



Kennisinstituut
Duurzaam Verpakken

Herbruikbare verpakkingen: Misconcepties en uitdagingen

28 juni 2022

Marcel Keuenhof



Recente ontwikkelingen rondom hergebruik



Jumbo: 'bring-your-own'
water refill (maart 2022)



Albert Heijn
hervulwand
(april 2022)



'Refill-on-your-doorstep'
door LOOS (mei 2022)



Pieter Pot introduceert een
herbruikbare wijnfles
(mei 2022)

Community of Practice Herbruikbare verpakkingen

- In 2019 begonnen met ± 25 koplopers
- Nu ± 600 geïnteresseerden (uit Nederland, Europa en internationaal)
- Netwerk van partijen uit de hele keten
- Kennis delen en genereren
- (Online) bijeenkomsten
- Faciliteren en opstarten van pilots
- Ontwikkelen van hulpmiddelen (bijv. rekentool CO₂-impact)



Misconcepties herbruikbare verpakkingen (?)

1. Herbruikbare verpakkingen zijn niet milieuvriendelijker.
2. Herbruikbare (consumenten)verpakkingen zijn zelden rendabel.
3. Herbruikbare verpakkingen brengen veel logistieke en administratieve rompslomp met zich mee.
4. Het is te moeilijk om consumenten mee te krijgen in de overstap naar herbruikbaar.
5. Wetgeving rondom herbruikbare verpakkingen is complexer dan bij eenmalige verpakkingen.

1 en 2. Milieuvriendelijker en goedkoper?

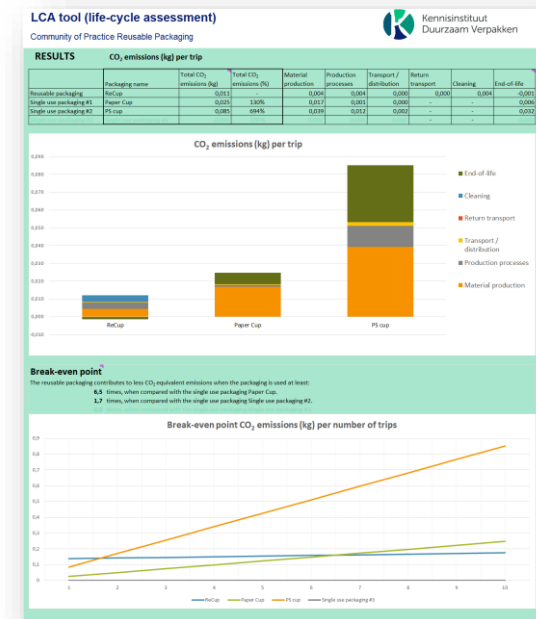
Uitdagingen:

- Investering (wascapaciteit en vullen van supply chain)
- Vaak pas winstgevend bij voldoende schaalgrootte
- Complexe berekening van kantelpunt eenmalig vs. meermalig, zowel qua kosten als milieu-impact



Kansen:

- Wel degelijk flink besparingspotentieel
- Voorsorteren op verdere EPR maatregelen
- Was er maar een handige rekentool...



3. Logistiek en administratie

Uitdagingen:

- Complexiteit van additionele logistieke processen
- Administratieve druk
- Verborgene kosten (verdwijnen van verpakkingen)

Kansen:

- Nieuwe bedrijfsmodellen
- Synergie met e-commerce / *last mile delivery*
- Combineer bestaande (afval)inzamelstructuren



4. De (minder groene) consument wil niet

Uitdagingen:

- (Perceptie van) verminderd gemak
- Overtuigen (en vasthouden) consument
- Te lage retourpercentages
- Oneigenlijk gebruik en voortijds afdanken



Kansen:

- Promotie / communicatie
- Directe interactie met individuele consument
- Gemak (bijv. thuis afleveren en ophalen)



5. Wet- en regelgeving en aansprakelijkheid

Uitdagingen:

- Nieuwe structuren en aansprakelijkheden
- Traceerbaarheid op verpakkingsniveau
- Wettelijke kaders ontbreken, toch?
(spoiler: valt erg mee...)



