

VIRTUAL BOOTCAMP FOR REUSABLE FOOD PACKAGING IMPLEMENTATION



PROBLEM ENCOUNTERED AND OBJECTIVE

Many businesses are interested in reusable food packaging but lack practical guidance to move from ambition to implementation. Choosing the right model, training staff, engaging customers, tracking results, and scaling a pilot can be challenging, especially for small operators. The objective was to create a six-week virtual bootcamp that guides users step by step through the design, launch, and scale-up of a reusable packaging system adapted to their business context.

MAIN RESULTS / OUTCOMES

The bootcamp provides a structured learning pathway covering business model selection, packaging materials, reverse logistics, operations, staff training, customer engagement, performance tracking and scale-up. Users are guided through key decisions such as choosing between deposit, membership or fee-based models, comparing packaging materials, mapping collection and cleaning flows, and defining KPIs. The training transforms reusable packaging from a general sustainability concept into a practical implementation process with clear weekly objectives.

PRACTICAL RECOMMENDATIONS

Businesses should use the bootcamp before launching a reusable packaging pilot to identify the model that best fits their customers, operations and financial capacity. Teams should complete the modules progressively, involving managers, operational staff and communication teams. Particular attention should be given to reverse logistics, hygiene procedures, customer incentives and performance indicators. The bootcamp should also be used after the pilot phase to review results, optimise the system and prepare a realistic scaling roadmap.

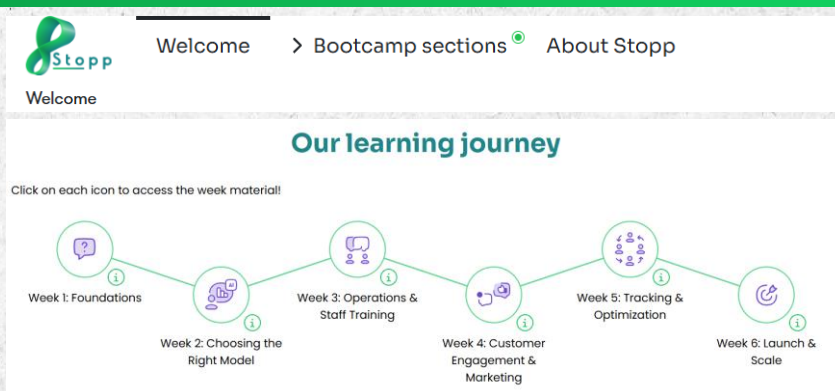


Fig 1: Learning journey of the STOPP virtual bootcamp.

Further information

The bootcamp is accessible from the STOPP website: [Virtual Bootcamp](https://www.stopp-project.eu/virtual-bootcamp).

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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