

# **Reusable packaging: a unique collaboration in Flanders (Belgium)**

Sarah Risch – Lore Mariën

Green Deal Anders Verpakt



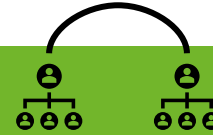
# The instrument *Flemish Green Deal*



Voluntary  
agreement between  
(private) partners  
and government



Network with  
dynamism,  
creativity and  
innovation



Collaboration across  
organizations



Green project,  
setting a common  
goal



Removing  
bottlenecks, looking  
for solutions



Concrete  
sustainable projects



Effort commitment  
between  
participating parties



Positive  
communication

# The instrument *Flemish Green Deal*

## Green Deals

- 001. Gedeelde mobiliteit
- 002. Circulair aankopen
- 003. Brouwers
- 004. Bedrijven en biodiversiteit
- 005. Huishoudelijke houtverwarming
- 006. Circulair bouwen
- 007. Duurzame stedelijke logistiek
- 008. Natuurlijke tuinen
- 009. Klimaatvriendelijke koeling
- 010. Eiwitshift op ons bord
- 011. Sportdomeinen
- 012. Anders verpakt

### In voorbereiding

- Duurzame zorg
- Deelmobiliteit in de woonomgeving
- Huren en delen
- Binnenvaart



<https://omgeving.vlaanderen.be/green-deals>



# Why the **Green Deal** Anders Verpakt?



## Prevention

Elimination of the packaging



## Reuse

Reuse with the same function

# Goals



**Concrete projects**

 **More than 80**



**Commitment to  
CONTINUE OR SCALE  
UP pilot projects**



**10% scale up =  
15,000 tonnes or 300  
million units**

# Timeline

**Start**  
*March 2022*



**Project  
submission**  
*September 2022*



**End projects**  
*December 2024*



**Final event**  
*June 2025*



**Preparation**  
*Prospection*

**Start**  
*Inspiration*

**Action years**  
*Implementation*

**And now time to scale up!**



**GREEN  
DEAL**

012.  
ANDERS  
VERPAKT

# Initiators



Flemish public  
agency – waste,  
materials, soil



Represents the  
manufactures  
of cosmetics,  
detergents,  
maintenance  
products etc.



**comeos**

Represents the  
Belgian  
commerce and  
services



EMPOWERING  
LOGISTICS

Point of contact  
for the logistic  
sector



**Fevia**  
Vlaanderen

Represents the  
Belgian food  
industry  
(producers)





**GREEN  
DEAL**

012.  
ANDERS  
VERPAKT

# Initiators



**Flemish public  
agency – waste,  
materials, soil**



Sarah Risch



Lore Mariën



**Point of contact  
for the logistic  
sector**



Stefan Bottu



Geert Verbelen

**Fevia**  
Vlaanderen

**Belgian food  
industry  
(producers)**



Candice Joseph

**comeos**

**Belgian  
commerce and  
services**



Henriane Gilliot



**Belgian  
cosmetics and  
detergent  
sector**



Patrick Verhelle



# Green Deal

## 012. Anders verpakt

GREEN  
DEAL

012. ANDERS  
VERPAKT

### INITIATIEFNUMERS



### ONDERSTEUNENDE PARTIJEN



### DEELNEMENDE PARTIJEN





**Business models,  
logistics and  
administration**



**Physical properties  
of  
reusable packaging**



**Customer  
behaviour**



**Communication  
and marketing**



**Instruments &  
legislation**

slido



**Which projects on reusable packaging do you know in your country?**

ⓘ Start presenting to display the poll results on this slide.



