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BUSINESS-DRIVEN SYSTEMIC SOLUTIONS FOR SUSTAINABLE PLASTIC PACKAGING REUSE SCHEMES IN MASS MARKET APPLICATIONS

COORDINATOR IPC

HORIZON-CL6-2021-CIRCBIO-01 - GA NUMBER : 101059923

Funded by the European Union 



## - Coordinator corner -



*“As European and national regulations massively push towards plastic waste reduction, the European research project BUDDIE-PACK is ambitiously aiming to answer numerous challenges raised by the development and deployment of reusable plastic packaging.*

*This evolution implies that packaging manufacturers newly design their products, but it also engages all the value chain players to adapt themselves in order to ensure the collection, the washing and the distribution of these reusable packagings, while securing their safety and sustainability. The objective is to offer a new way to consume products and to engage the general public.*

*This revolution in plastic packaging, and especially in food packaging, is already on its way. For example, in France, fast-food restaurants have to provide reusable tableware instead of single*

to support the whole value chain in this new market change, which offers great opportunities.

*So please keep in touch with BUDDIE-PACK to be aware of the latest findings and innovations about reusable plastic packaging.”*

**Marie-Alix Berthet**, Coordinator of the BUDDIE-PACK project

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## - Project developments -

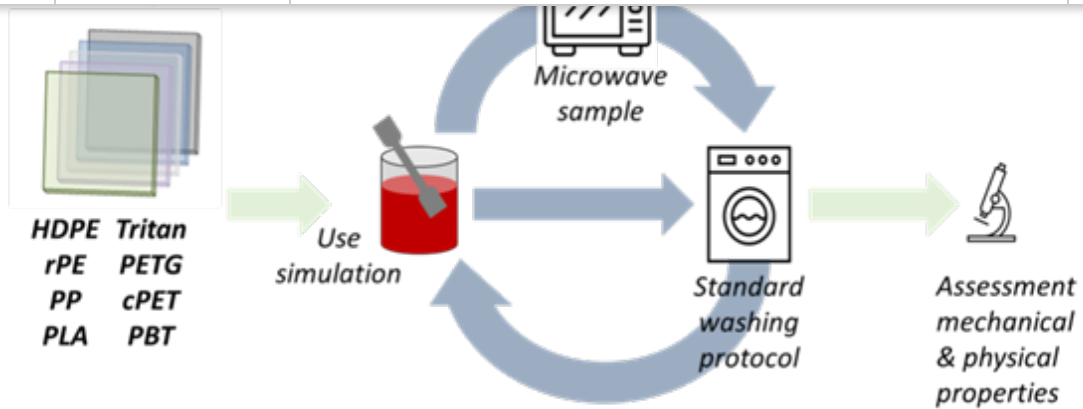
### **User engagement with reusable packaging systems**

The University of Sheffield leads BUDDIE-PACK Work Package 2, which focuses on user engagement with reusable packaging systems. The interdisciplinary project team includes experts from psychology and human geography looking at reuse from a behaviour change and social practice perspective. Researchers have kicked off a number of parallel projects to provide insight to BUDDIE-PACK partners:

- An ethnographic study of consumer engagement with reuse has received ethics approval. The first observations (of a wet and dry refill system in a leading UK supermarket chain) are underway, and we've started recruiting consumers to take part in in-depth research.
- We're working with partners at Dawn Meats and Vytal to plan research into the potential of reusable packaging (for meat and takeaway food, respectively) with catering staff (both use cases) and end consumers (Vytal).
- We're extending our research investigating (i) whether people have concerns about contamination when reusing containers for takeaway food, and (ii) the effects of providing information about cleaning on beliefs about contamination.
- We're reviewing existing evidence and trials of (i) refill systems for laundry detergent and (ii) of incentive-based approaches to encourage reuse.

