

REUSE

A practical solution to achieve a circular economy for plastics

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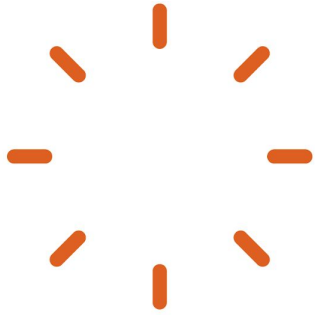
**WHAT IS THE
CHALLENGE?**

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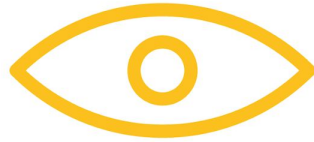
Our plastic system is broken.

Just 2% of plastic is recycled into
the same or similar quality
applications.

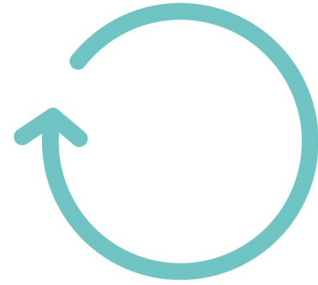




ELIMINATE



INNOVATE



CIRCULATE

100+ best
practice case
studies



'Where to
start' & 'What
good looks
like' guidance

3 steps for
upstream
decision
making

WHAT IS UPSTREAM INNOVATION?



How familiar are you with the Ellen MacArthur Foundation work on Upstream Innovation?

- a) Never heard about it (no worries, we won't take it personally) 🙄
- b) I have seen the content high level and I am familiar with the basics 🤔
- c) I have the Upstream Innovation Guide at my bedside table 😊

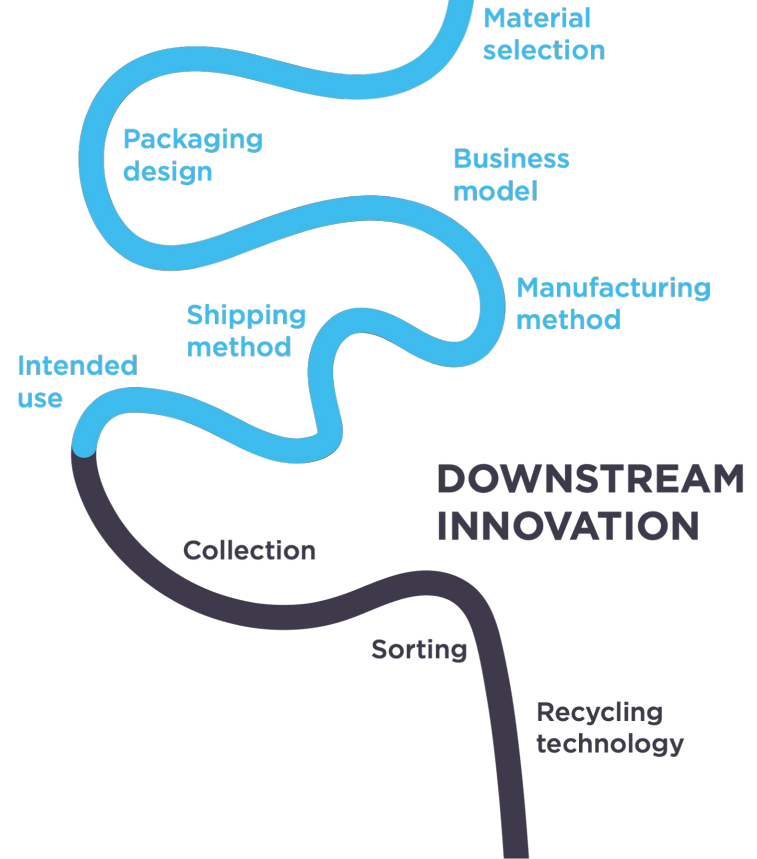
**WHAT IS UPSTREAM
INNOVATION?**

**If you came home to find that
your apartment was flooding,
would you immediately start
mopping up the water?**

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UPSTREAM
INNOVATION



**WHY EXPLORE
UPSTREAM INNOVATION?**

WHY EXPLORE UPSTREAM
INNOVATION?

- 1 Tackle plastic pollution**
- 2 Provide the solutions customers want**
- 3 Capture untapped business opportunities**
- 4 Reduce carbon emissions**
- 5 Get ahead of changing regulation**
- 6 Join the new normal**



WHY EXPLORE UPSTREAM INNOVATION?

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In 2018, Unilever's Sustainable Living Brands that communicate a strong social or environmental purpose had

69% FASTER GROWTH

than the rest of the business.

