

Invitation 9th European REUSE Conference

Driving the packaging revolution: Best practices & mandatory REUSE in the PPWR

8th June 2023. 9h30-16h00.



Bruxelles at NH Hotel EU Berlaymont (Boulevard Charlemagne 11-19, 1000 Bruxelles, Belgium)
And livestreamed via Zoom

Environmental Action Germany (Deutsche Umwelthilfe e.V.), the European Association of Beverage Wholesalers (CEGROBB), Private Breweries Germany and ReLoop are pleased to invite you to the 9th European REUSE Conference »Driving the packaging revolution: Best practices & mandatory REUSE in the PPWR« on 8th June 2023.

Bringing together political perspectives and best practices

At the 9th REUSE Conference, we want to discuss with political decision makers from the European Commission, the European Parliament and member states, experts from industry, research and civil society how the proposed measures in the Packaging and Packaging Waste Regulation (PPWR) can enable a successful shift towards efficiently managed reuse systems in the EU. Best Practices from the reuse industry will give a deeper understanding of REUSE and its pooling systems behind.

Fostering reuse with well-designed legislation

The PPWR will set the regulative basis for the packaging sector in the EU for the next 20 years. The draft regulation by the EU Commission contains – for the first time – waste prevention targets and REUSE quotas for several packaging segments. This is a regulatory milestone for the REUSE sector and would be a decisive step towards a true Circular Economy in the packaging industry. Well-designed REUSE systems reduce waste at source, prevent marine litter and cut down greenhouse gas emissions.



Pioneer business models making reusable packaging the new normal

REUSE systems for beverages as well as other FMCGs, takeaway food and drinks, transport and e-commerce also ensure green employment through scalable business opportunities. Exemplary system providers, who already show today what could be the standard in the future, will be honored with the European Refillable and Reusable Awards.

Please register for the conference by 31th May via:

<https://www.duh.de/projekte/reuse2023/registration/>*

The participation is free of charge. You are also welcome to forward this invitation to interested parties.

We are looking forward to welcoming you at REUSE 2023!

* Information regarding the processing of personal data by Deutsche Umwelthilfe (Environmental Action Germany) in compliance with the General Data Protection Regulation (Directive 95/46/EC) can be found here: <https://www.duh.de/englisch/fn/spalte3/data-protection/>

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