Press Release

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Advancing Circularity

Henkel and WWF Germany enter into partnership to advance packaging circularity

Düsseldorf – Henkel, through its Henkel Consumer Brands business unit, and WWF Germany (World Wide Fund for Nature) have entered into a long-term partnership to jointly advance the circular economy for packaging. As part of the partnership, Henkel is supporting WWF's global Extended Producer Responsibility (EPR) program. Alongside efforts to advance EPR at the global level, the partnership will place particular focus on Mexico and Türkiye, where WWF will further expand its national EPR activities with Henkel's support.

Through the partnership, Henkel will support WWF's work to strengthen the conditions needed for effective collection, sorting and recycling systems, including evidence-based assessments, stakeholder dialogue, capacity building and awareness raising. The initiative recognizes that progress requires collaboration across the value chain, bringing together public authorities, companies, civil society, consumers and informal waste workers.

"Circularity is one of the fundamental elements of Henkel's sustainability strategy. Companies have a responsibility not only for the packaging they place on the market, but also for helping create conditions for materials to remain in circulation. By joining forces with WWF, we want to contribute to practical, collaborative solutions that can deliver lasting impact," said Agnès Thée, Corporate Vice President Global Sustainability, Henkel Consumer Brands.

A particular focus is the development and implementation of effective and socially inclusive EPR systems. In Mexico, the partnership will support the development of an effective and socially inclusive EPR system to improve packaging-waste management through regulatory guidance, capacity building and stakeholder engagement. In Türkiye, the partnership will focus on supporting improvement the effectiveness and implementation of the existing EPR system

for packaging through practical solutions and closer collaboration among relevant stakeholders.

“Packaging waste is a global challenge. To address this challenge, extended producer responsibility serves as a key tool for combating environmental pollution and facilitating the transition to a circular economy. With Henkel’s support, we aim to strengthen packaging waste collection and recycling systems in Mexico and Türkiye and make the insights gained available to other countries as well,” said Heike Vesper, Chief Executive Transformation and Policies at WWF Germany.

For Henkel, the partnership complements its own packaging targets. The company aims to make 100% of its packaging recyclable and increase the share of recycled plastic in its consumer goods packaging to at least 35% by 2030. In 2025, recycled plastic accounted for 28%, while 88% of its packaging was designed for recycling.

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2025, Henkel reported sales of about 20.5 billion euros and adjusted operating profit of around 3.0 billion euros. Henkel’s preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 50,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations.” More information at www.henkel.com

Photo material is available at www.henkel.com/press

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