

(RE)SET

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Kennisinstituut
Duurzaam Verpakken

(RE)SET CIRCULAR PACKAGING

An expertise in developing circular solutions and **phasing out single use plastic packaging.**

Consortium programs

(RE)SET PACKAGING



(RE)SET PACK



(RE)SET FOR COSMETICS
PULP IN ACTION



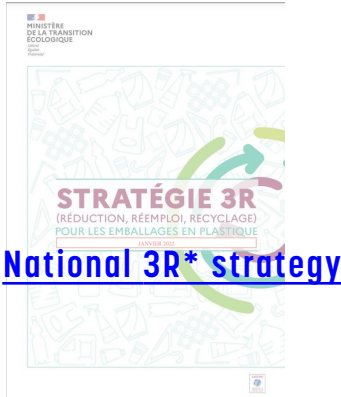
(RE)SET for THE FASHION PACT



Institutional work



MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE
*Liberté
Égalité
Fraternité*



STRATÉGIE 3R
(RÉDUCTION, RÉEMPLOI, RECYCLAGE)
POUR LES EMBALLAGES EN PLASTIQUE
JANVIER 2021
National 3R* strategy



CITEO
Donnons ensemble une nouvelle vie à nos produits.

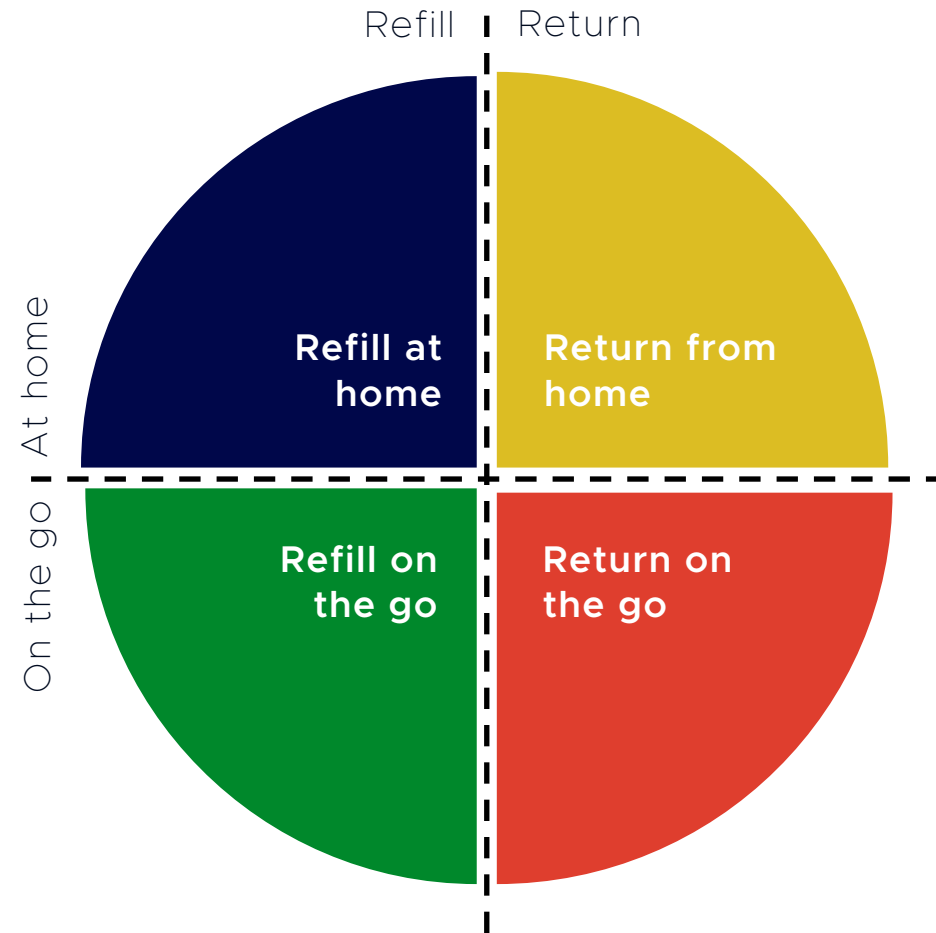


Vers une définition des gammes standards RÉEMPLOYABLES
Résultats de la consultation auprès des parties prenantes sur les emballages standards réemployables
Octobre 2021
Standardisation of reusable packaging
CITEO
Donnons ensemble une nouvelle vie à nos produits.

