



MINISTRY OF
**ENVIRONMENT AND
CLIMATE CHANGE**



Welcome to the first in a series of webinars by
the End Plastic Pollution International
Collaborative (EPPIC)

Reuse and Refill
22 March, 16h00-17h30 CET



MINISTRY OF
**ENVIRONMENT AND
CLIMATE CHANGE**



Reuse and Refill Solutions: opportunities to end Plastic Pollution

- How can reuse and refill reduce plastic pollution?
- What are reuse systems and what is needed to lift barriers?
- What role can a legally binding instrument play by encouraging reuse and refill solutions?

For: Governments and Stakeholders

Aim: Facilitate discussions of reuse and refill in the international legally binding instrument on plastic pollution by:

- Consolidating knowledge of reuse and refill.
- Creating dialogues between governments and experts on reuse and refill.



What is the End Plastic Pollution International Collaborative (EPPIC)?

- EPPIC is a public-private partnership that was launched in September 2023.
- EPPIC convenes governments, business, civil society, philanthropies, and others to have reach and create opportunities that no single philanthropy, NGO, company, or national government could create on its own.
- Join us on 20 April at INC-4 in Ottawa for "Beyond the Plastics Treaty: Putting Policy into Practice," from 1:00 PM – 4:30 PM ET, at the Fairmont Château Laurier. [Learn more here.](#)





Welcome, Introductions

Andrew Clark
Chief for Chemicals, Air Quality, and Waste
Division
Bureau of Oceans
and International Environmental and
Scientific Affairs
United States Department of State



Welcome and introduction of Moderator (2 min)
EPPIC and Andrew Clark, Chief for Chemicals, Air Quality, and Waste Division, Bureau of Oceans and International Environmental and Scientific Affairs, United States Department of State

Setting the Scene – A view from Brazil on Refill and Reuse (8 min)
Adalberto Maluf, National Secretary for Urban Environment and Environmental Quality, Ministry of Environment and Climate Change, The Government of Brazil

Reuse and Refill concepts, applications, and examples (20 min)
Marta Longhurst, Ellen MacArthur Foundation
Jose Manuel Moller, Algramo
Dr Tim Breker, Vytal

Lessons Learned from Reuse and implications (13 min)
Willemijn Peeters, CEO and Founder, Searious Business

Where is Reuse showing up in the negotiations for a treaty on plastic pollution? (7 min)
Dr Alexandra Harrington, Chair of Plastic Pollution Task Force, IUCN World Commission on Environmental Law

Q and A (30 min)

Summary of discussion (5 min)
Andrew Clark, Chief for Chemicals, Air Quality, and Waste Division, Bureau of Oceans and International Environmental and Scientific Affairs, United States Department of State

Closing (2 min)



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Setting the Scene
Government of Brazil
Ministry of Environment and Climate
Change

Adalberto Maluf
National Secretary for Urban Environment
and Environmental Quality



