



AARHUS
KOMMUNE



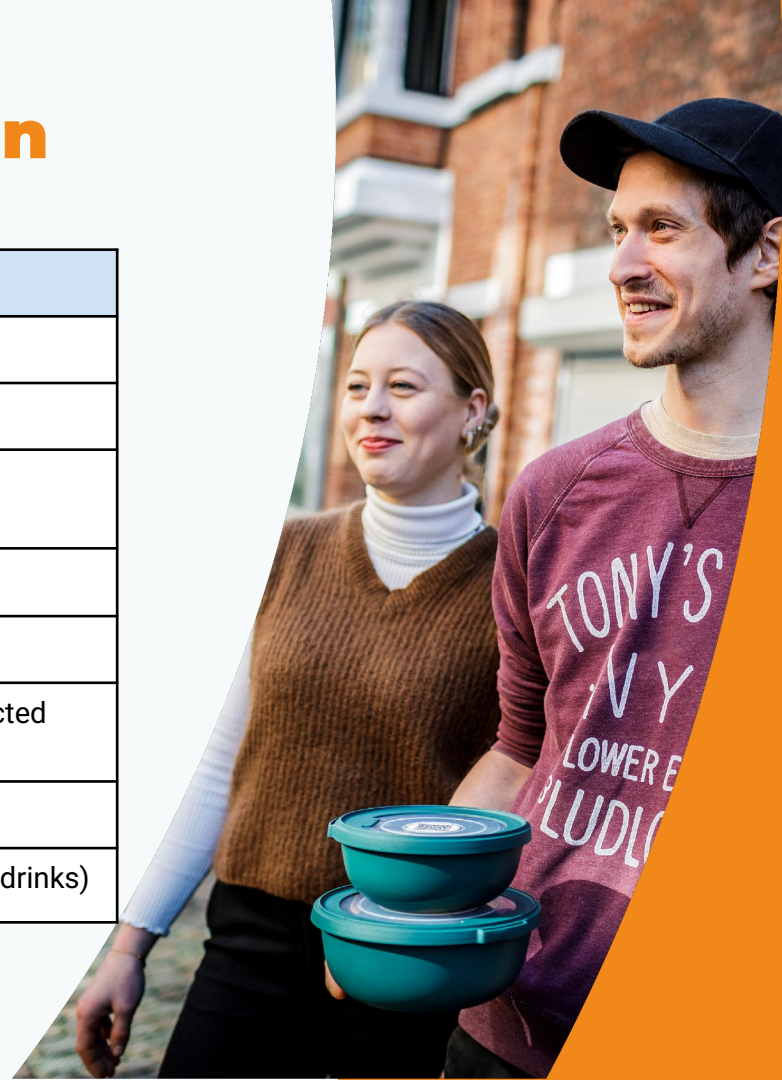
Reuse in action: A tale of two cities

Copenhagen & Aarhus

5-6 March, 2026

AGENDA - DAY 1 - Copenhagen

Time	Content
8:30 - 9:00	Welcome coffee
9:00 - 9:30	Contextualisation and Ice-breaker
9:30 - 10:30	Presentation of Copenhagen reuse system By City of Copenhagen and New Loop
10:30 - 11:45	On-site walkthrough of the reuse system
11:45 - 13:00	Vegan lunch
13:00 - 17:00	Travel to Aarhus by bus with ferry crossing - arrival expected around at 16:30/17:00 (depending on traffic)
17:00 - 18:30	Check-in at your hotel and free time
18:30-22:30	2-year celebrations of REUSEABLE (including dinner and drinks)





Overall objectives of this study tour

- **Showcase** best-in-class reuse systems in Aarhus and Copenhagen.
- **Explore** the policies, incentives, partnerships, and infrastructure that make them work but also the factors that may still hamper their scaling up
- **Identify** the essential/non-negotiable dimensions of successful reuse systems for take-away food & drink.
- **Enable** peer-to peer exchange and problem-solving tailored to your city and context.

