



## JOINT PRESS RELEASE

---

### 8<sup>th</sup> European REUSE Conference:

#### Reusing packaging replaces single-use – from coffee cups to soap dispensers

- Groundbreaking reusable solutions presented at the 8th European REUSE Conference
- Conference organisers call on the EU Commission to propose more far-reaching measures to accelerate the shift to reusable packaging
- Awards for climate-friendly refillable beverage bottles and reusable take-away coffee cups

Berlin/Brussels, 6th July 2021: Single-use consumer packaging can be replaced almost everywhere, for almost all products, with climate-friendly reusable alternatives. This is the result of today's 8<sup>th</sup> European Reuse Conference, organised by Environmental Action Germany (DUH), the European Federation of Associations of Beer and Beverages Wholesalers (CEGROBB), the Association of Private Breweries Germany and the ReLoop Platform. The innovative reusable solutions for beverage bottles, take-away food boxes, coffee cups and reusable containers for cosmetics and disinfectants presented at the conference make it easy to replace single-use with reusables.

*"Whether bottles, take-away coffee cups, food containers, soap dispensers, envelopes or transport boxes – there are practical reusable packaging systems for everything. By relying on those sustainable alternatives instead of constantly producing new throw-away packaging, we can create sustainable local jobs, avoid waste, conserve resources and mitigate climate change. The EU-wide ban on certain single-use plastic products, in force since 3rd July, clearly shows that a paradigm shift towards reuse is already underway. In order for reusable packaging to become the new normal, the EU Commission needs to propose ambitious measures to promote reuse. We call for binding waste prevention and reuse targets as well as financial incentives to promote reusable packaging systems,"* says DUH's Deputy Executive Director Barbara Metz.

At the 8<sup>th</sup> European Reuse Conference, the organisers awarded the Dutch Brewers Association and Recup GmbH with the European Refillable Award and the European Reusable Award respectively for their exemplary reusable packaging systems.

*"Back in the 1980s, we introduced the BNR bottle, which is still the most widely used returnable bottle for Dutch beer. The use of BNR bottles offers major environmental benefits compared to single-use beverage containers. Shared use by a large number of breweries makes the pool bottles particularly climate-friendly, as they can simply be transported to the nearest bottler for refilling. This shortens transport distances and protects resources. By reusing the bottles up to 40 times, not only is waste avoided, but the climate is also protected. What's more, BNR bottles are particularly consumer-friendly: there are more than 35,000 return stations throughout the country,"* says Lucie Wigboldus, Managing Director of the Dutch Brewers Association.

Florian Pachaly, Co-Founder and Managing Director at Recup: *"We are very pleased to receive this European award. It is our goal to eliminate single-use packaging. Reuse is the most climate-friendly solution and it avoids waste. Since 2016, we have been building a deposit system for reusable take-*

*away coffee cups and food containers in Germany, which is accessible to everyone and has been a great success. By now, more than 8,000 distribution and return points across Germany have joined our system, growing the convenient return network. After all, the more points of sale participate, the better it is for the costumers. Each Recup replaces up to 1,000 disposable cups and each Rebowl replaces up to 500 single-use food containers. We want to make reuse the new standard."*

**Link:**

Background information on the 8th European REUSE Conference [www.duh.de/reuse2021](http://www.duh.de/reuse2021)

Further information on the award from the Dutch Brewers Association [here](#)

Further information on the Recup/Rebowl award [here](#)

**Contact:**

Barbara Metz, Deputy Executive Director Environmental Action Germany (DUH)  
+49 170 7686923, [metz@duh.de](mailto:metz@duh.de)

Lucie Wigboldus, Managing Director Dutch Brewers Association  
+31 (0)70-3180710, [info@dranken.org](mailto:info@dranken.org)

Florian Pachaly, Co-Founder & Managing Director Recup GmbH  
+49 17673204474, [florian.pachaly@recup.de](mailto:florian.pachaly@recup.de)

**DUH newsroom:**

+49 30 2400867-20, [presse@duh.de](mailto:presse@duh.de)

[www.duh.de](http://www.duh.de), [www.twitter.com/umwelthilfe](https://www.twitter.com/umwelthilfe), [www.facebook.com/umwelthilfe](https://www.facebook.com/umwelthilfe),  
[www.instagram.com/umwelthilfe](https://www.instagram.com/umwelthilfe), [www.linkedin.com/company/umwelthilfe](https://www.linkedin.com/company/umwelthilfe)