

# Zero Waste Live!

19 January 2021 - 02.00 p.m. CET

## THE RISE OF PACKAGING FREE SHOPS



Marie Delaperrière

Founder of Zero Waste Kiel e.V.



# Packaging free shops, a step toward zero waste!



Unverpackt lose nachhaltig gut - Foto Berit Ladewig



# Outline

- ✓ Story of *Unverpackt*, Kiel
- ✓ The packaging free shop movement in Germany
- ✓ Zero waste impact of packaging free shops
- ✓ Interaction with the municipality



Kiel, Northern Germany

# Inspiration, 2012



**Bea Johnson**

Author of the book "Zero Waste Home"



**Catherine Conway**

*Grocery Unpackaged*, London 2006

# Creation of *Unverpackt*, Feb. 2014



Examples of sold products unpackaged or in deposit container



*unverpackt*, inside

- ✓ Bring your own container
- ✓ Take what you really need
- ✓ Eat healthy & quality products

# Seminars for packaging free shop founders, 2015



Unverpackt seminar for founders

## Since 2015

- ✓ More than 350 seminar participants
- ✓ Consulting offer
- ✓ Live & online seminars
- ✓ Creation of “Unverpackt Academy”

# ➤ Unverpackt, a food shop as springboard

## Waste reduction projects



### Plastikarme Inselumwelt Föhr

Projekt der BUND Inselgruppe Föhr – Amrum zur Verringerung und Vermeidung von Plastik im Alltag



## Cooperation with universities



Hochschule  
für nachhaltige Entwicklung  
Eberswalde



## Creation Zero Waste Kiel e.V.



➤ **unverpackt** ➤  
lose, nachhaltig, gut

## Publications



Schleswig-Holstein  
Ministerium für Energiewende,  
Landwirtschaft, Umwelt, Natur  
und Digitalisierung



## Unverpackt Akademie



➤ **unverpackt** ➤  
lose, nachhaltig, gut



# Wanting to know more?

Case Study at  
[zerowasteeurope.eu](http://zerowasteeurope.eu)



## THE STORY OF Unverpackt

ZERO WASTE CONSUMPTION & PRODUCTION

# 6

Since opening in February 2014, Germany's first packaging-free store Unverpackt in Kiel has been pursuing a drastic reduction of packaging waste and the promotion of short delivery routes while motivating customers to rethink their consumer behavior in terms of sustainability. More than 100 stores in Germany are already following this example, the zero waste retail movement has only just begun.



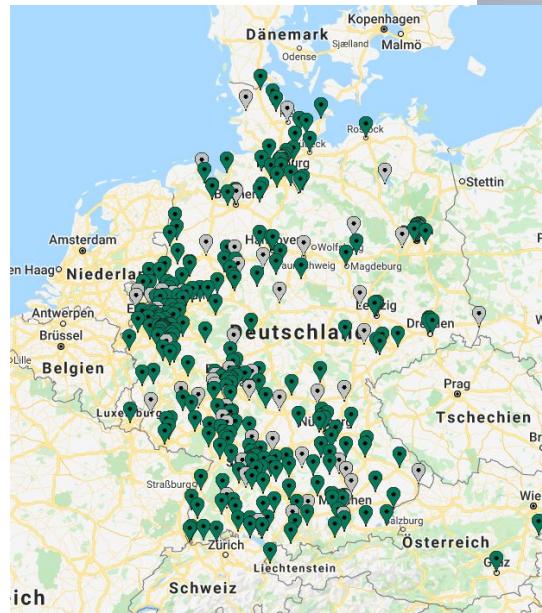


2018, Unverpackt e.V.

German packaging free shops get together in a professional association

## Aims

- ✓ Networking, share knowledge
  - ✓ Defend the interest of the new “Unverpackt” retail branch
  - ✓ Promote the unpackaged concept



## Todays map with unpackaged shops



The community in Köln, 2017



Logo of the professional association

# Unpackaged free shops, a new retail branch!

## Proofs

- ✓ Theme present at many stands at the ***Bio Fach 2020***
- ✓ **large-scale suppliers** perceived the movement as a new market
- ✓ Unpackaged **area** are now to find in **Supermarkets** (Familia, EDEKA...). Going mainstream?
- ✓ “**Unverpackt Laden**” is today part of the language to name packaging free shops



Bio Fach



Stand, Bio Fach



EDEKA, unpackaged area **gut**

# Impact in terms of waste

## Visible part: B2C waste reduction

the customer comes with its own container



Müsli, Oilseeds 15 to 25 Kg



Tea, Spices : 1 to 2 Kg

## Non visible part: B2B waste reduction

along the supply chain by permanent looking at the most sustainable solutions



Fruits and vegetables:  
deposit box



Oil, vinegar, cleaning  
products: 10l to 25l

Waste data collection over 3 month in 2015 at *Unverpackt , Amelie Merten* -> The shop had the similar amount of waste as a 4 person household



Wine: deposit bottles



Non food: minimized  
cardboard packaging



# Impact in terms of waste: only a drop in the sea?

Yes, as unpackaged free shops are today a **niche market**

.... But!

