

# European Reuse Barometer

*edition 2025*



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**Brussels Feb-'25**



**PLANET REUSE**

Platform & Network for Reusable Packaging

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# 1. Introducing Planet Reuse (very briefly)



# Planet Reuse

Planet Reuse is the **first European platform** and network to bring together **professionals** to connect, learn and collaborate on the topic of **reusable packaging**.

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Our vision is to **facilitate the transition** from linear single-use to reusable packaging systems, for all stakeholders of the value chain: brand owners, retailers, reuse operators and packaging suppliers, public authorities, NGOs, universities and scientific partners.

# Why ?

Piloting, implementing and scaling of reusable packaging models needs...



**cooperation** between these stakeholders



**access to knowledge, tools and best practices** around reusable packaging



**operational guidance** to set up and scale up reuse projects



## Planet Reuse ...

- Connects key players across Europe and beyond
- Inspires reusable packaging solutions
- Centralises knowledge and expertise
- Makes reusable packaging solutions visible



## The online platform fosters ...

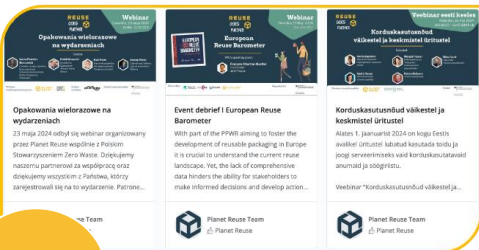
- Working groups
- Solutions and marketplace
- Projects space
- Messaging functions
- Events (online & physical)

# Planet Reuse features

1

## Insights

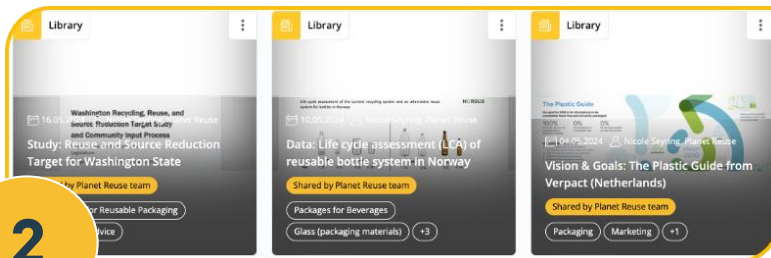
1 monthly webinar & newsletter



2

## Library

Access to all the recent studies on reuse



3

## Forums

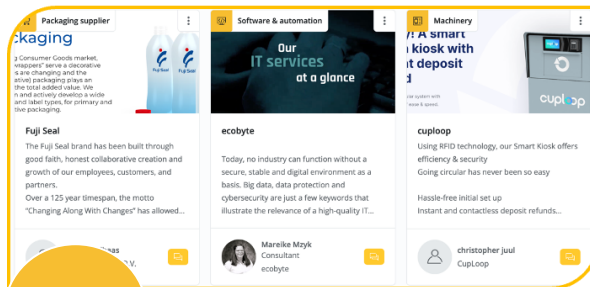
Thematic chat rooms animated by Planet Reuse

- General forum
- Legislation
- Standardisation
- Consumer perspective

4

## Market place

Access to reuse service providers in Europe




5

## Hubs

Groups and communities


- New ERA (European hub)
- Dutch Hub (Nederlandse hub)
- Estonian hub (Eesti grupp) **New**
- Georgian Hub (ქართული ჰაბი) **New**
- German Hub (Mehrwegverband)
- Italian Hub (Hub Italiano)
- Polish Hub (Polskie Hub)
- Ukrainian Hub (Ukrayins'kyy Khab)

# National hubs



**Dutch Hub**  
Informatie en discussies rondom herbruikbare verpakkingen

This is the Dutch hub, bringing together all kinds of actors active or wanting to become active in the Netherlands. Have a look at others in this Dutch corner of PlaNet ...


40 Members Group Admins 

[Packages for Apparel](#)
[Packages for Beverages](#)
[Packages for Cleaning & Household](#)
[+9](#)

**Accessibility**  
Free


[Join group](#)

[More information](#)



**Mehrwegverband Deutschland e.V. (Closed Community)**  
Contact persons, AGs, Board

This is the online community area of the Reusable Association Germany e.V. We look forward to lively exchanges, discussions and suggestions within and outside this platform. The following are a few ...


