

THE REUSABLE PACKAGING FRESQUE

FACILITATOR'S GUIDE



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1. WORKSHOP CONCEPT & OBJECTIVES

What is this about?

The REUSABLE PACKAGING FRESQUE immerses participants in understanding the linear life cycle of packaging—especially single-use types—and actively involves them in mapping its environmental and economic impacts. The second phase introduces cards representing key enablers, principles, and levers of reusable packaging systems. Through group discussion and problem-solving, participants co-construct a systemic map and identify actionable strategies for transitioning to reusable packaging in their organization or sector.

Duration: 2.5–3 hours

Group size: 5–7 participants per table + 1 facilitator

2. FACILITATOR INSTRUCTIONS

Preparation

- Print and cut out the full set of cards (linear and reusable).
- Prepare blank sheets (4 flip charts per group) or a mural-sized board, adhesive, colored pens, and sticky notes.
- Prepare a clear introduction and explanation of workshop objectives.
- You can use the associated slides available in the [Tools Section](#).

Introduction (10 min)

- Welcome participants, introduce yourself and the goals: to map the journey from linear (single-use) packaging toward a circular, reusable packaging system.
- Present the working rules: collaborative spirit, respect for each opinion, creative thinking, and systemic perspective.
- Explain that Phase 1 will map the "problems," while Phase 2 will focus on "solutions" for reusable packaging.

Phase 1: Mapping the Linear Packaging System (45–60 min)

- Distribute the "Linear Packaging" cards (blue set).
- Instruct participants to collaboratively place cards in sequence—following the journey of a typical single-use package through extraction, production, use, and disposal.
- Encourage them to draw arrows/causal links and add notes or illustrations.
- Facilitate by guiding questions (e.g., "What happens after usage? Where do impacts accumulate?").
- Distributes the impact cards (blue sets) Ensure the group discusses key externalities: waste, litter, CO₂, cost, logistics.
- At the end, debrief: What major issues/impacts emerged? What are the "pain points" of this system?

Phase 2: Mapping Reusable Packaging Levers (45–60 min)

- Introduce the "Reusable Packaging" cards (green cards) in small groups.

- Challenge the group to integrate these solutions into the mural: Where do reusable models intervene? What new flows, behaviors, or technologies are needed?
- Encourage connections, new arrows, and discussion of synergies.
- Introduce the second set of reusable cards focusing on enabling strategies.
- Discuss practical implications: stakeholder roles, infrastructure change, customer participation and enabling strategies

Phase 3: Action and Reflection (20–30 min)

- Guided reflection: Which levers are most relevant for your context? What would it take to implement them? What are the obstacles?
- Each participant identifies one action or commitment.
- Close with debrief and feedback.



3. FACILITATOR NARRATIVE

Preparation

Introduction (Welcome)

“Welcome, everyone. I’m delighted to have you here for our ‘Fresque of Reusable Packaging’ workshop. Our main goal today is to explore together how packaging flows through its life cycle—from extraction and production, through use, and, ultimately, to disposal or reuse. We’ll see the challenges of single-use (linear) packaging and co-create possible solutions using reusable packaging systems.

To get the most from this session, we’ll work collaboratively. Each of you brings unique perspectives and experiences, and our learning will be richest when we share and listen to one another. Remember: there are no wrong answers, and your curiosity and ideas are key to making the exercise successful.

Let’s begin with group formation:

Please count off around the room: 1, 2, 3, etc., repeating until everyone has a number.

All those with the same number will form a group. Ideally, each group will include 5 to 7 participants.

Group together around one table or board. Make sure everyone can see and reach the cards and materials”.

Phase 1: Mapping the Linear Packaging System

Card Reading:

On your table, you’ll find a deck of cards. Each card represents a step or an impact in the linear (single-use) packaging journey.

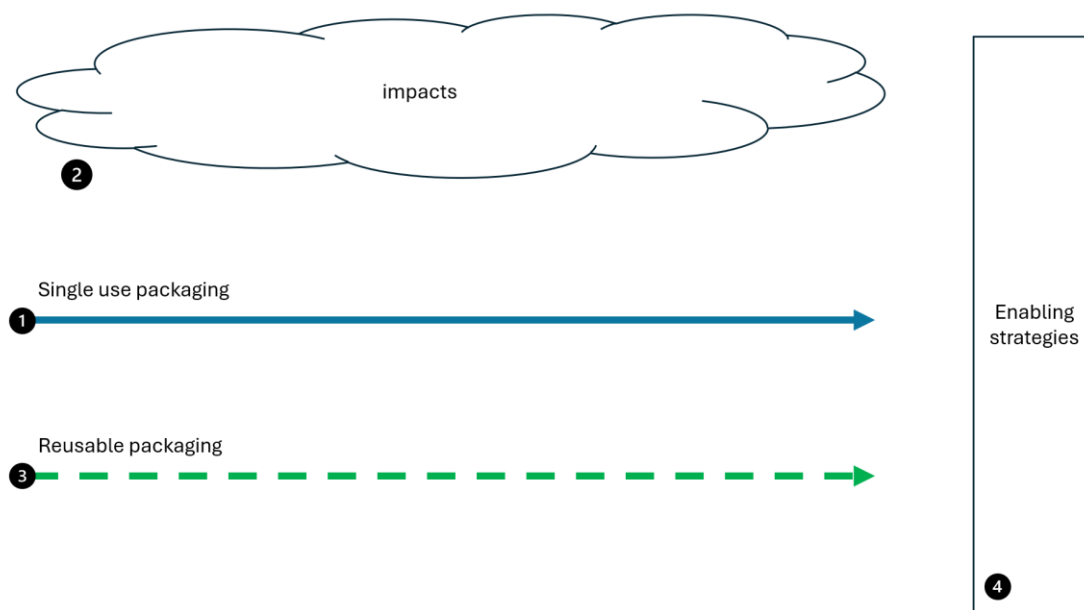
Before you start placing any cards, take a few minutes as a group to pass all the cards around and read them aloud. Make sure everyone is familiar with what each card represents. If anything is unclear, please ask me—I’m here to support your understanding.

