

# Make Reuse the Norm

Platform Meeting  
Plastic waste prevention and reuse  
11/02/2025



n@w @RA

# New ERA in a nutshell



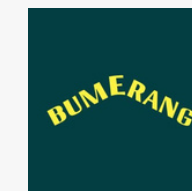
**73 members**



**Umbrella organisation:** 7 EU and national trade associations participate



**Material agnostic**



# Who do we Represent?

## Sectors



Hospitality



E-commerce



Retail



Transport &  
Industry

## Activities



Design



Manufacturing



Labelling



Pooling



Traceability



Software



Collection



Cleaning



Certification



Research



Representation



## Vision

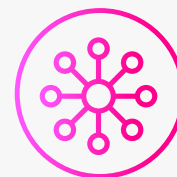
The world of packaging is reusable, convenient and sustainable for all



## Mission

Unlock the full potential of well-designed reuse and refill systems

## Objectives



**Influence policy:** Advocate for policies that support competitive reuse and refill packaging systems.



**Strengthen the industry:** Advance the reuse ecosystem with actionable insights, market intelligence, and clear guidelines.



**Foster collaboration:** Build a platform for stakeholders to share knowledge and promote cross-border networking.







# NEW ERA'S PROJECTS





# Projects: Designing Effective Reuse Policy (1/4)



## Who?

- Global Plastics Policy Centre (University of Portsmouth)
- Advisors from the UNEP, WEF, World Bank, and gov.




## What?

- Evaluate existing reuse policies to create a blueprint
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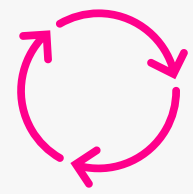
## Why?

- Limited evidence on the effectiveness of reuse policies
- Supports the GPT, and national policy planning

## When?

- Preliminary analysis ahead of the INC-5.2 (July 2025)
- Workshop: April 1st, Portsmouth UK 





# Projects: Circular City Labs (2/4)



## What?

- A 3-year project focused on reuse system development.
- Implemented in 4 cities outside the EU: Tirana 🇦🇱, Tbilisi 🇧🇪, Medellín 🇨🇴, Johannesburg 🇿🇦



## Who?

- GIZ, the German Development Agency
- Local authorities & Businesses
- New ERA and its members



Circular City Labs

## How?

- Call & selection
- Hackathon: Workshops, training, mentors
- Accelerator
- Practical implementation: test the reusable packaging system



# Projects: Reuse Legislative Overview (3/4)



## What?

- Analysis of reuse & refill legislation
- Covering EU, EEA, EFTA, and UK

## Why?

- Helps industry operators navigate country-specific regulations
- Supports policy development by identifying best practices
- Assesses the impact of PPWR

## When?

- Starting mid 2025

## Who?

- Lead by New ERA and ?







# Projects: Reuse Economy Expo (4/4)



## What?

- European trade fair that connects stakeholders from various sectors
- Showcases how reuse drives economic performance
- 4 exhibition areas: **Packaging, electrical & electronic equipment, professional equipment & furniture, consulting & transition support**

## Data?

- **2,000 professionals** in 2024
- **20%** of international participants
- **90 speakers, 65 conferences**

## When & Where?

- May 26-27, 2025
- Parc Floral, Paris 📍





# INSPIRATIONS FOR THE WORKSHOP



# Engaging users/population into new practices

## – Réseau Vrac et Réemploi



### Refill and Reuse Month

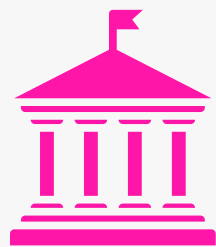
- **Organized by:** Réseau Vrac et Réemploi (600+ members)
- **4th edition:** France & Belgium & Netherland & Germany & UK
- **Goal:** Raise awareness about reducing packaging waste and encourage reuse solutions in daily life

### How?

- Toolkits & resources to help organize events, workshops, and conferences
- 2 000 activities across France & Belgium in 2024







# Logistics barriers and solutions at company and municipal levels – TOMRA x Aarhus



**Launched:** 2024 (3-year pilot)

**Partners:** TOMRA, Aarhus, local restaurants & cafes

**Goal:** Build an open, city-wide reusable takeaway packaging system

## How it works?

- Open system - 24/7
- Deposit-refund model (Visa, MasterCard & Shift4)
- Automated collection points + TOMRA's own sanitization facility

## Impact & results

- **735,000** cups
- **14 tonnes** of plastic waste avoided
- Return rate: **88%**





# Technological & policy/legal barriers and solutions

## – National trades associations



### Why PPWR is a step forward

- Mandates packaging waste reduction
- Requires all packaging to be recyclable
- Defines clear reuse requirements, targets, and standards








### But the work is far from over

- Secondary legislation still needs major clarifications
- Implementation is key—without strict enforcement, targets are just numbers



### National-level action is essential

-  **Belgium** - Consom'action
-  **France** - Réseau Vrac et Réemploi
-  **Germany** - Mehrwegverband Deutschland e.V.
-  **Netherlands** - Hergebruik Nu
-  **Spain** - (launching next month)





# Thank you!

## We might be competitors. but we have a higher purpose

Connect, share advice, join alliances, and build your own networks for greater growth and innovation



[newreusealliance.eu](https://newreusealliance.eu)



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