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Environmental Paper Network

**Zero waste heroes:**  
**The European**  
**businesses making**  
**reuse a reality**

June 2023

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**Cover page:** Reusable glass jars are a hygienic and simple way to store dry goods. Photo: Newman Studio / Shutterstock.

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# INTRODUCTION

A few short decades ago, reusable soft drink bottles, cafes selling coffee in china cups and restaurants serving burgers on plates was all we had known. With the introduction of cheap plastic alternatives came a throwaway culture which allows us to chug and chuck, to wolf burgers in cars from polystyrene boxes, and to drink coffee-to-go from plastic lined paper cups destined for landfill.

Then the backlash came.

Photos of a turtle eating a plastic bag and a seahorse holding an earbud made international news and put the Waste Economy briefly at the top of decision-makers' agendas. It wasn't long before they took small steps to reduce the single-use plastic in our lives. But instead of looking at long-term changes that would actually remove avoidable/unnecessary packaging, they have mainly focussed on how to tweak business as usual – polystyrene boxes become paper boxes, plastic bags become paper bags and throw-away became “recyclable” or “compostable”.

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*This report asks those at the cutting edge of waste reduction what support they need to make the throwaway go away.*

Throwaway packaging is a multi-billion-euro business and it does not intend to go down without a fight.

But there are heroes out there. Small businesses trialling reuse options while decision-makers prevaricate about systemic solutions that would enable companies to offer the reusable packaging that people are calling out for.

This short report looks at the catering and take-away food sector in Brussels, Estonia and France, and asks those at the cutting edge of waste reduction what support they need to make the throwaway go away.

It outlines the problems with swapping planet-destroying plastic for planet-destroying paper and shows that ending overpackaging is a realistic goal, as long as there is government support. Talking to those still trapped in the single-use economy reveals what front-line packaging users need to adapt their model to reuse options.

Only by understanding the difficulties and barriers to swapping single-use for reusable can the EU come up with an EU Packaging and Packaging Waste Regulation that will clean our environment, reduce our climate footprint and make life easier for us all.

*Standardising reusable packaging makes it easier to store and wash.  
Photo: Ma Saison Préférée*



# CONTEXT: THE REVISION OF THE EU PACKAGING AND PACKAGING WASTE REGULATION

The draft EU Packaging and Packaging and Waste Regulation aims to prevent the generation of packaging waste and to minimise the environmental impact of packaging by increasing the share of reusable packaging and reuse systems; increasing the percentage of waste that is recoverable through composting, recycling or energy recovery; and limiting the weight and volume of packaging.

It follows the 1994 EU Packaging and Packaging Waste Directive. Revised several times since, with the last revision ending in 2018, it failed to tackle the worrying growth in packaging - EU total packaging waste generation increased by 19 per cent between 2009 and 2019,<sup>1</sup> exacerbated by an increase in takeaway food, online sales and home deliveries.

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*The reduction that many hoped for has often ended up being changed to substitution, as swapping single-use plastic packaging for fibre-based products (made from woody biomass) is seen as a promising trend by the pulp and paper industry.*

In 2019, the Single-use Plastics Directive (2019) was adopted and this was followed by the European Commission's Action Plan for a circular economy (2020). The revised Packaging and Packaging Waste Regulation is expected to contribute to the Action Plan's objectives.

But the reduction that many hoped for has often ended up being changed to substitution, as swapping single-use plastic packaging for fibre-based products (made from woody biomass) is seen as a promising trend by the pulp and paper industry.<sup>2</sup>

Prices for corrugated board, flat board and packaging paper have risen by 45 per cent<sup>3</sup> since 2022 due to the rising cost of raw materials and energy, and the paper industry is lobbying hard to ensure that the final Packaging and Packaging Waste Regulation benefits them. For example, when the Commission recently proposed reuse packaging targets, “an industry alliance of 100 players in the fibre-based packaging value chain ... called for an exemption of paper and cardboard from reuse targets”.<sup>4</sup> This industry pressure worked and the reuse targets were watered down (see box 1).<sup>5</sup>

1 [https://eur-lex.europa.eu/resource.html?uri=cellar:de4f236d-7164-11ed-9887-01aa75ed71a1.0023.02/DOC\\_1&format=PDF](https://eur-lex.europa.eu/resource.html?uri=cellar:de4f236d-7164-11ed-9887-01aa75ed71a1.0023.02/DOC_1&format=PDF) (p.9)

