



by



Safe to Reuse: health & safety as competitive advantage for reusable packaging

Webinar

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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.





41 members/alliances
in 30 countries



From pilots to systems that stick:

3 levers that must work together

01

REUSE AS DEFAULT

Create the level playing field so reuse becomes the default or only option for consumers

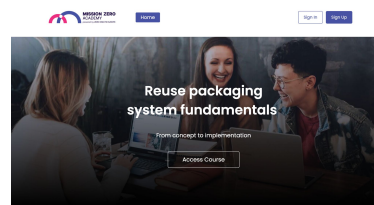
- ▶ EU legislation: obligation to offer reuse for HoReCa + 10% target is not enough
- ▶ Additional tools:
 - SUP bans & taxes
 - EPR reform (reward and fund prevention and reuse, not just better recycling)
 - Public procurement design

**Without it:
pilots stay
pilots**

02

SYSTEM DESIGN

Build on what already works...or what does not!



**Don't reinvent
the wheel**

03

CAPACITY BUILDING

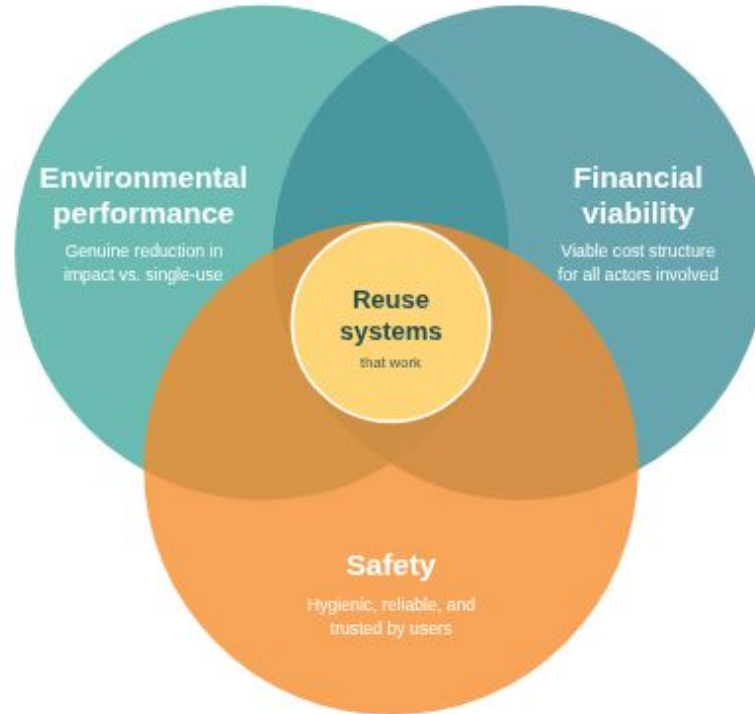
Equip all the actors to deliver with multi-stakeholder peer-learning experiences (field trips, workshops, trainings..)



**Peer-learn how
to and do it**

Reuse systems must work on all 3 fronts

Environmental performance, Financial viability and Safety



Blueprint essential criteria at a glance

Focus on the 5th criteria

You will find **practical guidance on what makes a system work - or fail** - from an environmental and economic perspective, 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.

