

new loop



INTRODUCTION AND BACKGROUND

- Danes use over **300 million single-use cups** each year in public spaces. These cups are among the top ten plastic items found in nature and surrounding seas in Denmark.
- This represents a major waste of resources and conflicts with Denmark's goal of a **climate-neutral waste sector by 2030**, as well as key targets in the Plastic Action Plan.
- Political focus has been secured on the need to explore reuse systems, including for takeaway packaging. Incentive models like fees or surcharges on single-use items — as seen previously with plastic bags — are also being considered to drive behavior change.





THE COPENHAGEN CITY PROJECT

- **Open deposit system** – allows anyone to return a left-behind item and redeem the deposit.
- **Agnostic platform** – open to multiple partners introducing, own packaging maintaining individual visual identities for brands.
- **Flexible deposit stations** – solar-power and battery enabling easy and agile adjustments across the network.
- **Comprehensive reporting and traceability** – covering user satisfaction, return and discard rates as well as LCA, CO₂, and resource reduction metrics.



Københavns Kommune

SOLUTION

New Loop – a circular system for reusable packaging featuring return machines, washing, logistics, and individual QR codes for communication, deposit registration, and tracking – all supported by a web platform for user interaction and deposit refunds.



PACKAGING

New Loop provides a diverse range of cups, glasses, bowls, and trays, all crafted from **ISCC Plus-certified material** derived from 73% used vegetable oil – making them superior in terms of both CO2 footprint and resource efficiency.

All packaging features unique QR codes for deposit handling, allowing tracking and for the deposit value to be activated or deactivated individually



DEPOSIT MODEL

New Loop operates with the classic deposit model, which is already well established in the danish users' minds, thanks to years of experience from Dansk Retursystem.



RETURNBOX

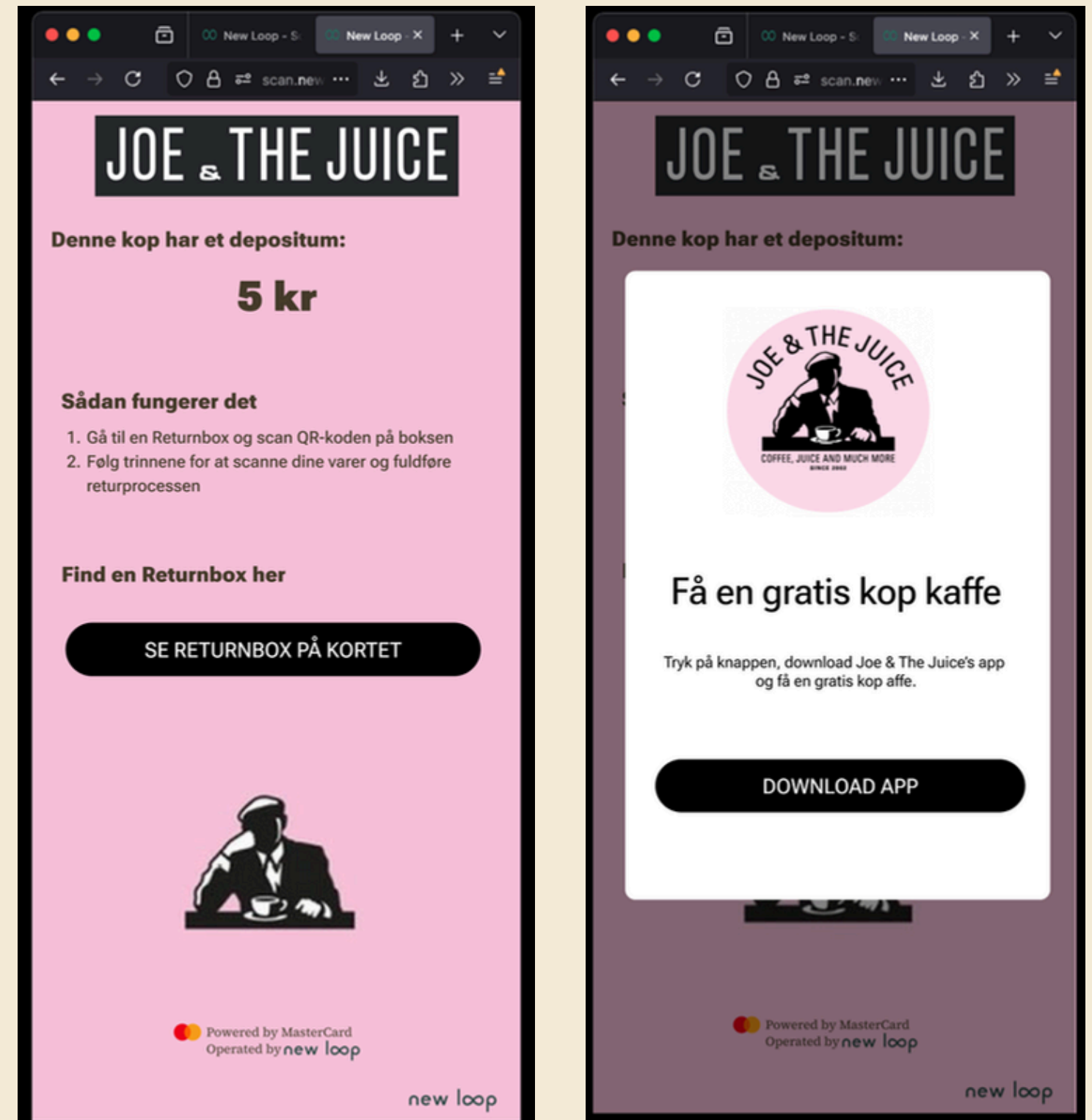
Our return boxes offer an automated and user-friendly solution, while also creating a digital link between our clients and end users. **Based on parcel locker technology**, the boxes are cost-effective compared to competitors.