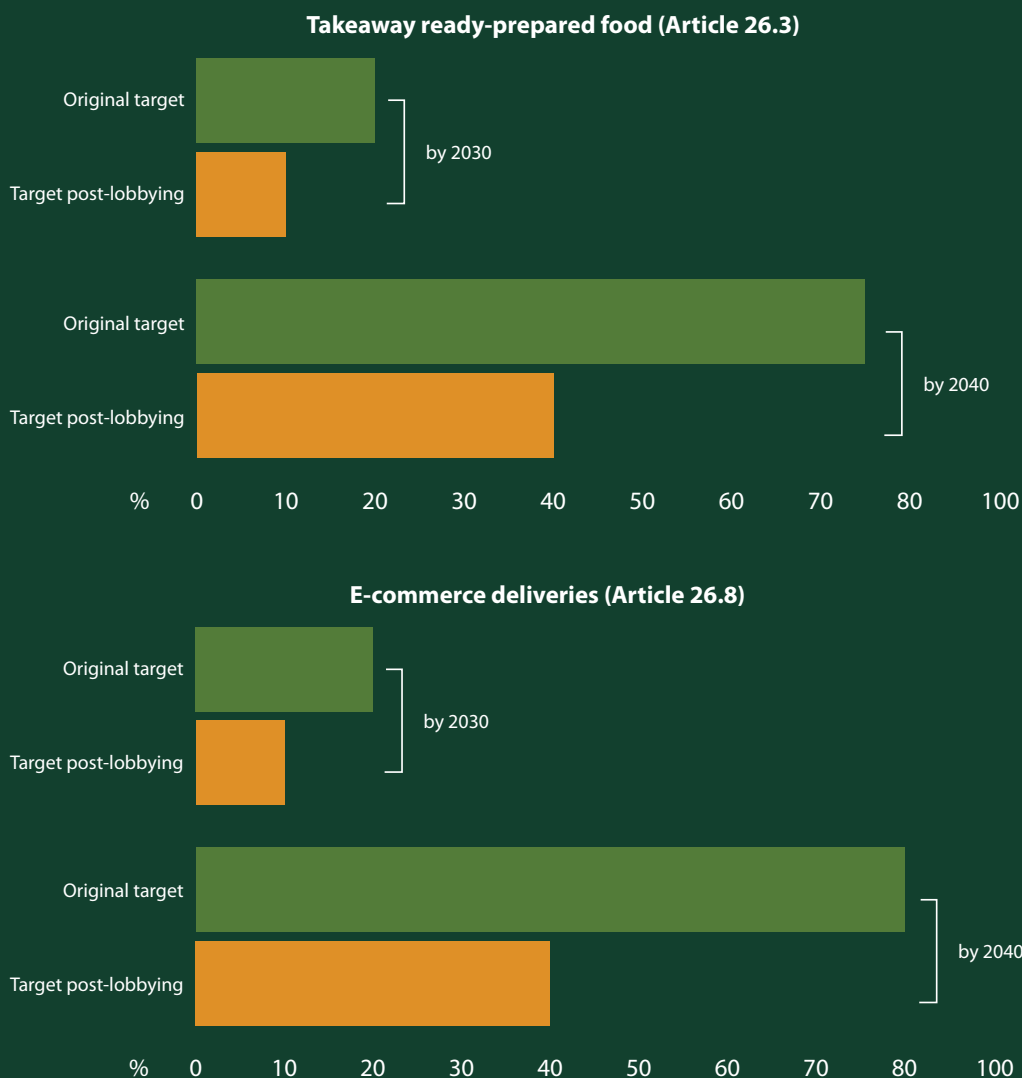
2 <https://www.usinenouvelle.com/article/portee-par-la-hausse-des-prix-l-industrie-papetiere-craint-un-retournement-en-2023.N2111781>

3 <https://www.usinenouvelle.com/article/portee-par-la-hausse-des-prix-l-industrie-papetiere-craint-un-retournement-en-2023.N2111781>

4 <https://www.euractiv.com/section/energy-environment/news/eus-draft-reuse-targets-for-packaging-meets-barrage-of-criticism-from-industry/>

5 <https://www.euractiv.com/section/energy-environment/news/brussels-tables-new-reuse-and-recycling-targets-to-slash-packaging-waste/>

## Box 1: Original Commission reusable targets versus those after industry lobbying<sup>6</sup>



Environmental organisations such as Zero Waste Europe had been calling for stronger measures and ambitious sector-specific packaging reuse targets. They make it clear that this would send “a strong signal to all market sectors to kick-start the transition”.<sup>7</sup>

Article 38 of the proposed Regulation requires Member States to reduce packaging waste by five per cent by 2030, by ten per cent by 2035 and by 15 per cent by 2040 (compared to 2018). It also includes packaging recycling objectives of 25 per cent of wood and 75 per cent of paper and cardboard by 2025; 30 per cent for wood and 85 per cent of paper and cardboard by 2030.

It is very important that these ambitions are maintained.

<sup>6</sup> <https://www.euractiv.com/section/circular-economy/news/brussels-set-to-propose-watered-down-eu-packaging-law-after-industry-outcry/>

<sup>7</sup> <https://zerowasteurope.eu/wp-content/uploads/2022/11/INC-Packaging-Reuse-vs-Packaging-Prevention.docx.pdf>

# PACKAGING SYSTEMS IN THE HOTEL, RESTAURANT AND CATERING (HORECA) SECTOR

Despite the decrease in sales during the height of the COVID pandemic, the last decade has seen a sharp increase in household expenditure on catering services in Europe; especially in cities. It has brought with it a strong uptick in packaging, much of which has been paper-based due to new regulations and consumer concerns about the environmental footprint of plastic. There is presently far less awareness of the harm caused by paper packaging – outlined in the report [Unwrapping a disaster](#) – although a recent [poll](#) showed that consumers were concerned about rising rates of paper packaging.

