



**MAKING REUSABLE PACKAGING SYSTEMS
A LIVING REALITY IN EUROPE**



1. **CONTEXT**

Problem & solutions

2. **WHAT IS RSVP**

Overall ambition & Strategies

3. **HOW IT WORKS**

European coordination & cross-learning

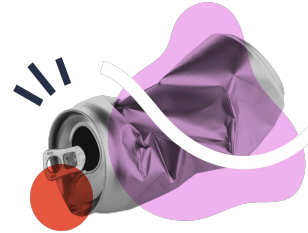
4. **WHO IS WHO**

The RSVP partners & supporters

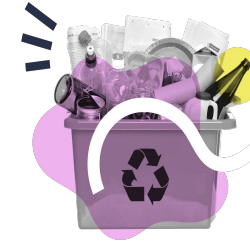
1 CONTEXT

Packaging

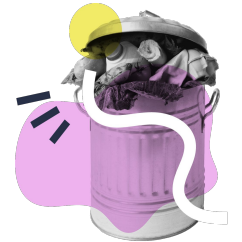
At the core of the pollution



It ends up in our natural environment



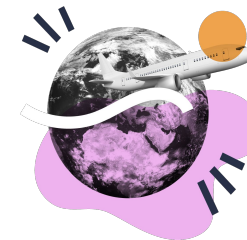
Most is single use, non recyclable and not recycled



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

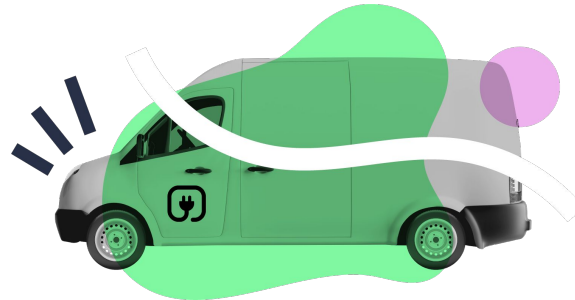
Packaging

At the core of the solution



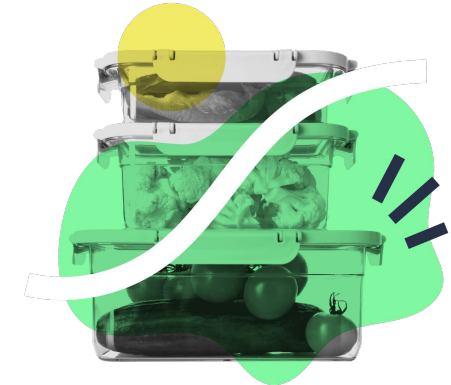
Packaging should be part of a closed loop system

Closed-loop systems, like deposit return schemes (DRS), should be in the toolbox of solutions and measures to achieve true circularity for packaging by **reducing waste and litter, minimising the use of resources, CO₂ emissions, and ensuring a high quality recycling** at the end of its product life cycle.



Managed pooling systems for reusable packaging should be set up to ensure efficiency

These pooling systems are the basis for an **effective reuse system** and require [a set of essential criteria](#), like: an institutionalised governance structure; ownership of shared packaging; inclusivity; or self-imposed transparency and reporting based on quality and efficiency standards.



Packaging should be toxic-free

Ambitious reforms of the EU policies related to chemicals are an opportunity for the **transition towards an effective phase-out of the most hazardous chemicals**, and ensure a real circular and safe economy for packaging.

We believe we are at a turning point for reusable packaging.

If the transition is done properly, this will translate into a substantial reduction of material use and single-use plastic.

Every unit of reusable packaging means between 20 and 100 less units of disposable packaging.





Today the question is not “IF” but “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.





Building the system conditions needed to scale up require coordination and harmonisation across Europe.

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



We believe reuse infrastructure should be provided as a public good, so that consumers and business owners find it easier and cheaper to reuse packaging as opposed to disposable ones.

