

[illegible]

Making  
**reusable**  
packaging  
systems an  
**everyday**  
reality.

Find out more at [reusable.vanguardproject.eu](https://reusable.vanguardproject.eu)

PROUDLY SUPPORTED BY:

 Deutsche Umwelthilfe

 Rezero

 Recycling Network Benelux

 enviu

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 ZERO WASTE EUROPE

 RSVP Reuse Vanguard Project

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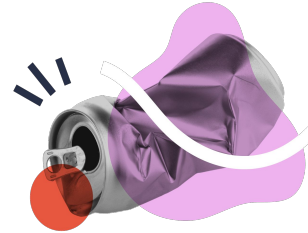
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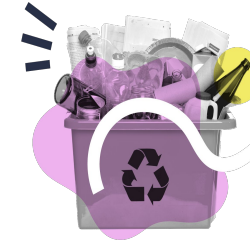
# CONTEXT

## Packaging

**At the core of the problem**



**It ends up in our natural environment**



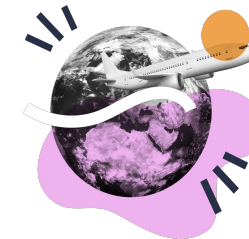
**Most is single use, non recyclable and not recycled**



**It creates more food waste**



**It puts our health at risk**



**It is warming our planet at alarming rates**



**Its waste is exported to developing countries**

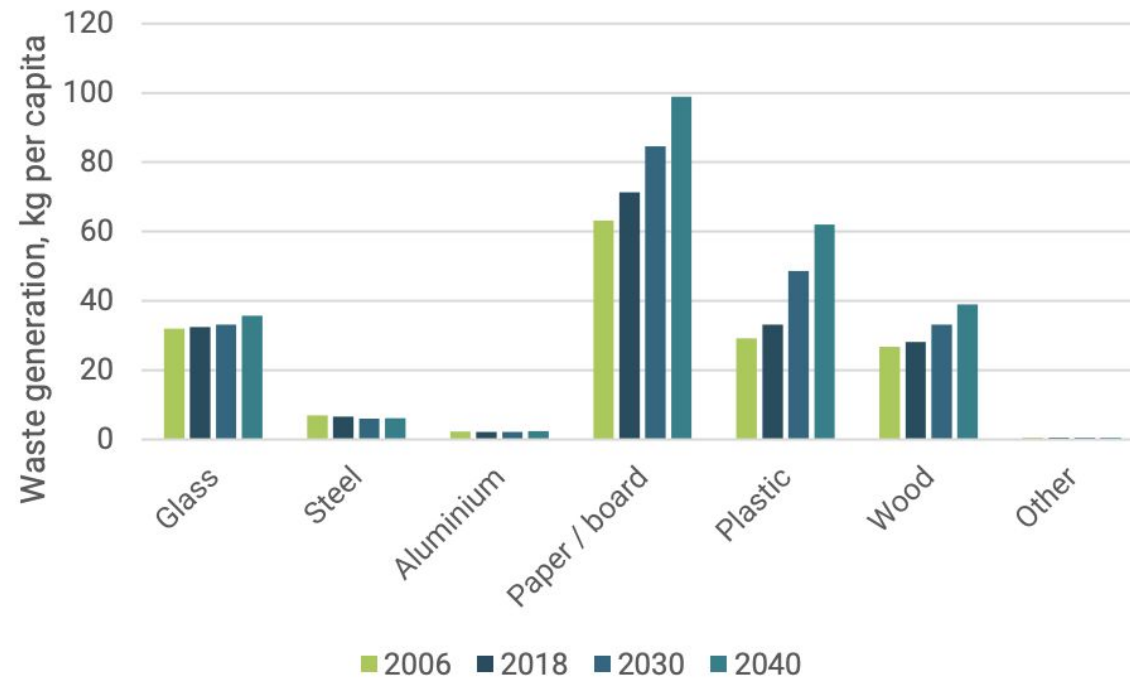


# Packaging

At the core of the problem

Figure 4

## Projected growth of packaging waste in Europe



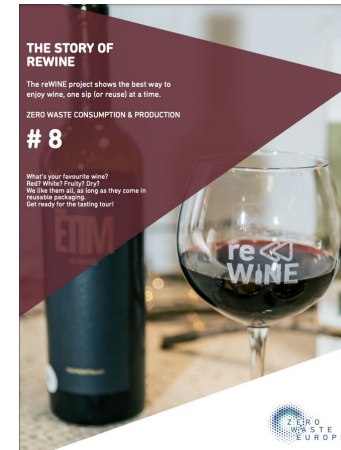
Source: European Commission (2022, November 30), *Commission Staff Working Document. Impact Assessment Report. Accompanying the Document Proposal for a Regulation of the European Parliament and the Council on Packaging and Packaging waste, Amending Regulation (EU) 2019/1020, and Repealing Directive 94/62/EC*, p. 8.