There have been many analyses of the sustainability of disposable and reusable packaging. Some have clearly been produced to suit company agendas - for example, a [study](#) commissioned by McDonalds which, without providing sources or data, concludes that the McDonalds single-use model is best. The paper industry also presents single-use as the environmental solution by calling it “genuinely renewable” and recyclable<sup>8</sup>, even though most paper-based packaging in the food sector cannot be easily recycled as paper is mechanically laced with plastic and/or has been in contact with food.<sup>9</sup>

According to Marie Jemine, founder of l’Empoteuse - “The lobbying of McDonalds’ is very deceitful and scary. The first time I saw their Silver Bullet campaign, I even wondered if I had chosen the wrong trade when I set up my reuse business. And then I read the actual study and thought – none of this is actually proven. None of this is actually scientific. This is comms campaign. It’s all false claims.”

Although some paper industry-funded studies show that single-use packaging is more environmentally friendly than reusable packaging,<sup>10</sup> most of the

scientific and independent literature reveals that reuse systems are more beneficial. One found that a reusable packaging system used by a catering company in the Emilia-Romagna region in Italy was more environmentally friendly than wooden boxes, disposable plastic crates, or cardboard boxes.<sup>11</sup> Another showed that transporting bread in reusable plastic crates was better for the environment than single-use recyclable cardboard boxes.<sup>12</sup>



***The lobbying of McDonalds’ is very deceitful and scary. The first time I saw their Silver Bullet campaign, I even wondered if I had chosen the wrong trade when I set up my reuse business. And then I read the actual study and thought – none of this is actually proven. None of this is actually scientific. This is comms campaign. It’s all false claims.***

Marie Jemine, founder of l’Empoteuse

8 [https://www.eppa-eu.org/uploads/Bestanden/LCA/EPPA\\_Infographic\\_FINAL\\_EN.pdf](https://www.eppa-eu.org/uploads/Bestanden/LCA/EPPA_Infographic_FINAL_EN.pdf)

9 <https://newsroom.kunststoffverpackungen.de/wp-content/uploads/2021/04/2021-05-18-Bericht-Substitution-durch-Papierverbunde.pdf>

10 [https://www.eppa-eu.org/uploads/Bestanden/LCA/EPPA\\_Infographic\\_FINAL\\_EN.pdf](https://www.eppa-eu.org/uploads/Bestanden/LCA/EPPA_Infographic_FINAL_EN.pdf)

11 Accorsi, R., et al., *Economic and environmental assessment of reusable plastic containers: A food catering supply chain case study*. International Journal of Production Economics (2014)

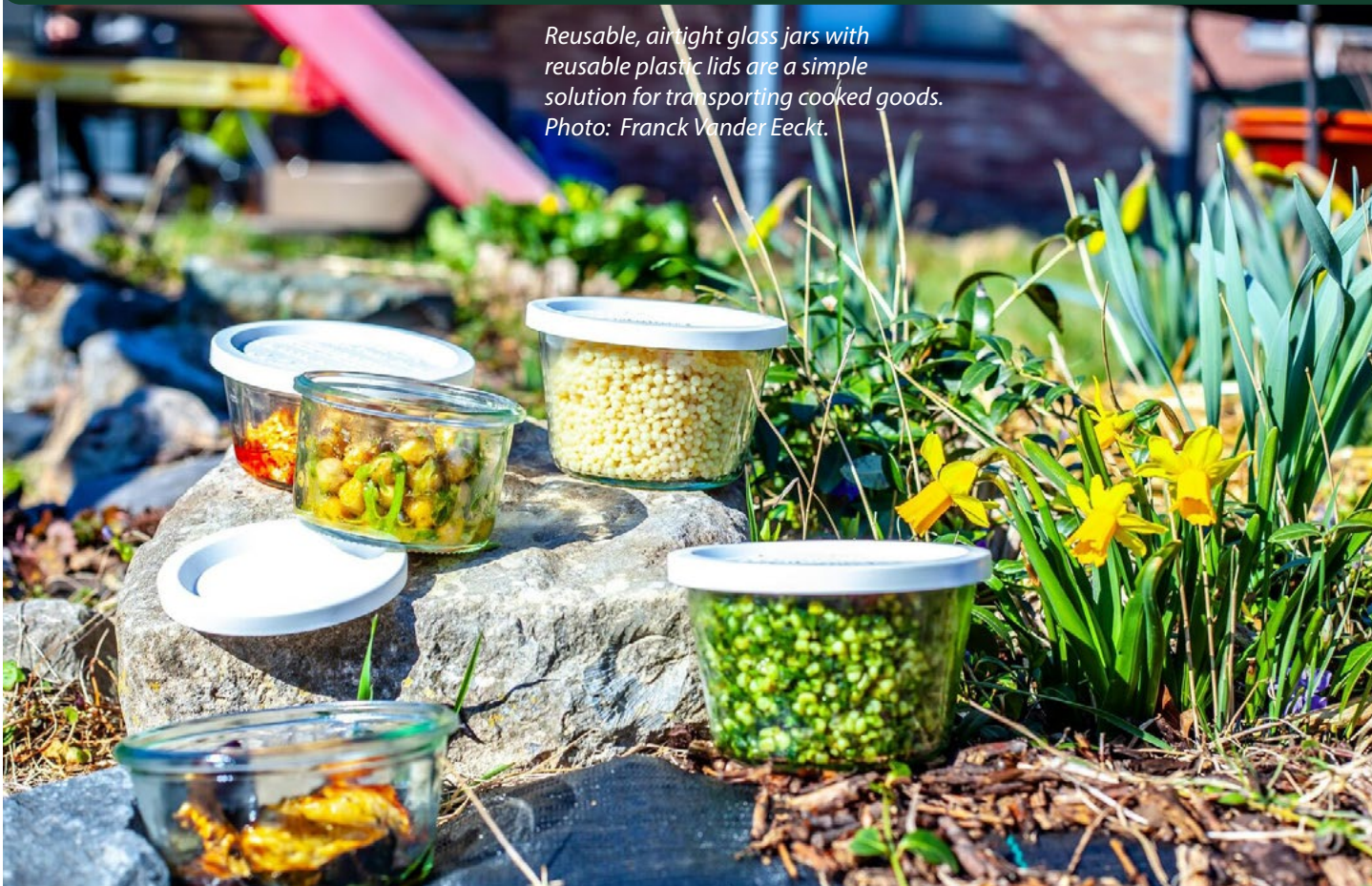
12 Koskela, S et al. *Reusable plastic crate or recyclable cardboard box? A comparison of two delivery systems*, Journal of Cleaner Production (2014)

