

## Program

# The Shift towards Reusable Packaging: Policies and Best Practice 7<sup>th</sup> European REUSE Conference

Date: September 24<sup>th</sup>, 2019

Venue: Renaissance Brussels Hotel, Rue du Parnasse 19, 1050 Brussels

9:00 Registration and Coffee

9:30 **Opening: Tackling packaging waste with reuse systems in Europe**  
Michel Haelterman, *President European Association of Beverage Wholesalers (CEGROBB)*

9:40 **The EU Parliament pushing forward the implementation of reuse in Europe**  
Sven Giegold, *European Parliament*

9:55 **The European Strategy for Plastics – achievements and propositions**  
Emmanuelle Maire, *DG Environment, Head of Unit, Sustainable Production, Products and Consumption*

### Refillables in Europe: chances and barriers

10:20 **Overview of refillable bottles around the world – a closer look at the data and trends**  
Clarissa Morawski, *ReLoop*

10:35 **Lessons learned: The refillable quota in Germany**  
Barbara Metz, *Environmental Action Germany*

Coffee Break

### Towards reusable packaging: tools and perspectives for a successful transition

11:25 **Kleine Halbe – the new standard bottle uniting tradition and modernity**  
Christoph Jäckle, *Euroglas Verpackungsgesellschaft mbH*

11:40 **BottleDrop – Introducing the first statewide refillable system in the US**  
Jules Bailey, *Oregon Beverage Recycling Cooperative*

11:55 **Optimizing reusable transport packaging in retail in Europe**  
Dr. Kurt Jäger, *Stiftung Initiative Mehrweg*

12:05 **Ecobox – saving resources with reusable food boxes in Luxembourg**  
Christian Behmel, *SuperDrecksKëscht®*

Lunch break

13:45 **Panel discussion I: Binding quotas for reusable packaging**  
with Maja Desgrées du Loû (*DG Environment*), Roland Demleitner (*Private Breweries Germany*), Joan Marc Simon (*Zero Waste Europe*), Henning Wilts (*Wuppertal Institute*), and Jürgen Resch (*Environmental Action Germany*)

14:45 **Panel discussion II: How to promote reuse systems in Europe – policies and economic instruments**  
with Eusebio Martínez de la Casa (*Recircula*), Patricia Megale Coelho (*Utrecht University*), Justine Maillot (*Rethink Plastics Alliance*), and Tobias Bielenstein (*Working Group Refillables*)

15:45 **European Refillable Award**

16:00 **European Reusable Award**

16:15 **Closing remarks**  
Michel Haelterman, *CEGROBB*

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This conference is supported by: