Get Ready for RAM:

Your Guide to Recyclability Assessment with RAM Assess

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1. Simplify Recyclability Reporting. Reduce Future Costs.

RAM Assess is our purpose-built online platform designed to help you meet the requirements of the Recyclability Assessment Methodology (RAM) – a key obligation under Extended Producer Responsibility (EPR) regulations, which came into force on 1 January 2025.

Developed to streamline the complex process of assessing packaging recyclability, **RAM Assess** enables you to:

- Generate component-level recyclability RAG ratings at scale
- Automate bulk component assessments and save hours of manual work
- Identify packaging formats and materials likely to increase your EPR fees
- Calculate your estimated Local Authority waste management fees
- Forecast the financial impact of making strategic packaging changes

Whether you manage thousands of SKUs or a handful of key lines, **RAM Assess** gives you the insight and control to stay compliant, enhance your packaging data, and understand how your design choices influence future EPR costs. By improving data quality and highlighting potential cost impacts, **RAM Assess** helps you make smarter packaging decisions that support both compliance and wider business goals.

2. Why RAM Assess Matters

From 2026, the fees you pay for packaging compliance will be directly linked to how recyclable your packaging is. RAM assigns every component a **RED**, **AMBER**, or **GREEN** rating, and these ratings determine the modulated Local Authority waste management fees you'll pay under EPR.

RED	→	Difficult-to-recycle packaging is charged at a higher fee
AMBER	→	Moderately recyclable packaging incurs a standard base fee
GREEN	→	Widely recyclable packaging attracts the lowest fee

RAM is designed to reward better packaging design and penalise hard-to-recycle formats. The less recyclable your packaging, the more you'll pay.

That's where **RAM Assess** makes a key difference. It helps you:

- Identify packaging formats that could drive up future costs
- Close data gaps to help you avoid default **RED** ratings
- Make smarter, more sustainable packaging decisions
- Automate bulk recyclability assessments, saving hours of time and effort

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3. Find the Right RAM Assess Plan for Your Business

RAM Assess is designed to meet the specific needs of your business, with three tailored tiers: **Core**, **Cost Reduce**, and **Transform**. Whether you're aiming to meet baseline compliance or drive strategic change, each tier offers increasing functionality to help you stay compliant and reduce costs.

RAM Assess Core — Meet Basic RAM Compliance Requirements

Included as standard with Clarity membership, **Core** supports you in meeting your RAM reporting obligations. With **Core** you can:

- Upload packaging data and receive **RED**, **AMBER**, or **GREEN** (RAG) ratings
- Identify missing or incomplete data to avoid costly default **RED** ratings
- Produce bulk RAG outputs to support your submission
- Service available during Clarity data submission periods only

A simple tool that supports obligated producers in carrying out RAM assessments.

RAM Assess Cost Reduce — Turn Compliance into Cost Savings

Cost Reduce goes beyond basic compliance, helping you lower future EPR fees with improved data and smarter packaging decisions. With this tier, you can:

- Analyse packaging data by SKU, component, or material
- Target the biggest cost-saving opportunities by prioritising changes with the highest recyclability impacts
- Use dashboards to visualise your packaging data and identify high impact formats
- Export RAG outputs to support procurement, redesign, and reporting
- Year-round access to support ongoing packaging decision

Ideal for businesses seeking actionable insights to cut costs, avoid **RED**-rated risks, and align compliance with commercial goals.

RAM Assess Transform — Optimise your Packaging Strategy

Our most advanced tier, **Transform** is built for multi-site operations and sustainability-focused teams. It provides year-round access to powerful tools that embed recyclability into your packaging development and operational strategy.

- Edit and review data live within the **RAM Assess** platform
- Set and track cost-saving and recyclability targets
- Enable multi-user access across teams and sites
- Generate RAM-rated data to support your EPR submission
- Year-round access to support ongoing packaging decision

Transform helps you embed recyclability into business strategy, reduce packaging costs, and meet sustainability goals.