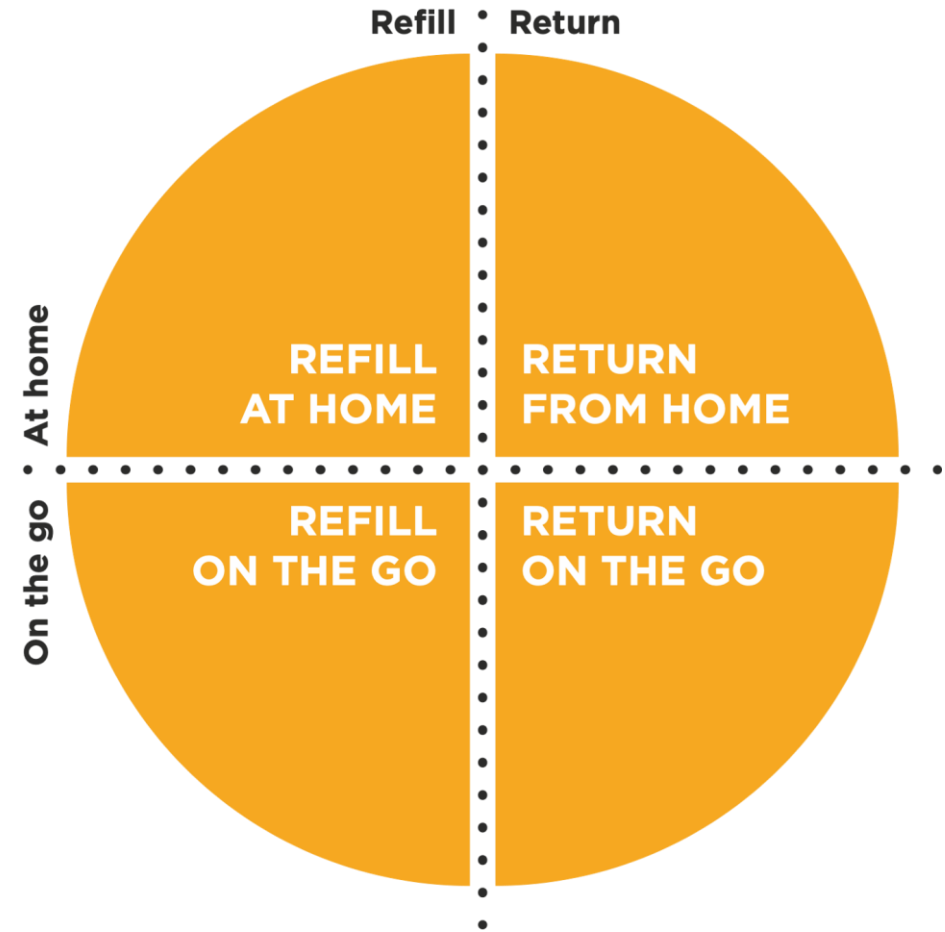
Reuse and Refill concepts,
applications, and examples

Marta Longhurst
Program Manager
Global Plastics Treaty
Ellen MacArthur Foundation



STRATEGY 2
REUSE

There are
four
consumer
facing reuse
models



RETHINK PRODUCT &
BUSINESS MODEL



REFILL
AT HOME



Everdrop

Dissolvable cleaning tablets

Everdrop's concentrated cleaning tablets are designed to be dissolved in water, in reusable 100% recycled PET bottles. The **cost comparable** to single-use due to reduced transport and shipping costs. The packaging and **paper sachets for refills are recyclable**.

RETHINK PACKAGING &
BUSINESS MODEL



REFILL ON
THE GO



Algramo

Algramo

Turning packaging into a wallet

Algramo is a platform using smart dispensing machines and **RFID chipped packaging**. The customer's packaging is recognised, the desired quantity is dispensed, and the cost is charged via an app automatically. Sales of Unilever detergent brands from tricycles in Santiago, Chile **increased by 356%** during the city's Covid-19 lockdown.



Photo: GoUnpackaged

RETHINK BUSINESS
MODEL



REFILL ON
THE GO



The UK Refill Coalition

High-tech bulk dispensing

Convened by GoUnpackaged, a coalition of Aldi, Ocado, Chep, UK Innovation

- An in-store refill system for dry goods
- A bulk home delivery refill solution

A reusable bulk vessel to deliver refills at scale for key food staples (e.g., cereals and pasta) and household products (e.g., cleaning and personal care products). This allows retailers to sell refill products at a cheaper price than their packaged equivalents – all customers need to do is bring their own containers.



RETHINK BUSINESS
MODEL



REFILL ON
THE GO



GCWalisa South Africa

Small refill stores for dry staple foods

Project Gcwalisa operates small kiosk stores in low income urban townships, delivering trusted brands of staple food sources at bulk prices in this weigh and pay model.

It is a low tech solution and customers provide their own containers or can purchase a container if needed.





RETHINK
BUSINESS MODEL



RETURN
FROM HOME



VYTAL

Reusable takeaway packaging

Vytal's new platform allows users to pre-order home-delivery and takeaway food in reusable packaging which can be returned in store or collected on next delivery. **No deposit is required** and users are incentivised to return empties within a two week period or be charged a penalty fee (resulting in a **return rate of 99%**).



RETHINK
BUSINESS MODEL



RETURN ON
THE GO



Club Zero

Returnable packaging service

Club Zero is a reuse system for drinks on-the-go, providing **universal, durable cups** to cafes and coffee shops. Users do not need to carry and wash their own reusable cup, and the integrated app helps users locate drop-off points. Using a **digital ID** to track each cup, Club Zero **takes care of cleaning and distribution back to retailers.**

RETHINK PACKAGING &
BUSINESS MODEL



RETURN ON
THE GO



The Coca-Cola Company

A shared design for multiple brands

The universal bottle is standardised across multiple soda brands in Latin America. Once returned to a retailer, bottles are washed, refilled, and relabelled, preventing creation of **1.8 billion single-use bottles** in Latin America per year. An indirect deposit drives a **return rate above 90%**, and a 15% higher likelihood of repurchase.