Card Placement:

Once the group has read all the cards, you’ll collaborate to place them on the large sheet or mural in the order that makes sense for the packaging’s journey: from raw material extraction, through manufacturing and use, to waste and environmental impact.

As you place cards, discuss the logic behind your sequence. Is there a step missing? Does one action cause another? Draw arrows to show connections or causal links between steps.

If, while discussing, you realize you need to move or rearrange cards, please do so—your map should reflect the group’s best understanding as it develops.



Participation and Roles:

Everyone should take part—reading cards, suggesting placements, and noting connections.

Designate one person as the ‘scribe’ to draw arrows, connections, or jot down key insights and questions directly on the mural as they arise.

If you have a difference of opinion, take a moment to discuss and seek consensus—or note both alternative flows if useful.

Reflection:

When the linear packaging system is fully mapped, step back and look at the big picture together.

As a group, discuss: Where are the main impacts? Which stages seem most problematic? What surprises you?

Full Group discussion

“Let’s step back and observe the whole flow

- *What is the starting point of the packaging’s life? What resources are needed?*

- *How is packaging produced, and what environmental impacts result from these processes?*
- *What happens after a consumer uses the package once?*
- *How much waste is created, and how is it managed?*
- *Where does most of the environmental (or social, economic) harm occur?*
- *Can you trace points where valuable materials are lost?*
- *Who bears the cost of managing packaging waste?*
- *Are there any unintended consequences or hidden impacts?*
- *How might brand or producer reputation be affected by packaging waste?"*

Phase 2: Mapping Reusable Packaging Levers

"Now we'll introduce the second set of cards, each representing a solution or lever for reusable packaging systems. One by one, let's discuss how each solution could intervene in the system we just built. Where would this lever make the biggest difference? What changes or new flows would be needed?"

As you integrate the reusable packaging cards, draw new arrows, loops, and connections between elements. Consider how these principles would change consumer behavior, industry practices, logistics, or environmental impacts."

(After integrating solutions)

"Looking at your new, improved system, which solutions seem most feasible or impactful in your context? Where do you see obstacles or opportunities?"

- *What does "design for reuse" actually mean for our products or context?*
- *Where in the flow could a reuse model intervene most effectively?*
- *What infrastructure is required (e.g., collection points, washing facilities)?*
- *How would consumer habits need to change?*
- *Are there examples of successful reuse in related sectors?*
- *Which actors (brands, retailers, logistics firms) need to coordinate?*
- *What regulatory or economic incentives could help adoption?*
- *How could digital tools support traceability or returns?*
- *What are the barriers—technical, financial, behavioral—to adopting these solutions?*
- *How do different reusable models compare (deposit-return vs. refill-at-store)?*

Phase 3: Action and Reflection

"Let's reflect on today's learning. Which levers for reusable packaging could realistically be adopted in your organization or sector? What would be the first steps to get started, and what barriers might exist? Please take a moment to think about

one concrete action you can commit to—no matter how small—that would help advance reusable packaging.

To close, let's share our insights and commitments with the group. Remember, collective changemaking starts with individual action and shared understanding.”

Additional prompts:

- *Which lever feels most actionable for you or your organization?*
- *What is already being done, and what could be improved?*
- *What would be the first concrete step?*
- *Who else would need to be involved?*
- *What obstacles could you foresee?*
- *What benefit would this change bring—for your organization, customers, or the environment?*
- *How will you track progress or success?*

4. Card List

A. Linear Packaging Cards

- Raw Material Extraction (oil for plastics, wood/paper, minerals)
- Material Production (polymerization, pulp and paper mills)
- Packaging Manufacturing (production of bottles, trays, wrappers, etc.)
- Logistics—Distribution to Filler/Brand
- Filling & Sealing (at manufacturer/factory)
- Logistics—Distribution to Retail
- Retail & Sale to Consumer
- Single Use by Customer
- Littering
- Waste Collection
- Incineration (energy recovery)
- Landfill
- Export for Waste Processing
- Recycling (low efficiency, downcycling)
- Producer Responsibility Fees/Taxes