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Using Sodastream to make sparkling water at home creates

**87% LESS CARBON
EMISSIONS**

compared to sparkling water sold in single-use plastic bottles.

WHY EXPLORE UPSTREAM INNOVATION?

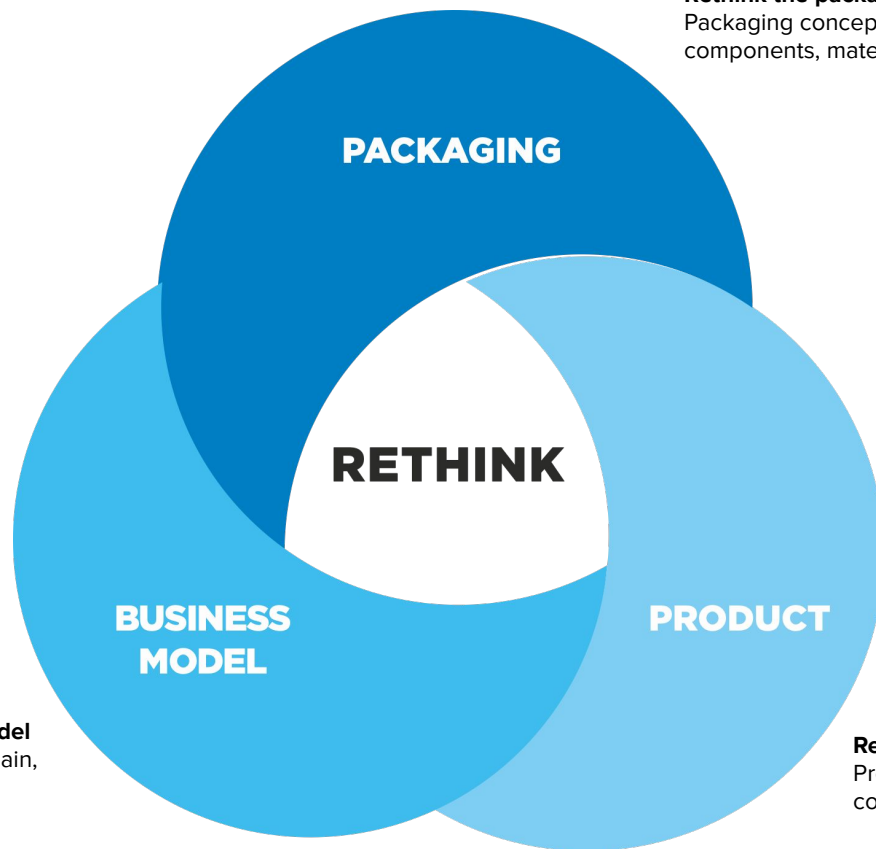
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- 6 **Join the new normal**



**MORE THAN
1000 ORGANISATIONS**

and 20% of the industry are united behind a common vision and targets for a circular economy for plastic.

**HOW DO I APPROACH
UPSTREAM INNOVATION?**



Rethink the packaging

Packaging concept, format, components, material choice.

Rethink the business model

Delivery model, supply chain, location of production, revenue streams

Rethink the product

Product formulation, concept, shape, size.

**HOW DO I APPLY THE
UPSTREAM INNOVATION
MINDSET?**

1

Elimination



Packaging is eliminated while user experience is maintained or enhanced.

2

Reuse



Packaging is reused, rather than discarded after one use, creating value for both users and businesses.

3

Material Circulation



Packaging is designed so that the materials it is made from can be recycled or composted.



