

REUSABLE PACKAGING FRESQUE



PROBLEM ENCOUNTERED AND OBJECTIVE

Single-use food packaging follows a linear journey from raw material extraction and manufacturing to use, disposal, landfill, incineration, or leakage. Its environmental, economic, and social impacts are often poorly understood by organisations and consumers, making it difficult to identify where reuse can intervene. The objective was to create an interactive packaging fresque workshop that helps stakeholders visualise packaging flows, discuss pain points, and co-design practical routes towards circular reusable packaging systems.

MAIN RESULTS / OUTCOMES

A facilitator-led card game and reusable packaging fresque was developed to support collaborative learning on reusable packaging. The workshop is structured in three phases: mapping the linear packaging system, integrating reusable packaging levers, and defining actions. Participants use cards, arrows, notes, and group discussion to connect impacts, infrastructure needs, stakeholder roles, consumer behaviour, regulation, logistics, incentives, and business model innovation, enabling a shared understanding of how reuse systems can work in practice.

PRACTICAL RECOMMENDATIONS

Facilitators should prepare printed cards, mural sheets, pens, sticky notes, and a clear introduction to the exercise. Groups of 5-7 participants should first map the single-use packaging life cycle and identify waste, litter, CO₂, logistics, and cost hotspots. They should then add reuse levers such as design for reuse, deposit-return, collection points, washing facilities, digital tracking, refill models, shared systems, and incentives. Each session should close with one realistic action or commitment per participant.



Fig 1

Further information

The full Reusable Packaging Fresque can be found here: [STOPP 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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