Kansen:

- Nieuwe structuren zijn vanaf de start goed te omkaderen
- Redelijk draagvlak onder consumenten
- Behalen overheidsdoelstellingen, CO₂ verminderend



Overige learnings en tips

- **Standaardiseer** voor lagere kosten en milieudruk

[Onderzoek van PackBack.](#)



- **E-commerce:** veel potentie voor hergebruik

[Pilot van Mission Reuse.](#)



- **Bouw voort** op ervaringen van bewezen B2B-modellen

[Waardevolle lessen voor de B2C sector \(webinar\).](#)

- **Leren van ervaringen in andere landen**

Zie webinar drieluik: 1. [Reuse in France](#), 2. [Reuse in Germany](#) en 3. [Reuse in the UK](#) (*najaar*).

- **En: internationale samenwerking en afstemming!**

Introducing...



Europese samenwerking: Planet Reuse



Planet Reuse


Aims to

- a centralised place offering visibility that reuse models are possible for (almost) all product categories and settings,
- easy & unhindered access to knowledge, experiences and advice about how to start and strengthen reuse models,
- possibilities to reach out to potential partners to close the loop, and
- collaboration on topics around building and expanding a European reverse logistics infrastructure, standardisation and political framework conditions, enabling reuse to become the norm rather than a niche.

will be the leading European online platform and network that brings together professionals of all kinds to connect, learn and collaborate on the topic of reuse and reusable packaging solutions. We envision it as the place:

- where FMCG brand owners and retailers go to find inspirational reuse solutions, support on how to implement those (e.g. through webinars and workshops) as well as partners to cooperate with;
- where Reuse system operators, packaging and machine suppliers as well as service providers (e.g. collection, cleaning, logistics, deposit clearing etc.) can display their products and services and find partners to cooperate with;
- that will function as a 'single point of contact' for decision makers & legislators on European level, where those actors can get into contact with a multi-disciplinary and fact-driven group of experts from the field working on the political framework conditions for reuse and reusable packaging;
- where all those active & engaged in the field (beyond the above-mentioned also cities & municipalities, governmental bodies, NGOs, academia, etc.) can collaborate on topics such as standardisation, building a collective, cross-border reusable packaging ecosystem and reverse logistics infrastructure, develop an assessment tool to compare single versus reusable packaging options, reverse logistics and cleaning infrastructure, in projects and working groups;
- that enables investors and accelerator programs to find talents and new investment cases,
- where sector associations can stay up-to-date and inform their members of developments in the field, and
- that provides a working space for collectives that want to collaborate on (sub-)topics, including 'hubs' where actors from a specific region or in a specific language can interact.

PLANET REUSE

 **Marcel Keuenhof**
Netherlands Institute for Sustainable Packaging

- Home
- Members
- Organizations
- Reuse Solutions
- Product Catalogue
- Suppliers & Service Providers
- Requests
- Knowledge Space
- Events
- Groups & Communities
- Awards & Accelerator Programs
- Admin

Enter interest, keyword, company name, etc.

Your customized feed
News, offers, requests and companies that you might find interesting

Add a post...

News Offers Requests Events

There are pending invitations waiting for your approval
[Open invitation center](#)

28.06.2022, 14:00 (GMT+2:00)
KIDV in-depth meeting "Reusable Packaging" (NL)
During the In-depth meeting, we discuss current issues, ideas and views regarding reusable solutions, for example in the field of logistics and administration, legislation and regulations, safety, liability, consumer behavior and environmental...
Event Page

Germany, 26.06.2022
Kathrin Lenz, SEA ME GmbH
Upstream innovation: A guide to packaging solution by Ellen MacArthur Foundation
Refillable & returnable Packaging Transport packaging +3
Like Comment Share

Germany, 26.06.2022
Kathrin Lenz, SEA ME GmbH
Ellen MacArthur Foundation White Paper: A new UN treaty to address plastic pollution
Plastic bottles (packaging) Plastic Cups (packaging) +1
Like Comment Share

Germany, 26.06.2022
Kathrin Lenz, SEA ME GmbH
Rethinking Packaging

Do you think someone else should join this network?
Invite your friends or business partners.
Enter first name...
Enter last name...
Enter Email...
Send
Invitations (5)

Watchlist
open watchlist
reloop RELOOP Organization (NGO) - Bruxelles, Belgium
PlaNet Reuse - Onboarding session... Event - 05/13/2022
Community of Practice Reusable Packaging Project - Netherlands Institute for...