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4. RAM Assess: Tier Features Summary

Navigating RAM doesn't have to be complicated. **RAM Assess** simplifies the entire process, enabling quick, accurate component-level assessments so you can make smarter packaging decisions, minimise costs, and stay compliant with confidence.

Whether you're meeting basic requirements or driving long-term strategy, **RAM Assess** has a tier to match your business. The table below outlines the key features of each option - **Core**, **Cost Reduce**, and **Transform** - so you can select the right level of support for your goals.

Feature	Core RAG assessment only	Cost Reduce *Most Popular* Cut compliance costs with smarter data	Transform Leverage data for strategic decision making
Access to the RAM Assess dashboard and data insights	✔	✔	✔
Generate RAG recyclability ratings by component	✔	✔	✔
Automate bulk RAG assessments for multiple SKUs	✔	✔	✔
Forecast modulated waste management fees		✔	✔
Identify and resolve Red ratings caused by incomplete data		✔	✔
Evaluate cost impacts per component, material and supplier		✔	✔
Year-round access for continuous packaging decision-making		✔	✔
Import, merge and consolidate multiple datasets to streamline analysis			✔
Edit, model and track live dataset changes for strategic decision making			✔
Multiple dashboards to track product, component and supplier costs			✔
Multi-user access for cross-functional teams and sites			✔
For Clarity Members*	**Included**	**£3,499** /Annum	From **£9,950** /Annum
For Non-Clarity Members*	**£1,000** /Annum	**£4,999** /Annum	From **£9,950** /Annum

*Prices are exclusive of VAT

Not sure which tier is right for you?

Our account management team is here to help. If you're unsure which **RAM Assess** tier best fits your business, get in touch.

We'll assess your needs and recommend the most effective solution based on your packaging profile, compliance goals, and cost-saving opportunities.

Simply e-mail us: **info@clarity.eco**

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5. Completing Your RAM Assessment with RAM Assess

RAM Assess is your essential platform for navigating the key requirements of the recyclability assessment process, enabling you to quickly and confidently complete component-level assessments and understand the commercial impact of your packaging choices.

Here's how it works:
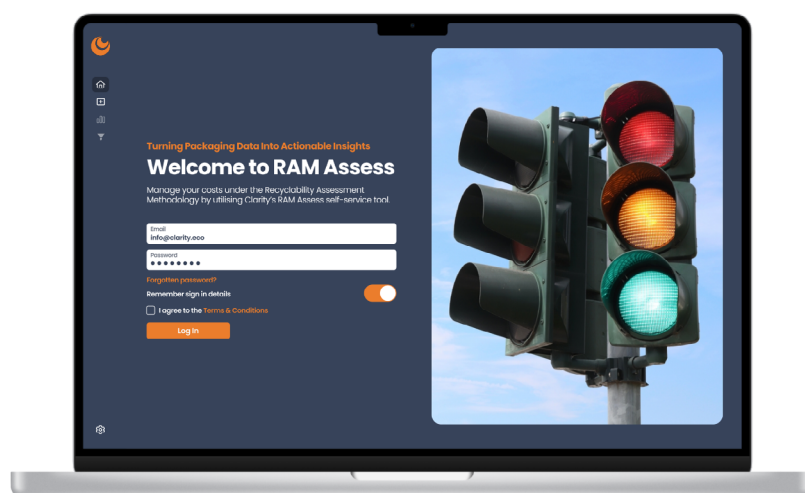
1 Download Your Data Templates

Start by downloading and completing the RAM Data Template, where you'll input product, component, and material details.

Download your templates

Download the packaging component and sales templates, designed to be populated with the key information required for your packaging data submissions and reporting.

RAM Packaging Component Template

This template captures the key product and component details needed under EPR and RAM to generate your reports.

Download Template

Product Sales Template

This template relates to your product sales and is essential for us to provide financial information in your reports.

Download Template

If you're using **Cost Reduce** or **Transform**, also download the Product Sales Template to capture sales volumes by SKU or product line, which enables **RAM Assess** to calculate your waste management fees.