Impacts focus:

- Climate Impact (CO₂ emissions)
- Resource Depletion
- Marine Pollution
- Microplastic Leakage
- Wildlife Harm
- Public Clean-Up Costs
- “Wishcycling” (incorrect disposal)
- Brand Image Impact (pollution/litter scandals)

B. Reusable Packaging & Circularity Cards

These offer solution pathways, system levers and enablers:

- Design for Reuse (robustness, washability, refill features)
- Standardized Packaging
- Deposit/Return System
- Reverse Logistics Infrastructure

- Collection Points (Retail or Home)
- Washing & Sanitation Facilities
- Refill-at-Store
- Return-from-Home
- Digital Tracking (QR, RFID, traceability)
- Business Model Innovation (“Packaging as a Service”)
- Renewable Energy for Washing/transport
- reuse for e-commerce
- take-away food,
- B2B packaging
- Measurement & Reporting Tools
- Customer Loyalty Rewards
- Pooling & Shared Systems (among multiple brands)
- Inclusivity (design for all users)
- Impact cards
- Life Cycle Impact Reduction (demonstrated carbon/waste savings)
- Brand Differentiation/Marketing
- Enabling strategies
- Government Procurement Favoring Reusables
- Regulation—Reusable Targets
- Incentives for Reuse (fees on single-use, subsidies)
- Collaboration Across the Value Chain
- Consumer Engagement / Education

5. Quick Start Guide for Participants

Welcome to the workshop! Follow these steps to start working together effectively:

Form Your Group

Join the participants who share your group number. Aim for 5–7 people per table.

Make sure everyone can see and reach the cards and materials.

Read the Cards Together

Pick up each card one by one and read aloud its content.

Make sure everyone understands what each card represents (step, impact, or concept).

Ask the facilitator if anything is unclear.

Place the Cards in Order

Collaborate to sequence the cards according to the packaging life cycle.

Start from raw materials and progress through production, use, and end-of-life.

Use the board/mural surface to arrange the cards clearly.

Draw Connections

Use pens or markers to draw arrows showing cause-effect or flow relationships.

Discuss and clarify how different parts are linked.

Participate Actively

Everyone's voice matters—share your ideas and listen to others.

Choose one person to be the note-taker to record key points and draw arrows.

Reflect as a Group

Step back and look at the full map.

Discuss key problems, surprising insights, and critical impact points.

Ready? Let's start reading and organizing the cards!

Print the following pages double-sided.

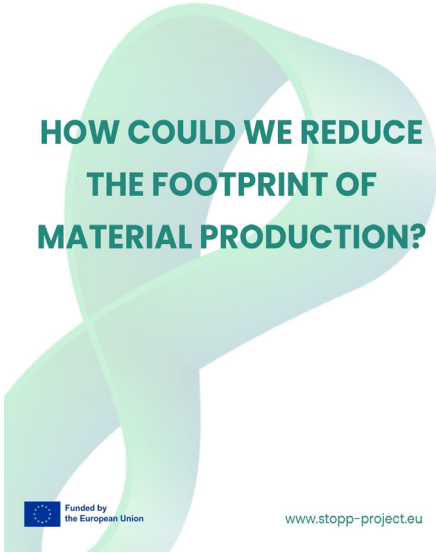


**WHAT NATURAL AND
SOCIAL COSTS COME
WITH SOURCING THESE
MATERIALS?**



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**HOW COULD WE REDUCE
THE FOOTPRINT OF
MATERIAL PRODUCTION?**



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**WHAT DESIGN DECISIONS
MAKE PACKAGING
HARDER TO RECYCLE?**



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**HOW COULD PACKAGING
LOGISTICS BECOME
MORE EFFICIENT?**



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**WHAT COULD MAKE THIS
STEP ADAPTABLE FOR
REUSE?**



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**WHAT PACKAGING OR
LOGISTICS CHANGE
COULD REDUCE WASTE
HERE?**



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**HOW COULD RETAILERS
INFLUENCE PACKAGING
CHOICES?**



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**WHAT SOCIAL OR
BEHAVIORAL CHANGES
COULD REDUCE LITTER?**



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**WHY DOES MOST
COLLECTED PACKAGING
STILL GET BURNED OR
BURIED?**



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PACKAGING MANUFACTURING

DESCRIPTION

Packaging is shaped, moulded, printed, and assembled. Design choices here influence recyclability and waste.

KEY IMPACTS

- Energy and material waste
- Non-recyclable designs
- Transport emissions
- Added inks and adhesives



MATERIAL PRODUCTION

DESCRIPTION

Raw materials are processed into usable packaging materials—plastic pellets, pulp, or aluminum sheets. These industrial steps are energy-intensive.

KEY IMPACTS

- Air and water pollution
- CO₂ emissions
- Worker safety risks
- Waste generation



RAW MATERIAL EXTRACTION

DESCRIPTION

Packaging starts with extracting raw materials like crude oil for plastics, wood for paper, or minerals for glass and metals. This step consumes energy and natural resources.