# Packaging

At the core of  
the (environmental) solution

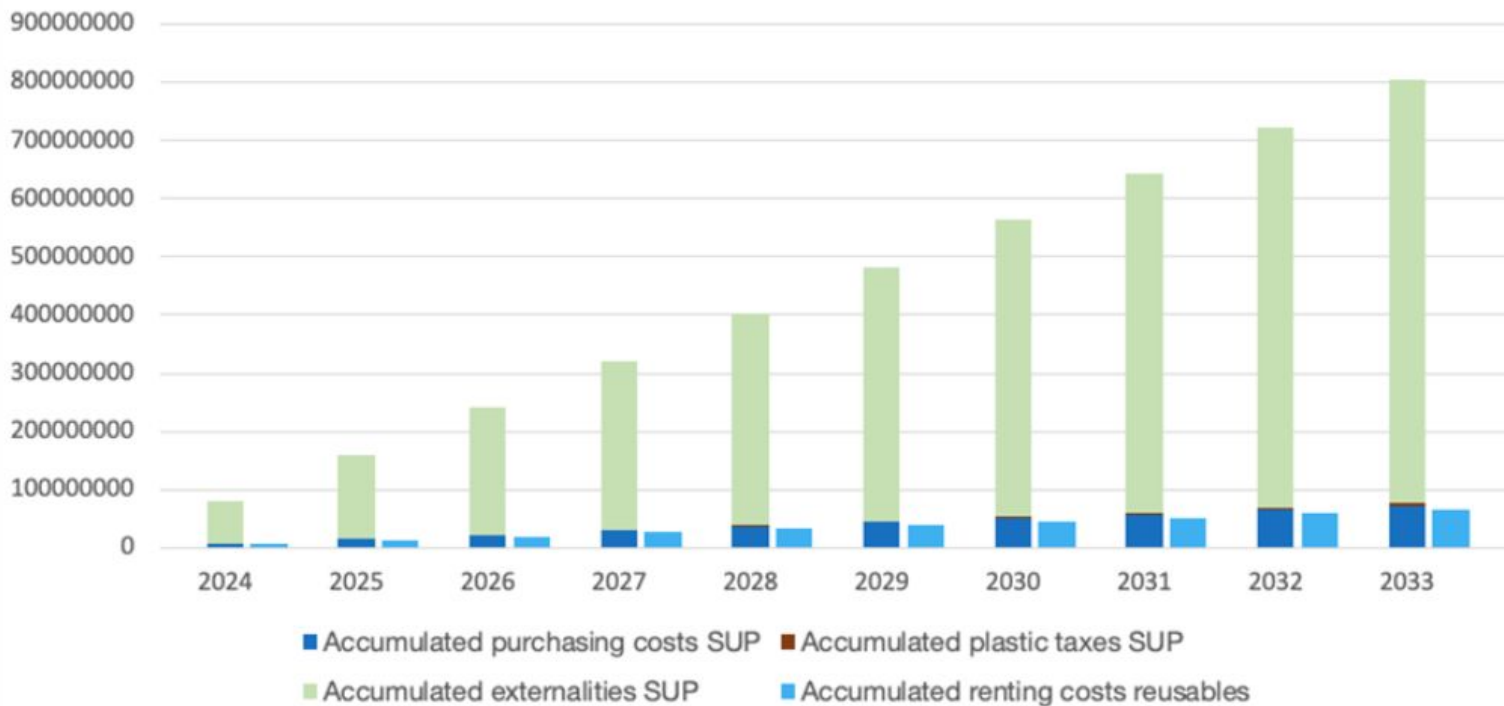
Reduce **Reuse** Recycle



# Packaging

## The economics of reuse

System user - cost comparison between single-use packaging and reusable packaging



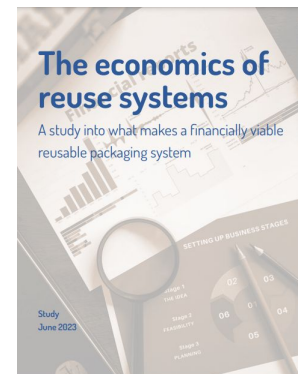
Containers for take-away food  
ROI 2-3 years



Secondary packaging (big bags)  
ROI 2-3 years



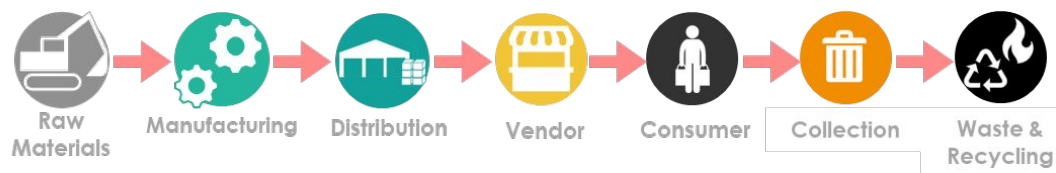
Beverage packaging  
ROI 5-6 years



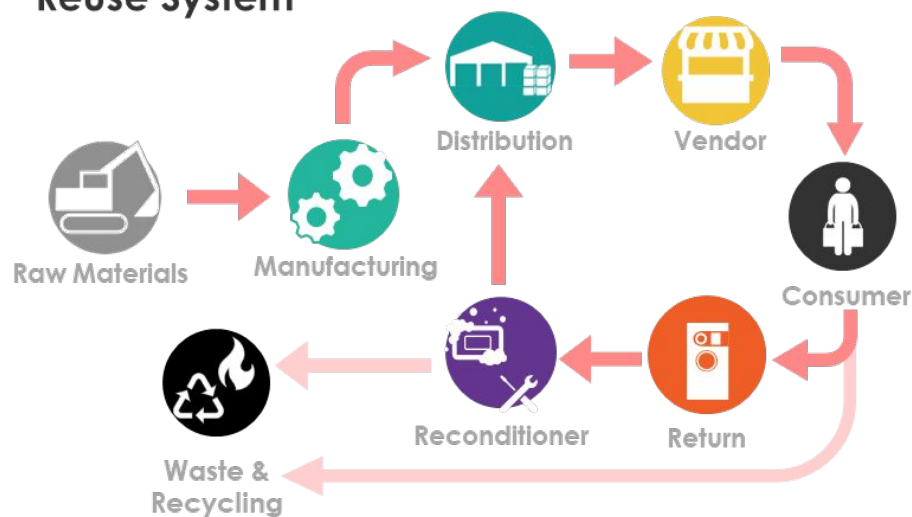




### Single-Use System



### Reuse System



Source: Eunomia

**Building the suitable environmental and economic conditions to scale up requires coordination and harmonisation across Europe.**

Many businesses interested in reuse, but they have to create their own infrastructure, because of a lack of support.

**We need shared reuse infrastructure in public spaces**, so that consumers and business owners find it easier and cheaper to reuse packaging.



**Today the question is not  
“IF”: it’s “HOW”.**

New European and national  
legislation on packaging reuse is  
under negotiation.