## Box 2: What is reusable packaging?

Zero Waste Europe's definition of reusable packaging is "packaging which has been conceived, designed and placed on the market to accomplish within its lifecycle as many trips or rotations in a system for reuse and whose actual return and reuse is made possible by adequate logistics and promoted by suitable incentive systems"<sup>13</sup>

Whilst single-use packaging generally ends up in landfill, reusable packaging requires systems to collect, recondition and reuse it. The environmental and economic costs and emissions related to single-use packaging tends to be raw materials and landfill. In contrast, the cost and emissions of reusable packaging tends to focus on the logistics of raw materials, collection and recondition. Additionally, whilst single-use applications cumulate environmental impacts with each use (i.e. each time you use a single-use cup your impact is increased), the environmental footprint of reusable packaging is spread out among its cycles, with additional uses leading to reduced impact per cycle.

Although there was a big decrease of the reusable packaging market share in Europe in the last decade, after the Single-use Plastics Directive, many Member States have already put forward measures and rules to promote reuse. At the same time, reuse businesses have started to flourish across many countries in various sectors, such a beverages, takeaway food and drinks, e-commerce, cosmetics, retail, among others. The future of reuse is promising, but in order for it to scale up and be on a level playing field with single-use packaging, we need a strong EU legislation.



*Reusable, airtight glass jars with reusable plastic lids are a simple solution for transporting cooked goods.  
Photo: Franck Vander Eeck.*

<sup>13</sup> <https://zerowasteurope.eu/wp-content/uploads/2022/11/INC-Packaging-Reuse-vs-Packaging-Prevention.docx.pdf>



*Restaurants looking for reuse solutions can get advice from experts such as L'Empoteuse. Photo: L'Empoteuse.*

## METHODOLOGY

This report collates a number of case-studies and focusses on their similarities and differences. We asked colleagues for recommendations of Brussels outlets in the Horeca sector that were considering reusable solutions, and selected the final participants ([Boentje café](#), [eFarmz](#), [l'Empoteuse](#), [EXKI](#), and [Oune Falafel](#)) based on their availability.

In advance of the interviews we collected data about their environmental mission and actions. EXKI and Oune Falafel use largely disposable paper-based packaging, but have experimented with reusable packaging. eFarmz uses a combination of reusable and paper packaging. Boentje café is a flagship zero waste

project. L'Empoteuse operates a network of returnable containers and is therefore a good example of the emergence of actors who can support the development of reusable packaging.

Each participant was asked about the type of paper packaging they used, their measures to reduce packaging and increase reusable, and obstacles they had encountered.

Fern also hosted a workshop to bring together the businesses as they had initially been interviewed individually.

# Case Study 1: L'Empoteuse - the small packaging business showing how reuse can work<sup>14</sup>

L'Empoteuse provides packaging to help food and catering companies switch from single-use to reuse. They are a member of Planet Reuse, a platform for reuse packaging systems across Europe. They say that on average it takes from six months to one year for it to become cost-effective for a typical company to move to reuse solutions. A company will generally need at least a 60 per cent return rate to achieve cost-effectiveness. Return rates are highest when customers are regular, such as in office canteens or restaurants surrounded by offices. There are fewer repeat customers around train stations and residential areas, so businesses may need to adopt a mixed system where customers can choose single-use or reusable packaging.