KEY IMPACTS

- Depletion of fossil fuels and forests
- Greenhouse gas emissions
- Habitat destruction and pollution
- High energy demand



LOGISTICS – DISTRIBUTION TO RETAIL

DESCRIPTION

Finished products travel to retailers. Each trip adds emissions and handling waste.

KEY IMPACTS

- Fuel use and CO₂
- Damaged goods
- Extra packaging (pallet wrap)



FILLING & SEALING

DESCRIPTION

Products are placed into packaging and sealed for shipment. Once sealed, packaging becomes tied to a single-use path.

KEY IMPACTS

- Waste if defective
- Non-reusable seals
- Dependency on single-use machinery



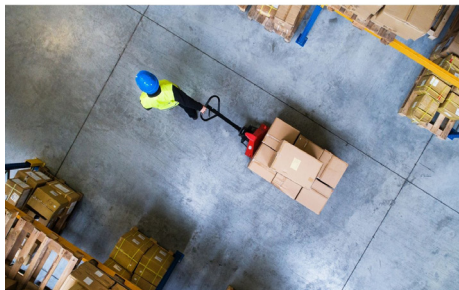
LOGISTICS – DISTRIBUTION TO FILLER/BRAND

DESCRIPTION

Empty packaging travels to filling sites, often over long distances. These logistics steps add cost and emissions.

KEY IMPACTS

- CO₂ from transport
- Packaging damage
- Inefficient one-way logistics



WASTE COLLECTION

DESCRIPTION

Waste systems collect packaging, but sorting and recovery are limited. Much ends up mixed or contaminated.

KEY IMPACTS

- Low recycling efficiency
- High collection cost
- Fossil fuel use



LITTERING

DESCRIPTION

Mismanaged waste ends up in streets, parks, and waterways, harming communities and ecosystems.

KEY IMPACTS

- Visual pollution
- Wildlife threats
- High clean-up costs
- Brand damage



RETAIL & SALE TO CONSUMER

DESCRIPTION

Consumers encounter packaging at purchase. Convenience and marketing often outweigh sustainability.

KEY IMPACTS

- Overpackaging
- Plastic-heavy designs
- Conflicts between marketing and ecology





**IS BURNING WASTE
TRULY A FORM OF
RECOVERY?**



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**WHY DO WE STILL RELY
SO HEAVILY ON
LANDFILLS?**



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**HOW CAN WE ENSURE
ACCOUNTABILITY IN
GLOBAL WASTE TRADE?**



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**WHY CAN'T THE
CURRENT RECYCLING
CLOSE THE LOOP?**



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**WHERE IN THE LIFE CYCLE
ARE EMISSIONS HIGHEST?**



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**HOW MIGHT RESOURCE
SCARCITY ACCELERATE
CHANGE?**



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**HOW CAN WE STOP
PACKAGING FROM
REACHING THE OCEAN?**



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**WHY ARE
MICROPLASTICS A
GROWING CONCERN?**



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**HOW COULD PACKAGING
DESIGN PREVENT
WILDLIFE HARM?**



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EXPORT FOR WASTE PROCESSING

DESCRIPTION

Some waste is shipped abroad for recycling, often to countries with weaker standards.

KEY IMPACTS

- Environmental injustice
- Transport emissions
- Poor working conditions



LANDFILL

DESCRIPTION

Landfills remain the end point for much packaging. Materials stay buried for centuries.

KEY IMPACTS

- Land occupation
- Methane emissions
- Lost resources



INCINERATION (ENERGY RECOVERY)

DESCRIPTION

Some packaging is burned to generate energy, releasing CO₂ and pollutants.

KEY IMPACTS

- GHG emissions
- Air pollution
- Permanent material loss



RESOURCE DEPLETION

DESCRIPTION

Finite resources like oil, minerals, and forests are rapidly consumed by disposable packaging.

KEY IMPACTS

- Resource loss
- Rising extraction costs
- Environmental degradation



CLIMATE IMPACT (CO₂ EMISSIONS)

DESCRIPTION

Every stage—from extraction to disposal—adds greenhouse gases. Single-use packaging is a climate driver.

KEY IMPACTS

- Production energy
- Transport emissions
- Burning waste releases CO₂



RECYCLING (LOW EFFICIENCY, DOWNCYCLING)

DESCRIPTION

A portion of packaging is recycled, often into lower-quality products. True circularity is rare.

KEY IMPACTS

- Material degradation
- Contamination losses
- Limited value



WILDLIFE HARM

DESCRIPTION

Animals ingest or become trapped in discarded packaging. It's a direct and visible consequence of waste.

KEY IMPACTS

- Injury or death
- Ecosystem imbalance
- Public outrage



MICROPLASTIC LEAKAGE

DESCRIPTION

Tiny fragments from packaging persist in air, water, and food, impacting health and biodiversity.

KEY IMPACTS

- Widespread pollution
- Health effects
- Hard to remove



MARINE POLLUTION

DESCRIPTION

Packaging waste leaks into waterways, harming marine life and food chains.