The outdoor model is powered by solar cells and batteries, making it highly flexible and eliminating the need for a power connection. The containers notify staff automatically when they need to be emptied.



WEB-APP, VERSIONING AND COMMERCIAL ELEMENTS

Our web app for deposit refunds is activated by scanning the QR code on the packaging or return box. It helps users locate return options and receive their deposit back. Scan the QR code here to try it yourself...

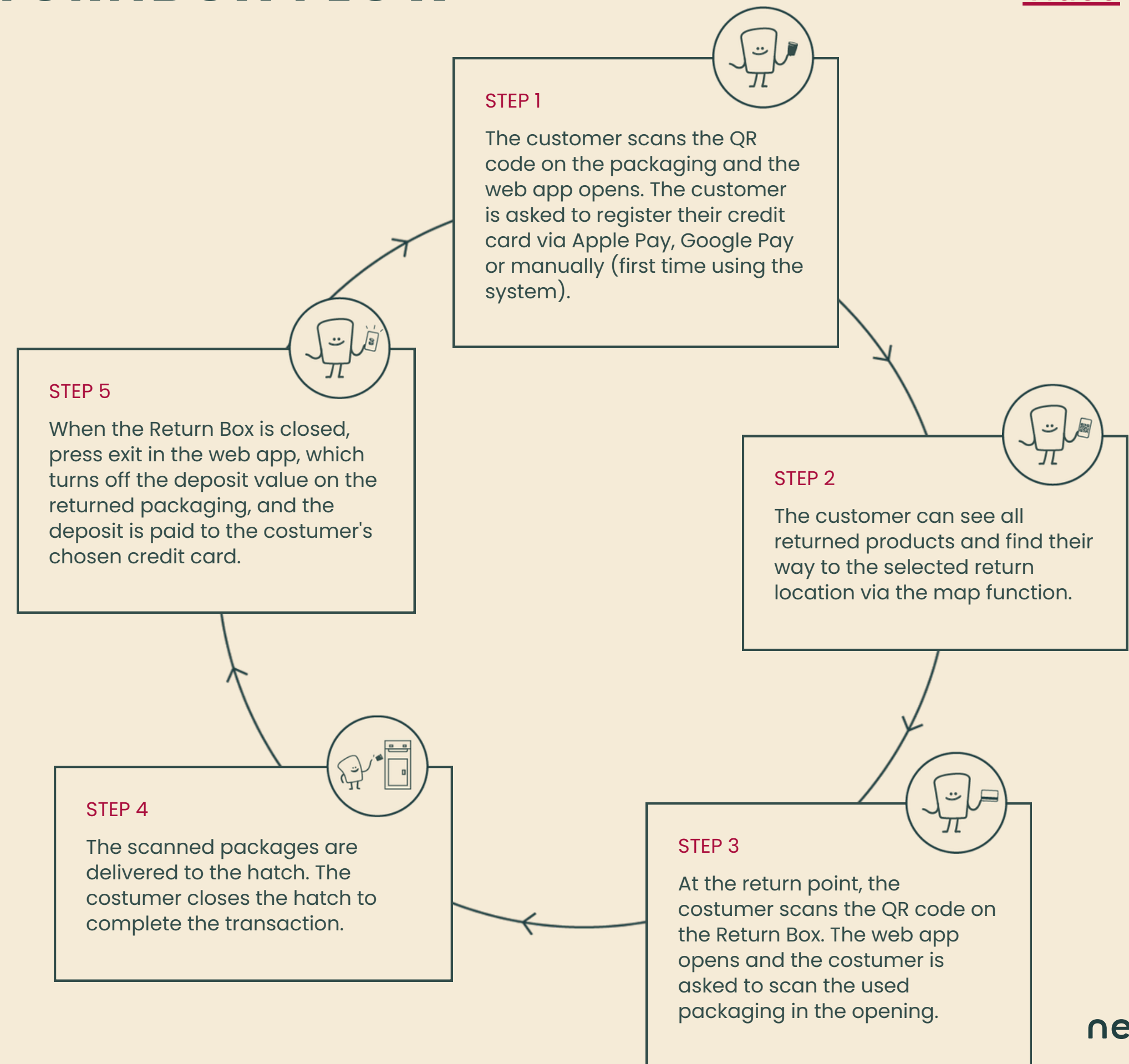


Example of versioning of a web-app and encouragement to download app for a client