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2 Upload Your Packaging Data

Upload your completed Excel files directly to the **RAM Assess** platform. **RAM Assess** then reads and processes your data to prepare each packaging component for assessment.

Upload your Data

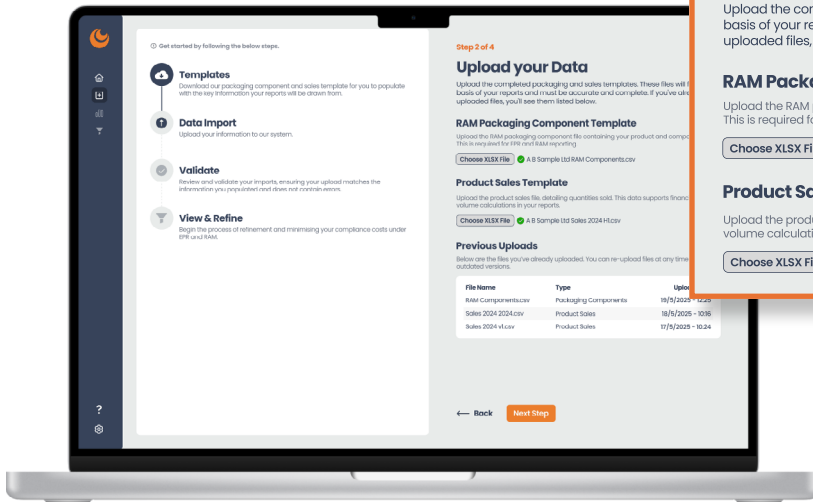Upload the completed packaging and sales templates. These files will form the basis of your reports and must be accurate and complete. If you've already uploaded files, you'll see them listed below.

RAM Packaging Component Template

Upload the RAM packaging component file containing your product and component data. This is required for EPR and RAM reporting.

[Choose XLSX File] ✓ A B Sample Ltd RAM Components.csv

Product Sales Template

Upload the product sales file, detailing quantities sold. This data supports financial and volume calculations in your reports.

[Choose XLSX File] ✓ A B Sample Ltd Sales 2024 H1.csv

3 Validate Your Data

RAM Assess summarises the uploaded data, confirming the number of SKUs and components. You'll be prompted to fix any format errors or data gaps before continuing.
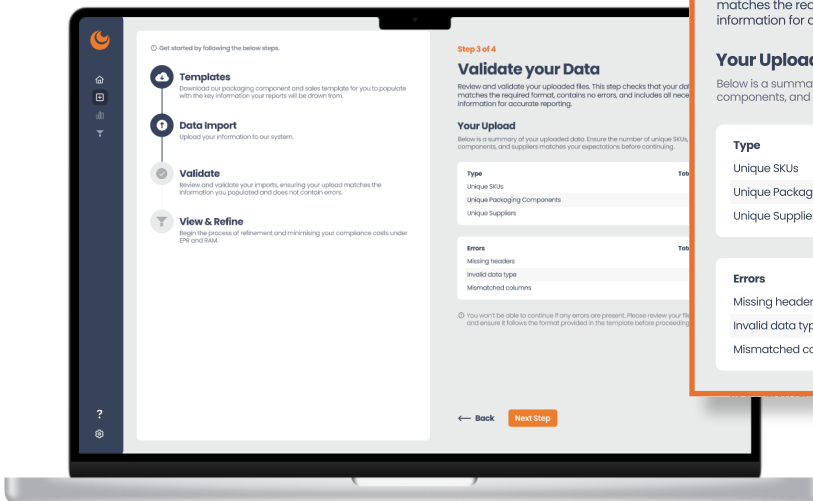
Validate your Data

Review and validate your uploaded files. This step checks that your data matches the required format, contains no errors, and includes all necessary information for accurate reporting.

Your Upload

Below is a summary of your uploaded data. Ensure the number of unique SKUs, packaging components, and suppliers matches your expectations before continuing.

