

Senatsverwaltung
für Mobilität, Verkehr,
Klimaschutz und Umwelt

BERLIN



BERLINS WAY TO LESS SINGLE USE TAKE AWAY PACKAGING

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Senate Department for transport, mobility, climate protection and the
environment

Berlin, 05.03.2024

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Before

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The SUP-D and its
German
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And?

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Before

- In Germany, around 2.8 billion disposable cups and 4.3 billion food boxes are used every year.
- In Berlin alone, around 460,000 coffee-to-go cups are used every day.
- There are around 9,000 points of sale for coffee to go in Berlin. In addition, there are restaurants, snack bars, etc. that sell takeaway food.
- Berlin part of the German legislative system

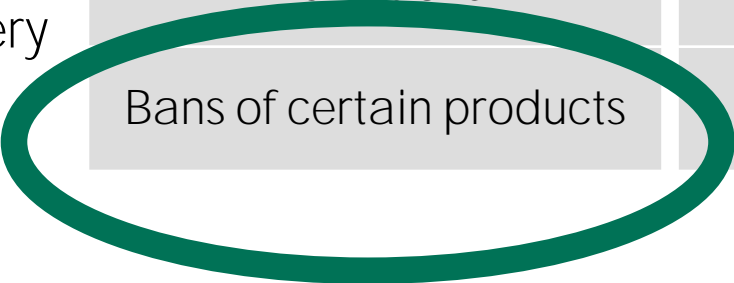
- Foto: Sina Kampe, BZ Berlin

Green public procurement in Berlin (VwVBU)

list of banned products in Berlins administration:

- 5. beverages in disposable packaging
- 6. disposable crockery and cutlery

Part I	Part II and III	Part IV
Basic principles	ecological requirement	Entry into legal force
Objectives	Supplies and services	Entry date 01.01.2013
Definitions	construction works	Latest update 01.12.2021
Bans of certain products	planning services	



Starting point: decision from the Berlin Parliament

- **March 23, 2017**
- Berlin becomes a cup hero – reduce waste with the Berlin reusable cup
- **Actions required:**
- Granting a discount if you use your own reusable cups
- Introduction of an attractive reusable cup



Better World Cup

Use your own reusable cup (in the beginning)

- Discount (20 cents or cookie)
- over 1,000 participating points of sale
- Map
- Advertising
- Information materials (e.g. hygiene guidelines, newsletter)
- Later, information for the hospitality industry and customers about legal changes
- Annual surveys on single use and reusable packaging



Pilot project for a reusable cup pool system in selected areas of Berlin 2019-2021

- Circulatory system with comprehensive logistics
- on two public transport lines
- Acquisition of POS to use the system
- Distribution/Logistics
- Cleaning for POS without dishwasher
- Reverse vending machines



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The European Single Use Plastic Directive from 2019

The SUP-D stipulates, that member states have to,

- prevent and reduce the impact on the environment of certain plastic products by introducing a mix of measures tailored to the products covered by the directive by
 - **Ban of certain plastic products** e.g. cutlery, plates, straws, food containers made of expanded polystyrene, products made from oxo-degradable plastic.
 - take measures to **reduce the consumption of certain single-use products** (drinking cups including covers and lids, and containers of prepared food for immediate consumption); monitor consumption of these single-use products as well as the measures taken and report the progress
 - **Separate collection and design requirements for plastic bottles**
 - **Compulsory marking**
 - **Extended producer responsibility (polluter pays for waste management clean up)**

Implementation of Art. 4 SUP D into German law

The German Packaging Act stipulates that since 01.01.2023,

- final distributors of disposable plastic food packaging and disposable drinks cups must also offer food and drinks in reusable packaging, if they offer take-away.
- The obligation to offer reusable packaging applies to companies where food and beverages are packaged or filled in disposable plastic food packaging or beverage cups for immediate consumption on site or as take-away.
- The only exception is for very small businesses with a maximum of five employees and a store area of no more than 80 square meters. They can fill containers brought in by customers instead.



Implementation of Art. 4 SUP D into German law

The German Packaging Act stipulates that as of 01.01.2023,

- businesses offering take away food or beverages
- that packaged food in plastic containers in front of or close to the consumer
- will have to offer a reusable alternative.
- For takeaway drinks, the material of the disposable cup does not matter, sellers must offer a reusable alternative.
- If the POS offers a plastic container for food, then they must also offer a reusable alternative
- If the shop is smaller than 80 square metres and has no more than 5 employees, they don't have to offer a reusable alternative, but food and drink must be filled into clean, reusable containers brought in by customers.



reusable offer obligation (Mehrwegangebotspflicht)

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Berlin: Reverse vending machines for standardised reusable cups and containers



City Projects

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

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.



BELGIUM
(Lead: R...)
Plurality... local reu... return h... selection... selection... each of...

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.

NETHERLANDS
(Lead: E...)
Plurality... some ret... with the... company... the Rotta... with part... sharing... and wasl...



Berlin Campaign in 11/12/2023: The main thing is reusable

Cosmonauts & Kings x Peperoni x SenMVKU



- **The approach** : We start with the packaging – because that's what it's all about.
- **The idea** : We take the reusable idea to the extreme visually and open up slightly absurd worlds of images that are eye-catching and arouse curiosity.
- **The message** : No matter what you eat, no matter where you order: There is always a reusable solution.

SUSHI TO GO?



HAUPTSACHE MEHRWEG!

BOWL TO GO?



HAUPTSACHE MEHRWEG!

BUBBLE TEA TO GO?



HAUPTSACHE MEHRWEG!



In preparation:

- **Events on public places:**
- **No single use cups and containers**
- **Test: Fanzone European Football Championship**



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Berlin proposed changes to the German Packaging Act

- Not enough demand in Germany, therefore Berlin proposed changes in the German Environment Ministers' Conference
- customers should have the choice between single use and reusable packaging for all to-go food and drinks, **regardless of the type of material.**
- a deposit and **take-back obligation for standardized reusable** take away packaging in supermarkets
- **no disposable tableware and packaging for on-site consumption** in restaurants and cafés (France)
- Economic incentive for consumer to choose reusable, by introducing a **fee on single use containers.**

Better? PPWR in Europe

Home > Press corner > European Green Deal: Putting an end to wasteful packaging

Available languages: English

PRESS RELEASE | 30 November 2022 | Brussels

European Green Deal: Putting an end to wasteful packaging, boosting reuse and recycling

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Today, the Commission is proposing new EU-wide rules on packaging, to **tackle this constantly growing source of waste** and of consumer frustration. On average, each European generates almost 180 kg of packaging waste per year. Packaging is one of the main users of virgin materials as 40% of plastics and 50% of paper used in the EU is destined for packaging. Without action, the EU would see a further 19% increase in packaging waste by 2030, and for plastic packaging waste even a 46% increase.

The new rules aim to stop this trend. For consumers, they will ensure **reusable packaging options, get rid of unnecessary packaging**, limit **overpackaging**, and provide **clear labels** to support correct recycling. For the industry, they will create **new business opportunities**, especially for smaller companies, decrease the need for **virgin materials**, boosting Europe's recycling capacity as well as making Europe less dependent on primary resources and external suppliers. They will put the packaging sector on track for **climate neutrality** by 2050.

The Commission also brings clarity to consumers and industry on **biobased, compostable and biodegradable plastics**: setting out for which applications such plastics are truly environmentally beneficial and how they should be designed, disposed of and recycled.

The proposals are key building blocks of the European Green Deal's Circular Economy Action Plan and its objective to make sustainable products the norm. They also respond to specific demands of Europeans as expressed at the



Thank you.

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