### **Materials and processes for the manufacturing of reusable plastic packaging**

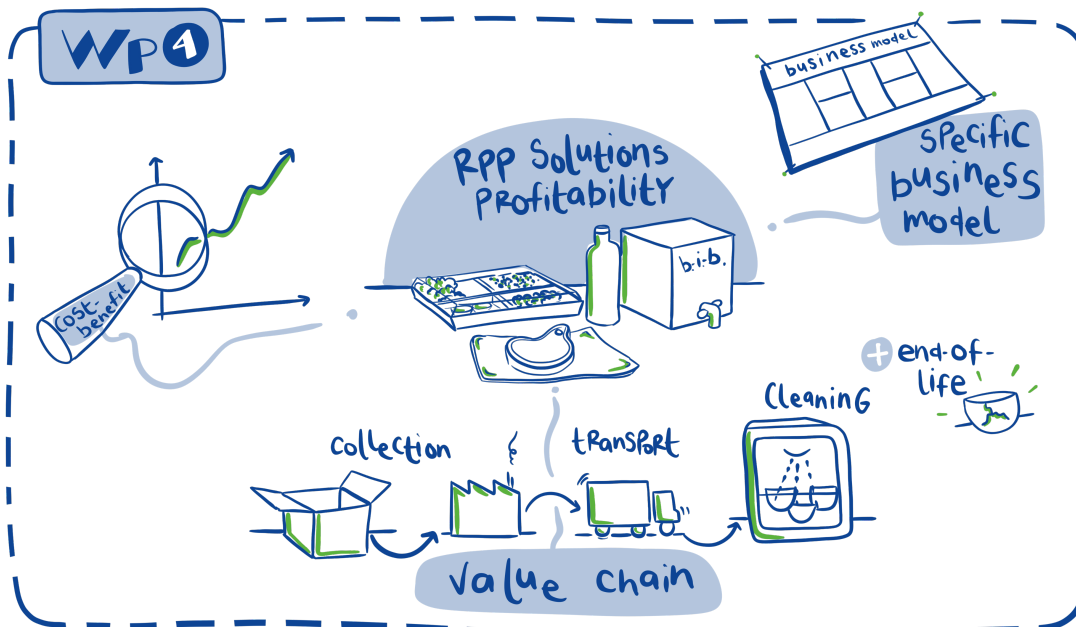
WP3 started in month 1 and will last for 30 months. The WP3 general objectives are to develop innovative solution for the manufacture of reusable plastic packaging, taking into consideration the requirements of the different types of process and the recyclability of the end-of-life packaging. WP3 divided into 3 different tasks related to the functional mapping of materials and testing for reusable plastic packaging, the validation of the manufacturing settings of reusable packaging per each use cases, and the assessment of recyclability and recycled content based on Recyclclass protocol.



[Read the full article](#)

### Development of new financially viable business models for reusable packaging

Work Package 4 of the BUDDIE-PACK project aims to develop new financially viable business models for reusable packaging across various user-case scenarios. The team will conduct a thorough cost-benefit analysis, evaluating profitability for all the stakeholders involved by looking at the full life cycle of the packaging, from materials and design, through user impact and end-of-life solutions.



[Read the full article](#)

## - Events -

### **Plastics Recycling World Expo - 14 June 2023 - Essen (Germany)**

This event brings together professionals from across the plastics recycling industry for two days of networking, knowledge sharing and innovation. Your free ticket provides admission to the largest concentration of plastics recycling related exhibits in Europe including access to the co-located events: Polymer Testing World Expo and Compounding World Expo. As well as 4 focused conference theatres – each with a busy two-day program of technical presentations, seminars, industry debates and exclusive networking events.

BUDDIE-PACK will be present in a common booth with the Circular Plastics Cluster.

### **More information**

### **LNE Packaging Forum - Implementation and improved solutions to the application of the 3R decree - 14 June 2023 - Paris (France)**

The annual Packaging Forum will take place, for its 18th edition, on Wednesday June 14, 2023 in Paris, at the Mercure Paris Porte de Versailles Expo - Vanves hotel.

The Packaging Forum is an event that brings together packaging manufacturers, players in the food industry, institutions and experts in materials in contact with food to take stock of regulations and current topics in the sector. Like the previous edition, this day will focus on the 3R Decree and in particular on its implementation within the industry as well as on the solutions provided to meet the requirements of reduction, recycling, reuse of packaging.

Regulation of materials in contact with food, tools and means developed to support the industry on the 3R Decree, systems put in place in the context of the circular economy, management and control by institutions, testimonials from industrialists, will be subjects presented during this Forum.



## From recycling towards reuse - shifting models for the future

13 June 2023 - 15:00 to 16:30 (CET time) - online



3rd webinar of the FitNESS 2.0 project, coordinated by Actia, the French Network for Food Technology Institutes

Recent regulations and shifting consumer expectations are challenging the current food packaging system and pushing us toward more sustainable business models. According to the EU Plastics Strategy, all plastic packaging must be designed to be recyclable or reusable by 2030. Many countries are already transposing this objective through laws from 2023 onwards, including the French AGEC law that aims to reuse 10% of packaging by 2027 and require supermarkets by 2030 to dedicate at least 20% of their sales areas to sales of loose goods. In Germany, the Packaging Act (VerpackG 2019) stipulates that by 2023, restaurants, bistros & cafes offering take-away food & drinks have to use reusable packaging. The upcoming EU Packaging and Packaging Waste Regulation also stipulates European requirements for increasing reuse.

For stakeholders, it can be complex to keep track of these changes and understand where the market is today. In this context, this webinar will take stock of the regulatory aspects and current practices of reuse in Europe, washing technologies, and associated risks, as well as the perspectives of retailers and consumers with regard to the purchase of food products in reusable packaging. It will also share how the free training materials being developed by the FitNESS 2.0 project will help current and future packaging practitioners be prepared for the pending shift toward reuse.

### More info and registration



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