

Make Reuse the Norm

Webinar | How can the EU Circular Economy
Act unlock the potential of EPR?
7 October 2025

nzw era

Scaling reuse: conditions are here, economics are not



➤ EU legislation, innovative companies, citizen demand → ✓ momentum

✗ But: system still favours linear single-use



To unlock reuse:

➤ True cost of single-use

➤ Reduce cost of reuse



EPR = **key levers to rebalance the system**



The Reuse Economy in Europe

A diverse and growing ecosystem



➤ Beyond packaging: **construction, textiles, electronics, automotive...**

➤ Automotive = **39% of reuse companies, €21bn revenues**

➤ Transport pallets = **80% reuse rate**

📦 Packaging: both **historic systems** (bottles, crates) & **new entrants** (e-commerce, takeaway, IT)

👥 **Membership:** 1/3 pre-2000 • 60% last 15 years • 25% since 2020

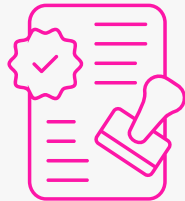
📈 Today: reuse = **~2% of packaging market** → huge growth potential → gap vs. potential



Barriers in Current EPR Schemes



EPR today, a barrier to the reuse economy?

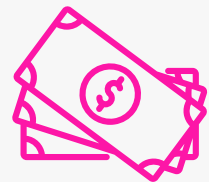


Fragmented administration: multiple registrations, reporting formats, varying fee structures

➤ Heavy burden, esp. for SMEs (56% micro, 40% SME, 4% large)



Eco-modulation missing: single-use appears cheaper, costs not reflected (carbon, litter, extraction)



Funding gap: reuse requires high upfront investment

➤ ROI: 20% >4 years • 10% >6 years • 45% not yet

➤ 70% face difficulties accessing finance

➤ Startups & SMEs = most constrained



How EPR Can Unlock Reuse



Harmonisation & digitalisation

- EU-wide standards for reporting & compliance
- One digital platform → simpler, more efficient

Eco-modulation as a lever

- Higher fees for polluting packaging
- Lower/exempted fees for reusable & durable formats

Funding for reuse systems

- Capital: washing, logistics, digital tracking
- Operations: collection, maintenance, coordination
- Governance & transparency: predictable, fair, inclusive



Thank you!

We might be competitors, but we have a higher purpose



newreusealliance.eu



[New ERA - New European Reuse Alliance](#)



info@newreusealliance.eu



Brussels, Belgium

new ERA