Looking at paper packaging specifically, L'Empoteuse gives the example of the supermarket Roots which moved to reusable bags and achieved a return rate of 38 per cent.<sup>15</sup>

"We have a strategy. One line of standardised reusable plastic packaging, one line of standardised reusable glass packaging. We focus on these two products. Standardisation is super important." - Marie Jemine, founder of L'Empoteuse

L'Empoteuse has put in place a standardised line of reusable packaging for glass and for plastic. This allows reuse systems to be interoperable, which makes reuse a lot easier. The founder describes various advantages associated with reuse:

"Deposits shouldn't be managed by individual businesses. It should be a public service. People bring back items because they get their deposit back."

"Systematically, restaurants doing their own washing works very well. In most situations, this is possible. When it isn't, there can be local washing stations."<sup>16</sup>

"What we see in our work is that with well-designed reuse systems, the return of containers isn't associated with any logistical difficulties."

"It's also a lot less expensive for municipalities."

L'Empoteuse recommends using nudge theory to increase the use of reusable packaging, such as by offering small benefits for positive changes to encourage people towards taking beneficial action. Other tactics to increase reuse include charging a fee for all packaging. People are more likely to pay a deposit for reusable packaging than to pay for single-use packaging they will throw away.

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*What we see in our work is that with well-designed reuse systems, the return of containers isn't associated with any logistical difficulties.*

Marie Jemine,  
founder of L'Empoteuse

<sup>14</sup> Based on an interview with the founder (3 April 2023) and on conversations with the founder during the workshop on reuse

<sup>15</sup> <https://environnement.brussels/media/432/download?inline>

<sup>16</sup> See Eternity Systems, a French company offering industrial washing solutions for re-usable containers

## Case-study 2: Boentje café<sup>17</sup> - a cafe without waste is possible

Boentje café has been located in Schaerbeek, Brussels since 2018, and was conceived and developed with the idea achieving zero waste. The two founders had been concerned about the amount of waste in other cafés they had worked in.

Boentje is the first zero waste café in Brussels and it has changed considerably over its five years. The founders initially collected jars of different sizes and with different lids to offer take-away drinks and food. They then received support from Brussels Environment and l'Empoteuse (see Case Study One) to create a deposit return system for reusable packaging. Customers who bring their own containers also receive a discount. They use reusable glass jars (within the deposit return scheme) and reuse the plastic trays in which their oven-roasted tomatoes are supplied as boxes for take-away waffles. If these run out, they use non-recyclable waxed paper trays.

Their move to zero waste brought along the rest of their supply chain. For example, their milk supplier responded to their request for reusable glass bottles by offering this option to all their customers.

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### BOX 3 – Outside the Brussels bubble – Insights from Estonia

In Tartu, Estonia, there are also some reuse trailblazers. Naiiv, is a small bar right by the Emajõgi river, serving fresh pastries and lunch. They only offer reusable takeaway packaging with support from Ringo, which handles deposits and provides a collection and washing service. They have an alliance with three other popular bars which allows them to offer drinks in reusable cups which can be returned to any of the establishments.

RP9 is a sports bar serving pub lunches and snacks. They are also enthusiastic about reusable systems, as are their customers who often order takeaway food in Ringo plates (which work particularly well for burgers, roasts and snacks). Environmental considerations are very important to them, and they take pride in their well-functioning reuse system.

<sup>17</sup> Based on an interview with one of the founders (23 March 2023)

## BOX 4 – Outside the Brussels bubble – Insights from France

Lyon, France, is also home to reuse takeaway trailblazers. Pollen deliver home-made lunchtime meals to 350 individuals all over Lyon. These meals are delivered by electric bicycles and are served in deposited glass boxes. Products are fresh and local. The whole process generates virtually no waste.

When it comes to dine-in, France as a whole is leading the way with its Anti-waste and Circular Economy Law.<sup>18</sup> Effective as of January 2023, the law eliminates disposable tableware in fast-food restaurants. The law will prevent close to 200,000 tonnes of waste per year, representing 20 billion throwaway items. Large fast-food chains are proudly displaying their reusable tableware and independent businesses are receiving help from a fund dedicated to helping them transition.

Solutions extend beyond the food sector, as shown by Eternity systems, a French company who provide industrial washing of reusable packaging and containers. These solutions apply to primary packaging for food, cosmetics and detergents, but also to secondary and tertiary packaging in health, automotive, e-commerce and food industries. Eternity systems has grown beyond France to Europe (Spain, Portugal and Germany) and North America (United States and Canada), with 14 facilities washing more than 700 million containers in 2020.



An example meal, delivered by Pollen.  
Photo: Fablen/HappyCurlo.

18 <https://www.fern.org/publications-insight/france-introduces-mandatory-re-use-in-restaurants-even-as-industry-undermines-eu-efforts-2665/>

## Case study 3: Oune falafel<sup>19</sup> - small independent restaurants are struggling, you can't expect us to shift to reuse alone. Large fast-food chains must lead the way.