71 Members Group Admins 

[Packages for Beverages](#)
[Packages for Cleaning & Household](#)
[Packages for E-Commerce](#)
[+5](#)

**Accessibility**  
After approval by administrator


[Apply for membership](#)

[More information](#)



**Ukrainian Hub**  
Український Хаб Багаторазової упаковки


Ця група створена для обміну досвідом та нетворкінгу серед експертів та практиків багаторазової упаковки в Україні. Зліва в меню можна ознайомитися з членами (Members, Organizations), доєднатися до обговорення/розпочати розмову (Communication) ...

5 Members Group Admins 

**Accessibility**  
Free


[Join group](#)

[More information](#)



**Georgian Hub**  
Community around reusable packaging for organisations focusing on Georgia

კეთილი იოსებ გიორგი მობრძანებთ მრავალჯერადი გამოყენების შეფუთვის ქართულ ონლაიდ საზოგადოებაში...


7 Members Group Admins 

[Applications for Reusable Packaging](#)
[Packages for Beverages](#)
[Packages for Cleaning & Household](#)
[Packages for E-Commerce](#)
[Packages for Food](#)

**Accessibility**  
Free

[Join group](#)


[More information](#)



**Czech Hub (Český hub)**


Planet Reuse Team, Veronika Bořková

Planet Reuse, Institute of the Circular Economy



**New European Reuse Alliance**  
Crafting the vision of reusable packaging in Europe

New ERA (New European Reuse Alliance), is an association that protects the interest of SMEs & start-ups involved in the reuse sector at the European level. Challenges are big to make ...

60 Members Group Admins 

[Applications for Reusable Packaging](#)
[Environment & Resources](#)
[Packaging](#)
[+1](#)

**Accessibility**  
After approval by administrator

[Apply for membership](#)

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**Italian Hub**  
Hub italiano del portale planetreuse.eu


Un luogo di condivisione e confronto tra imprese, start-up, ricercatori e ricercatrici, associazioni ed enti locali interessati a sviluppare soluzioni efficaci per l'applicazione, la diffusione e il consolidamento dei modelli ...

22 Members Group Admins 


**Accessibility**  
Free

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[More information](#)



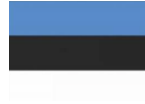
**Polish Hub**  
Polish Group

2 Members Group Admins 


**Accessibility**  
Free

[Join group](#)

[More information](#)




**Estonian Hub (Eesti grupp)**  
Planet Reuse Eesti vestlusgruppiga on oodatud liituma kõik, kes korduskasutusteemadel kaasa rääkida soovivad. Et kõigil oleks mugavam, siis toimub vestlus eesti keeles. Ühiselt teeme ühekorrapakenditele lõpu peale!

8 Members Group Admins 

**Accessibility**  
Free

[Join group](#)

[More information](#)



**Romanian Hub (Hub Româneșc)**

Planet Reuse Team, Damien Thiery

Planet Reuse, Ateliere Fara Frontiere

# Growing community and impact



Launched in September 2022, the platform now gathers a growing community of:

**1.300 +**  
members

**800 +**  
organisations

**285**  
solutions

**30+**  
countries

**10**  
hubs

**20+**  
webinars/work  
sessions

**100**  
reports and  
studies on reuse



Available in **7 languages** and content is often disseminated in further languages.



# Our team



Nicole Seyring  
**Location:** Germany  
**Expertise:** Content & publication



Patricia Coelho  
**Location:** USA  
**Expertise:** Platform dev. and community management



François Chartier-Kastler  
**Location:** France  
**Expertise:** Funding and outreach



Audrey Reisdoffer  
**Location:** France  
**Expertise:** Communication and community builder



Manon Sennechaël  
**Location:** France  
**Expertise:** Funding and outreach



Anna Desogus  
**Location:** Poland  
**Expertise:** Network expert for Central & Eastern Europe



Marcel Keuenhof  
**Location:** The Neth.  
**Expertise:** Coordination, outreach & funding



Nikki Groote Schaarsberg  
**Location:** The Netherlands  
**Expertise:** Design and research



**PLANET REUSE**  
Platform & Network for Reusable Packaging

# Our partners



# Strategic objectives

1.

Enhance **regional collaboration** to support the design and deployment of operational reuse models

2.

Become Europe's **point of reference** on reusable packaging



# 1. Enhance regional collaboration to support the launch of operational reuse models

## Reuse Communities



Planet Reuse disseminates knowledge by connecting local stakeholders and creating local hubs. They are featured in national language and enable thematic discussions in online forums.

## Acceleration Program



Planet Reuse features a cross-company, cross-sectoral, cross-national programme, and fosters collaboration between stakeholders from field practice to academia to develop and enhance reusable packaging solutions.

