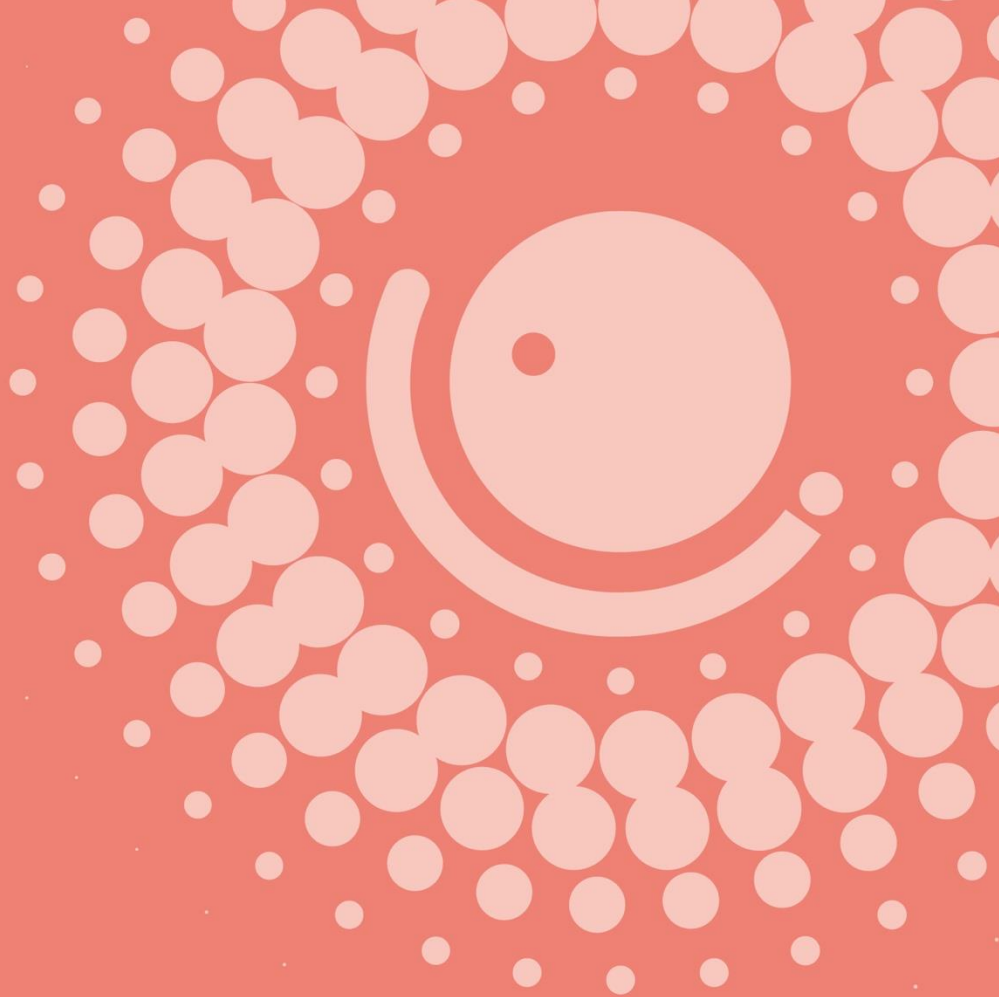


**Sarah Kroon**  
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**Trevor Yong**  
Business Development Director





Thank you from Team Aura