RETHINK PACKAGING &
BUSINESS MODEL



RETURN ON
THE GO



HepiCircle

Indonesia delivery network

Everyday cleaning products in reusable bottles.

Customers buy a bottle of detergent at their local store (warung), pay a deposit and with their next purchase, customers return their empty bottles. The reuse habit is rewarded with a 'hepi point', that can go towards food or reusable products. The refill and distribution to local stores is powered by women on bikes.



emf.org/reuse-revolution





Algramo

Jose Manuel Moller
CEO and Founder





Solution: Packaging as a Wallet (PaaW)



Users Smart Packaging
alternatives

Smart Returnable cups

Algramo Refill Ecosystem

Family of Packaging with NFC or RFID chip that allows you to purchase your products directly and hold a borrow deposit for returnables.

Home Care - Delivery



Pet Food - Delivery



Returnable - Mom&Pops



Home Care - Retail



Beverages - On the go





Everywhere

Indonesia



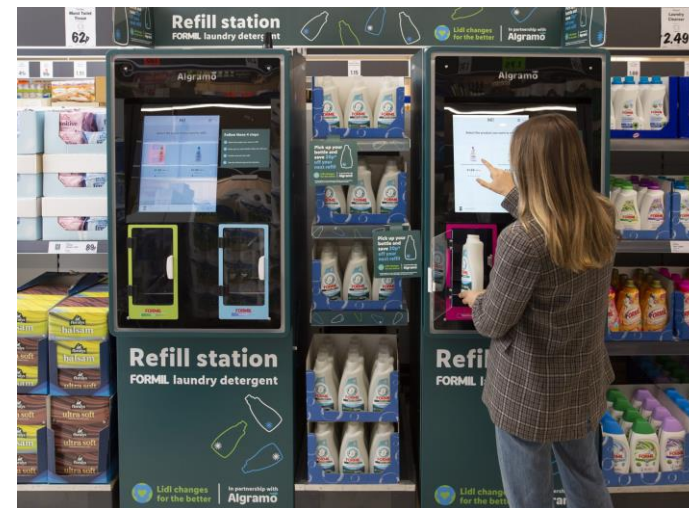
Colombia



US (NY & CAL)



