

WP4 update - September 2025

Sustainable business-driven strategies

Deliverables

- D4.1 – Cost-benefit analysis throughout the cycle of reusability to ensure profitability ✓
- D4.2 – Set-up of alternative value chain for reuse ✓
- D4.3 – Development and refinement of a specific business model for each packaging category 🛠️,  due to Aug 2025
- D4.4 – Recommendation for replicability factors and drivers for the 5 packaging categories  due to Feb 2026

Objectives

- Develop business models for all use-cases to ensure the economic viability.
- Identify profitability for all stakeholder linked to the new business models.
- Create recommendations on replicability of business models as well as policy recommendations, linked to EPR, to scale reuse with focus on European countries.

Key Activities

Conduct cost-benefit analyses for each use-case, assure that business cases are developed in a way that make economic sense.

Identify profitability drivers for all stakeholders throughout the value chain.

Develop business models incl. packaging journey and transfer of ownership.

Identify stakeholders' needs and responsibilities in reverse logistics.

Identify opportunities to scale use-cases/ packaging applications after the termination of the Buddie Pack project.

Produce policy recommendation that enable reuse at scale.

Key Research Questions

How do the economic costs of reusable plastic packaging systems compare to single-use alternatives across different use-cases; how can key factors be influenced make a positive business case?

Which business schemes do best support the financial sustainability and stakeholder engagement (both businesses and consumers) of the five reusable/refillable packaging systems?



Intermediary results

CBAs conducted for all use-cases

Completed identification of stakeholders including change in activities, responsibilities, and interest to create value for the packaging.



Impact & Outcomes

WP4 supports businesses and stakeholders transitioning to reusable packaging by identifying the key conditions and critical success factors necessary for ensuring financial viability. This is essential to assure market uptake.

Developed models for market roll-out beyond pilot demonstrations

Clear definition of roles and responsibilities across B2B and B2C reuse systems

Identification of optimal tracking technologies and protocols for effective reuse

Contribution to EU-level policy development and standardisation initiatives

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