

Packaging legislation: Stay one step ahead

Navigate the maze of packaging regulations, globally

Horizon Futures, from Aura, is our premier horizon scanning service for global packaging legislation.

Our dedicated team of packaging consultants carefully assess packaging regulations across over 100 territories, helping you to interpret and understand global legislation rather than simply quoting legal directives.

Horizon Futures reports help you to:

Understand the current and future packaging landscape

Consider how emerging trends might influence existing policies and practices

Adopt a longer-term strategic approach to packaging sustainability



Your key topics covered, by territory

Horizon Futures reports provide clear and understandable regulatory information based on the latest available data. Each territory covered in our reports includes detailed insights on the following topics:

- **Overarching Legislation and Associated Regulation:** An overview of the primary legislation that governs packaging, exclusively by territory.
- **Extended Producer Responsibility (EPR):** Detailed obligations and definitions as applicable to the territory.
- **Recycling Legislation / Targets:** Current recycling laws and set targets for the territory.
- **Reuse Legislation / Targets:** Regulations and goals related to the reuse of packaging materials.
- **Plastics Regulations / Taxes:** Policies and taxes specific to plastic packaging, such as Single Use Plastics (SUP).
- **Deposit Return Schemes (DRS) / Container Deposit Schemes (CDS) / Bottle Bills:** Information on deposit return schemes in place or planned.
- **End of Life (EOL) Labeling Requirements:** Requirements for end-of-life recycling labeling for packaging components both mandatory schemes and voluntary.
- **Other Relevant Regulations:** Any other regulations pertinent to packaging in your operating sector.

“The global reference point for sustainable packaging”

What sets Horizon Futures apart?

- **Unique Expertise:** We specialize in interpreting packaging legislation to provide actionable insights.
- **Global Reach:** Our service covers over 100 territories, offering a broad perspective on packaging regulations.
- **Strategic Insights:** By considering emerging trends, we help you anticipate and adapt to potential changes in the regulatory landscape.
- **Clear Reporting:** Our reports are compiled and presented in a format that is easy to understand, ensuring you have the information you need to make informed decisions.



The benefits

- ✓ **Compliance Assurance:** Stay compliant with the latest packaging regulations across all your markets.
- ✓ **Risk Mitigation:** Understand potential fees and obligations to mitigate risks effectively.
- ✓ **Strategic Alignment:** Align your packaging strategy with current and future regulations.
- ✓ **Proactive Planning:** Plan for future legislation changes with confidence.
- ✓ **Enhanced Decision-Making:** Make informed decisions with clear, actionable insights.
- ✓ **Fit for the future:** Ensure your packaging strategy is robust and adaptable to future changes and challenges.

What our clients say



Twinings: “We needed to fully understand our packaging compliance needs globally to ensure our strategy was aligned, Aura provided the knowledge needed to ensure our strategy was fit for the future”. Claire Harvey, Int. Marketing Manager



Spectrum Brands: “With our products sold all across Europe we needed to understand our obligations and our potential fees to mitigate our risks – Aura Horizon Futures provided this insight”. Claire Kelly, EU Brand and Comms Manager



Amazon: “Understanding the constant change in packaging legislation has been a challenge but with Horizon Futures we got the clarity we needed”. Eva Bussey, Senior Commercialisation Packaging Manager



Castrol: “As a result of Aura’s Horizon Futures services we were able to plan for future packaging legislation across all our territories”. Rachel Bradley, Global Sustainability Director



Subway: “Great work. We loved the format of the report and Aura really understood our requirement. Horizon Futures provided all the information we needed”. Deniz Safa, Senior Manager of Innovation, NPD & Insight