UK



Vytal

Vytal

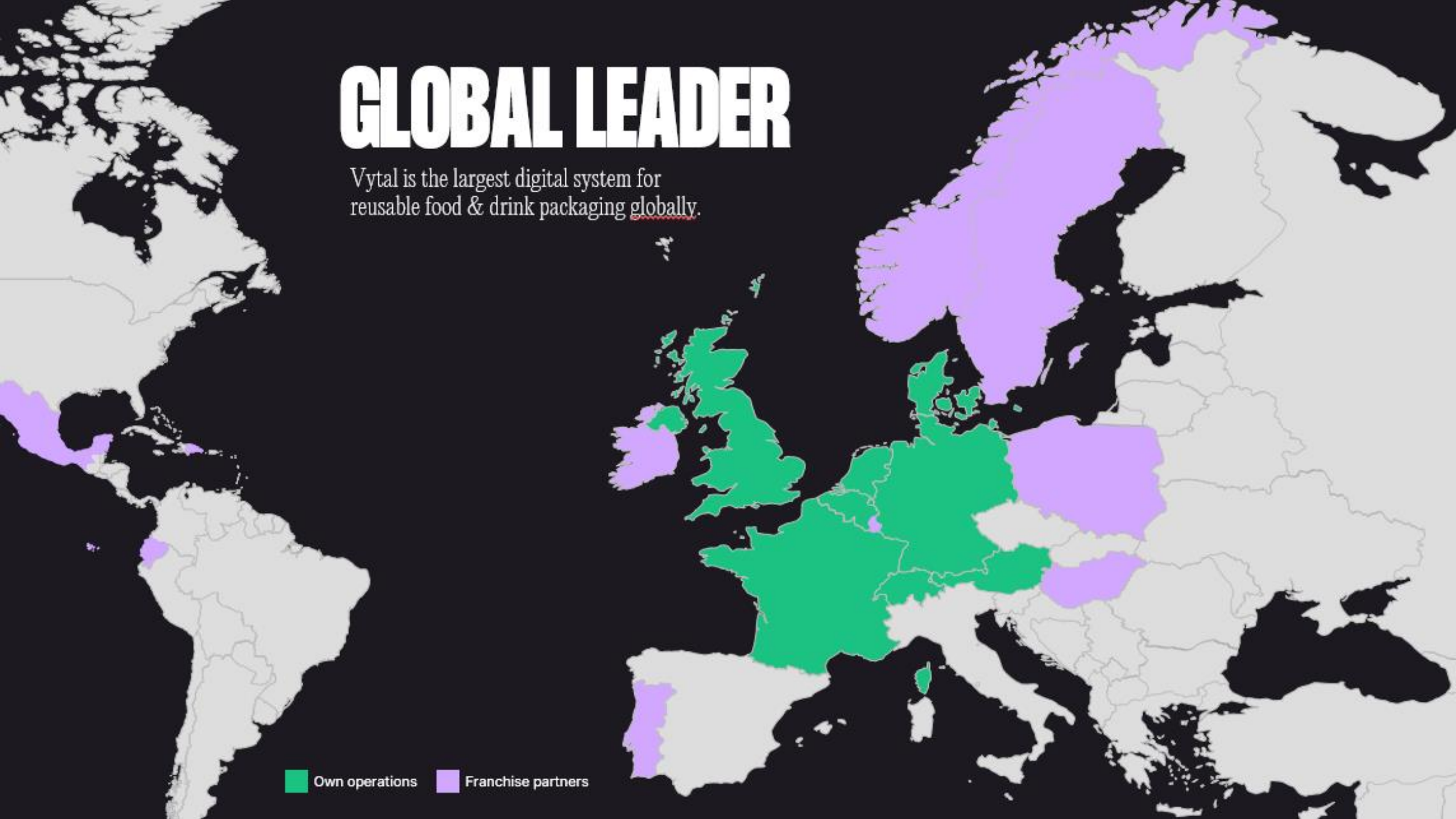
Dr Tim Breker
CEO and Founder
Vytal



GLOBAL LEADER

Vytal is the largest digital system for reusable food & drink packaging globally.

 Own operations  Franchise partners



WE PROVE REUSE SCALES WITH 8.8M REPLACED SINGLE-USE ITEMS

> **€51 MILLION**

worth of food sold in
Vytal containers

550,000

registered
app users

850,000

containers under
management

Vy

> **7,100**

gastronomy partners

KFC

COMPASS
FOODS

aramark



Knüh
MULTISERVICE

SSP

svgroup

burgerme



&
more



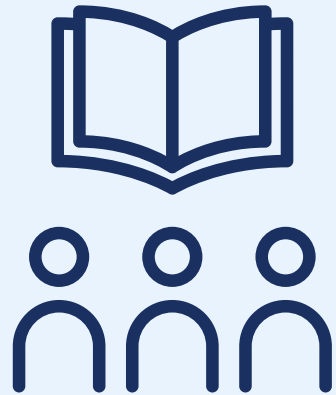
Lessons Learned from Reuse and
implications

Willemijn Peeters
CEO and Founder
Searious Business



How to scale reuse & refill systems

LESSONS LEARNED & IMPLICATIONS



Reuse & refill systems have significant potential to reduce plastic pollution

- ~ 54% to 76% Reduction in plastics used, and ~ 90% (!) decrease in waste generation
- New job opportunities: USD 10 billion business opportunity
- Lower costs for waste management costs, clean-ups, health care & preserving biodiversity

Current barriers to adopt & scale reuse

- Absence of viable infrastructure
- Need for substantial funding
- Current pricing of single-use materials do not include all costs (externalized costs)
- Lack of behavioral change interventions

How to scale reuse & refill systems

LESSONS LEARNED & IMPLICATIONS



Levers to adopt & scale reuse

1. Robust and harmonised definitions
2. Harmonised and binding reuse targets
3. Transition fund
4. Minimum requirements of reuse systems



Implications for governmental policies

- Regulate through policy measures
- Set up finance mechanisms
- Draft minimum requirements

