

UNDERSTANDING PLASTIC PACKAGING REUSING: CHALLENGES AND STRATEGIES



PROBLEM ENCOUNTERED AND OBJECTIVE

Single-use packaging contributes to plastic pollution, resource depletion, and carbon emissions. Despite growing awareness and regulations, transitioning to reusable packaging faces economic, logistical, and consumer-related challenges.

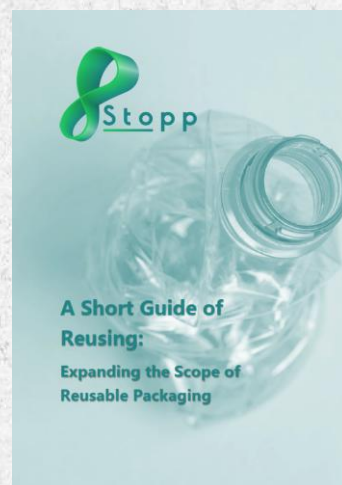
Businesses and policymakers must address these barriers to develop scalable, cost-effective reuse models. This abstract identifies key obstacles, including material durability, financial feasibility, and regulatory gaps, while proposing strategies to improve design, logistics, and business models. A structured approach, integrating innovation and policy support, is essential for mainstream adoption.

MAIN RESULTS / OUTCOMES

Reusable packaging reduces waste and carbon footprints while enhancing brand reputation and customer loyalty. However, challenges remain, such as high initial costs, consumer reluctance, and inefficiencies in collection and redistribution. Effective solutions include durable, lightweight packaging, deposit-return schemes, and shared logistics networks. Digital tracking systems enhance efficiency, while policy measures like tax incentives and standardised regulations accelerate adoption.

PRACTICAL RECOMMENDATIONS

For reusable packaging to succeed, design must prioritise durability, ease of cleaning, and efficient stacking. Mono-materials simplify recycling, while modular components extend usability. Businesses should establish efficient return systems with widespread collection points and automated tracking. Deposit-return schemes and brand partnerships can lower costs and streamline operations. Consumer participation is crucial. Clear instructions, loyalty incentives, and convenient return options, such as in-store drop-offs or home collection, can boost engagement. Governments should provide tax incentives, standardise deposit-return systems, and support public-private partnerships to scale reuse infrastructure. By implementing these strategies, businesses and policymakers can reduce waste, lower costs, and strengthen the circular economy.



Further information

The full report can be found on <https://stopp-project.eu/readiness-tools-resources/>

About this abstract

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STOPP is a Horizon Europe project aiming to transform food plastic packaging through the "5 Rs": Refuse, Reduce, Redesign, Reuse, and Recycle. Aligned with the EU's Packaging Directive, it develops training materials and strategies to promote circular economy solutions. Engaging stakeholders, STOPP advances recycling, reusable packaging, and consumer awareness for sustainable food packaging.



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