Collective agreements



Respect the schedule



Focus on the goals



Be mindful of jargon



Include all participants



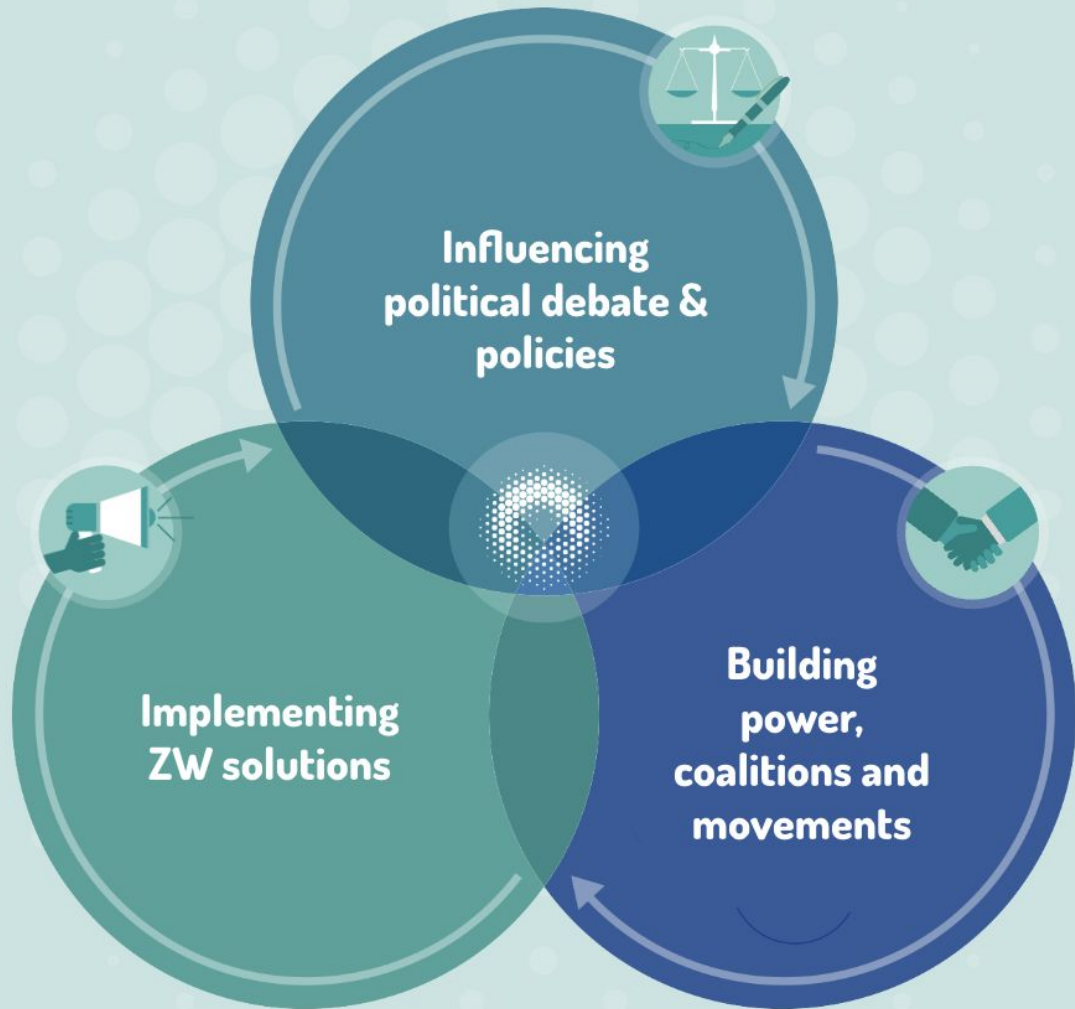
Use the hand symbols



Ask questions, be
curious and
challenging



The **European network** of communities, local leaders, experts, and **change makers** working towards a **better use of resources and elimination of waste** in our society.





**39 members/alliances
in 30 countries**



From vision to action



- 🔄 Barcelona: takeaway food and drinks packaging waste makes **up 30% of public bin volume**, accounting for just 6% of total weight.
- 🔄 Aarhus: **up to 48% of public waste**, with litter from single-use containers a growing concern.

A long-term vision

a Europe where reuse is standard practice once again, anchored in systems that continuously evolve and improve over time.



The ReuSe Vanguard Project (RSVP)



Objective

Create the conditions for a large uptake of reusable packaging in key sectors, like beverages and take-away food and drinks.

Ambition

Develop a credible reference model ("blueprint") with partners and stakeholders to enable everyone to use reuse systems consistently and effectively.