Chat
(1:1 & group)

Messaging


Chat

- S. van Helvoirt Bexter
- Alexis Eisenberg RELOOP
- André, Patricia, Jus...
- Anika Oppermann

Chat room

- PlaNet Reuse
- PlaNet Reuse even...
- General Dutch Hub
- General Working group "Wiki"

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Members

Categories Organization Type



Your selection corresponds to 43 entries.

-  Hebold
they circle
ide GmbH
-  Pietzke
GmbH

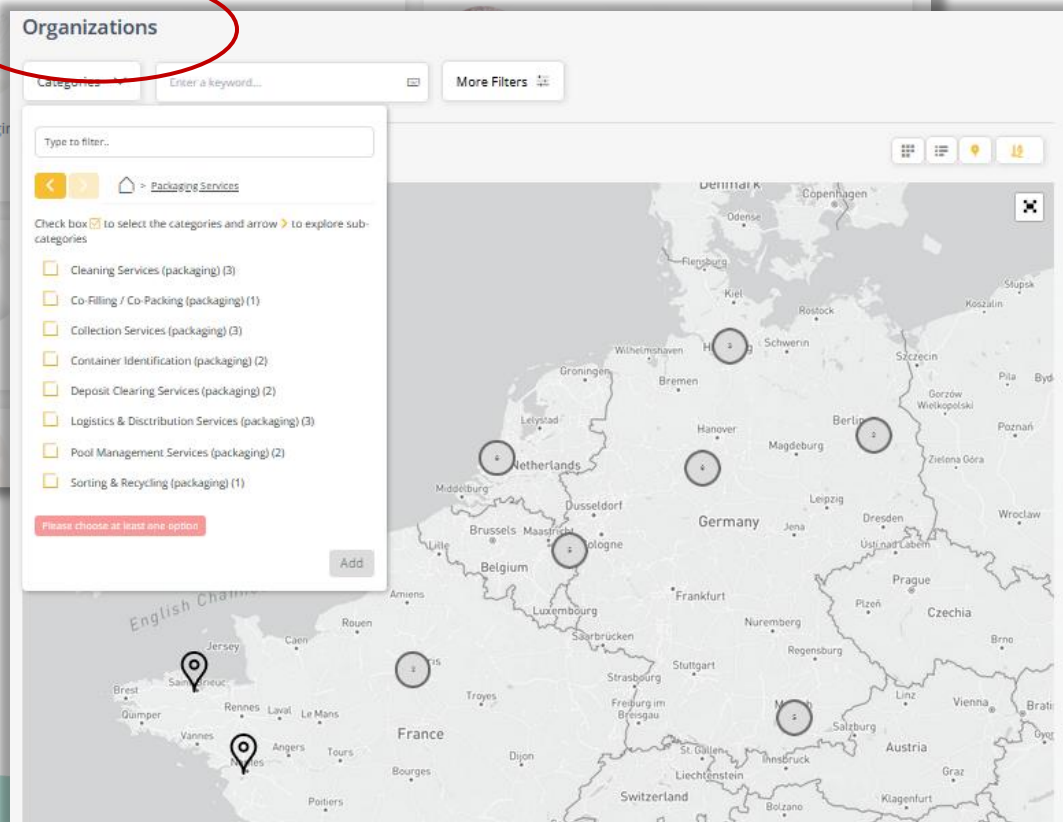
- Startup (23)
- Corporate (7)
- Research institute
- Investor
- Accelerator/Incubator
- Public & Other Institution (12)