2

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.**

RSVP

4 coordinated strategies

COORDINATED IMPLEMENTATION OF 6 CITY PROJECTS:

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

ENABLING CONDITIONS (Advocacy & Funding the transition)



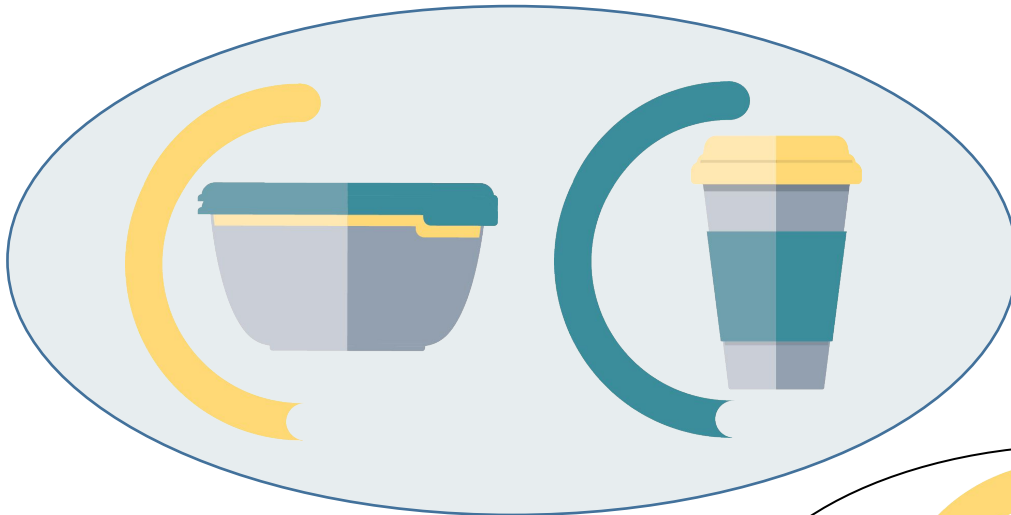
SHARED NARRATIVE & CAMPAIGNING EFFORTS



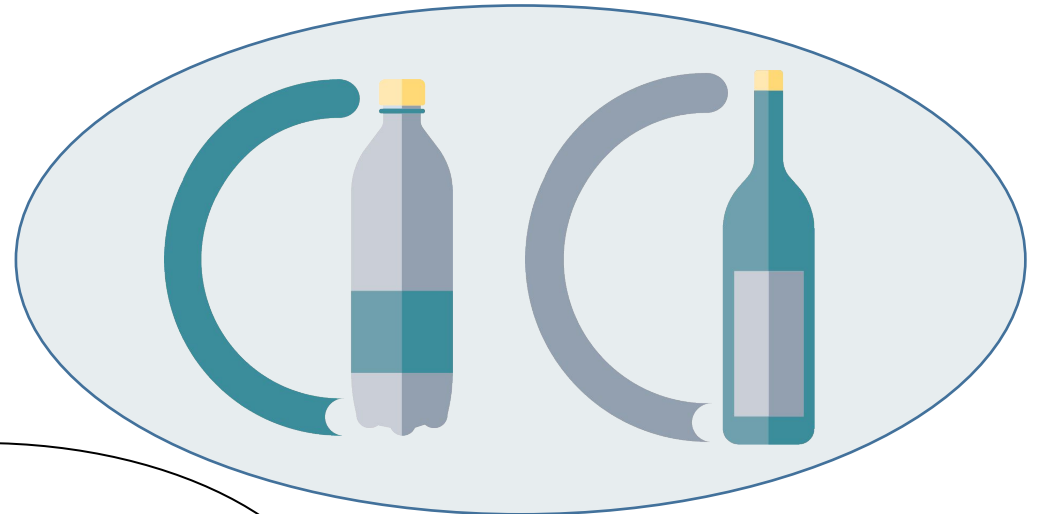
CO-DESIGNING & CO-LEARNING WITH RSVP PARTNERS

RSVP

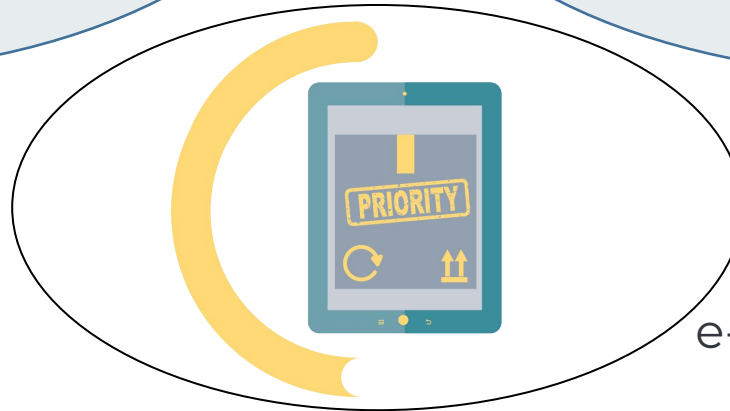
Main packaging sectors to start with



Takeaway food and drink



Most beverages



e-commerce (to start later)

3

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 model** which sets minimum requirements to develop the infrastructure that many cities, countries, reuse operators and consumers are demanding.

European Blueprint

Scaling and replicating in a harmonised way

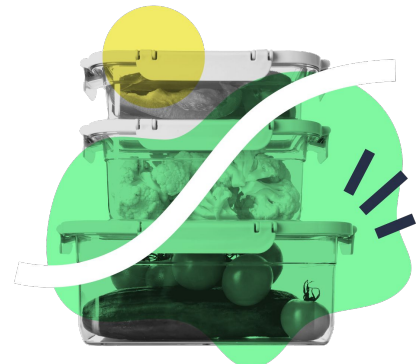
The goal

Elaborate, test and spread a blueprint that supports and harmonises the **creation of a performant and resilient reuse infrastructure development model** across Europe and its scaling up until 2025.

We start with the key sectors of **take-away food and drink** while preparing the ground for other sectors.

7 essential criteria were identified:

- (1) Recognisable;
- (2) Interoperable;
- (3) Inclusive;
- (4) Replicable;
- (5) Effective;
- (6) Guaranteed Safety;
- (7) Simplicity



City Projects

**Coordinated roll out of scale-up projects
in 6 European cities using the Blueprint**

**GERMANY - Berlin
(Lead: DUH)**

test a common system of collection starting with 50 RVMs in one district in Berlin and raise the share of reusables to 10%

**FRANCE - Paris
(Lead: Réseau Consigne)**

Reach up to 1,500 restaurants within 3 years and before a roll-out to the rest of the city and expansion to other French cities



**SPAIN- Barcelona
(Lead: Rezero)**