Consumer goods companies and  
hundreds of start-ups are rolling out  
reuse and trying to scale up in an  
environment still largely wired for  
single-use.







**Whilst the opportunity to scale up reuse is indeed big, so is the threat to miss it.**

There is the danger of scattered initiatives emerging everywhere while lacking the necessary interoperability between them.

There is also the risk of having some badly designed ones giving a bad name to those that work well.



# WHAT IS RSVP



The **Reuse Vanguard Project (RSVP)** is a project aiming to put reusable systems in the center of the solutions agenda and **create the conditions for these systems to get to scale in Europe.**

Starting the implementation work with **food & drinks takeaway** and **beverages.**

# HOW IT WORKS



RSVP is **NOT** about testing pilots of reuse operators.

It is about **working with reuse systems in different countries whilst testing a shared 'universal' model - a blueprint** - setting clear definitions, minimum requirements, and KPIs to develop the shared infrastructure.



# RSVP

## 4 coordinated strategies

**FINALISE A BLUEPRINT TO HARMONISE AND COORDINATE IMPLEMENTATION WORK, STARTING WITH 6 CORE CITY PROJECTS:**

- ★ Barcelona
- ★ Berlin
- ★ Ghent
- ★ Leuven
- ★ Paris
- ★ Rotterdam

**ENABLING CONDITIONS**  
(Advocacy and funding the transition)



**EUROPEAN COMMS STRATEGY AND CAMPAIGNING EFFORTS**



**CO-DESIGNING AND CO-LEARNING WITH RSVP PARTNERS**



# City Projects

## Coordinated roll out of scale-up projects in 6 European cities to build and refine the Blueprint

### GERMANY - Berlin (Lead: DUH)

Two main operators, well spread return habits. Implement a common system of collection around them, working together around shared RVMs in public space with centralised washing.

### FRANCE - Paris (Lead: Réseau Vrac et Réemploi)

Plurality of small operators, almost no return habits. Worked with a consultancy to map out scenarios with key service providers, Horeca, city... Now taking the shape of a city-wide project with a focus on shared infrastructure in public spaces



### SPAIN- Barcelona (Lead: Rezero)

Only a few and small operators, little if no return habits. Bringing together the main cup and food containers system operators to launch in the main business district, with a shared interface and fidelity card among the incentives.

### BELGIUM - Ghent and Leuven (Lead: RNB)

Plurality of small operators, but local reuse city experiences and return habits. Tender based selection process that led to the selection of one main operator in each of the cities.

### NETHERLANDS – Rotterdam (Lead: Envio)

Plurality of small operators with some return habits. Working with the national railway company to operate in and out of the Rotterdam central station, with participating Horeca actors, sharing unlabelled cups, RVMs and washing.

# European Blueprint

## Harmonising the implementation work

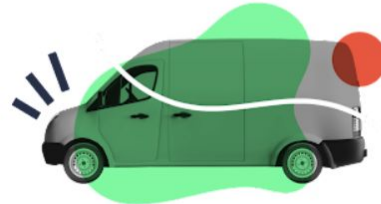
Essential  
criteria for  
reuse systems



1. Recognition



2. Interoperability



3. Inclusiveness



4. Effectiveness



5. Guaranteed safety



### Purpose:

Create a performant and resilient reuse infrastructure development model.

### Role of the blueprint:

Set the foundations for city authorities, legislators at different levels, reuse operators, system users and consumers to create or engage with systems for reuse that follow the same:

- Definitions;
- Essential criteria;
- Minimum KPIs.

