

# Zero Waste Live!

13 April 2021 - 02.00 p.m. CEST



## CREATING EFFECTIVE SYSTEMS FOR REUSE



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# Let's start a reuse revolution!



Inge Luyten  
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Zero Waste Europe Webinar 'Creating effective systems for reuse'  
13 April 2021

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Tote those empties?

Or toss 'em away?

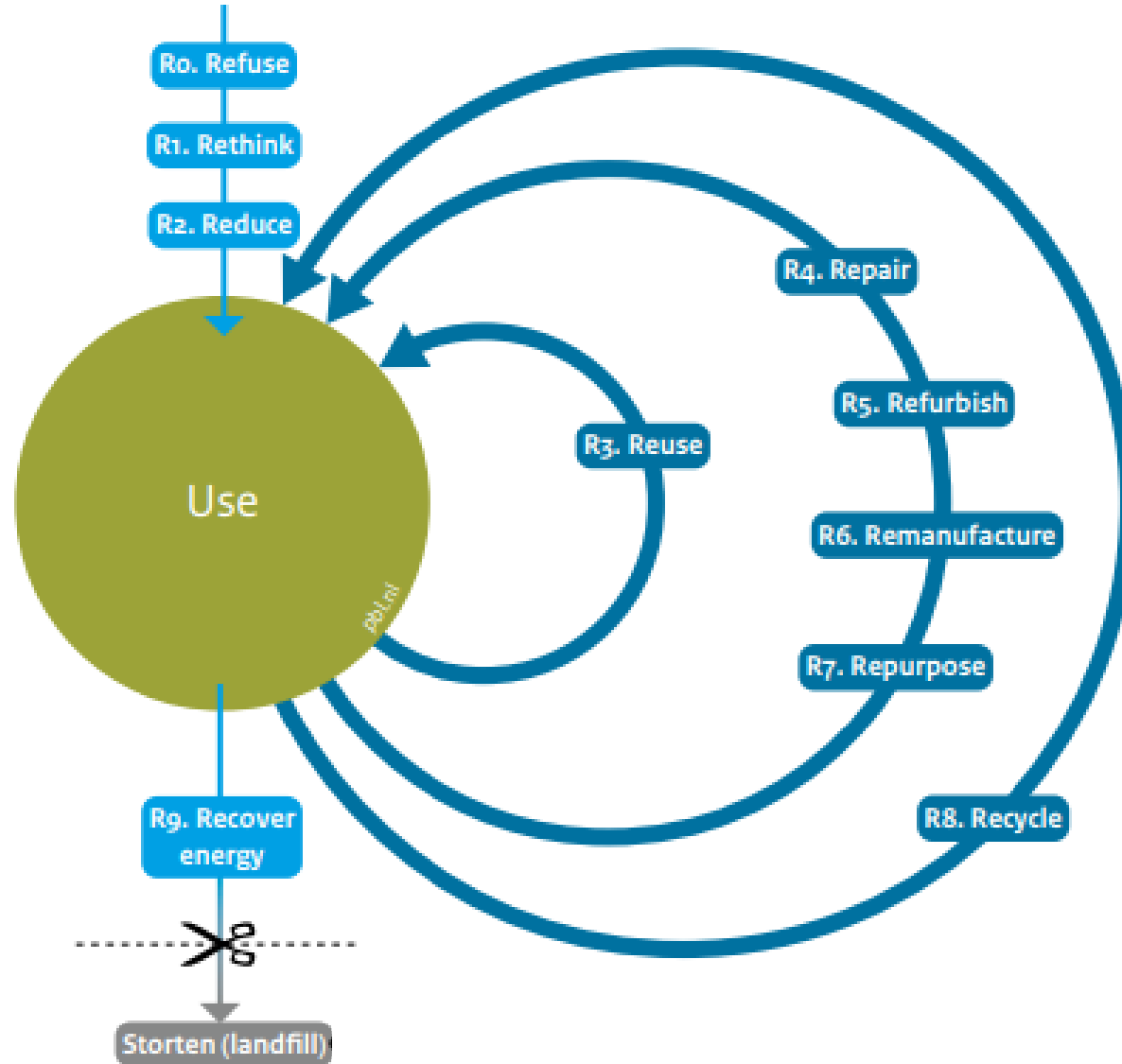
*Why make hard work out of enjoying soft drinks? Every delicious flavor now comes in throwaway steel cans. No deposits, no returns. And soft drinks in steel cans taste so darn good!*

**BETHLEHEM STEEL**





# We can't recycle our way out of the plastic crisis





# Mission Reuse: a transition program to move away from disposable FMCGs and towards visible, affordable and accessible reusables



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# How to transition to a world full of reusables?