300 restaurants and 6 public markets (containing 200 grocery shops) it is expected to reduce up to 400,000 single-use containers yearly

BELGIUM - Ghent & Leuven (Lead: RNB)

Reach 140,000 customers and avoid a minimum of 225,000 single-use containers.

NETHERLANDS – Rotterdam (Lead: Enviu)

Reach 150,000 customers and avoid up to 300,000 single-use containers. The project includes multinational food service chains

Joint Comms Strategy

**Build a European branding/image
of reuse revolution on the making**



The project should be a living proof that the reuse narrative is more than just words and ideas.

For this reason we will work to provide some visibility and branding to the different actions in different countries, building on the spirit and visuals of the [#GetBack campaign](#) visuals.



Implementation timeline

2022-2025

	2022		2023		2024		2025	
Develop a basic European blueprint for harmonising implementation plans based on essential criteria, a logo with strong governance and harmonised data gathering								
Project design & differentiated launch of the 6 city projects								
Communicate about the project at European and city levels using some shared visuals to emphasise the European dimension ('glocalisation approach')								
Strengthen the blueprint through cross-sharing sessions and based on city project experiences. Refine and consolidate the reuse implementation guide for cities, public authorities and businesses								
Expand the city project learnings to other neighbourhoods or the entire city, as well as to other cities across Europe								

4

WHO IS WHO

European project lead:



The RSVP partners:



Deutsche Umwelthilfe



Recycling Network Benelux



Rezerø

Fundació prevenció
residus i consum



Some of the organisations we collaborate with (there are many more):



