

WP2 update - June 2025

Social and Behavioural Innovation for Reusable Plastic Packaging

Deliverables

- D2.1. A report describing how consumers interact with reusable plastic packaging ✓
- D2.2. Guidelines for the design of reusable plastic packaging to minimise concerns about contamination ✓
- D2.3. Online guide to promoting consumer engagement within reusable plastic packaging systems  due Q4 2025

Objectives

- To understand how consumers interact with reuse systems, in particular, to what extent contamination might shape consumer behaviour?
- To understand the effectiveness of strategies for promoting consumer engagement with reuse systems.

Key Activities

- Collect data on how consumers interact with the range of reusable plastic packaging systems studied by the Buddie Pack project.
- Collect data on how stakeholders might respond to a system for reusing meat packaging. This will include pubs and restaurant staff, but also food hygiene officers, meat suppliers, packaging manufacturers, and industrial washing businesses.
- Investigate whether providing information about the environmental benefits of reuse systems or cleaning promotes engagement with reuse systems.
- Review data on the effects of incentives (e.g., rewards for reuse, penalties for single use) in promoting engagement with reusable packaging systems and understand how those operating reuse systems make decisions about what incentives to use.

? Key Research Questions

- What factors affect how consumers interact with reuse systems?
- What are the barriers and enablers to implementing reusable packaging systems for raw meat in the food service industry?
- How can we promote engagement with reuse systems? Would it be helpful to provide information about the environmental benefits of reuse systems or information about how reusable packaging is cleaned? What about providing rewards and penalties?

Intermediary results

- We have identified 17 factors that affect consumer interaction with reuse systems, including access and availability, awareness, communication, competencies, convenience, cost, demographics, environmental attitudes and beliefs, habit, hygiene, packaging design, the type of product, the nature of the reuse system, social norms, staff engagement, systemic factors, and technology. These are summarised in Deliverable 2.1 (<https://www.buddie-pack.com/deliverables>).
- A paper has been published which details the processes of reskilling, reframing and re-materialising needed to recruit new circular economy practitioners in the quick service food and drink retail sector. This is based on data collected from observation of these sites.
- Another paper is under review which argues for a context-specific definition of convenience when discussing reuse, due to the different types of reuse and different provisioning styles reuse is involved in.
- Our research suggests that informing consumers about (i) the environmental benefits of reusable packaging systems, and / or (ii) washing processes does not make consumers more likely to engage with reuse systems. To find out more, see our papers published in Sustainability <https://www.mdpi.com/2071-1050/16/15/6599> <https://www.mdpi.com/2071-1050/16/3/1322>



[Image used for Vytal ® bowl study of washing information effect on reuse](#)

43 reuse systems identified



[Graphic 1: Locations of Reuse Schemes across the world.](#)

Use of rewards and penalties across product types



[Graphic 2: Pie chart detailing use of rewards and penalties across product types](#)

FOLLOW OUR PROGRESS



www.buddie-pack.com

CONTACTS

IPC - *The Industrial Technical
Centre for Plastics and Composites*

Florence Isnard
Project coordinator

florence.isnard@ct-ipc.com /
+33 (0)4 26 61 90 87
2 rue Pierre-et-Marie-Curie
01100 Bellignat – France
www.ct-ipc.com



ACTIA - *The French Network
for Food Technology Institutes*

Gemma Cornuau
Dissemination leader

g.cornuau@actia-asso.eu
+33 (0)6 18 69 52 13
149 rue de Bercy - 75012 Paris - France
www.actia-asso.eu



ACTIA

PARTNERS

COORDINATOR

IPC (FRANCE)

PARTNERS

- 1 FRANCE (ACTIA [CTCPA, LNE],
ETERNITY SYSTEMS, IPC, KNAUF INDUSTRIES,
UZAJE)
- 2 GERMANY (PLASMION, VYTAL GLOBAL)
- 3 IRELAND (DAWN GROUP, TECHNOLOGICAL
UNIV. OF THE SHANNON)
- 4 NETHERLANDS (SEARIOUS BUSINESS)
- 5 SPAIN (AIMPLAS - TECH. INST. OF PLASTICS,
AUZO LAGUN S. COOP, ASEVI, CHRISTEYNS
ESPANA, SMURFIT KAPPA PLASTICOS VICENTE)
- 6 UNITED KINGDOM (ECHO BRAND DESIGN, UNIV.
OF SHEFFIELD)

