

Reuse Demand Map for Three Regions in Europe

Social Media Campaigns Held in 2025



Tampere Region, Finland

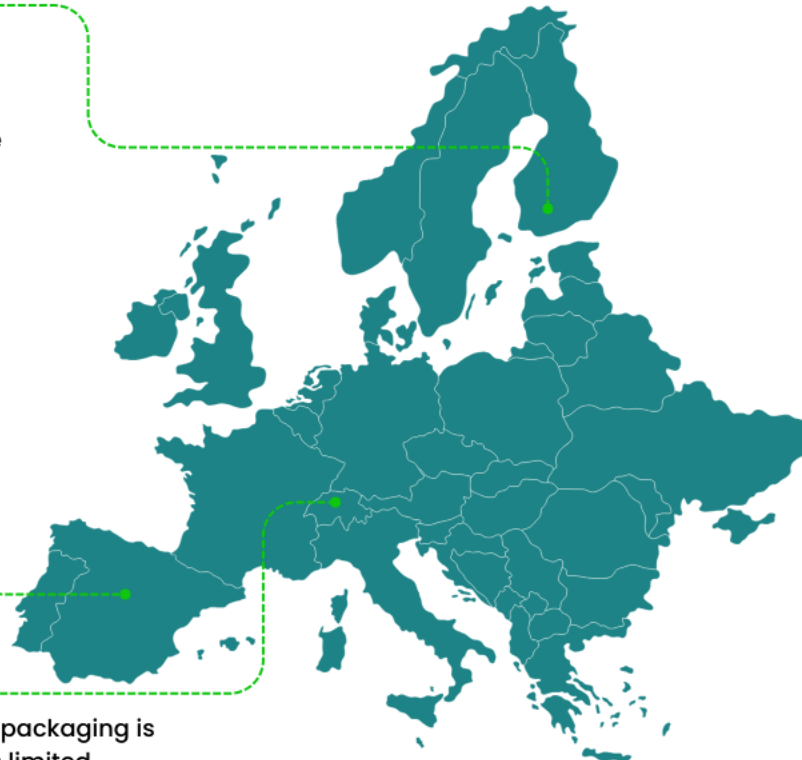
A growing market for reuse is emerging in the Tampere region, with clear interest shown in reusable packaging solutions. The next step is to offer consumers ready-to-use, **concrete reuse options**.

Madrid, Spain

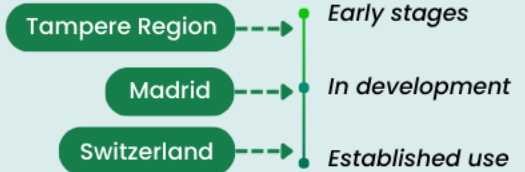
Awareness of reuse is growing, but **clearer benefits and financial incentives** are needed. Complex laws and doubts about practicality slow adoption, especially in hospitality. Progress is visible, but stronger action is needed to accelerate change.

Switzerland

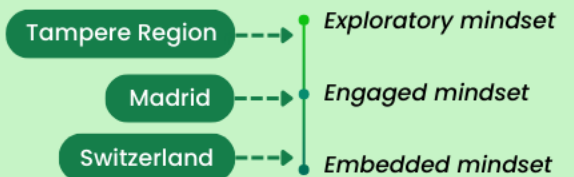
The market for reuse is stable, but reusable packaging is still far from mainstream. Adoption remains limited, signaling the need for **broader systemic change**.



Starting Point for Reuse in the Region:



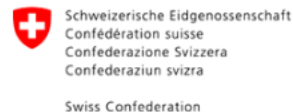
Willingness of the stakeholders to reuse*



*According qualitative and quantitative data collected.



Funded by
the European Union



Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI



Reuse Demand Map of Madrid (Spain)

Social Media Campaign Held in Autumn 2025



Awareness of reuse is growing, but clearer benefits and financial incentives are needed. Adoption is slowed by complex regulations and lingering doubts about the practicality of reuse, particularly within the hospitality sector. Progress is visible, but stronger action is needed to accelerate change.

City of Madrid

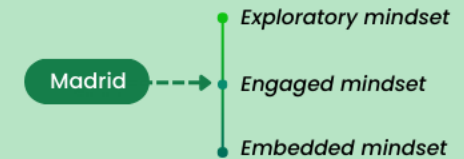
Madrid is the second-largest city in the European Union by population, with nearly 3.3 million inhabitants in the municipality and about 6.8 million in its metropolitan area.



Starting Point for Reuse in the Region:



Willingness of the stakeholders to reuse*



*According qualitative and quantitative data collected.