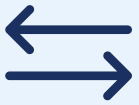
Levers to adopt & scale reuse

RELEVANT POLICY MEASURES



Set binding reuse targets

- Strongest in combo with bans of single-use packaging for specific applications and in closed system locations



Draft supporting measures to facilitate product / packaging return



Fund the transition, with:

- Reuse in EPR
 - part of responsibilities of Producer Responsibility Organisation
- Economic incentives, enabling conditions to scale reuse
 - e.g. single-use packaging tax / differentiation scheme / pricing mechanisms, such as true pricing
- Deploy international funding mechanisms for reuse

Levers to adopt & scale reuse

RELEVANT FINANCE MECHANISMS



Facilitate transition to reuse systems through finance mechanisms

- to overcome significant start-up costs and initial lack of economies of scale
- e.g. grants / impact bonds

Use innovative financing

- Outcomes-Based Waste Prevention
- a robust evaluation framework to mitigate risks and ensure a credible investment environment
- a collaborative approach among private, public, and philanthropic sectors
- focus on transformative change in how we manage and consume plastic, steering us towards a sustainable future

Levers to adopt & scale reuse

RELEVANT MINIMUM REQUIREMENTS



- Specify definitions, metrics, standards, and performance requirements
 - common minimum standards make changes more efficient and effective, and encourage greater alignment
 - guidelines for reuse systems increase acceptance, e.g. in hygiene, safety and quality management
- Include data requirements & transparency
- Set parameters to ensure economic & environmental benefits
- Set up shared infrastructure, reverse logistics & pooling to enable synergies of scale and efficiencies
 - high return rates
 - high number of rotations
 - low retention times
- Provide guidance on priority packaging with high volumes & high 'turnover'
 - 5 – 8 applications with greatest opportunity for increasing material resource efficiencies and waste reductions

Benefits of reuse systems

FOR ANY BUSINESS:



Incentivizing scheme will attract new customers & increase customer loyalty



Retrieving valuable customer data

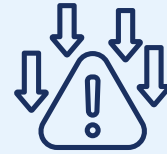


Securing stable supply of recycled content



Offering additional value to customers

WHEN SCALED:



Reducing risks to switch to effective reuse



Decreasing capital investment



Helping customers to use reusables



Creating efficiencies in total pool, minimising total travel distance

Benefits of reuse

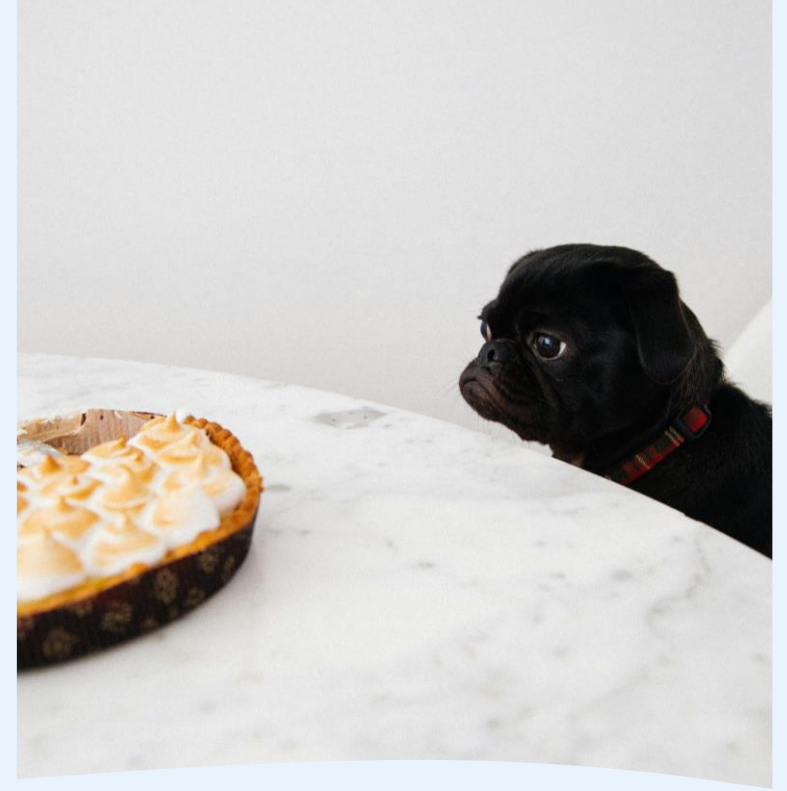
FOR BUSINESSES



Finance

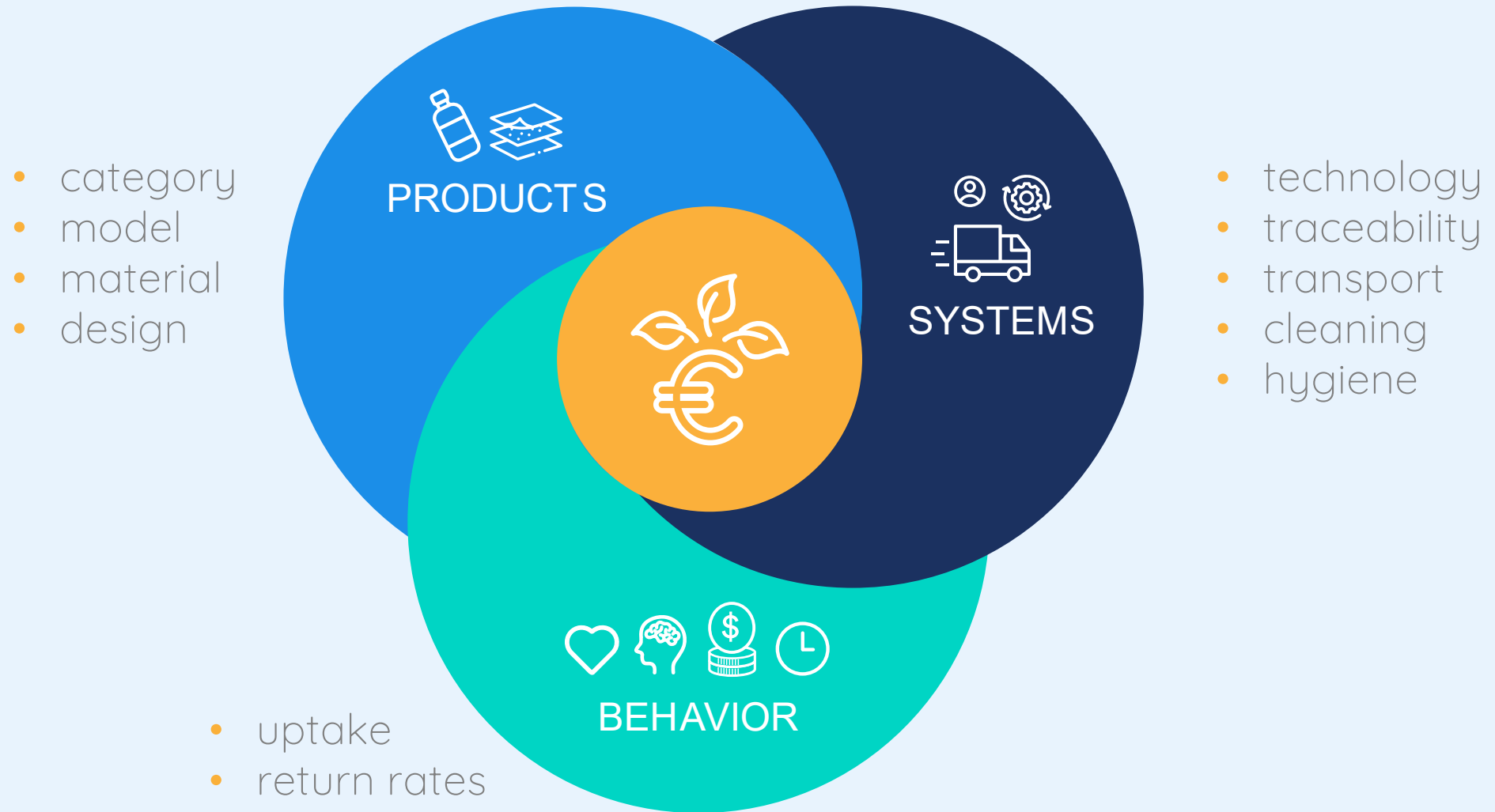


Supply chain



Sales & marketing

Viabile reusable packaging





WCEL

WORLD COMMISSION ON ENVIRONMENTAL LAW
COMMISSION MONDIALE DE DROIT DE L'ENVIRONNEMENT
COMISIÓN MUNDIAL DE DERECHO AMBIENTAL

Where is Reuse showing up in the negotiations for a treaty on plastic pollution?