Type	Total Count
Unique SKUs	613
Unique Packaging Components	1,432
Unique Suppliers	322

Errors	Total Count
Missing headers	2
Invalid data type	10
Mismatched columns	1

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View and Refine Your RAM Data

You'll be presented with on-screen instructions on how to understand and interpret your **RAM Assess** dashboard before you access your RAG rating report.
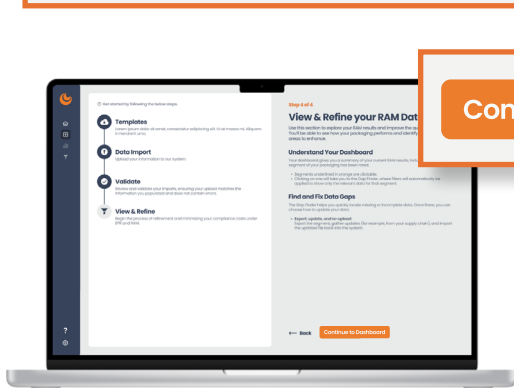
Continue to Dashboard

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View Your RAM Dashboard

The **RAM Assess Core** dashboard gives you a clear summary of your packaging components, using **RED**, **AMBER** and **GREEN** (RAG) recyclability ratings.

Use the "**Export All Data**" function to download your component data, complete with RAG ratings, ready to support your EPR submission.

⬇ Export All Data

← Back

RAM Dashboard

⬇ Download Report   ⬇ Export All Data

Total Products	Total Components	Total Suppliers	Modulated Fees
15,842	**23,047**	Only available on higher plans. Upgrade Now	Only available on higher plans. Upgrade Now

RAG Overview

23%	37%	40%

Green 2,300 Components	Amber 5,300 Components	Red 6,300 Components

Red & Amber Ratings per Issue Type

Issue Type	Total Components ▼	Status
Missing Data Fields	379	Red
Sortation	374	Red
Collection	370	Red
Wrong Material Type	311	Red
Sortation	258	Amber
Collection	370	Amber

Components by Cost Impact

Cost information only available on higher plans.
Upgrade Now

Cost per Material Type

Cost information only available on higher plans.
Upgrade Now

You'll see an overview of the number of products and components assessed, including a breakdown by RAG score and a specific count of those classified as **RED** or **AMBER**.

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Enhanced Functionalities with Cost Reduce and Transform

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Cost Reduce and **Transform** provide you with advanced tools and insights that can lower EPR costs, improve RAG ratings, and drive smarter packaging decisions - while streamlining your workflow by automating RAG generation at scale, reducing manual work and human error.

Total Suppliers	Modulated Fees
936	**£18,654**

RAM Assess uses your sales data to instantly estimate your waste management fees, giving you early insight into potential EPR costs.

Red & Amber Ratings per Issue Type

Issue Type	Total Components ▼	Status
Missing Data Fields	379	Red
Sortation	374	Red
Collection	370	Red
Wrong Material Type	311	Red
Sortation	258	Amber
Collection	370	Amber

You're able to analyse **RED** and **AMBER** ratings by drilling into a specific SKU and its components so you can see why it received a certain rating.

RAM Dashboard

Total Products	Total Components	Total Suppliers	Modulated Fees
15,842	23,047	936	£18,654

Cost per Material Type

Packaging Material	Components	Cost ▼	Issue Type	RAG Status
Plastics	8,844	£1,643	Missing Data	Red
Paper/Board	8,223	£1,384	Collection	Red
Aluminium	611	£1,043	Missing Data	Red
Glass	8,223	£974	Sortation	Red
Plastics	1,554	£643	Sortation	Red
Wood	1,325	£568	Missing Data	Red
Plastics	8,844	£443	Collection	Amber
Other	8,223	£1,384	Collection	Amber
Other	8,844	£1,643	Sortation	Amber