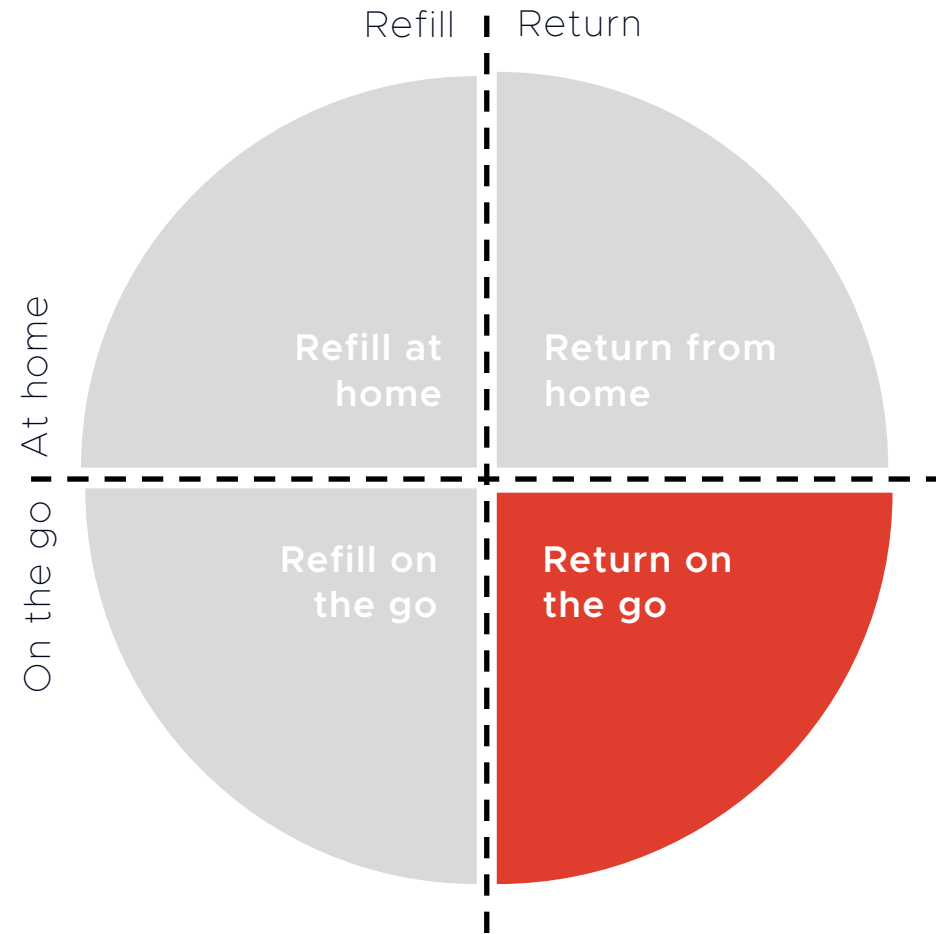
The image shows three glass bottles, likely for milk or juice, arranged on a wooden surface. The background features a brick wall. The scene is dimly lit, with the text overlaid in the center.

