

Invitation 8th European REUSE Conference

Reuse for future: Legislative and practical approaches to truly sustainable packaging

6th July 2021. 9h30-16h30.



Digital event hosted **via Zoom**, moderated by **Terry Martin** (international journalist and moderator)

Environmental Action Germany (Deutsche Umwelthilfe), The European Association of Beverage Wholesalers (CEGROBB), Private Breweries Germany (Private Brauereien Deutschland) and Reloop (platform for a thriving global circular economy) are pleased to invite you to the 8th European REUSE Conference »Reuse for future: Legislative and practical approaches to truly sustainable packaging« on 6th July 2021.

Bringing together best practices and political perspectives

At the 8th European REUSE Conference, we want to present and explore best-practice and cutting-edge approaches to reusable packaging – and discuss how policies can enable a successful EU-wide shift towards reuse across different market segments. The conference will feature contributions by high-level representatives from the European Commission, the European Parliament and member states as well as experts from industry, research and civil society. Networking and interactive segments will provide opportunities for inspiring exchanges.

Towards well-designed legislation that fosters reuse

The EU Plastics Strategy and the Single-use Plastics Directive have paved the way to move away from unnecessary single-use plastics packaging. Simultaneously, they increased the urgency to provide legislative support for best-practice reusable solutions, in order to avoid a similarly harmful shift towards other single-use materials. Within the new Circular Economy Action Plan, the European Institutions have acknowledged the key role reusable packaging systems play in a true circular economy, recognizing that the large-scale implementation of those systems requires ambitious and well-designed legislation.



How innovative business models can make reusable packaging the new normal

Reusable packaging reduces waste at source, prevents marine litter and strengthens SMEs, regional economic cycles and green employment. Most importantly, reusable packaging plays a key role in the reduction of greenhouse gas emissions. Beyond traditional low-hanging fruits like refillable beverage bottles, budding innovative and efficient reuse systems for other B2B and B2C market segments exist all over Europe: Standardised refillable containers for dairy, takeaway food and beverages, as well as other FMCGs (e.g. cosmetics, honey), e-commerce and transport (e.g. pallets, trays, crates). Exemplary system providers will be honored with the Refillable and Reusable Awards.

Please register for the digital conference by 29th June at <https://www.duh.de/reuse2021/>*

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 2021!

* 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/>

Photo: © Andreas Berheide/stock.adobe.com

Programme

09:15 Pre-opening of the virtual conference room and technical guidance

OPENING AND KEYNOTE SPEECHES

09:30 **Welcome remarks**

09:40 **The EU needs a paradigm shift towards reusable packaging**
Barbara Metz, *Deputy Executive Director, Deutsche Umwelthilfe*

09:50 **Reusable packaging within the new Circular Economy Action Plan**
Joanna Drake, *Deputy Director-General, DG Environment, European Commission*

10:00 **Austria's commitment to support a large-scale comeback of refillables**
Leonore Gewessler, *Federal Minister for Climate Action, Environment, Energy, Mobility, Innovation and Technology, Austria*

10:10 **The EU Parliament pushing for a binding prioritisation of reuse in Europe**
Sven Giegold, *Member of the European Parliament, Greens/EFA*

DEVELOPMENTS AND VISIONS

10:20 **What makes a good reuse system: Refillable bottles in Germany**
Tobias Bielenstein, *Cooperative of the German Mineral Water Companies (GDB)*

10:40 **Corporate commitments on reuse: All talk and no action?**
Nusa Urbancic, *Changing Markets Foundation*

10:55 **When reuse becomes the new 'normal' - a system change perspective**
Nathan Dufour, *Zero Waste Europe*

Questions to presenters

Coffee break

BEST PRACTICE APPROACHES

11:30 **Reusable shipping packaging for e-commerce**
Jonne Hellgren, *Original RePack*

Supply chain solutions: pooling of reusable pallets, crates and containers
Katrin Zeiler, *CHEP*

Standardised reusable food containers for business and retail
Jonas Schmidle, *Bananeira*

Closed-loop packaging system for the cosmetics industry
André Lang-Herfurth, *SEA ME*

PANEL DISCUSSION I

12:00 **No time to waste – How can policies, incentives and investments enable a quick shift to more reuse?**
With Boris Palmer (Mayor of Tübingen, Germany), Christian Holzer (Austrian Environment Ministry), Lisa Rödiger (Ökopol), Michel Haelterman (CEGROBB), Roland Demleitner (Private Breweries Germany) and Jürgen Resch (Deutsche Umwelthilfe)

Questions to panelists

Lunch break and extended networking possibilities

14:15 **European Refillable Award**

14:30 **European Reusable Award**

PANEL DISCUSSION II

14:45 **Promoting reuse in the EU – What does a successful revision of the Packaging and Packaging Waste Directive (PPWD) look like?**
With Chiarina Darrah (Eunomia), Clarissa Morawski (Reloop), Tobias Bielenstein (GDB), Larissa Copello (Rethink Plastic Alliance) and Barbara Metz (Deutsche Umwelthilfe)

Questions to panelists

16:00 **Closing remarks**