You're provided with a breakdown of RAG results by material category to pinpoint problematic packaging types.
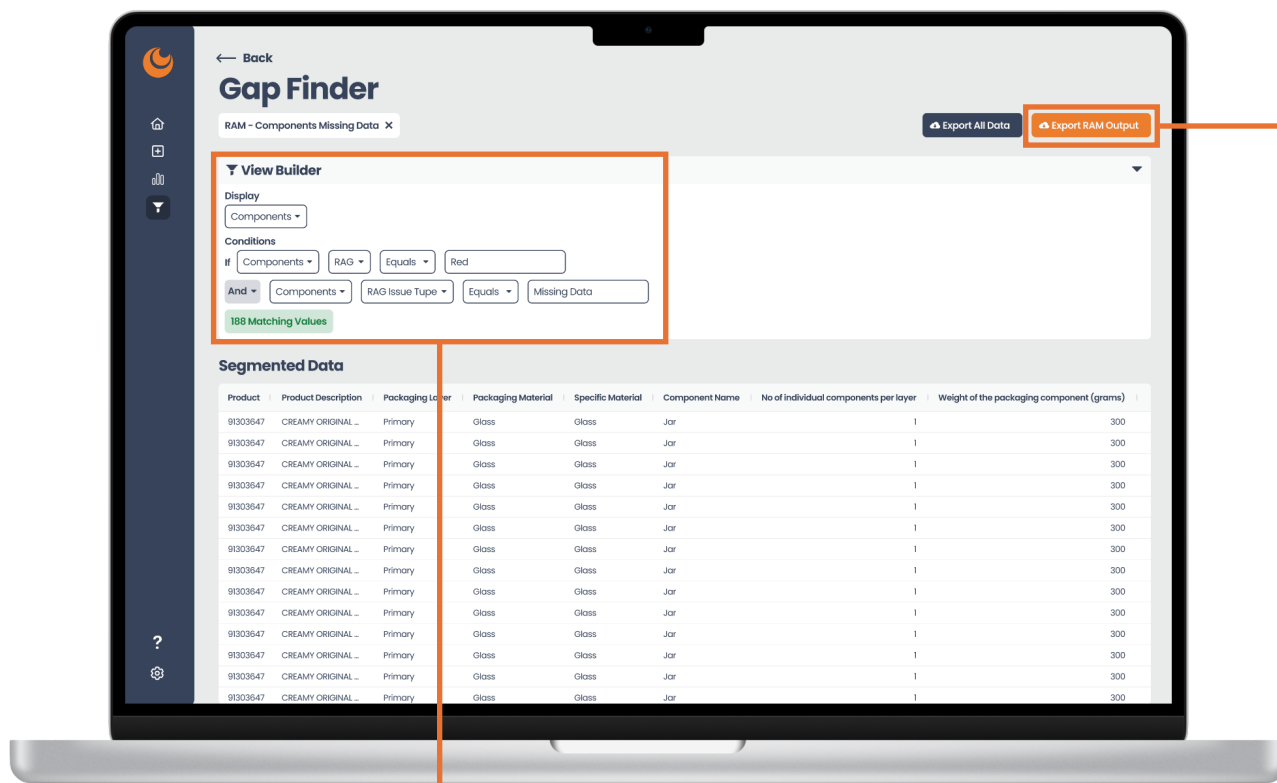
Components by Cost Impact

Component Name / SKU	Sales	Cost ▼	Issue Type	RAG Status
Box / MT554433	8,844	£1,643	Missing Data	Red
Bag / MT5668871	8,223	£1,384	Collection	Red
Box / MT554433	611	£1,043	Missing Data	Red
Pack / MT5668871	8,223	£974	Sortation	Red
Outer Case / MT554433	1,554	£643	Sortation	Red
Filling / MT5668871	1,325	£568	Missing Data	Red
Hang Tag / MT554433	8,844	£443	Collection	Amber
Box / MT5668871	8,223	£1,384	Collection	Amber
Box / MT554433	8,844	£1,643	Sortation	Amber

Analyse packaging costs at component level to model the savings potential of switching from your current packaging formats to more recyclable, cost-effective alternatives.

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Gap Finder (Cost Reduce and Transform only)

Use the Gap Finder tool to identify where packaging changes will deliver the greatest cost savings and recyclability improvements, backed by detailed analysis and impact modelling.