**REUSABLE PACKAGING,
A MODEL TO (RE)BUILD**

REUSE SYSTEMS



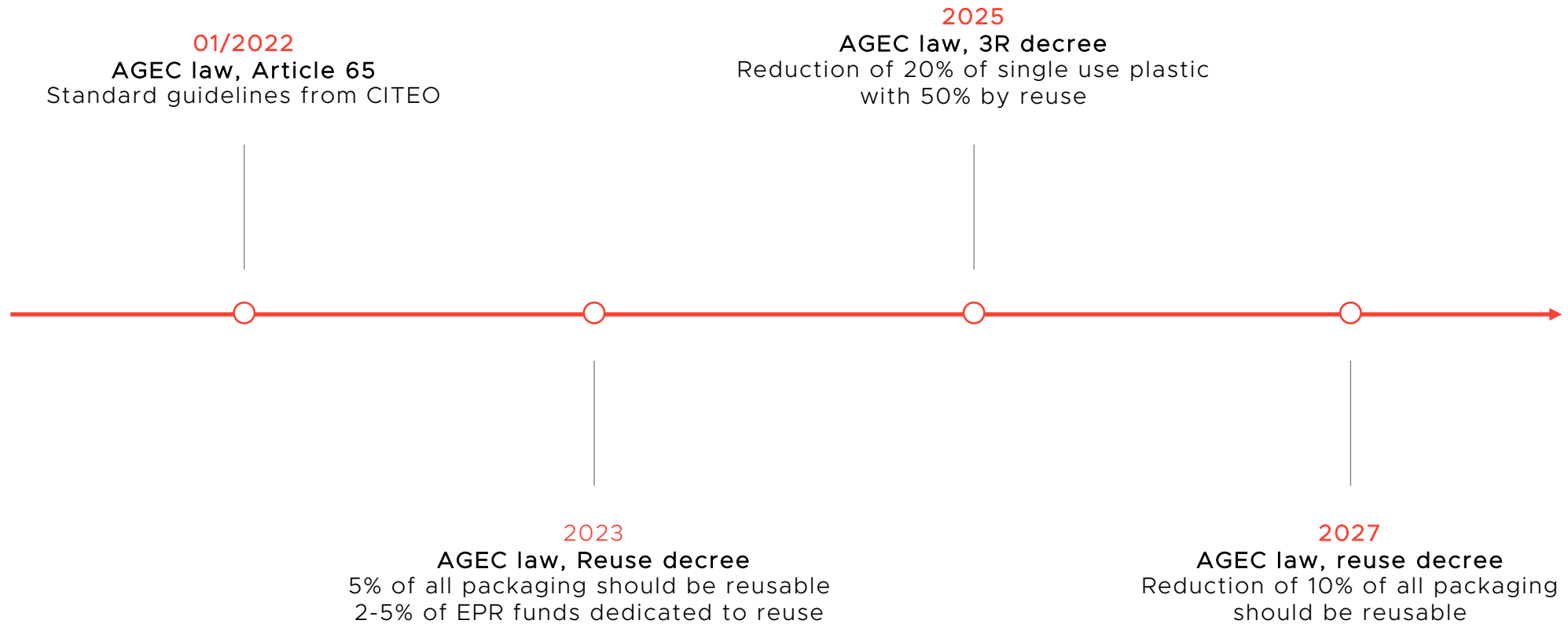
REUSE SYSTEMS



WHY STANDARDS ?



REGULATORY PRESSURE



FINDING THE ECONOMIC AND ENVIRONMENTAL OPTIMUM





**REUSE WILL BE VIABLE
THROUGH MASSIFICATION**

KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations

$$= \frac{1}{1 - \text{Return rate} + \text{break and wear rate}}$$

KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations
2. Packaging price

New container \leq Reused container

KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations

2. Packaging price

3. Washing costs

= **Transport + Sorting + Supplies + Depreciation of machinery**

+ **Labour costs (quality checks, oversorting, hand palletising, etc.)**

KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations
2. Packaging price
3. Washing costs
4. Total quantity of product transported