Organizations

Categories More Filters


-  Vilette
-  rgmann GmbH

- Type to filter:
- < > Home > Packaging Services
- Check box to select the categories and arrow > to explore sub-categories
- Cleaning Services (packaging) (3)
 - Co-Filling / Co-Packing (packaging) (1)
 - Collection Services (packaging) (3)
 - Container Identification (packaging) (2)
 - Deposit Clearing Services (packaging) (2)
 - Logistics & Distribution Services (packaging) (3)
 - Pool Management Services (packaging) (2)
 - Sorting & Recycling (packaging) (1)
- Please choose at least one option.
- Add



Map showing locations of organizations across Europe, including Germany, France, and the Netherlands. Markers indicate the number of organizations in each region: 5 in the Netherlands, 3 in Germany, 2 in France, and 1 in Belgium.

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Reuse Solutions

Categories More Filters

Your filter selection: Country: Netherlands

Your selection corresponds to 14 entries.

Reusable packaging for made-to-order foods and catering

Ozarka B.V.

We rent reusable packaging, replacing the purchasing of disposable packaging. This rental includes collection, wash and sanitation, and redistribution.

Where customers directly procure packaging or cups at point of sale, we install "smart ...

Cleaning Services (packaging)

Collection Services (packaging)

Container Identification (packaging)

Beth Massa

EventCupSolution

Planet Reuse

EventCupSolution offers reusable event cups and containers including service.

EventCupSolution offers glasses, cups and containers in various sizes and shapes, materials and colors. Examples are:

- unbreakable glasses made of polycarbonate (PC).
- plastic cups for hot ...

Cleaning Services (packaging)