KEY IMPACTS

- Ocean ecosystem damage
- Health risks
- Economic loss



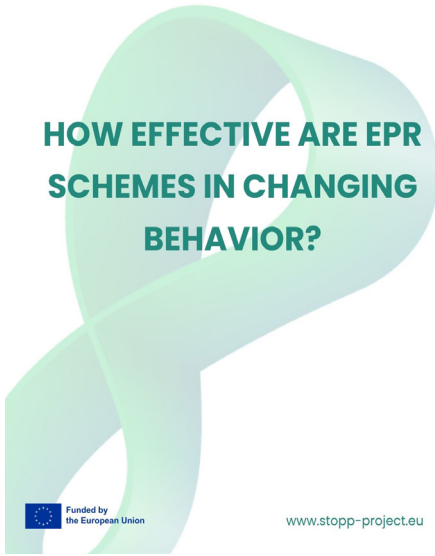


**WHO SHOULD BEAR THE
COST OF PACKAGING
WASTE?**



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**HOW EFFECTIVE ARE EPR
SCHEMES IN CHANGING
BEHAVIOR?**



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**HOW COULD BETTER
COMMUNICATION
IMPROVE RECYCLING
HABITS?**



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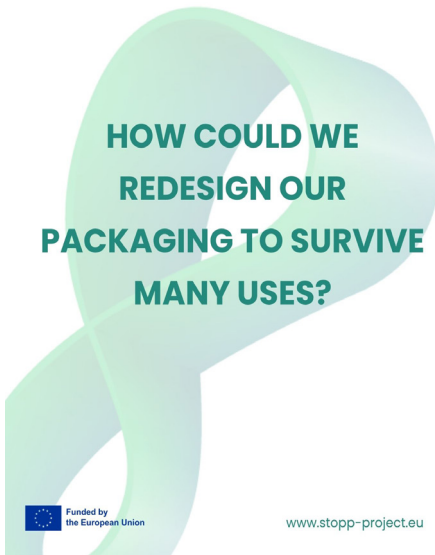


**HOW CAN BRANDS TURN
PACKAGING FROM
LIABILITY TO
LEADERSHIP?**



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**HOW COULD WE
REDESIGN OUR
PACKAGING TO SURVIVE
MANY USES?**



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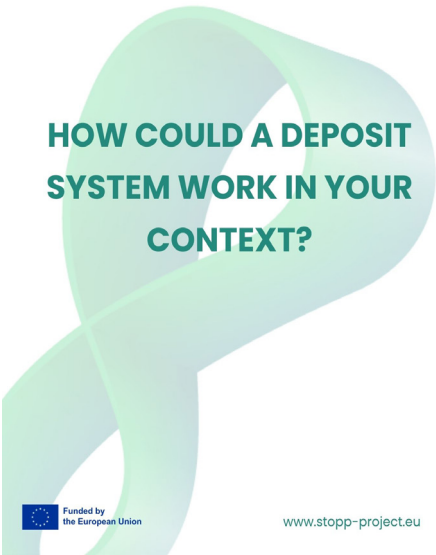


**WHAT WOULD IT TAKE
FOR COMPETITORS TO
SHARE PACKAGING
FORMATS?**



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**HOW COULD A DEPOSIT
SYSTEM WORK IN YOUR
CONTEXT?**



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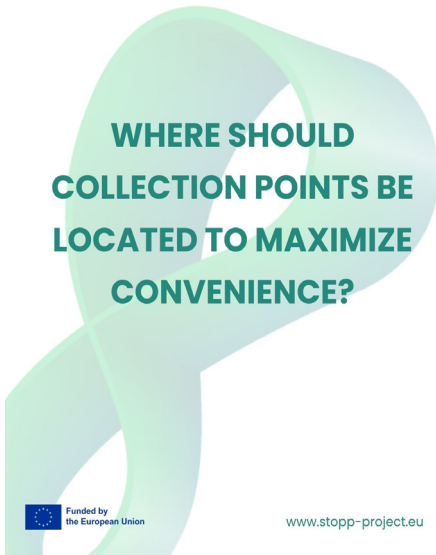


**HOW CAN WE MAKE
DELIVERY AND RETURN
EFFICIENT TOGETHER?**



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**WHERE SHOULD
COLLECTION POINTS BE
LOCATED TO MAXIMIZE
CONVENIENCE?**



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WISHCYCLING (INCORRECT DISPOSAL)

DESCRIPTION

People often recycle incorrectly, hoping it helps. Contamination makes recycling less efficient.

KEY IMPACTS

- Contaminated streams
- Higher costs
- Lost trust



STANDARDIZED PACKAGING

DESCRIPTION

Shared shapes and sizes simplify collection, washing, and refill logistics across brands and sectors.

KEY IMPACTS

- Easier pooling
- Cost savings
- Reduced complexity



COLLECTION POINTS (RETAIL OR HOME)

DESCRIPTION

Convenient drop-off points make reuse simple for everyone — at stores, workplaces, or doorsteps.