Quantity of product transported vs. volume/weight of packaging

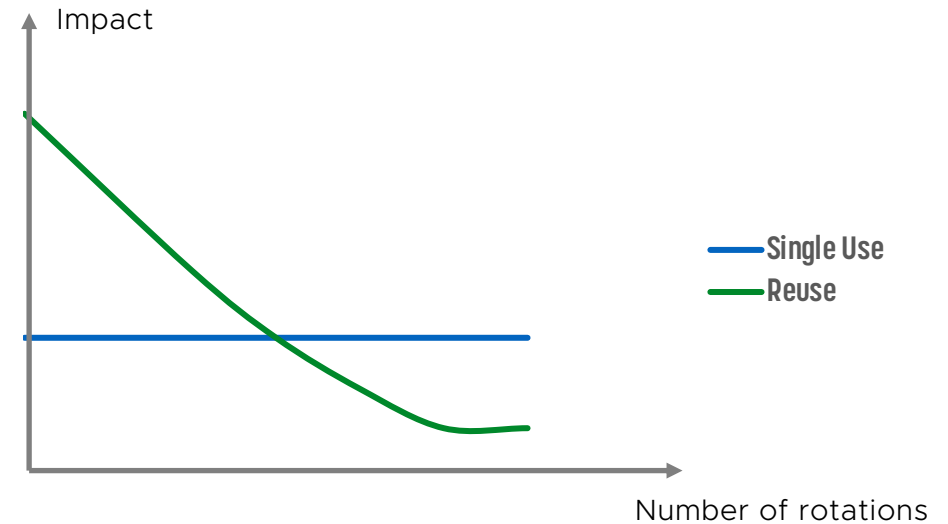
KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations
2. Packaging price
3. Washing costs
4. Total quantity of product transported

ENVIRONNEMENTAL

1. Number of rotations



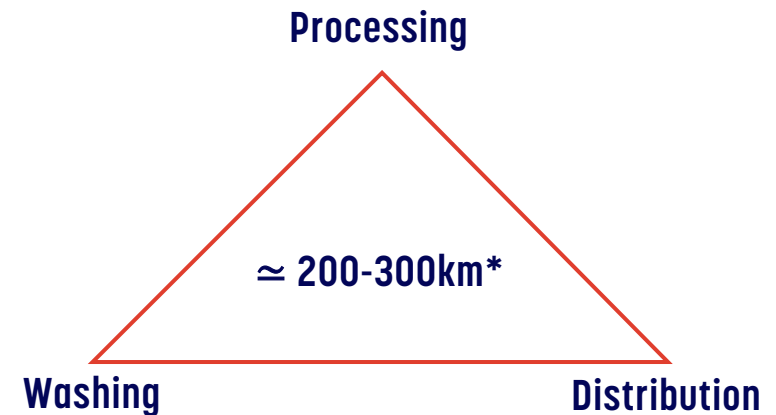
KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations
2. Packaging price
3. Washing costs
4. Total quantity of product transported

ENVIRONNEMENTAL

1. Number of rotations
2. Transportation distance



*Ademe 2018

KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations
2. Packaging price
3. Washing costs
4. Total quantity of product transported

ENVIRONNEMENTAL

1. Number of rotations
2. Transportation distance
3. Packaging weight

Same material => after 1 or 2 rotations

Different material => Maximizing number of rotations

KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations
2. Packaging price
3. Washing costs
4. Total quantity of product transported

ENVIRONNEMENTAL

1. Number of rotations
2. Transportation distance
3. Packaging weight
4. Total quantity of product transported

LCA : Potentiel Functional unit reduction

KEY SUCCESS FACTORS

ECONOMICAL

1. Number of rotations
2. Packaging price
3. Washing costs
4. Total quantity of product transported

ENVIRONNEMENTAL

1. Number of rotations
2. Transportation distance
3. Packaging weight
4. Total quantity of product transported
5. Washing process

Main measured impacts (LCA)