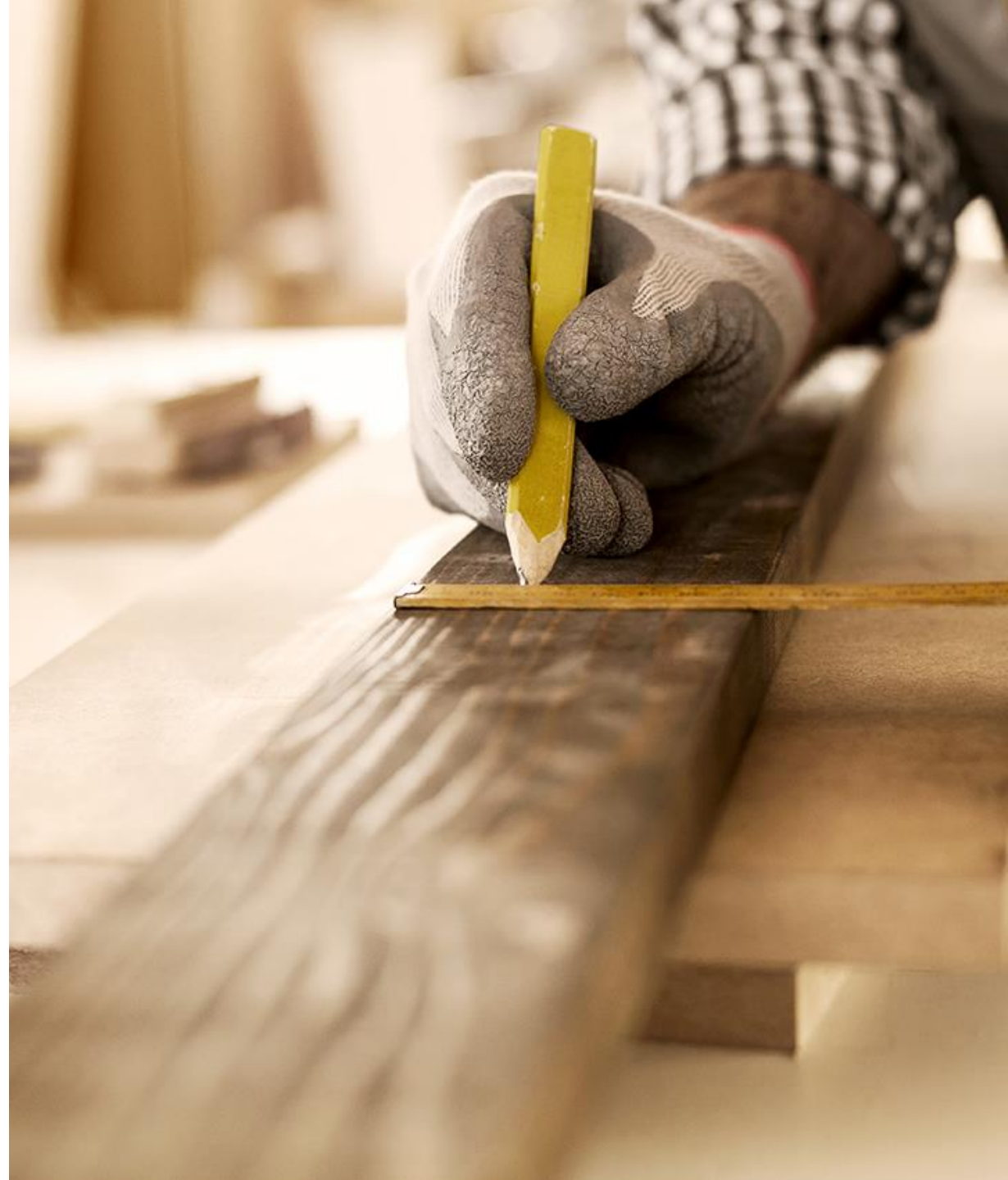


GREEN  
DEAL

012.  
ANDERS  
VERPAKT

**Transition needs  
TIME**

**Don't be too quick to  
say  
“This does not work!”  
about a project that  
is not properly  
executed...**







**Building on what  
already exists ...  
but also need for  
innovation**



# Focus on HOW



# Convincing the consumer in different ways



# **Scale matters**

**enkel opschaalbaar is  
haalbaar!**





[greendealandersverpakt.be](https://greendealandersverpakt.be)

Join us on 



**You only fail when  
you stop trying.  
Otherwise,  
you learn.**