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Gap Finder

RAM - Components Missing Data ✕

⬆ Export All Data   ⬆ Export RAM Output

▼ View Builder

Display

Components ▾

Conditions

If Components ▾ RAG ▾ Equals ▾ Red

And ▾ Components ▾ RAG Issue Tupe ▾ Equals ▾ Missing Data

188 Matching Values

Segmented Data

Product	Product Description	Packaging Layer	Packaging Material	Specific Material	Component Name	No of individual components per layer	Weight of the packaging component (grams)
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300
91303647	CREAMY ORIGINAL ...	Primary	Glass	Glass	Jar	1	300

▼ View Builder

Display

Components ▾

Conditions

If Components ▾ RAG ▾ Equals ▾ Red

And ▾ Components ▾ RAG Issue Tupe ▾ Equals ▾ Missing Data

188 Matching Values

Build cost models from multiple datasets to uncover which packaging formats are increasing your waste management costs and where savings can be made.

RAM Assess automatically generates RAG outputs that you can use to help complete your EPR submission by entering the data into the Clarity dashboard.

◀ ⬆ **Export RAM Output**

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6. Complete Your RAM Submission Now

Take control of your RAM submission with the tools, expertise, and support only Clarity can provide. By following our simple step-by-step process and using **RAM Assess**, your business can take control of its EPR obligations, optimise packaging design, and cut unnecessary costs.

STEP 1

CONFIRM YOUR RAM ASSESS LEVEL

Speak with your Clarity Account Manager to confirm which **RAM Assess** tier is right for your business and we'll provide your login details to the platform.
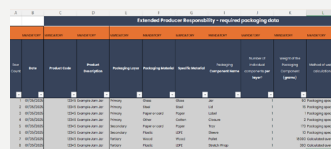
STEP 2

COMPLETE THE RAM DATA TEMPLATE

Gather your household packaging data together and then download and complete the **RAM Data Template** by logging into **RAM Assess**.

STEP 3

ACCESS YOUR RAM ASSESS PLATFORM

From 1st August, **RAM Assess** becomes available to scheme members. You can also begin submitting your H1 2025 packaging data to Clarity from this date.

STEP 4

UPLOAD YOUR RAM DATA TEMPLATE(S)

Core users should upload their completed RAM template via **RAM Assess**. **Cost Reduce** and **Transform** users must also upload the Product Sales template.
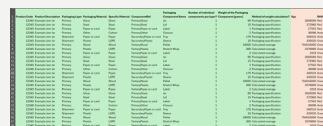