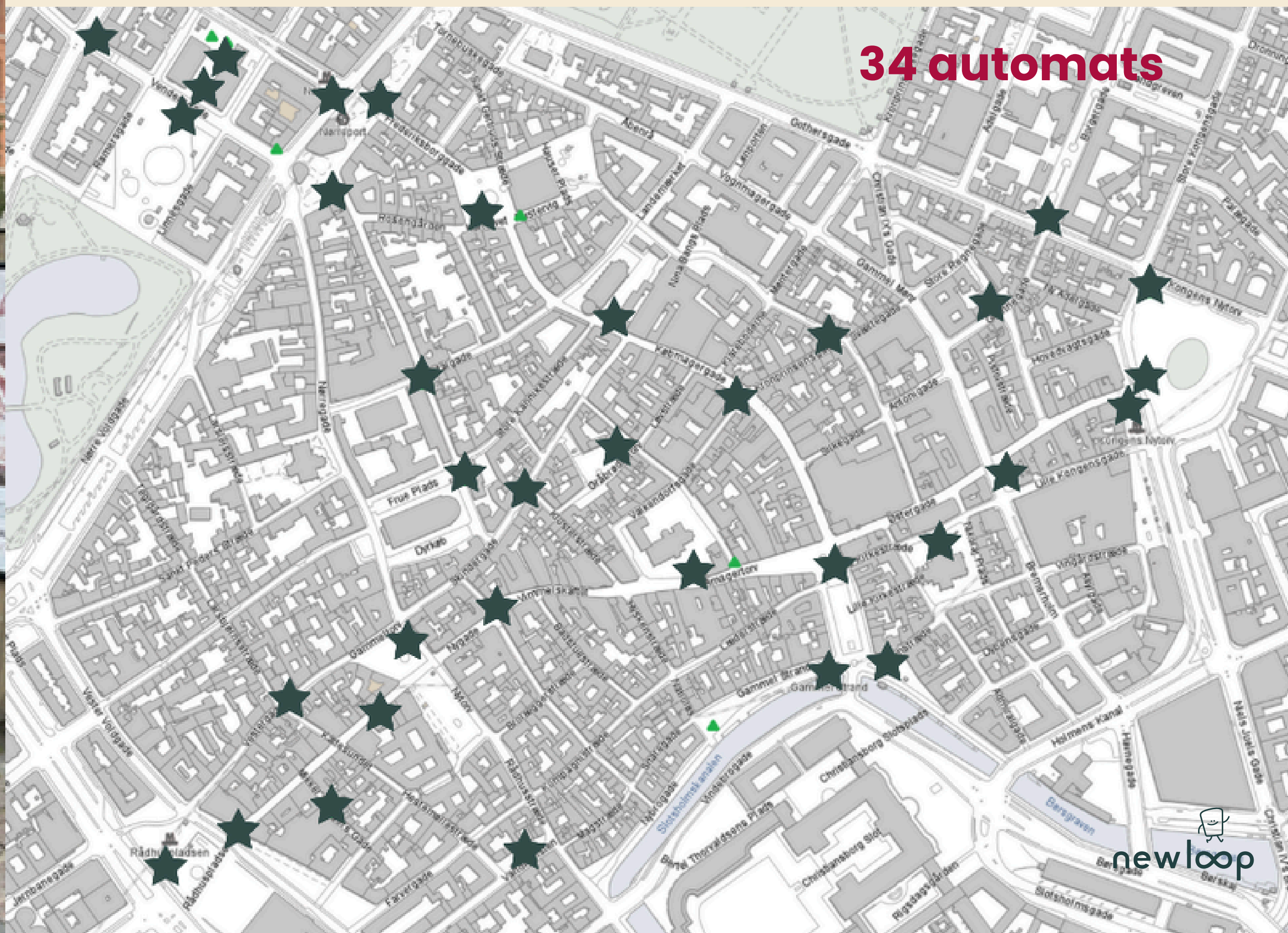


RETURNBOX FLOW

[Video](#)