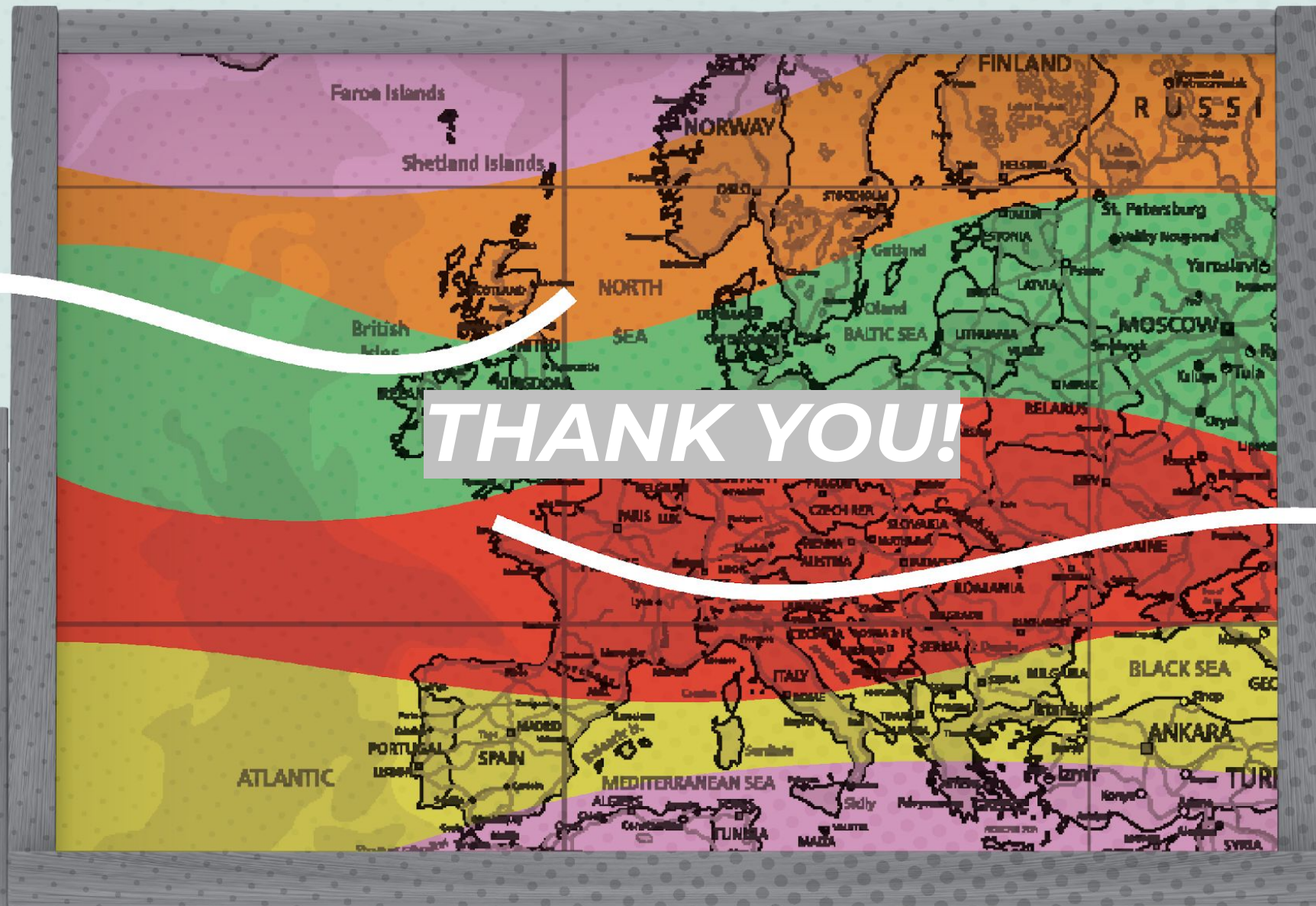
Genossenschaft
Deutscher Brunnen eG



Main funder:



PLASTIC
SOLUTIONS
FUND



Annex (1) - The Project Partners in more details



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 Consigne is the professional reuse association in France. Our goal is to promote and support the development of reusable packaging in France in order to prevent and reduce waste and resource consumption. Réseau Consigne fulfils this goal by:

- Facilitating the network of actors of reusable packaging
 - Helping and advising new project holders
 - Promoting packaging reuse systems and highlighting solutions
 - Pushing for regulatory changes and representing the professionals of reuse to the authorities
-

Annex (2) - The Project Partners in more details



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.