Dr Alexandra Harrington
Chair of Plastic Pollution Task Force
IUCN World Commission on
Environmental Law



Reuse and Refill in the Revised Zero Draft Text

Dr Alexandra R Harrington

Chair, IUCN WCEL Agreement on Plastic Pollution Task Force

Lecturer in Law, Lancaster University

Email: arharrington@gmail.com

Reuse and Refill – Part 11.5, Product design, composition and performance

- Issues involving reuse and refill are contained in section b of this proposed article, under the heading “[Reduce,] [recycling,] refill and repair of plastics and] [Circularity approaches for] plastic products.”
- There are 5 separate options for the proposed text of this section in the RZD, along with a set of proposed common provisions for some of the options.

Reuse and Refill – Part II.5, Product design, composition and performance

- Option 1
 - Would be a mandatory control provision which would have the governing body adopt guidance for the measures necessary for each Party to effectively regulate “[the reduction], reuse, [recycling,] refill, repair, repurposing and refurbishment of plastics and plastic containing products either produced domestically or available on the domestic market.”
 - The use of harmonized standards is a bracketed option.
 - At the same time, Option 1 would require each Party to establish and implement targets for these activities at the national level to reflect the targets intended for part II Annex C.

Reuse and Refill – Part II.5, Product design, composition and performance

- Option 2
 - In many ways similar to Option 1, although it seeks to establish a deadline of either the first or the second meeting of the governing bodies for measures needed to address the targeted actions at the State Party levels.
 - Option 2 also provides bracketed options for either mandatory or voluntary targets, which could be timebound or nationally determined.

Reuse and Refill – Part 11.5, Product design, composition and performance

- Option 3
 - Option 3 is a more limited version of Option 3 and would require guidance from the governing body to be issued by its third meeting. It would also make targets entirely voluntary.
- Common Provisions
 - In the Common Provisions for Options 1 and 3, which is entirely bracketed, there are proposed measures to be used for implementing the terms of the article and the inclusion of these measures in each Party's national plan reporting.

Reuse and Refill – Part II.5, Product design, composition and performance

- Option 4
 - Provisions would be based on national circumstances and capabilities rather than established, global targets and measurements.
 - Relies on each Party's national plans to set their obligations.
- Option 5
 - Focuses on each Party using “effective and environmentally beneficial measures to ensure the reduction in the use of plastics and plastic products” through a variety of waste management practices.
 - Guided by the targets and measures that are established in part II Annex C.
 - Option 5 would include the coordination of targets and measures with international organizations as appropriate and the inclusion of measures taken under the proposed article in national plans.

Reuse and Refill – Part III.2, Capacity-building, technical assistance and technology transfer

- References to reuse and refill, along with reduce, recycle, repair and non-plastic substitutes are contained in bracketed text for the main option of the proposed capacity building article.
- In this context, reuse and refill would potentially be included in the rubric of the development and transfer of technologies aimed at addressing plastic pollution.

Reuse and Refill – Part IV.1, National plans

- Reuse and refill are included as potential elements to be included in national plan reporting requirements for State Parties to the future ILBI based on elements of the proposal under Part II.5 (b) of the RZD.

Reuse and Refill – Annex C, Part II, targets for reduction, reuse and repair

- The RZD contains only basic outlines of potential elements to be included in a series of proposed annexes that connect to various control measures in the body of the text.
- Under Annex C, Part II, the RZD sets out the potential for “minimum targets for reduction, reuse, refill and repair of plastics and plastic products,” and would extend to general targets as well as sector-based targets.

Link

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- Link to INC Revised Zero Draft text:
[https://wedocs.unep.org/bitstream/handle/20.500.11822/44526/
RevisedZeroDraftText.pdf](https://wedocs.unep.org/bitstream/handle/20.500.11822/44526/RevisedZeroDraftText.pdf)

Q and A





Summary of what we have heard today

Andrew Clark
Chief for Chemicals, Air Quality, and Waste
Division
Bureau of Oceans
and International Environmental and
Scientific Affairs
United States Department of State





Closing thank you

Jonathan Gillibrand
Senior Advisor
Bureau of Oceans and International
Environmental and Scientific Affairs, U.S.
Department of State





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