"Large takeaway chains can afford to spend lots of money on lobbying. Small restaurants like us wouldn't even try." - Erkan Altintas, Manager of Oune Falafel and of El Turco Restaurant.

Oune Falafel is a takeaway restaurant located in Ixelles, Brussels. In 1995, when they were founded, they only used plastic boxes and bags, but in 2013 they moved to paper-based packaging. About five to seven per cent of their customers and ten to 12 per cent of their sister restaurant El Turco's customers bring their own box despite not receiving a discount. Their margins are too small to invest in a reuse system as it takes space and workforce time.

"Today, we have to do what is easiest for us, which is single-use. Our business sells food: we are cooks. We cannot, alone, shift to reuse."

"Grouped purchases would mean an economy of scale. If the large chains use reuse systems, it will lower costs for us all" - Erkan Altintas

Concerns about cost also mean that they do not offer reusable plates and cutlery to customers eating inside. Only ten per cent of customers take a paper bag and many do not take a plastic cover for takeaway boxes or napkin and cutlery.

"The costs of our single-use paper boxes have gone up, from 38 cents to 63 cents per box."

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*Grouped purchases would mean an economy of scale. If the large chains use reuse systems, it will lower costs for us all.*

*Erkan Altintas*

<sup>19</sup> Based on an interview with the manager (28 March 2023) and on participation in workshop

## Case study 4: eFarmz<sup>20</sup> - we can't do this alone, legislation would generalise reuse which would lower prices

eFarmz is a shopping and meal company delivering around 3,000 orders per week to homes and relay points, focussing on local and organic products. To reduce their packaging footprint they use large, reusable, recycled, paper-based boxes and they put fruits and vegetables directly in the box, removing the need for paper bags. Boxes are collected each time there is a new delivery and they achieve a 50 per cent return rate.

They are in the process of developing a range of bulk products and are looking for a system that would allow them to use returnable jars.

"We wanted to launch a bulk products line for ages, but it requires investment, suppliers, people able to package products in reusable packaging, certification, and the ability to follow hygiene rules. And will clients be interested? We just got a grant to trial a project, but without that we couldn't have done it, or we would have done it much later."

"One of the main issues with reuse boxes is that clients don't have enough information on the possibility of reuse." Camille Lambinet, Customer Happiness and Sustainability Coordinator at eFarmz.

There is a huge difference between their approach and that of other large companies which wrap each product and sometimes sell pre-cut fruit and vegetables.

"We've really put a lot of thought into making the delivery box reusable so as to waste less cardboard."

"Our main competitors are HelloFresh. They throw everything out and their deliveries have packaging to separate out each meal. They say this is an added value but it's not HelloFresh who have to deal with the consequences. Citizens and the planet, we are paying for the increased waste."

<sup>20</sup> Based on an interview with the responsible for sustainability (23 March 2023) and on participation in workshop.

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*Clear legislative objectives for reuse would result in financial stability and investments in system change.*

*Camille Lambinet, Customer Happiness and Sustainability Coordinator at eFarmz*

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*Legislation would help: everyone would need reuse options, which would create a market, which would lead to items that are easier to use, and prices would go way down.*

*Camille Lambinet, Customer Happiness and Sustainability Coordinator at eFarmz*

eFarmz believes that clear legislative objectives for reuse would result in financial stability and investments in system change. This would make the shift to reuse much easier for small businesses like them. Legal obligations are also necessary to put in place a collective effort. With legal obligations, everyone will be working together.

“Reuse legislation seems a bit scary – we are a small business and will need to organise ourselves financially and logistically; but if things are properly set up and we get help, if we are given jars and get help for washing, we would support it fully.”

“Legislation would help: everyone would need reuse options, which would create a market, which would lead to items that are easier to use, and prices would go way down.”

“It is essential that we have ambitious laws on these subjects. Small businesses cannot change the world alone”

“We’re not going to give up on reducing packaging, but when will others join us? When will decision-makers support us?”

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*It is essential that we have ambitious laws on these subjects. Small businesses cannot change the world alone.*