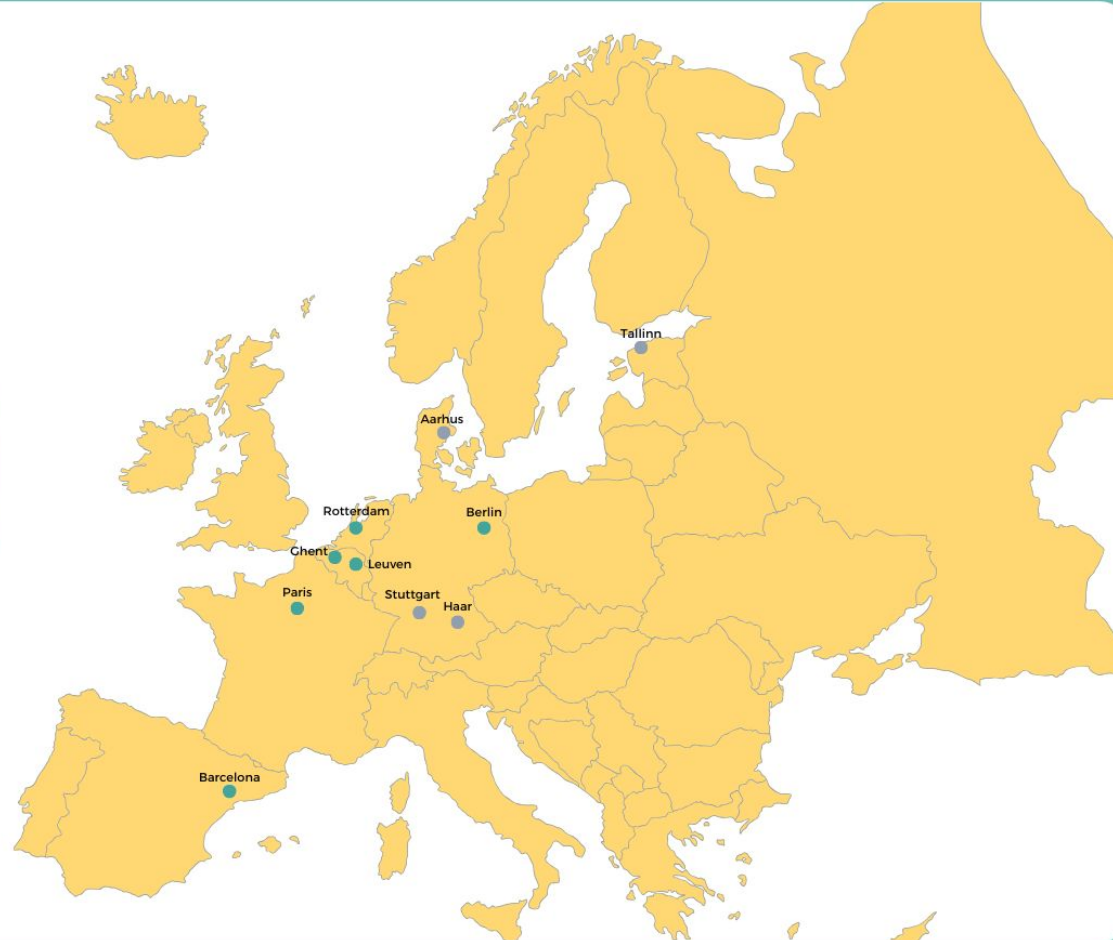


# European Blueprint

## Scaling and replicating across Europe

### Current map of reuse systems blueprint in Europe

- Cities involved in the ReuSe Vanguard Project (RSVP)
- Other European cities involved in the testing of real-life systems for reuse



The blueprint does not aim to make all systems for reuse the same, but rather define the framework it should follow to allow for:

- **Simplicity and best performance;**
- **Scalability and replicability;**
- **User-friendliness**

## REUSABLE PACKAGING PARAMETERS



ROTATION CYCLES  
BEFORE END OF LIFE



RETURN RATE



RETENTION TIME

DETERMINES



TOTAL ACTUAL CYCLES PER PACKAGING PER YEAR

# WHO IS WHO

## European project lead:



## The RSVP partners:



## Some of the organisations/initiatives we collaborate with:



and many more...