Social Media Campaign

Campaign goal: Promote behavioural change, and normalise reusable packaging

Channel: LinkedIn, Instagram, YouTube (SIE)

Target group: Consumers, Associations, Hospitality, Policymakers.

Metrics: Engagement rate by reach and impressions.

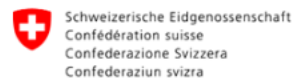
The engagement rate by reach was 9.9 % , which is an excellent result. A rate above 3% is generally seen as highly successful.

During the five-week campaign period, we published **5 reels**.

The campaign on Instagram, LinkedIn, and YouTube, reached more than **6,000 people** in total, generated over **300 reactions**.



Funded by
the European Union



Swiss partner funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI



Sustainable
INNOVATIONS

Reuse Demand Map of Switzerland

Social Media Campaign Held in Autumn 2025



The market for reuse is stable, but reusable packaging is still far from mainstream. Adoption remains limited, signaling the need for broader systemic change.

Switzerland

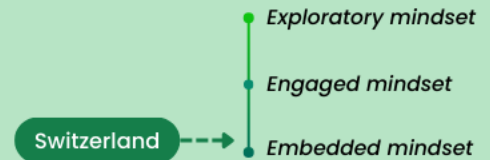
Switzerland is a small but densely populated country with population of nearly 9 million people. Most of its inhabitants live in urban agglomerations such as Zurich, Geneva, and Basel.



Starting Point for Reuse in the Region:



Willingness of the stakeholders to reuse*



**According qualitative and quantitative data collected.*

Social Media Campaign

Campaign goal: Raise awareness for consumers about reuse.
Target group: Residents of Switzerland.

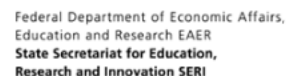
Channel: Instagram (@zerowasteswitzerland)
Metrics: Engagement rate by reach.

The engagement rate by reach was 1.5%.

While a rate below 2% is generally considered poor, this result is higher than the account's usual average ERR%.

The campaign reached **20,000 people** in total, and the posts received over **330 reactions**.

During the five-week campaign period, we published **21 posts**. We gained **131 new followers** and lost 48.



Reuse Demand Map of Tampere Region (Finland)

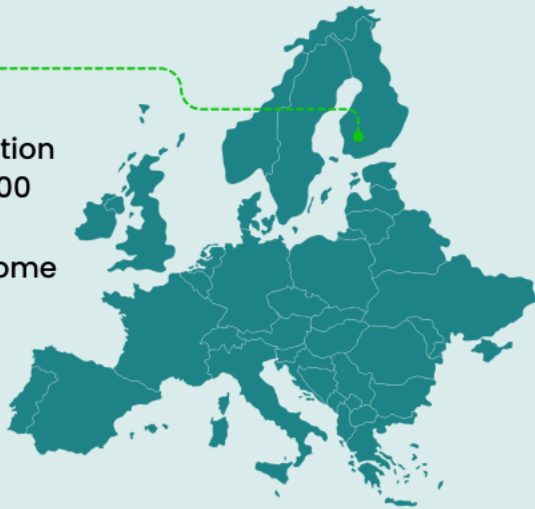
Social Media Campaign Held in Spring 2025



A growing market for reuse is emerging in the Tampere region, with clear interest shown in reusable packaging solutions. The next step is to offer consumers ready-to-use, concrete reuse options.

City of Tampere

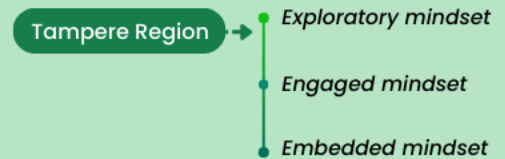
Tampere has a population of approximately 261,000 people, and the wider metropolitan area is home to around 425,000 residents.



Starting Point for Reuse in the Region:



Willingness of the stakeholders to reuse*



**According qualitative and quantitative data collected.*

Social Media Campaign

Campaign goal: Raise awareness for consumers about reuse.

Channel: Instagram (@ekokumppanit)

Target group: Citizens of Tampere region.

Metrics: Engagement rate by reach.

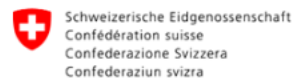
The engagement rate by reach was 6%, which is an excellent result. A rate above 3% is generally seen as highly successful.

The campaign reached nearly **100,000 people** in total, and the posts received over **2,000 reactions**.

During the five-week campaign period, we published **21 posts**. We gained **239 new followers** and lost 26.



Funded by
the European Union



Swiss partner funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