KEY IMPACTS

- Boosts returns
- Fits daily habits
- Builds trust



DESIGN FOR REUSE

DESCRIPTION

Packaging built to last — strong, washable, refillable. Design choices enable multiple life cycles instead of one.

KEY IMPACTS

- Reduces waste
- Encourages standardization
- Enhances perceived value



REVERSE LOGISTICS INFRASTRUCTURE

DESCRIPTION

Systems for collecting, transporting, and redistributing empty packaging back to washing or refill sites.

KEY IMPACTS

- Closed-loop flow
- Optimized vehicles
- Local jobs



PUBLIC CLEAN-UP COSTS

DESCRIPTION

Municipalities spend millions annually to collect and dispose of packaging waste.

KEY IMPACTS

- Taxpayer burden
- Lost funds
- Inequitable cost distribution



BRAND IMAGE IMPACT

DESCRIPTION

Visible pollution harms brand reputation and consumer trust. Companies face public backlash.

KEY IMPACTS

- Reputation damage
- Lost loyalty
- Pressure for change



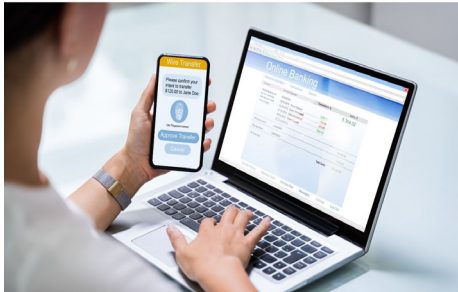
DEPOSIT/RETURN SYSTEM

DESCRIPTION

A small deposit motivates customers to return packaging for reuse. Proven effective in many sectors.

KEY IMPACTS

- High return rates
- Builds habit
- Financial incentive





**WHAT SCALE OF
WASHING NETWORK FITS
OUR SYSTEM BEST?**



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**WHAT WOULD IT TAKE TO
BUILD TRUST AMONG
PARTNERS TO SHARE
PACKAGING?**



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**WHAT BARRIERS KEEP
CUSTOMERS FROM
REFILLING IN STORES?**



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**HOW COULD HOME
COLLECTION MAKE REUSE
MAINSTREAM?**



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**HOW COULD DIGITAL
TRACKING MAKE REUSE
EASIER AND MORE
TRUSTED?**



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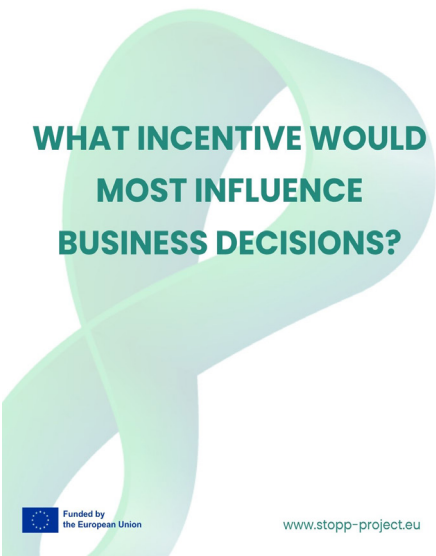


**WHAT KIND OF
REGULATION WOULD
HELP SCALE REUSE IN
YOUR SECTOR?**



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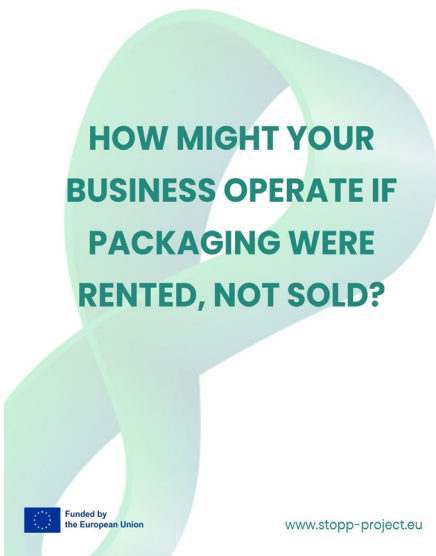


**WHAT INCENTIVE WOULD
MOST INFLUENCE
BUSINESS DECISIONS?**



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**HOW MIGHT YOUR
BUSINESS OPERATE IF
PACKAGING WERE
RENTED, NOT SOLD?**



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**WHO ELSE MUST BE
INVOLVED FOR REUSE TO
SUCCEED?**



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REFILL-AT-STORE

DESCRIPTION

Consumers bring or borrow containers to refill products in store — reducing packaging waste.

KEY IMPACTS

- Less single-use waste
- Engages customers
- Builds loyalty



POOLING & SHARED SYSTEMS (MULTI-BRAND)

DESCRIPTION

Multiple companies use the same pool of reusable packaging, cutting costs and improving logistics efficiency.

KEY IMPACTS

- Shared investment
- Lower cost per use
- Collaboration



WASHING & SANITATION FACILITIES

DESCRIPTION

Cleanliness and safety are key. Centralized or decentralized washing keeps packaging in circulation safely.