*Camille Lambinet, Customer Happiness and Sustainability Coordinator at eFarmz*



*eFarmz uses reusable, sturdy crates to transport vegetables. Photo: eFarmz.*

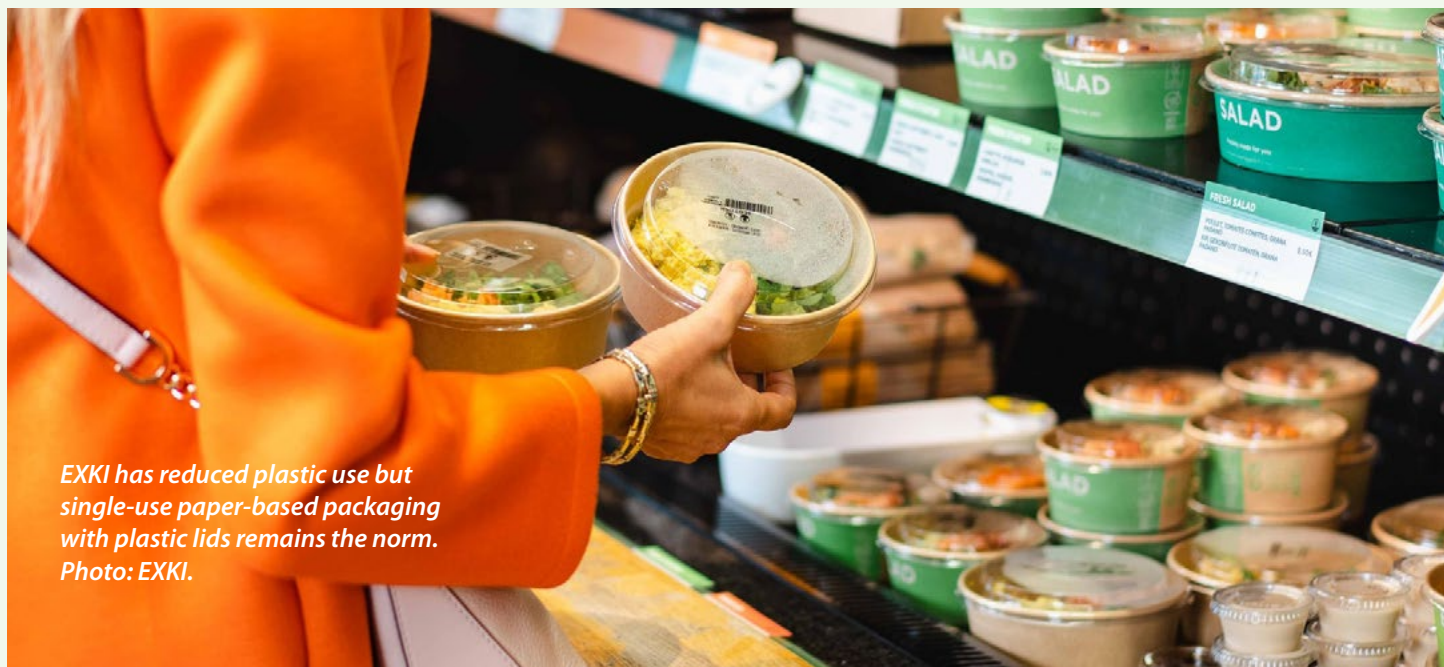
## Case study 5: EXKI<sup>21</sup> - ending plastic increased paper, we need large chains to lead the way in ditching single-use entirely

EXKI is a Belgian fast-food chain which has spread across Europe since opening in Porte de Namur in 2001. It offers local, organic, sustainable food which is assembled in their kitchen in Nivelles and then delivered to restaurants. The packaging on the shelves is also used for transportation.

The founders of EXKI have strong environmental convictions. They shifted to paper-based packaging to move away from plastics, even though paper-based packaging is more expensive (packaging costs went up by one per cent with the shift from plastics to paper). They reduced their plastic packaging by 29 per cent between 2006 and 2010, but this led to an increase of paper and cardboard from 16 to 30 per cent.<sup>22</sup> In 2020 they announced that switching to Forest Stewardship Council cardboard containers reduced their plastic consumption by 83 per cent.<sup>23</sup> However, they are aware that paper-based packaging still has flaws (for example that its plastic component is hard to recycle), and are looking for solutions to address these.

EXKI would be in favour of shifting to reuse for takeaway, but their attempts have been unsuccessful: there can only be a shift if large fast-food chains are involved. They can see that innovation is required to create light, affordable and appealing reuse containers. However, it is difficult for them to innovate on their own, given that they are relatively small and cannot initiate a change in the packaging supply chain all by themselves.

For dine-in, EXKI are now offer a catering-style counter with tableware in their French restaurants. The use of earthenware (“real plates”) has been successful, and they are looking to generalise it across their restaurants outside of France.



*EXKI has reduced plastic use but single-use paper-based packaging with plastic lids remains the norm.  
Photo: EXKI.*

21 Based on interviews with the Chief Executive Officer (29 March 2023, 24 May 2023)

22 EXKI and the sustainable development (available at: <http://tbauler.pbworks.com/w/file/fetch/53501005/Management%20envi-2011-12%20seance%206%20>)

23 <https://exki.lu/fr/less-waste-together>

# CONCLUSIONS

These case studies show that although it is already possible to implement a financially attractive reusable packaging system, including on a small-scale, legislative support is needed. Government-mandated requirements to reduce wasteful packaging (such as seen in France) have increased the success of well-intentioned (and less well-intentioned) companies.

The main barriers to successful reuse systems are the initial cost of investing in a system; the cost of paying staff or others to wash containers; risks of breakage; and poor design (not stackable and badly fitting lids). Such problems could be overcome through regional financial support to bring in advisors.

As attitudes are slow to change, it is important to support companies for at least six months, and to develop nudge theory strategies to influence customers. Such “carrot” approaches need to be accompanied by new stricter regulations as these would ultimately be the main motivation to change practices. With standardisation and public facilities, regulations would also make the shift to reuse easier.