This model does not aim to standardise all reuse systems but to define a framework that allows for:

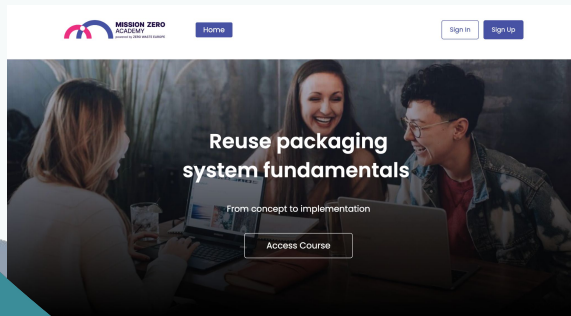
- 🔄 **Simplicity and user-friendliness**
- 🔄 **Optimal performance**
- 🔄 **Scalability and replicability**

Our European Blueprint



Purpose and intent

- 🔄 Support the development and scaling of **resilient reuse infrastructures for takeaway food and drinks packaging**
- 🔄 **Secure system-level support** to make reuse truly viable at scale.
- 🔄 Build **proofs of concept in multiple context**



Blueprint essential criteria at a glance

Based on real-world experience

You will find **practical guidance on what can make a system work - or fail** - environmentally and economically, with examples from diverse local contexts.

5 ESSENTIAL CRITERIA FOR REUSE SYSTEMS

- 1 Effectiveness**
delivering environmental and economic performance, supported by the right incentives.



- 2 Recognition**
systems must be easily understood and highly visible to users.



- 3 Interoperability**
different actors and systems must be able to work together.



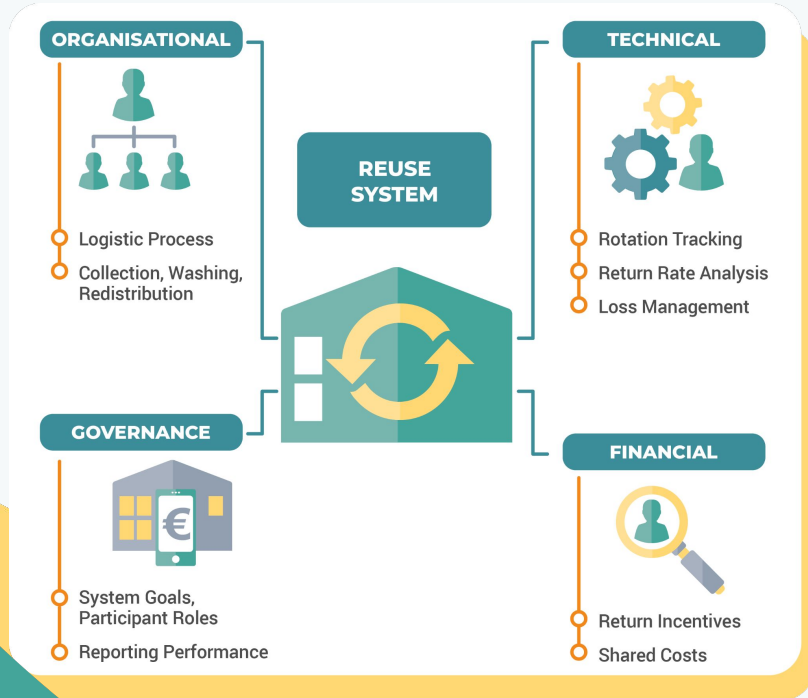
- 4 Inclusiveness**
systems must be accessible, fair, and easy for everyone to use.



- 5 Guaranteed Safety**
systems must meet high hygiene and safety standards.



Reusable packaging = system!



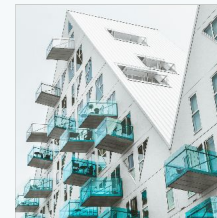
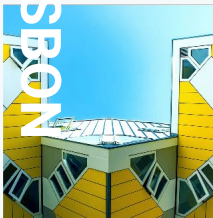
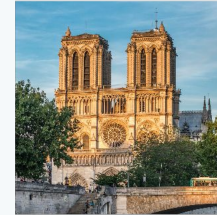
'Re-use system'

'the organisational, technical or financial arrangements, together with incentives, that allow re-use either in a closed loop or open loop system, such as a deposit and return system that ensures that packaging is collected for re-use'; [art.3 (31)]

Some key definitions outlined in the PPWR since January 2025
(See the [ANNEX](#) for other key definitions, pp.4-6)

Support and benefit from local action

Locations where we have been active so far



A multi-stakeholder European ecosystem

Project Lead:



Main Sponsor:



7 Core Partners:



Cities involved through the local projects (and growing):



Some other local stakeholders involved:



Some of the key supporting organisations and amplifiers:



Inside Copenhagen's reuse system

DAY 2 - Aarhus

Shared reflections



What elements of the two Danish reuse systems stood out to you most?