- ✓ They are a **proof** that a waste reduction is attainable in food retail!
- ✓ They have a high societal impact and are "**Zero Waste Lifestyle**" **catalysers!**
- ✓ ... and inspire local politics to make their city zero waste / act for waste reduction in their city



Media resonance of the packaging free shop  
Foto: [www.hochzeitsfotografie-gut.de](http://www.hochzeitsfotografie-gut.de)



# Can a municipality support?

## Attention!

The municipality **can hardly favour any company** and shall observe laws and regulations!

→ **Do not ask for the moon**, even if the municipality loves having your unpackaged shop in the city!



# ➤ However... good will and concept support are allowed!

- ✓ **Good will:** support the founder in the administrative part (e.g. not block any administrative process)
  
- ✓ **Support** the unpackaged ideal rather than a shop (e.g. in the frame of a zero waste city programm)
  
- ✓ **Involve the owner** in panel discussions, get her / him interviewed for an article on plastic reduction, etc...



Eine Aktion des Kieler Einzelhandels gemeinsam mit  
Landeshauptstadt Kiel KIEL SAILING CITY

City project, plastic bag free Kiel



Panel discussion, EWWR 2018



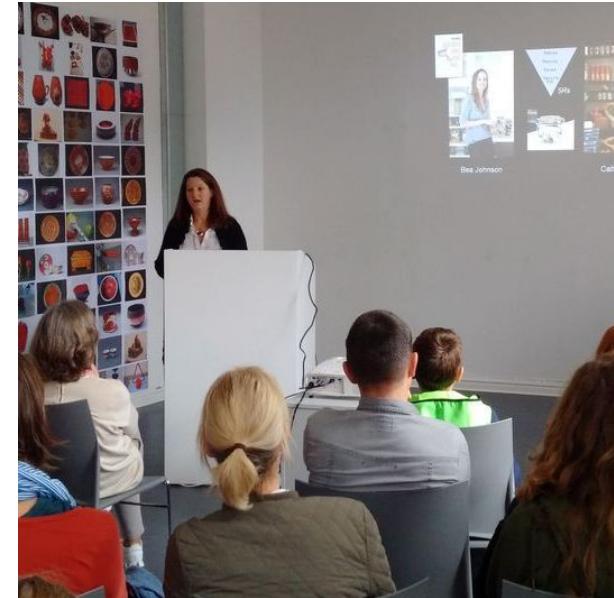
# Packaging free shops owners: It's in your hands, be proactive!

## As a business

- ✓ Propose offers to the municipality (e.g. sustainable catering)!
- ✓ Relay the campaigns related to sustainable themes of the municipality!

## As a private person

- ✓ Act in the non profit milieu or in city sustainable projects!
- ✓ Advocate for packaging waste and food waste reduction in a **Zero Waste City** project!





# My message to future packaging free shop founders

The beauty of running a packaging-free shop:

You are not just running a business,

you are a Zero Waste activist!



Unverpackt lose nachhaltig gut - Foto Berit Ladewig

*Merci!*

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# Publication, references



Schleswig-Holstein  
Ministerium für Energiewende,  
Landwirtschaft, Umwelt, Natur  
und Digitalisierung

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Fallstudie über Möglichkeiten zur Abfallvermeidung von Verpackungen und Lebensmitteln im Einzelhandel.



Abb. 1: Unverpackt – Bild von Britt Lohse 2014

Autorin  
Marie Delaprière

Redaktionelle Unterstützung  
Lena Braun – Marc Delaprière

Eine Studie im Auftrag des MELUND – Ministerium für Energiewende, Landwirtschaft, Umwelt, Natur und Digitalisierung – Schleswig-Holstein.

Version – 20.02.19



Hochschule  
für nachhaltige Entwicklung  
Eberswalde



# Marie Delaperrière

- ✓ French-German, 47 years old, married, 3 children
- ✓ Bachelor in Project Management and Logistics.
- ✓ 15 years experience in project management (Siemens). International logistics for large medical equipments (MRI, CTs)
- ✓ 2014 Opening of the first packaging free shop in Germany  
Organization of seminars for founders, consulting & coaching
- ✓ 2016 Co-Founder and first board member of Zero Waste Kiel e.V.
- ✓ 2018 Introduction of the project *Zero Waste Kiel* to the city of Kiel  
and participation to the network creation of *Zero Waste Germany*.