Packages for Beverages

Packages for Food

Anika Oppermann
Co-initiator

Kickbag

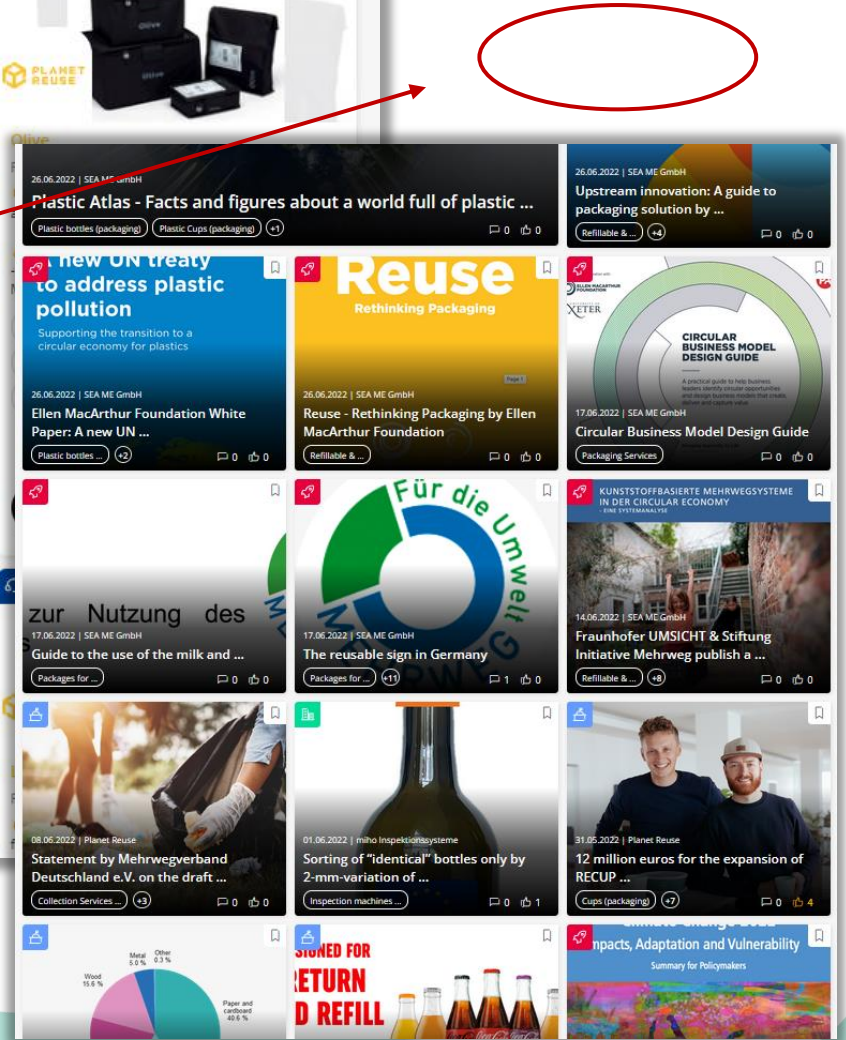
Planet Reuse

Kickbag offers reusable packaging for e-commerce and online shopping.

Boox

Planet Reuse


Boox offers reusable packaging for e-commerce and online-shopping.



Grid of various reusable packaging and circular economy articles and reports, including:

- Plastic Atlas - Facts and figures about a world full of plastic ...
- Upstream innovation: A guide to packaging solution by ...
- New UN treaty to address plastic pollution
- Reuse - Rethinking Packaging
- Circular Business Model Design Guide
- Ellen MacArthur Foundation White Paper: A new UN ...
- Reuse - Rethinking Packaging by Ellen MacArthur Foundation
- Für die Umwelt
- zur Nutzung des ...
- Guide to the use of the milk and ...
- The reusable sign in Germany
- Fraunhofer UMSICHT & Stiftung Initiative Mehrweg publish a ...
- Statement by Mehrwegverband Deutschland e.V. on the draft ...
- Sorting of "identical" bottles only by 2-mm-variation of ...
- 12 million euros for the expansion of RECUP ...
- Inspection machines
- RETURN AND REFILL
- Impacts, Adaptation and Vulnerability Summary for Policymakers

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Upcoming Events

Find innovative events, conferences and networking formats on our platform

2022

January February March April May **June** July August September October November December

Past Events My Events

KIDV in-depth meeting "Reusable Packaging" (NL)
28.06.2022, 14:00 (GMT+2:00) Offline Event - Circular EXPO, DreamStreet 10, 2133 LK Hoofddorp, Niederlande
During the In-depth meeting, we discuss current issues, ideas and views regarding reusable solutions, for example in the field of logistics and administration, legislation and regulations, safety, liability, consumer behavior and environmental impact. Event language is Dutch.
Event Page

Sustainable Packaging Summit
13.09.2022, 13:00 (GMT+2:00) Offline Event - Rua Jau, 54, 1300-314, Lisboa, Portugal
Accelerating sustainable transformation means being ready to ask ourselves difficult questions. Are we...

My Groups Public Groups

New Group

Your selection corresponds to 4 entries.


Dutch Hub
This is the Dutch hub, bringing together all kinds of actors active or wanting to become active in the Netherlands. Have a look at others in this Dutch corner of PlaNet ...
10 Members Group Admins: [Admins]
Packages for Apparel # Packages for Beverages # Packages for Cleaning & Household
Accessibility Free
Group Admin
Open group page

Mehrwegverband Deutschland e.V.
This is the online community space of the German Association for Returnable Packaging.
8 Members Group Admins: [Admins]
Packages for Beverages # Packages for Cleaning & Household # Packages for E-Commerce
Accessibility After approval by administrator
Apply for membership
More information


Working group "Wiki"
This is the working group that is working on a digital wiki with all kinds of information about reusable packaging and its implementation.
4 Members Group Admins: [Admins]
Packaging Machinery # Inspection machines (packaging) # Packaging Sectors
Accessibility After approval by administrator
Member
Open group page

Working group "Politics"
This is a working group of the German Association for Reusable Packaging

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Bedankt voor uw aandacht



Benieuwd naar Planet Reuse?

- Kijk uit naar lancering in september
- Of: mail Marcel Keuenhof (m.keuenhof@kidv.nl)

Meer weten over de kansen en uitdagingen van herbruikbare verpakkingen?

- www.kidv.nl/community-of-practice-herbruikbare-verpakkingen
- LinkedIn-groep Community of Practice: www.linkedin.com/groups/12313420