

WP1 update - June 2025

Specifications and design rules

Deliverables

- T1.1 - Analysis of the socio-economic and policy framework for reusable plastic packaging: IPC - M12 ✓
- T1.2 - Assess engagement of stakeholders along the value chain: SB - M6 ✓
- T1.3 - Specifications for reusable plastic packaging: Ausolan - M9 ✓
- T1.4 - Set up design rules for the 6 categories of packaging: Echo - M24 ✓
- T1.5 - Guidance for the design of reusable packaging: Echo - M36 🔧

Objectives

- Create innovative design for returnable plastic packaging across 5 business cases
- Feed in context from WP1 tasks: legislation, value chain & RPP specifications
- Run an iterative and collaborative design process, integrating needs and feedback from multi-functional set of stakeholders (materials, consumer, customer, manufacture, cleaning etc)

Key Activities

- Create specifications across use cases
- Create packaging designs across use cases to hand over to manufacturing partners

Intermediary results

- Packaging designs across use cases

Visuals of final designs
(initial stage of the project)



REFILL WASHING DETERGENT BOTTLE



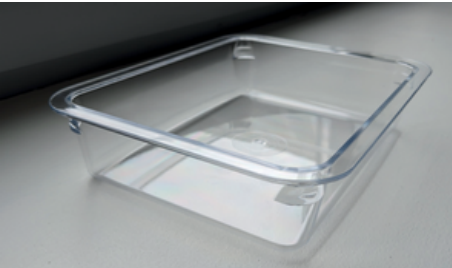
Prototype photos taken
in April 2025



SEMI RIGID CATERING TRAYS



TAKE AWAY SUPERMARKET PACKAGING



CANTEEN PACKAGING



MEAT SKIN PACK TRAYS



Impact & Outcomes

Production of pack designs across use cases

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