## Main funder:







The image features a map of Europe and its surrounding regions, including the British Isles, Scandinavia, Eastern Europe, and North Africa. Overlaid on the map is a stylized flag with four horizontal bands of color: purple at the top, green in the middle, red below that, and yellow at the bottom. The flag has a wavy, ribbon-like appearance. The text "Thank you" is written in a white, italicized serif font across the center of the map, positioned over the green and red bands of the flag. The map itself is framed by a grey border with a dotted pattern. To the right of the map, there are three dark blue diagonal lines and a white curved line.

*Thank you*

# Annex (1) - The Project Partners in more detail



**Zero Waste Europe (ZWE)** is the European network of communities, local leaders, experts, and change agents working towards the same vision: phasing out waste from our society. We empower communities to redesign their relationship with resources, to adopt smarter lifestyles and sustainable consumption patterns, and to think circular.



**Recycling Network Benelux (RNB)** is an environmental organisation, committed to make product systems more sustainable, with a focus on packaging systems. RNB has years of experience in developing the conceptual thinking basis which is required to realise the sustainable transition, but also with the concrete operation of waste systems in which companies and citizens work together to ensure optimal conservation of materials. The long lasting interaction with policy makers offered the opportunity to open up the ongoing discussion on disposables within a takeaway setting and the constant improvement of local legislation. Within The Netherlands RNB joined forces with 2 other organisations to facilitate the transition to reuse, including in the takeaway sector in what is called the Mission Reuse. We have implemented our knowledge on reuse systems in a Belgian context as well, for example investigating reusable meal containers for food delivery in Hasselt.



**Enviu** is an impact-driven venture building studio, active since 2004 in the domains of circular economy, food, textiles, plastics and shipping. Enviu has offices in Kenya, Indonesia, Malaysia, India and the Netherlands. Enviu has a vast track-record of building sustainable and scalable business models and ventures, including reuse and refill ventures in South-East Asia. Enviu is part of the transition program Mission Reuse, in which Enviu takes up the role of researching, piloting reuse business models and the facilitation of the uptake of reuse ventures in The Netherlands. Mission Reuse is a coalition of Enviu, Recycling Network Benelux en Stichting Natuur & Milieu.



**Réseau Vrac & Réemploi** is the only professional organisation dedicated to the democratisation of bulk in France in the world. They work towards structuring and accelerating the development of this new market to provide access to sustainable and responsible consumption. Réseau Vrac & Réemploi brings together and supports more than 1.200 professionals in the sector, distributors, producers, suppliers and project leaders in France and around the world.

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# Annex (2) - The Project Partners in more detail



Deutsche Umwelthilfe

**Deutsche Umwelthilfe e.V. (DUH, Environmental Action Germany)** was founded in 1975 as a politically independent environmental, nature and consumer protection organisation. We are active at regional, national and EU level. Our work focuses on resource conservation and waste prevention; the conservation of biodiversity and the protection of natural resources; climate protection through the supply of clean, renewable and efficient energy; sustainable mobility; and consumer protection.

We work on achieving system change by combining individualised approaches: We raise awareness, promote and support ecological front-runner models, influence environmental regulation, analyse data and acquire technical expertise, educate consumers and advise stakeholders from all related fields. Within our circular economy team, we focus on the true solutions to the plastic waste crisis – prevention and reuse. For decades, we have consistently held up a strong counter-narrative against misleading green claims, built networks of experts and key stakeholders, and shaped the public and policy debate around sustainable packaging solutions and other important circular economy topics.

**Rezero**

Fundació prevenció  
residus i consum

**Rezero** - Foundation for Waste Prevention and Responsible Consumption- is a private, independent, nonprofit organisation, founded in 2005. The board members are representatives from different sectors: public administration, universities, association of retailers, consumer and environmental associations and waste management companies. Rezero searches for new solutions to extend the life of products and materials facilitating their reuse, in order to eliminate household waste generation. Rezero tests and promotes these solutions in cooperation with public authorities, business and social organisations. Rezero creates knowledge, designs innovative campaigns, performs transformative waste prevention plans and advocates for the implementation of policies and regulations towards zero waste. It's based in Barcelona and Mallorca, and works at local, regional, national and European levels.

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