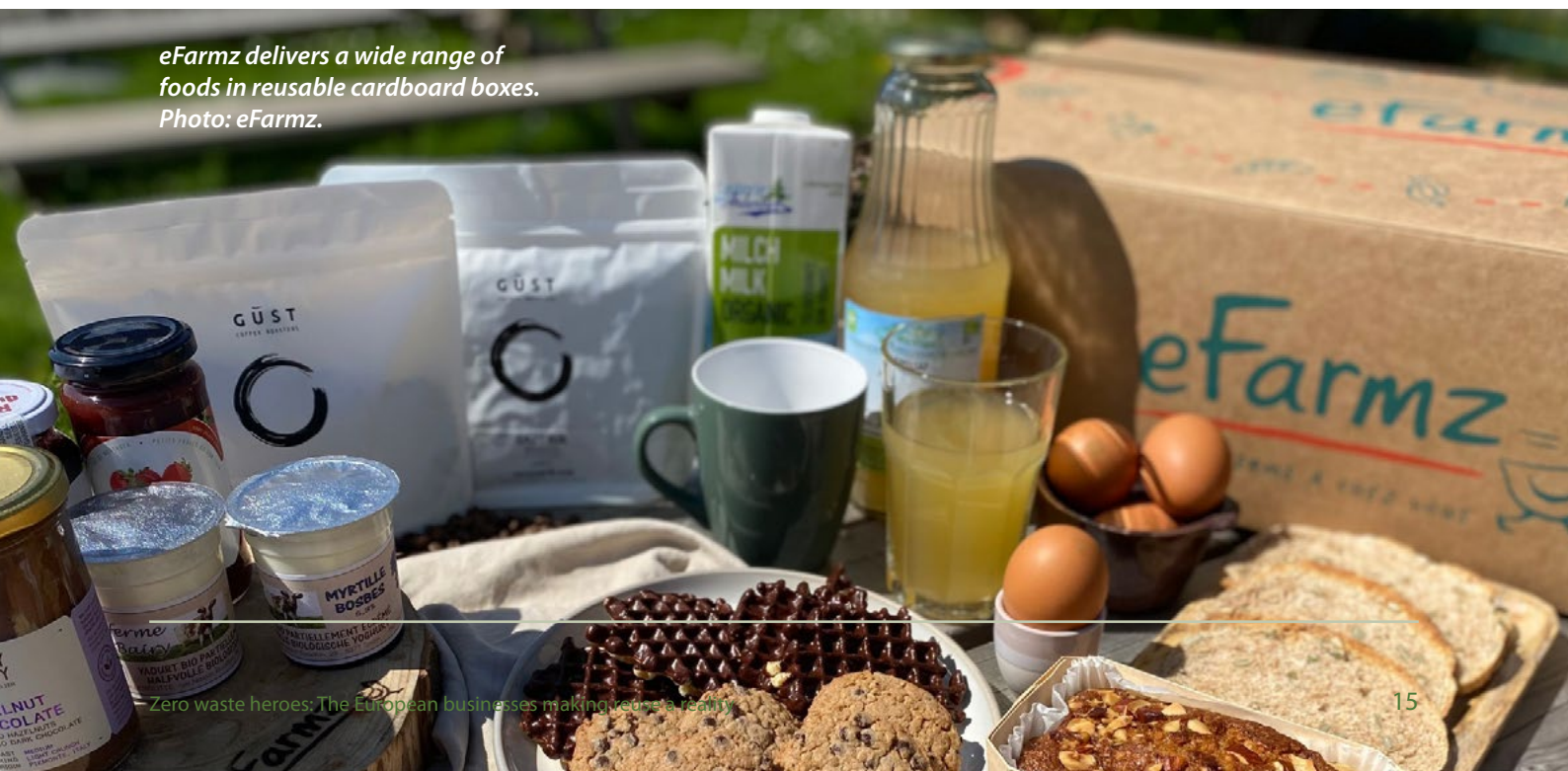
Single-use packaging is a far newer concept than reusable packaging, and it has partly taken off because there are huge profits to be made from short-lived infinitely replaced products, as well as because costs of dealing with the waste are externalised to citizens and consumers: costs for waste management burdens municipalities and tax payers. We will not be able to turn back the clock without policy support for reusable packaging.

It is positive that the EU is pushing forward with its Packaging and Packaging Waste Regulation, but those advocating environmental solutions are up against the might of the paper and waste treatment industries. We have already seen a huge pushback against robust targets and objectives, the EU needs to stand strong and keep pushing for packaging that will benefit communities (less rubbish), consumers (cheaper in the long run), workers (reuse solutions offer local jobs), nature (packaging causes untold harm in production and disposal), our climate (paper has a huge carbon footprint), and Indigenous Peoples (pulp and paper factories are often built on Indigenous land and fed from forests stolen from communities).

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***With standardisation and public facilities, regulations would also make the shift to reuse easier.***

*eFarmz delivers a wide range of foods in reusable cardboard boxes.*  
Photo: eFarmz.



*Glass jars can also be used to transport and sell baked goods.  
Photo: Boulangerie l'Alternative.*



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