# Reuse Academy



## Our achievements



### Insights sharing with monthly webinars: 20 so far

We organise & host an average of one webinar per month since we started.



### Knowledge sharing through our online library

Reviewed & dedicated knowledge pieces such as impact studies, business cases, life cycle analyses (LCAs).



### Thoughts provoking & online forum conversations

Discussing key topics such as legislation, standardisation & consumer perspective, both on the platform & LinkedIn.

## Our objectives for 2025 to 2027



Structure Planet Reuses' content into **training modules**: from a freely accessible online training (MOOC) ("Basic course on Reusable packaging") to dedicated deep-dive training session for specific organisations/sectors/etc.



Organise **learning expeditions** for stakeholders to get first hand experience, meet reusable solutions in Europe and learn how they operate.



Explore if and how the Reuse Academy could **generate revenue** for Planet Reuse.

## 2. Become Europe's point of reference on reusable packaging

### Data & insights



Planet Reuse publishes reports showcasing the maturity, challenges and opportunities of the European reuse packaging industry.



### Landscape mapping

We mapped the reuse packaging ecosystem in 6 European countries by identifying the main stakeholders and leveraged this landscape mapping as a basis for kick-starting local hubs.



### European Reuse Barometer

The first edition of the reuse barometer collected and assessed the economic, environmental and social impact of reuse solutions across Europe. The ambition is to publish it annually to track the European reuse industry's evolution and shed light on the industry's best practices and key challenges.

## **2. Aim of the Reuse Barometer**

# What is our aim with the Reuse Barometer?

With the Reuse Barometer we aim to generate insights regarding reusable packaging for decision makers in the public & private domain

>> Through an annual survey amongst reusable packaging solution providers, we will identify data-driven insights in the state of affairs of the European reuse landscape, from a economic, technological, legislative and social perspective

>> We do this by quantifying aspects such as the amount of reuse solution providers per country and their maturity, size, funding/turnover, type of reuse solution, type & material of their packaging, waste prevented, and so forth

# What are our goals?

The European Reuse Barometer aims:

- ❖ to achieve more visibility of the overall reuse sector and show the momentum in the transition away from single-use
- ❖ to showcase existing solutions and celebrate reuse champions
- ❖ to provide quantitative arguments to support decision makers, legislators, academics & NGO's
- ❖ to include all reuse sectors (B2C & B2B) in all countries in Europe



### 3. Recap of the first edition



# First edition (2024)

- > Lead author: **InOff Plastic**
- > Collaborating partners: **Zero Waste Europe, New ERA & Planet Reuse**
- > Few hundred reuse solution providers surveyed, with **90 companies** providing feedback, via the questionnaire and 1:1 conversation

Some key conclusions:

- ❖ The European reuse industry is **very vivid** and growing (nearly all companies plan to hire new employees in the coming months)
- ❖ However, reuse ecosystems in Europe vary in maturity and are rather **fragmented and uncoordinated**
- ❖ Consumers already interacting with reusable packaging solutions are very engaged : 4 out 5 reuse models have a **return rate of >75%**

# First edition (2024)

Respondents expressed the need for:

- ❖ Combined efforts to increase consumer awareness, adoption of reuse models and increased return rates
- ❖ Implementation of ambitious and timely policy frameworks and policy incentives prioritising prevention, reuse and responsible resource use (from municipal to national level as well as EU)
- ❖ (More) collaboration amongst reuse solution providers and actors along the supply chain to achieve scale and drive down cost

## **4. Ambition for the 2025 edition**

# What will be new in the second edition?

- ❖ Dedicated chapters / one-pagers per country, compiled in collaboration with local partners
- ❖ Dedicated one-pagers per country
- ❖ Overview of reuse legislation per country and on EU level
- ❖ Peer-review by additional reuse experts
- ❖ Overview of useful tools & reports

# How can you help?

- ❖ Share our (upcoming) call for participation by as many reusable packaging solution providers as possible
  - ❖ Spread the word amongst relevant / interested organisations, both as target audience for publication as experts providing input
  - ❖ Help identify resources for allowing our small team to dig deeper but also to make (more) national landscape mappings possible
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*Un grand merci* in advance for your support of the Reuse Barometer, also on behalf of our partners Zero Waste Europe, New ERA and Verpact.



**PLANET REUSE**

Platform & Network for Reusable Packaging

Thank you for your attention

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**QUESTIONS?**

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**PLANET REUSE**

Platform & Network for Reusable Packaging

**Thank you**  
**for joining us today!**

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**[www.planetreuse.eu](http://www.planetreuse.eu)**