KEY IMPACTS

- Ensures hygiene
- Reduces contamination
- Creates jobs



REGULATION – REUSE TARGETS

DESCRIPTION

Policymakers set mandatory reuse targets or bans on single-use, pushing market transformation.

KEY IMPACTS

- Creates a level field
- Accelerates change
- Encourages innovation



DIGITAL TRACKING (QR, RFID, TRACEABILITY)

DESCRIPTION

Smart labelling tracks packaging through its reuse cycles, ensuring transparency and data-driven improvements.

KEY IMPACTS

- Tracks reuse
- Improves efficiency
- Enables feedback



RETURN-FROM-HOME

DESCRIPTION

Consumers return used packaging via home collection — convenient and scalable for e-commerce or delivery.

KEY IMPACTS

- Increases participation
- Supports tracking
- Enables subscriptions



COLLABORATION ACROSS THE VALUE CHAIN

DESCRIPTION

Reuse requires cooperation among all players — brands, retailers, logistics, and consumers.

KEY IMPACTS

- Shared innovation
- Coordinated design
- Systemic change



BUSINESS MODEL INNOVATION ('PACKAGING AS A SERVICE')

DESCRIPTION

Companies retain ownership of packaging and offer it as a service — shifting focus from sales to performance.

KEY IMPACTS

- Durable design
- Resource efficiency
- Traceable systems



INCENTIVES FOR REUSE (FEES OR SUBSIDIES)

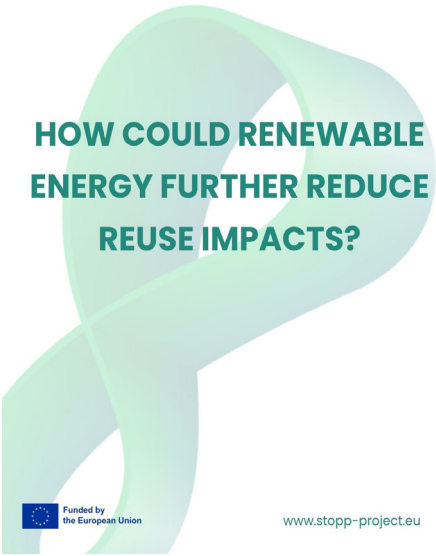
DESCRIPTION

Economic measures — fees on single-use, subsidies for reuse — nudge behavior and investment.

KEY IMPACTS

- Makes reuse attractive
- Drives accountability
- Speeds adoption



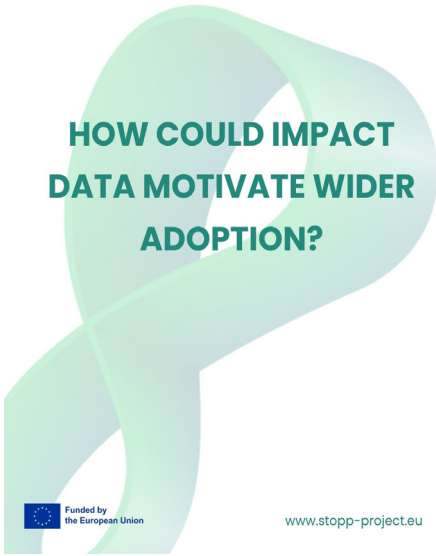


**HOW COULD RENEWABLE
ENERGY FURTHER REDUCE
REUSE IMPACTS?**



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**HOW COULD IMPACT
DATA MOTIVATE WIDER
ADOPTION?**



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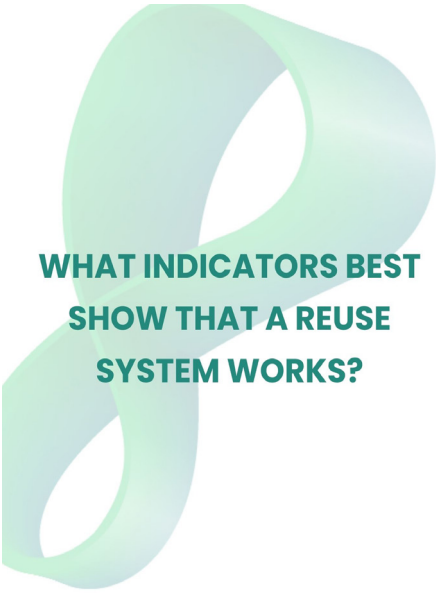


**HOW COULD PUBLIC
PROCUREMENT
ACCELERATE REUSE IN
YOUR REGION?**



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**WHAT INDICATORS BEST
SHOW THAT A REUSE
SYSTEM WORKS?**



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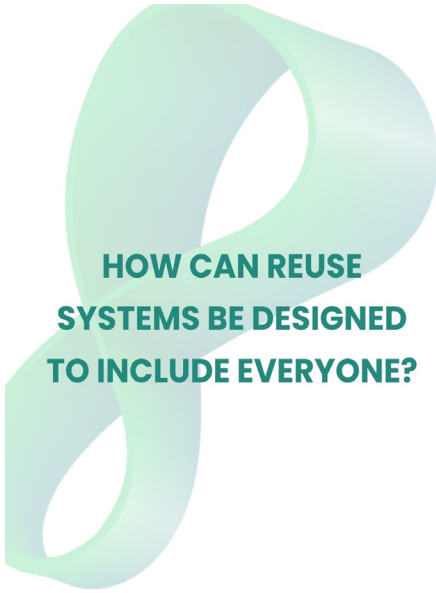