STEP 5

COLLATE YOUR RAM ASSESSMENT RATINGS

Core users should use the 'Export All Data' function to generate RAG ratings. **Cost Reduce** and **Transform** users can use 'Export RAM Output' to generate RAG outputs and RAM reporting for their EPR submission, using their usual Clarity dashboard login.
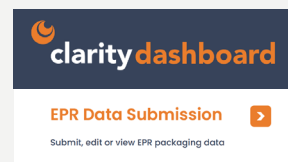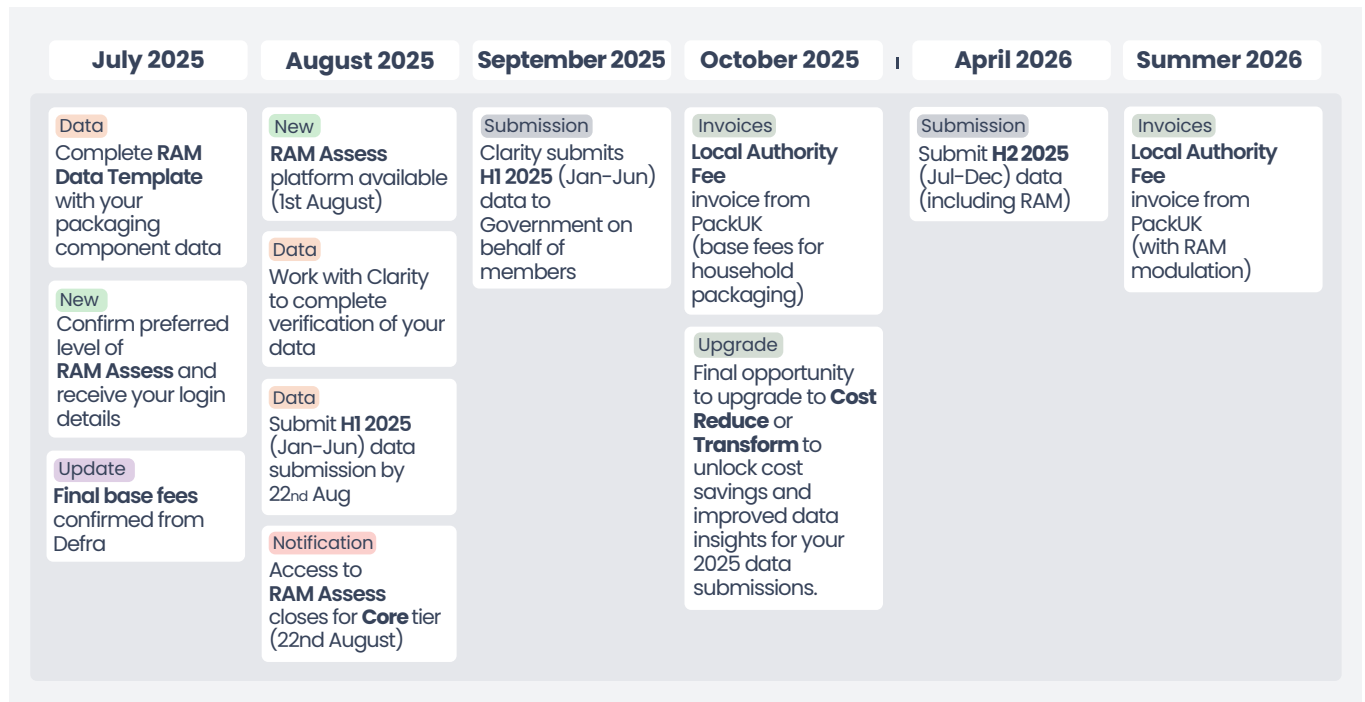

STEP 6

COMPLETE YOUR H1 2025 SUBMISSION

Log in to your Clarity dashboard and use your exported **RAM Assess** files to complete your H1 2025 packaging data submission by 22nd August.

7. Timeline

Use the timeline below to plan your RAM submission process. It outlines key dates and deadlines for 2025-2026, helping you stay on track and avoid late fees or default **RED** classifications.

July 2025	August 2025	September 2025	October 2025	April 2026	Summer 2026
Data Complete **RAM Data Template** with your packaging component data	**New** **RAM Assess** platform available (1st August)	**Submission** Clarity submits **H1 2025** (Jan-Jun) data to Government on behalf of members	**Invoices** **Local Authority Fee** invoice from PackUK (base fees for household packaging)	**Submission** Submit **H2 2025** (Jul-Dec) data (including RAM)	**Invoices** **Local Authority Fee** invoice from PackUK (with RAM modulation)
New Confirm preferred level of **RAM Assess** and receive your login details	**Data** Work with Clarity to complete verification of your data		**Upgrade** Final opportunity to upgrade to **Cost Reduce** or **Transform** to unlock cost savings and improved data insights for your 2025 data submissions.		
Update **Final base fees** confirmed from Defra	**Data** Submit **H1 2025** (Jan-Jun) data submission by 22nd Aug				
	Notification Access to **RAM Assess** closes for **Core** tier (22nd August)				

8. Need Help? We're Here to Support You

Let's Find the Right RAM Assess Package for You

Whether your goal is to reduce waste management fees, improve packaging recyclability, or streamline compliance reporting, we're here to help. Talk to us about your requirements and we'll recommend the **RAM Assess** package that best fits your business.

To find out more about RAM Assess or how Clarity can help you manage your EPR reporting, simply contact:

Tel: 0845 129 7177
Email: info@clarity.eco

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