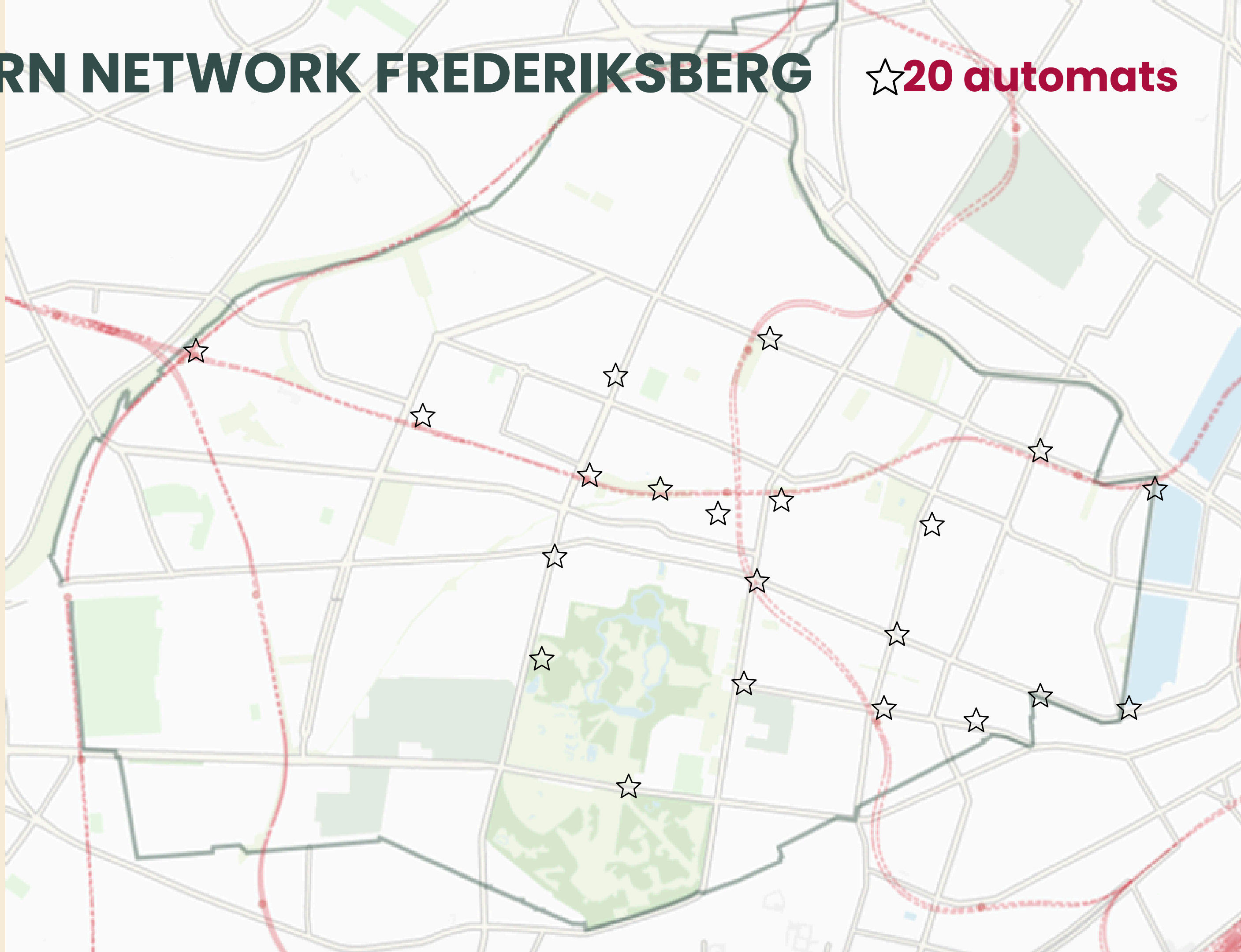


RETURN NETWORK CPH



RETURN NETWORK FREDERIKSBERG

☆ **20 automats**



REDUCING CO₂ AND RESOURCE USE

Hypothetical example:
A company using 300,000 cups/month over the course of a year, compared to an average single-use cup.

The calculation incl. production, washing, and transport.
It also assumes a 90% return rate and a 3% discard rate after washing.

Reduction:
308 tons CO₂ eq
16.5 tons of waste

	Data	Enhed
Antal kopper (Total)	3.600.000	stk
Periode	12	måned
Antal leveringer i perioden	56	
Returprocent (Kunden) pr loop	90,0%	%
Frasorteringsprocent (New Loop og DMO)	3,0%	%
Genbrugspotentiale	7,9	gange
Antal kopper per levering	64.286	stk
Antal kopper til vask per returnering	56.121	stk

Mængde ZWC kopper anvendt	513.321	stk
Kopper tabt grundet manglende returnering	360.000	stk
Kopper tabt grundet frasortering	97.200	stk

CO2 Udledninger	ZWC-kop	Engangskop	Besparelse	Enhed
Produktion og distribution	11.800	341.040	329.240	kg CO2 eq
Forbrænding af kopper	1.144	3.293	2.149	kg CO2 eq
Tilbage tagging og vask	22.644	0	-22.644	kg CO2 eq
CO2-udledning i alt	35.588	344.333	308.745	kg CO2 eq

Affaldsbesparelse	8.801	25.332	16.531	kg
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We hope you'll join us in driving a scalable solution combining reduced resource consumption with lasting local impact – supporting your sustainability goals and financial responsibility.