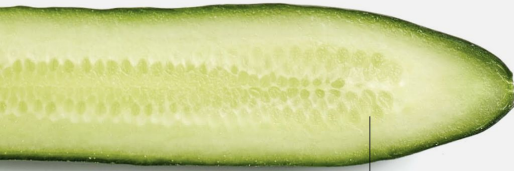
RETHINK
PACKAGING

DIRECT
ELIMINATION

Tesco Multi-pack films



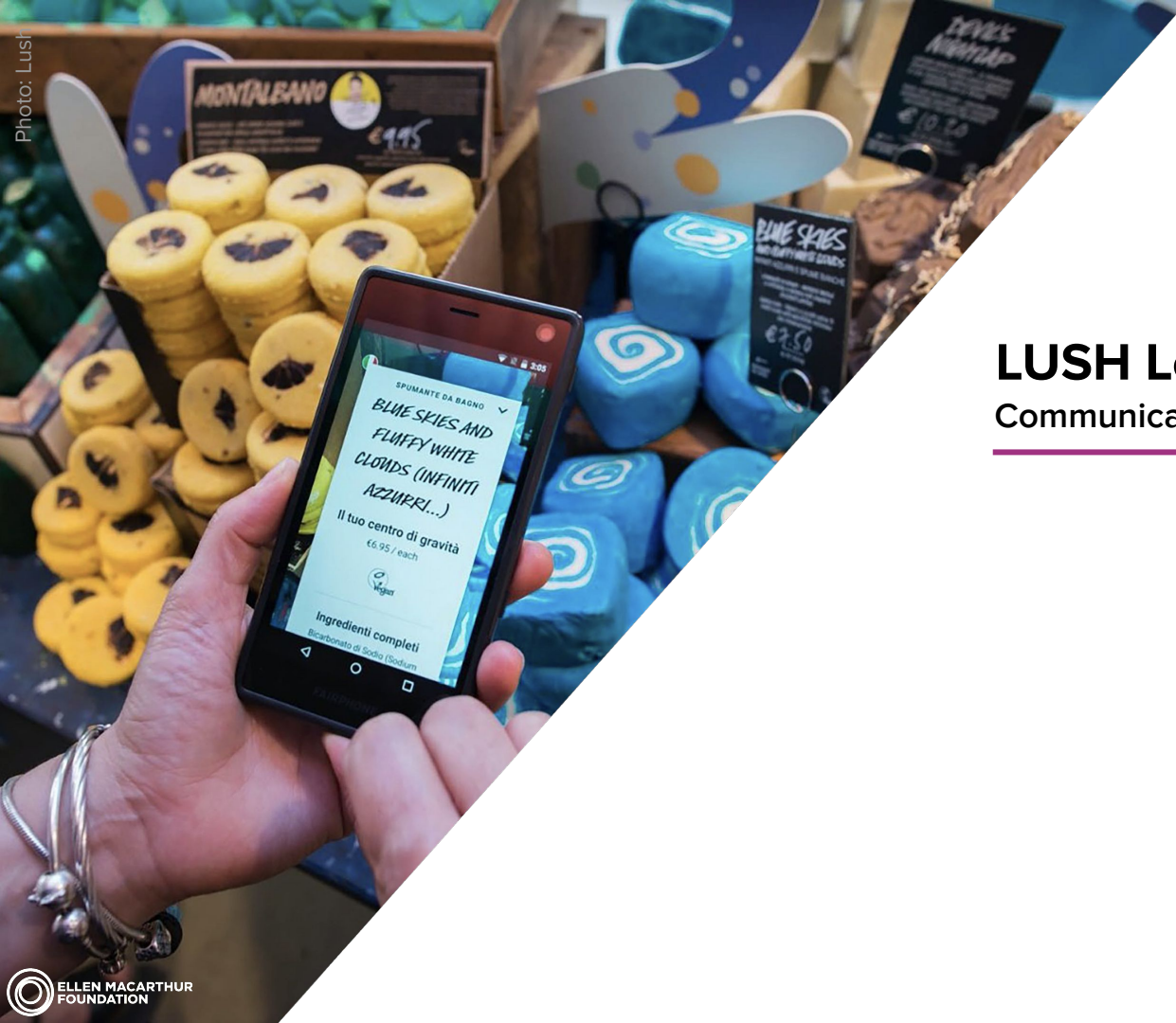
Oxygen
stays
outside



Moisture
stays
inside

Apeel

Edible coatings



RETHINK
BUSINESS MODEL



INNOVATIVE
ELIMINATION



LUSH Lens App

Communicating without a label

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The time for reuse is now



By 2025, **Mars Incorporated** aims to have launched 10 reuse pilots to test new business models in different geographies and with different brands.

37^{Global}

Commitment signatories are currently engaged in testing and piloting reuse business models across different markets and product types.

The Coca-Cola Company aspire to scale up reusable packaging to 50% by 2030 in Brazil, up from the current 20%.

Bio D, which offers its products in large sizes to allow retailers to set up refill stations, saw an increase of 52% in its refill sales in 2018.