Aquatic eutrophication in freshwater

Depletion of water
ressources

(R E) S E T



KLIFT
UND
RN

INDUSTRIAL REUSE

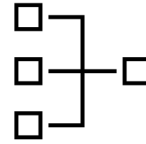
CHALLENGES TO DEVELOP THE MODEL



Standardisation
of packaging



Pooling
of packaging and
equipment, including
washing

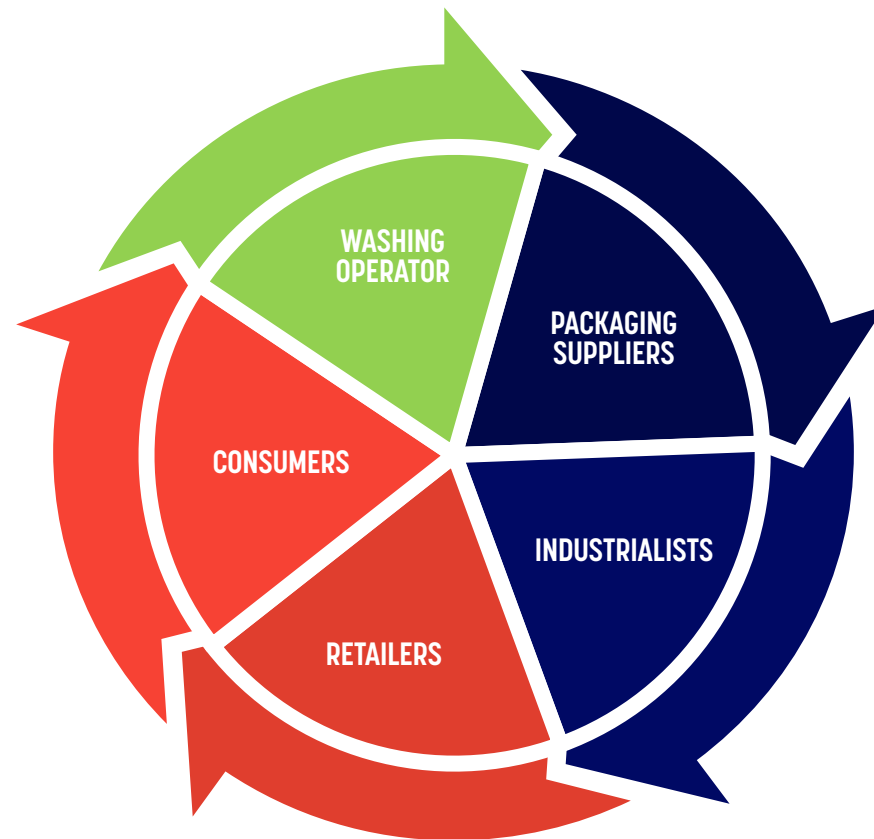


Harmonisation
of practices for returns,
logistics and sanitation

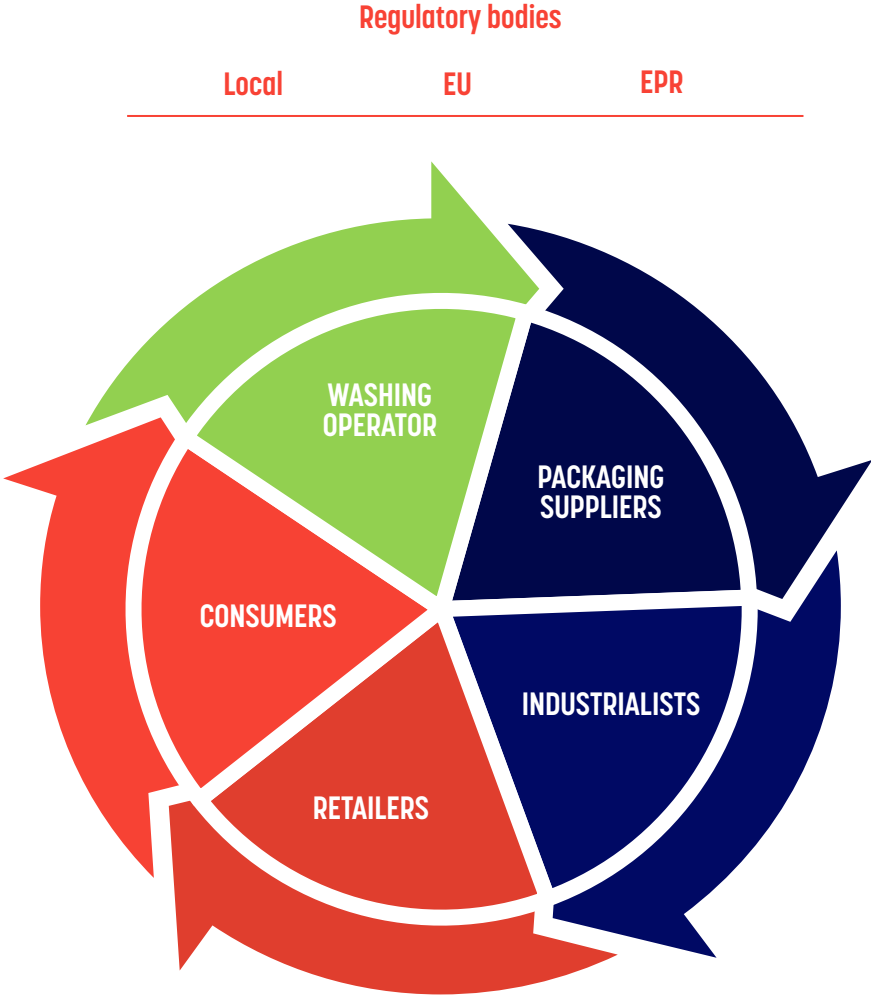


Territorial networking
