



The Fresque of **Reusable Packaging**

Understanding and Designing Circular Packaging Systems



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Who are we?



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The **STOPP** project

At STOPP, we're pioneering a transformative initiative to revolutionize the way we approach food plastic packaging by embracing the "**5 Rs**": **Refuse, Reduce, Redesign, Reuse, and Recycle.**

Our main aim is to drastically **reduce the environmental impact caused by plastic waste in food packaging**, aligning closely with the EU's Packaging and Packaging Waste Directive. Our collaborative efforts encompass every facet of the food packaging value chain.

We're set on creating **circular strategies** that not only appeal to plastic production and processing but also drive awareness through a multi-actor network. Our strategic actions include analysing plastic waste impact, monitoring current usage, designing sustainable business models, boosting recycling efforts, and understanding consumer attitudes through an in-depth study.



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OBJECTIVES

- To **analyse the plastic impact on diverse ecosystems** by conducting a comprehensive assessment based on empirical data.
- Facilitating the **transition of key stakeholders towards alternative circular** solutions in food packaging systems, identifying needs and motivations, and developing tools.
- **Designing future-fit sustainable business models** for the packaging value chain, including new materials, recycling, and reusing strategies.
- **Improving recycling**, from the collection and sorting practices to materials innovation such as recycling recipes or potential recycling of bio-based plastics.
- **Consumer studies and awareness campaigns** to engage over 10,000 European consumers in topics such as reusable packaging or behaviour change.



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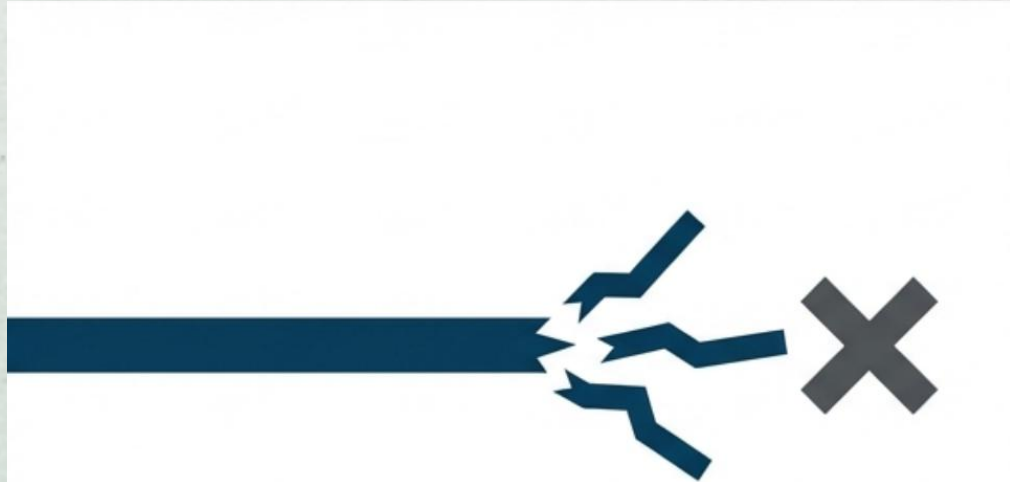


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From linear to reusable packaging



Most packaging today is designed strictly for single use. This creates major environmental, economic, and systemic friction across the entire value chain.



Reusable packaging can transform the system. But to fix the system, we must first step back, map it completely, and understand how its interconnected parts function.

Workshop Objectives

By the end of this session, you will:

- Understand the full **life cycle** of packaging systems
- Identify key **environmental and economic impacts** of linear packaging
- Explore **reusable packaging as a systemic solution**
- **Co-create actionable** strategies for your context



How the Fresque works

This is a collaborative and visual exercise.

You will work in groups to

- Map a system using cards
- Build connections between stages and impacts
- Identify problems and opportunities
- Design improved systems using reusable solutions



Workshop Structure

The session is organized in three phases:

Phase 1:

Understanding
the linear
packaging
system

Phase 2:

Introducing
reusable
packaging
solutions

Phase 3:

Reflection and
action



Ground rules

We work together with:

- Open discussion and active participation
- Respect for different perspectives
- Curiosity and creativity
- A systemic mindset (looking at the whole system)

There are no wrong answers!



Group formation

You will work in groups of 5–7 participants.

Each group will:

- Share the same materials
- Build one system map
- Collaborate actively





Phase

1

The linear packaging system



We begin by exploring how packaging works today. Your goal is to reconstruct the journey of a typical single-use package:

From raw materials → to disposal

Step by Step

Step 1: Read the Cards

- Each card represents a step or an impact.
- As a group:
 - Read all cards aloud
 - Make sure everyone understands them
 - Ask questions if needed

Step 2: Build the System

- Place the cards in order to represent the packaging life cycle.
- Think about:
 - What comes first?
 - What happens next?
 - What causes what?
- Draw arrows between elements.


Step 3: Identify Impacts

- As you build the system, identify:
 - Where waste is generated
 - Where emissions occur
 - Where value is lost
 - Who bears the costs

Key Reflections

- Where do the biggest impacts occur?
- What are the main inefficiencies?
- Where are resources lost?
- Who is responsible? Who pays?





Phase 2

Reusable packaging systems

Now we move from problems to solutions.

You will introduce reusable packaging levers into your system.



Step by Step

Step 1: Solution Cards

- Each new card represents a solution or enabler.
- Examples include:
 - Deposit-return system
 - Reverse logistics
 - Refill systems
 - Digital tracking

Step 2: Integrate into the System

Your task:

- Place solution cards within your existing map
- Modify the system accordingly
- Add loops, flows, and new connections

Step 3: Think Systemically

Consider:

- What new flows are created?
- What infrastructure is needed?
- How do roles change?
- What new challenges appear?

Key design questions

- Where does reuse create the most value?
- What changes are required for adoption?
- Who needs to collaborate?
- What barriers exist?





Phase 3

Action and Reflections

Now we move from system design to real-world application.



From insights to actions

Reflect as a group:

- Which solutions are most relevant?
- What could realistically be implemented?
- What would be the first step?



Group Debrief

Let's share:

- Key insights
- Surprises
- Promising ideas
- Challenges identified



Key Takeaways

- Linear packaging systems generate significant hidden costs and impacts.
- Reusable packaging requires system-wide change
- Collaboration across actors is essential.



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