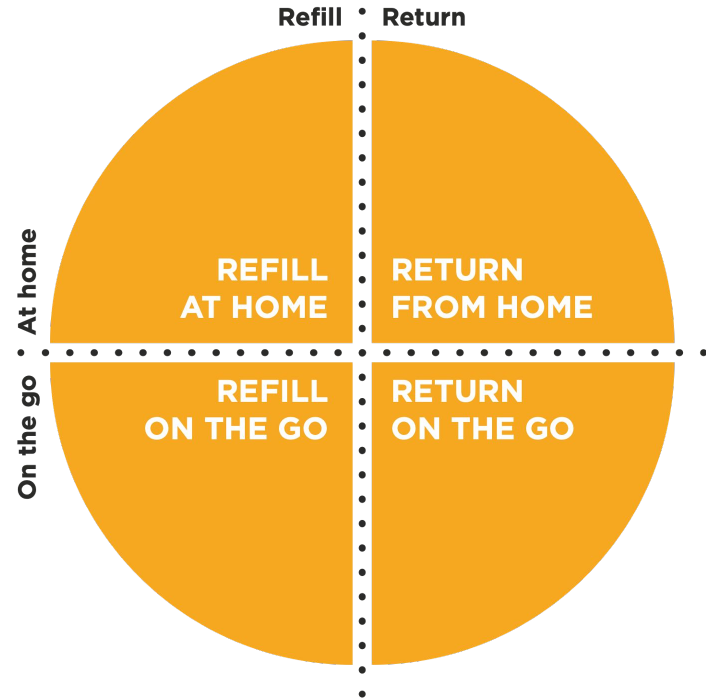
The time for reuse is now

Replacing just 20% of single-use plastic packaging with reusable alternatives offers an opportunity worth at least USD 10 billion.



STRATEGY 2
REUSE

There are four
consumer facing
reuse models





RETHINK PRODUCT &
BUSINESS MODEL



REFILL
AT HOME



SodaStream from PepsiCo

Instant sparkling water

RETHINK PRODUCT &
BUSINESS MODEL



REFILL
AT HOME



Everdrop

Dissolvable cleaning tablets





RETHINK BUSINESS
MODEL



REFILL ON
THE GO



MIWA & Nestlé

High-tech bulk dispensing



RETHINK PACKAGING &
BUSINESS MODEL



REFILL ON
THE GO



Algramo

Turning packaging into a wallet

Photo: Algramo



RETHINK BUSINESS
MODEL



REFILL ON
THE GO



I-Drop Water

Refill at the grocery store



RETHINK PACKAGING &
BUSINESS MODEL



RETURN FROM
HOME



DabbaDrop

Ready-meals in functional packaging



RETHINK PACKAGING &
BUSINESS MODEL



RETURN FROM
HOME



Abel & Cole

Club Zero: decanting at home

Photo: Abel & Cole Ltd



RETHINK
BUSINESS MODEL



RETURN ON
THE GO



VYTAL

Reusable takeaway packaging

RETHINK PACKAGING &
BUSINESS MODEL



RETURN ON
THE GO



The Coca-Cola Company

A shared design for multiple brands



RETHINK
BUSINESS MODEL



RETURN ON
THE GO



CupClub

Returnable packaging service



RETHINK PACKAGING &
BUSINESS MODEL



RETURN ON
THE GO

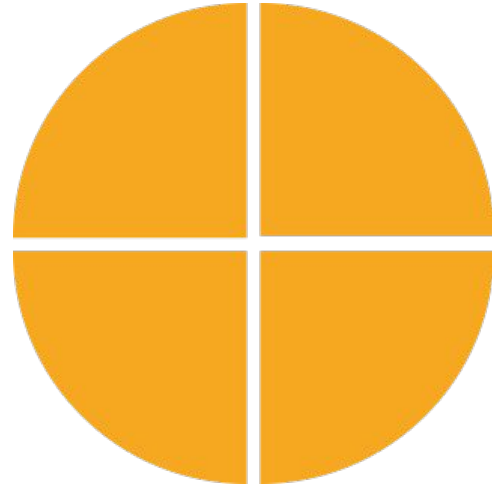


LimeLoop

Reusable e-commerce packaging

STRATEGY 2
REUSE

A wide range of **B2B**
reuse models exist



**Reusable packaging moves
between businesses only**



RETHINK PACKAGING



B2B



Swedish Return System

Industry-wide shared packaging

Photo: Swedish Return System AB

photo: CHEP A Brambles Company



RETHINK PACKAGING



B2B



CHEP, a Brambles company

Cross-industry packaging platform

MODEL EXPLAINED

Refill at home



Users refill a reusable container at home with refills either delivered to the door (for example, through a subscription service) or bought in a shop. Users retain ownership of the main packaging and are responsible for cleaning.



TRENDS

Solid or concentrated products: Liquid refills are redesigned as concentrates (e.g. *Unilever's Cif ecorefil*, *SC Johnson's concentrated refills*) or tablets (e.g. *Everdrop p. 82*, by *Humankind*), reducing transportation and packaging costs.

Customised products or packaging: Refill systems are designed so that the product or packaging can be customised – for example, a user can mix flavours (e.g. *PepsiCo's SodaStream p. 84*), add a desired fragrance, or personalise the reusable packaging (e.g. *Replenish*).

