



## Making the business case for packaging reuse systems: Call for proposals on the costs, benefits and best practice

**Deadline: 07 February 2021**

The Rethink Plastic alliance wishes to carry out new research on the business case for packaging reuse systems as an alternative to the current model of linear single-use options. This would be done by identifying the sectors or product groups that have the biggest potential to implement such systems and on what would be the best implementation scenario (from an socio-economic and environmental perspective), including design, logistics and infrastructure needs.

[Please refer to the Terms of Reference for more in depth information](#)

### Background

The European Commission, through their Communication on the European Green Deal and the new Circular Economy Action Plan, have confirmed their intention to focus on prevention and reuse, including the adoption of a sustainable product legislative framework to support new business models and systems that prevent environmentally harmful products from being placed on the EU market.

In addition, the ongoing initiative from the Commission to revise the packaging legislation represents a great opportunity to address the current challenges linked to packaging waste and support upstream solutions for reducing packaging.

### Objectives of the study

Rethinking the way we currently use packaging and the way we deliver products to consumers could be a game changer in Europe given that the current system is designed and set up to favour single-use and overpackaging, which depletes resources and increases waste and pollution.

The aim of this research will be to identify:

- the sectors that have the biggest potential to implement such systems (e.g. based on qualitative case studies of existing reuse systems and their the value chains), and
- what would be the best implementation strategy for the identified sectors - with the objective to minimise costs while maximising environmental savings as well as other possible benefits such as job creation, clearly identifying design, logistics and infrastructure needs. This would include, for instance, aspects linked to standardisation of packaging types and pooling, and deposit return schemes.

## Deliverables

- 1) A written public report of 30-40 pages (excluding annexes), targeted at EU Member State policy makers, in a format detailed in the Terms of Reference. The language of this report will be English and it should be non-technical, focused on (innovative) policy recommendations, clear and understandable by both policy makers and interested citizens. Use of case studies where relevant.
- 2) A longer, more technical document which will compile all the background research and evidence that has gone into compiling the public report. This will contain the solid scientific data and justifications to substantiate the new public research and claims. This can be done in the form of an Annex document.

## Tender response

Your response should include:

- Details of the research you will carry out and methods you will use;
- Expected timeline for the work (more detailed than outlined in Terms of Reference);
- A breakdown of the costs of undertaking the study;
- A description of the team that will manage and deliver the work, including the skills and experience of the team members, as demonstrated by the CVs of those who would undertake the work.

The tender response document should be limited to no more than 3 sides of A4 (at a minimum of 10 point font) excluding the CVs of team members.

## Timetable

The deadline for the receipt of tenders is 07 February 2021.

The final report should be ready for publication by 16 May 2021.

## Budget

Between 20,000 and 30,000 euros (VAT included if applicable)

## Please send tender responses to:

- Larissa Copello, Consumption and Production Campaigner at Zero Waste Europe: [larissa@zerowasteurope.eu](mailto:larissa@zerowasteurope.eu)
- Jean Pierre Schweitzer, Policy Officer on Products and Circular Economy at EEB [Jean-Pierre.Schweitzer@eeb.org](mailto:Jean-Pierre.Schweitzer@eeb.org)