**New policies & incentives**

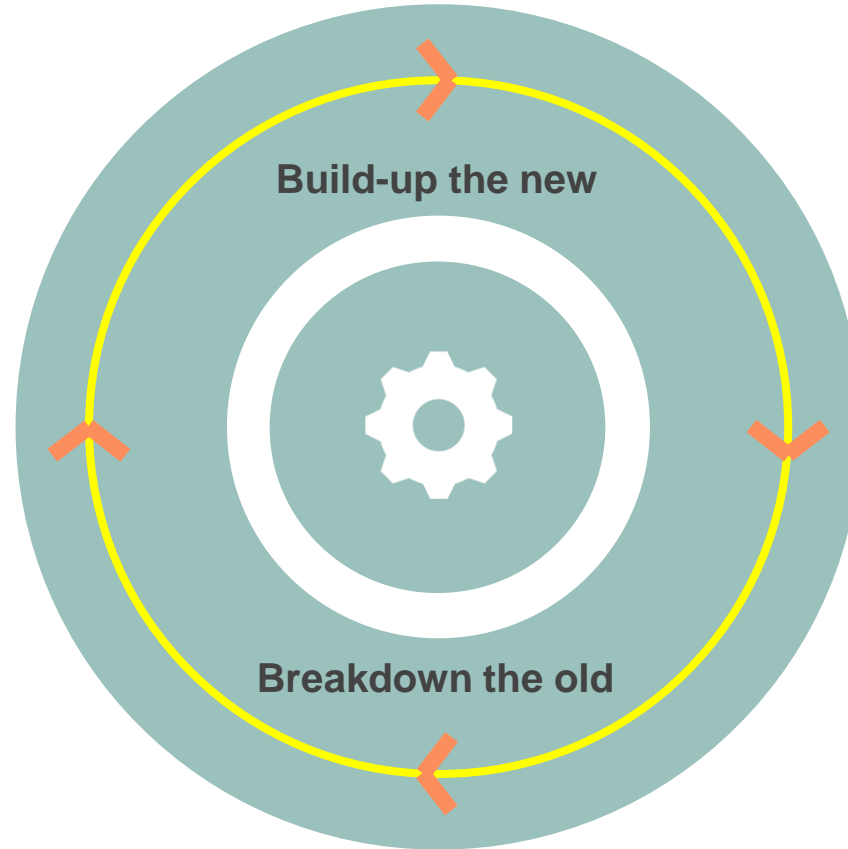


**Testing & scaling promising innovations**

**Development & sharing of knowledge**



**Creating a new narrative for consumers & businesses**



# Testing and scaling promising innovations



**Mission Reuse**  
(Netherlands)  
Take Back Box pilot  
in Utrecht for take  
away



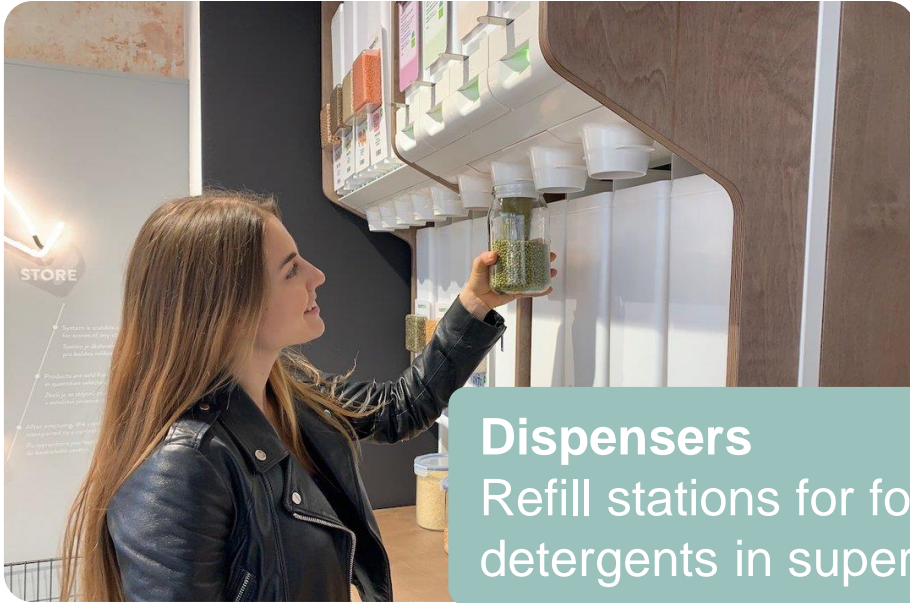
**Deliveround** (Belgium)  
Meal delivery pilot with  
Recycling Network and  
Deliveroo in Hasselt



**PackBack** (Netherlands)  
Take away and delivery  
pilot and app development  
in Rotterdam



# Testing and scaling promising innovations



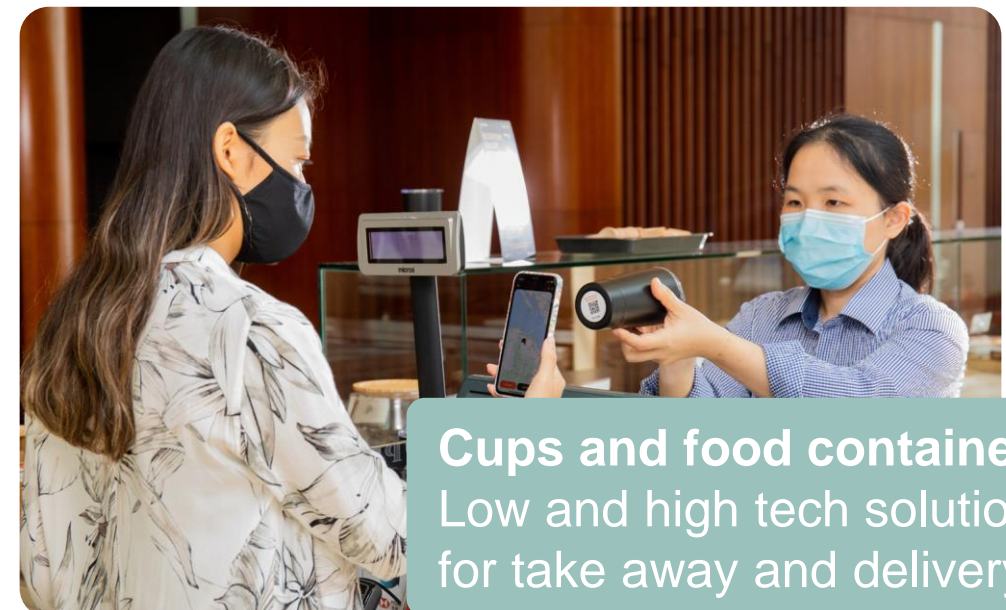
**Dispensers**  
Refill stations for food and detergents in supermarkets



**Reusable containers**  
For online grocery shopping



**Bags and boxes**  
Reusable packaging for e-commerce



**Cups and food containers**  
Low and high tech solutions for take away and delivery



# National policies and incentives



## Flanders (Belgium)

Ban on disposable cups at events and in municipalities by 2020

Ban on disposable food containers at municipalities by 2022



## France

Law under debate to obligate larger supermarkets to dedicate 20% of their surface space to food refill stations by 2030