Auto-refill services: Users are offered a refill subscription service, improving brand loyalty (e.g. *Bite Toothpaste Bits*).



WHERE TO START

Products that have a high water content (such as beverages, and some home care and personal care products) are good candidates for refill at home models as water can often be removed to produce a solid or concentrate that is then diluted by the user at home in a reusable bottle or dispenser.

Furthermore, exploring integration with e-commerce can bring many benefits as compact refills easily fit through letterboxes and save transportation costs for home delivery. An online outlet also removes the 'attention' advantage that standard large packaging may have when products are physically displayed on a shelf.



WHAT GOOD LOOKS LIKE

Product formulation: To maximise cost savings on transport and packaging materials, where applicable, remove as much water as possible from the product (e.g. *Everdrop p. 82*).

Refill packaging: To prevent the refill packaging from creating more waste than a single-use model, supply refills either without packaging or in packaging that is reusable, recyclable or compostable (e.g. *PepsiCo's SodaStream p. 84*, *Blueland*).

Industry alignment: One way to avoid small concentrates having to compete for shelf space with full-size, water containing products, is to work toward making concentrated refills the industry standard for products where water can be removed. This would enable fair competition, reduce carbon emissions and create material savings for the industry as a whole.

What are others doing?

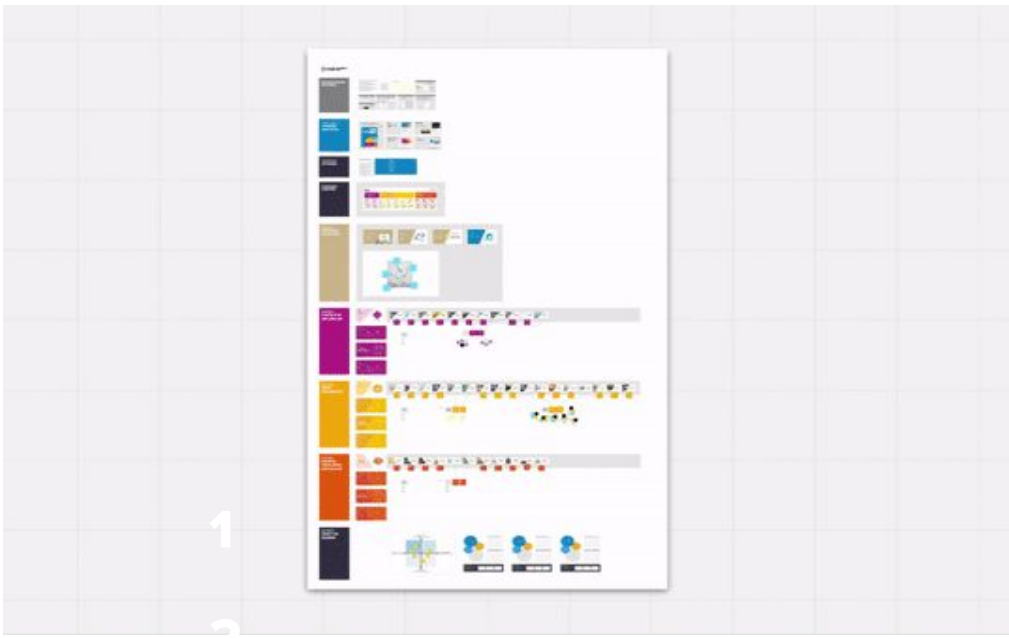
Where to start?

What to keep in mind?

UPSTREAM
INNOVATION

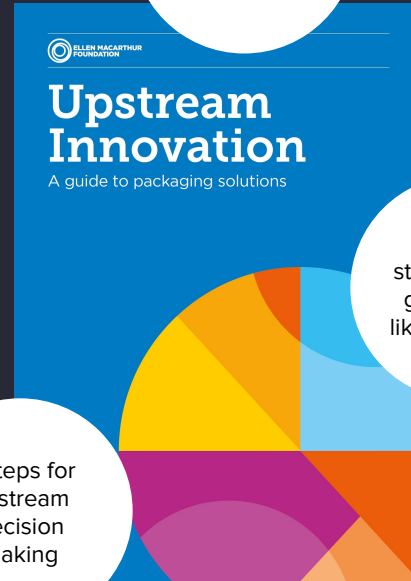
ASSET PACK

Want to explore solutions to plastic packaging with your team?



THANK YOU!

Download the Ellen MacArthur Foundation's guide:
Upstream Innovation: A guide to packaging solutions
plastics.emf.org/upstream



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