**WHAT CREATIVE
REWARD COULD MAKE
REUSE FUN AND
HABITUAL?**



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**HOW CAN REUSE
SYSTEMS BE DESIGNED
TO INCLUDE EVERYONE?**



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**WHAT PARTNERSHIPS
COULD ENABLE REUSABLE
E-COMMERCE
PACKAGING?**



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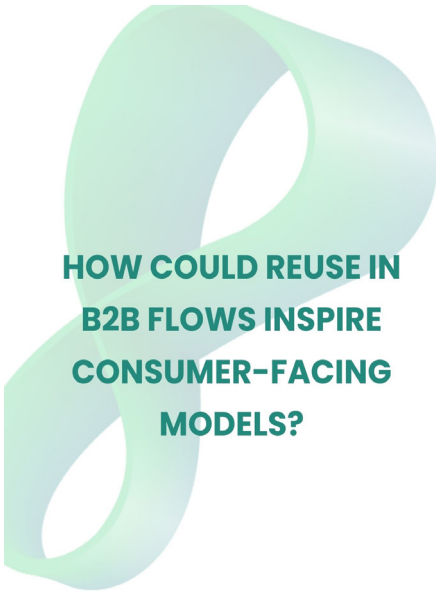


**WHAT WOULD HELP YOUR
FAVORITE RESTAURANT
SWITCH TO REUSABLES?**



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**HOW COULD REUSE IN
B2B FLOWS INSPIRE
CONSUMER-FACING
MODELS?**



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GOVERNMENT PROCUREMENT FAVORING REUSABLES

DESCRIPTION

When governments prioritize reusable options in contracts, they create strong market demand.

KEY IMPACTS

- Drives change
- Supports innovation
- Shows leadership



LIFE CYCLE IMPACT REDUCTION (MEASURED RESULTS)

DESCRIPTION

Measuring environmental benefits builds credibility and helps improve systems over time.

KEY IMPACTS

- Proof of benefits
- Informs improvement
- Supports funding



RENEWABLE ENERGY FOR WASHING/TRANSPORT

DESCRIPTION

Powering logistics and washing with renewables reduces the footprint of reuse systems.

KEY IMPACTS

- Lower emissions
- Supports net-zero
- Improves perception



INCLUSIVITY (DESIGN FOR ALL USERS)

DESCRIPTION

Reuse systems must be accessible — affordable, ergonomic, and inclusive for all demographics.

KEY IMPACTS

- Wider adoption
- Social fairness
- Better usability



CUSTOMER LOYALTY REWARDS

DESCRIPTION

Reward programs can encourage customers to return or refill packaging consistently.

KEY IMPACTS

- Reinforces good behaviour
- Collects participation data
- Builds relationships



MEASUREMENT & REPORTING TOOLS

DESCRIPTION

Tools and standards track performance of reuse systems, ensuring transparency and improvement.

KEY IMPACTS

- Benchmarking
- Accountability
- Stakeholder confidence



REUSE FOR B2B PACKAGING

DESCRIPTION

Businesses can switch from single-use transport packaging to reusable crates, pallets, or drums.

KEY IMPACTS

- Waste reduction
- Lower costs
- Supply chain efficiency



REUSE FOR TAKE-AWAY FOOD

DESCRIPTION

Restaurants can serve in durable, returnable containers — replacing disposable take-out packaging.

KEY IMPACTS

- Less litter
- Cost savings
- Loyal customers



REUSE FOR E-COMMERCE

DESCRIPTION

Online retail can switch from disposable mailers to returnable packaging with trackable systems.

KEY IMPACTS

- Cuts parcel waste
- Simplifies returns
- Boosts sustainability





**WHY IS SINGLE-USE STILL
THE DEFAULT FOR MOST
PACKAGING?**



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**WHAT MOTIVATES
PEOPLE MOST TO
CHANGE THEIR
PACKAGING HABITS?**



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**HOW CAN BRANDS TURN
REUSE INTO A
COMPETITIVE
ADVANTAGE?**



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CONSUMER ENGAGEMENT / EDUCATION

DESCRIPTION

Clear communication and incentives help people understand and embrace reusable systems.

KEY IMPACTS

- Builds reuse culture
- Encourages responsibility
- Reduces loss



SINGLE-USE BY CUSTOMER

DESCRIPTION

Packaging fulfills its function once—then becomes waste. Convenience culture drives enormous material loss.

KEY IMPACTS

- Short lifespan
- High volume of waste
- Low perceived value



BRAND DIFFERENTIATION / MARKETING

DESCRIPTION

Reuse can enhance brand image and loyalty by showing real commitment to sustainability.

KEY IMPACTS

- Stronger reputation
- Customer loyalty
- Marketing story