## Germany

Obligation to offer reusable packaging for food and drinks to-go by 2023

# Local policies and incentives



**GEEN  
PLASTIC  
IN ZEE,  
LEIDEN  
DOET  
MEE.**

**Leiden** (Netherlands)  
Ban on disposable cups on city events, obligation for deposit system for reusable cups



**t Tübingen**  
Universitätsstadt



**Tübingen** (Germany)  
Local tax on single use food and drink packaging by 2022

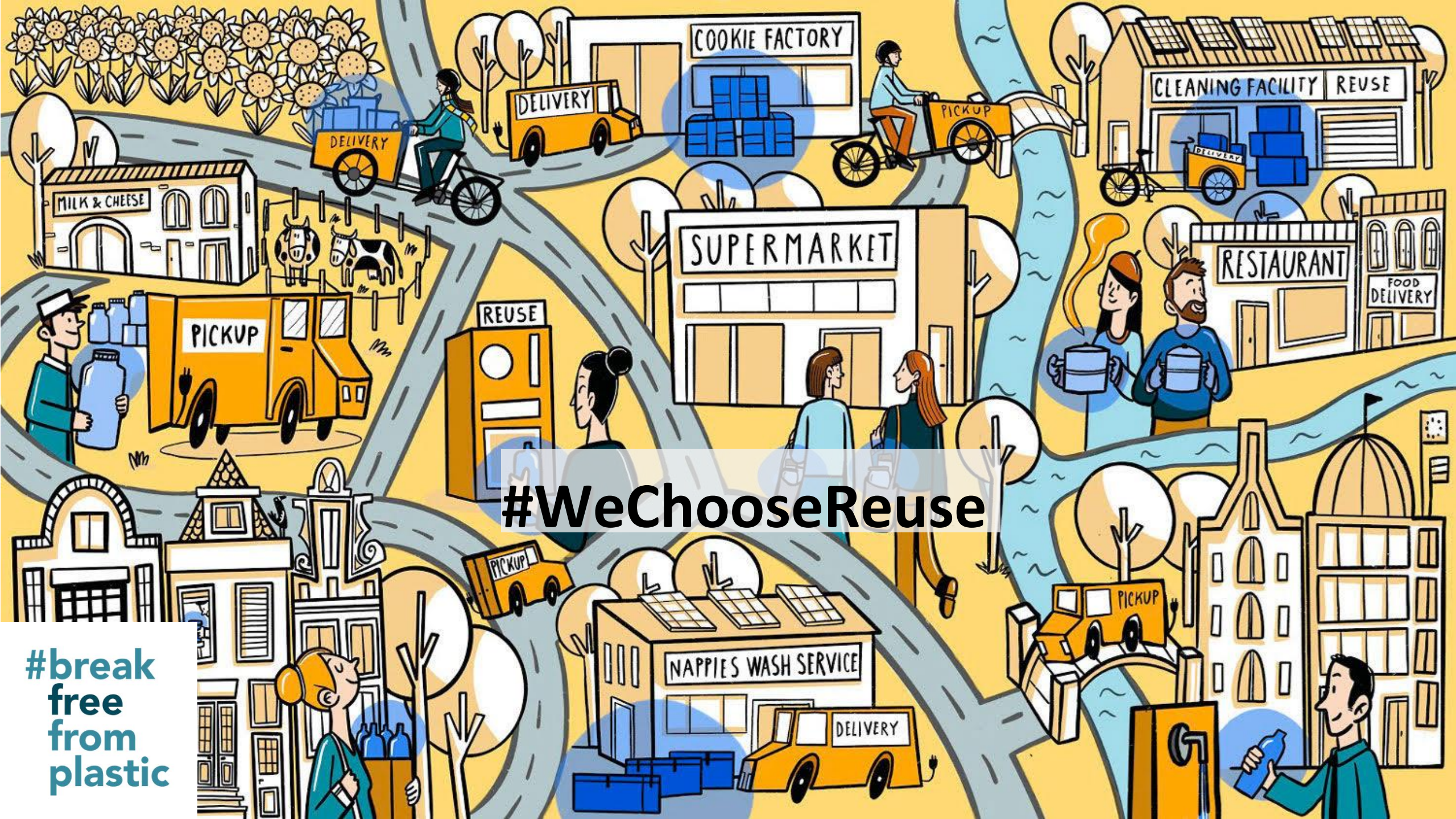


**LEUVEN**  
EEUWENOUW  
SPRINGLEVEND



**Leuven** (Belgium)  
Subsidies for reusable nappies

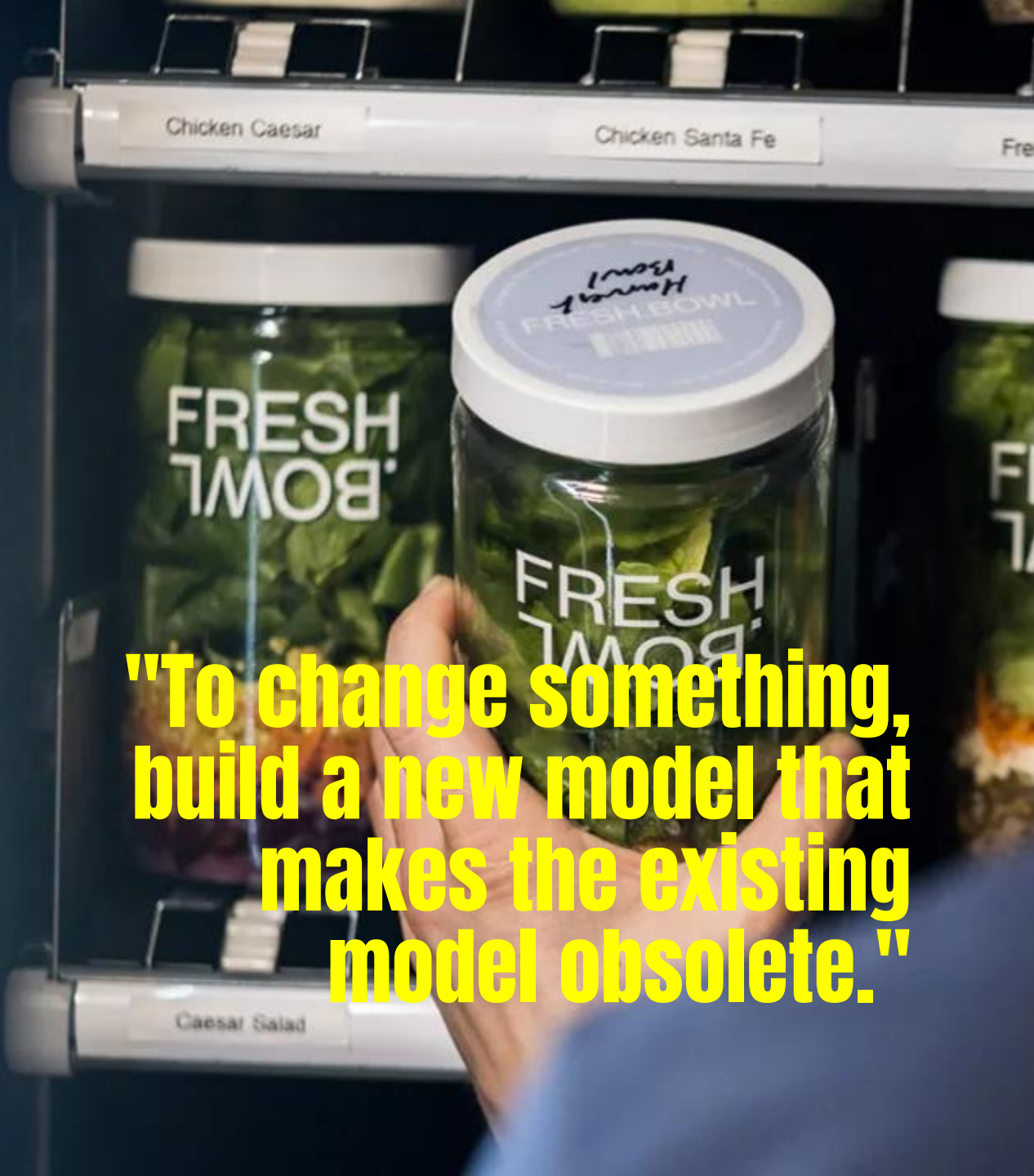




**#WeChooseReuse**

**#break  
free  
from  
plastic**





**"To change something,  
build a new model that  
makes the existing  
model obsolete."**



[www.recyclingnetwerk.org](http://www.recyclingnetwerk.org)

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