What, if anything, challenged your expectations?



Workshop time!



Core objectives

1. Identify the essential criteria of successful reuse systems for take-away food & drink;
2. Work on immediate, practical steps & actions to scale reuse systems;
3. Raise your awareness of some of the key tensions and trade-offs to anticipate;
4. Cross-context insights: what works at local vs national scale;

The Danish Partnership for Take-away Packaging

A national multi-stakeholder initiative working to accelerate the transition from single-use to reusable take-away packaging in Denmark.

The partnership brings together businesses, municipalities, NGOs and knowledge institutions to develop the knowledge, pilots and recommendations needed for viable national reuse systems.

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NORION
CONSULT

Workshop - How to design successful reuse systems for takeaway food & drinks?

What will we be discussed and how?

Participants will join one of two parallel tracks:

- Track 1 (ZWE-led): designing effective local reuse systems
- Track 2 (Norion-led): planning for national-level scaling

Section 1:

What does a viable local reuse system require?

Define the WHAT = non-negotiable conditions to success

Your brief/prompt:

You are designing a city-scale reuse system for takeaway drinks and food that must be high-performing, safe, and inclusive. Identify the minimum conditions required for the system to succeed. Consider your ideas across three key dimensions ('3 stations'):

- **Infrastructure & operational performance** – what infrastructure and operational features are essential to achieve high performance, convenience, scale, safety...?
- **Governance & stakeholder inclusion** – who must be involved, and what must the city do to ensure fairness and inclusion?
- **Procurement rule & market shaping** – what public requirements or incentives are needed to create a reliable and equitable system?

Section 2:

From conditions to action!

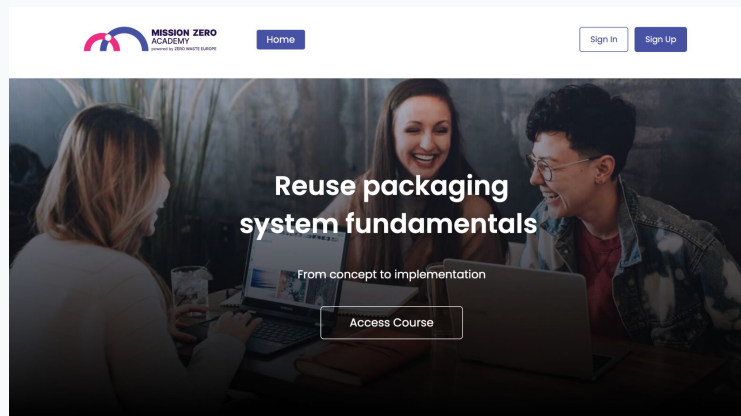
Translate Section 1 insights into practical, minimum first-year actions

Your brief/prompt:

You are now the implementation task force of a municipality of 350,000 residents with about 1200 cafés, bars and restaurants. Last year, a 2 month pilot took place in the business district which brought local authorities key learnings in terms of infrastructure design, tailored incentives for Ho.Re.Ca and consumers (or lack thereof) and issues created by a limited scale and timeframe. This time though, the local government has given you 3 years and an initial budget of 300,000 EUR to demonstrate that reuse can be the norm in the takeaway sector and generate positive environmental and financial impacts for the city . What happens first?

Call to Action

Make use of our Blueprint and...our new online course



Endorse the Blueprint, join the movement!



Reuse Blueprint - endorsements form

About the Reuse Blueprint

Grounded in fieldwork across 7 cities in 6 countries in the context of the [ReuSe Vanguard Project \(RSVP\)](#), the second edition of the [Blueprint for harmonising reusable takeaway packaging systems in Europe](#) lays out a practical, systemic approach to scaling reuse that is inclusive, efficient and ready to be adopted by cities, service providers, and regulators alike.

Endorsing the Reuse Blueprint does not imply agreeing with every word, but rather supporting the core direction and intent behind it: to make reuse the norm in the takeaway sector.

Endorse the Reuse Blueprint

Name *

First Name Last Name

Title/Role *



Some of those who signed up already:

Perpetual, City of Leuven, New European Reuse Alliance, Environmental Defense Fund Europe, New Loop, Profimiet, Borro, The Danish Society for Nature Conservation, Ellen MacArthur Foundation, GoUnpackaged, Circular Economy Portugal, Zero Waste France, Consom'Action, ECOS, Environmental Coalition on Standards, Friends of the Earth Cyprus

And more...