for production, distribution and
washing

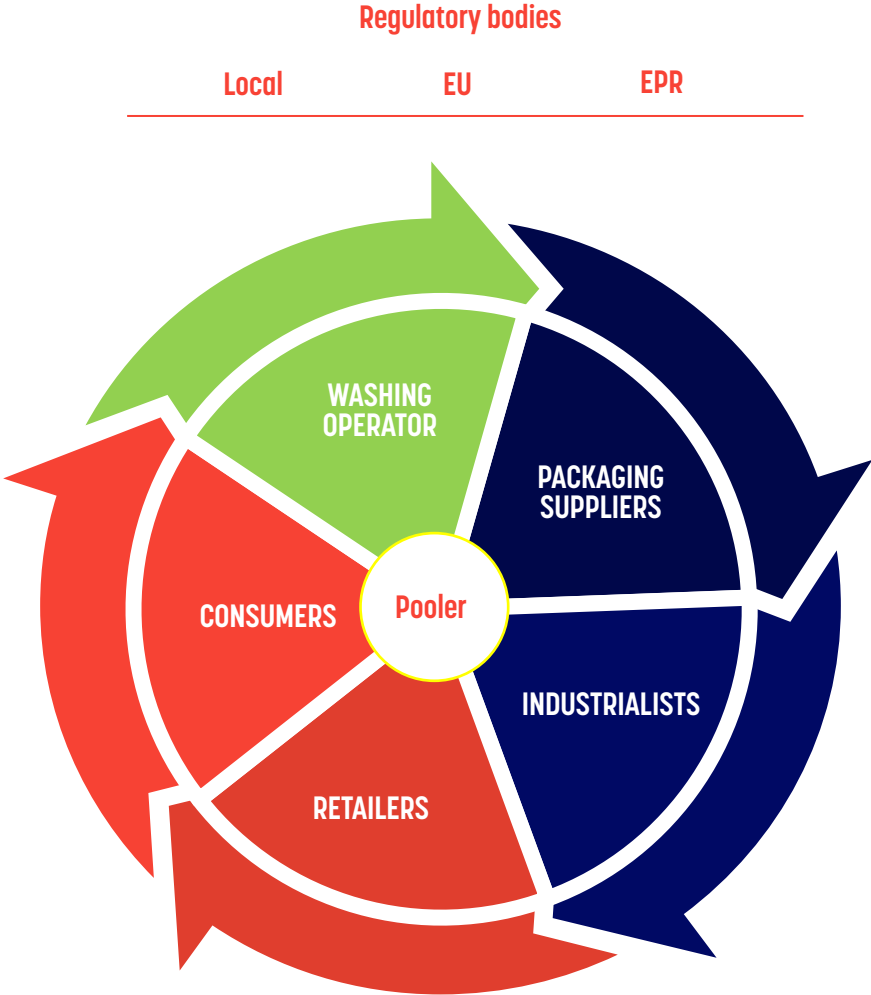
INVOLVE AND ALIGN THE WHOLE VALUE CHAIN



INVOLVE AND ALIGN THE WHOLE VALUE CHAIN



INVOLVE AND ALIGN THE WHOLE VALUE CHAIN



CREATING A EUROPEAN REUSE



CREATING A EUROPEAN REUSE



~~CTRL-C CTRL-V~~

CREATING A EUROPEAN REUSE

Inter-operability





WE HAVE ALL THE PIECES OF THE PUZZLE

WE JUST HAVE TO PUT THEM TOGETHER

THANK YOU !

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