

Invitation

The Shift towards Reusable Packaging: Policies and Best Practice 7th European REUSE Conference

Date: September 24th, 2019

Venue: Renaissance Brussels Hotel, Rue du Parnasse 19, 1050 Brussels

The European Association of Beverage Wholesalers (CEGROBB), Environmental Action Germany (Deutsche Umwelthilfe), Private Breweries Germany (Private Brauereien Deutschland) and ReLoop are pleased to invite you to the 7th European REUSE Conference »The shift towards reusable packaging: policies and best practice« in Brussels on September 24th, 2019.

Paving the way towards a true circular economy

The mass consumption of single-use plastic products poses a tremendous threat to our climate and ecosystems. Up to 500,000 tons of European plastic waste end up in our oceans each year. In 2050, there could be more plastic than fish in the oceans and if the global plastic production continues growing at current rates, it will be responsible for 15 percent of greenhouse gas emissions.

To tackle these challenges, Europe needs a transition towards a true circular economy. The "European Strategy for Plastics in a Circular Economy" is an essential step towards this transition. The strengthening of reuse systems is one of the crucial pillars when it comes to waste prevention. In the light of an ambitious transposition of the Single-Use Plastics Directive in the member states, reuse systems gain even greater importance.

Learning from the best: Current developments in reuse systems

The 7th REUSE Conference will raise awareness of the ecological, economic and social advantages of refillable beverage and transport packaging, identify and award best practice approaches as well as address barriers that are hindering and policies that promote reuse.

We would like to invite you to discuss these topics and the potentials of reuse packaging systems with our expert speakers and participants from the related industries (manufacturers, system providers, retailers, associations), civil society, research institutes as well as members from the European institutions and member states. We will honor an exemplary filler with the 7th Refillable Award. For the first time in history, the REUSE Conference will reward efforts of implementing and distributing reuse systems with the European Reusable Award.

Please register for the conference by September 18th at reuse@duh.de*. The participation is free of charge. You are also welcome to forward this invitation to interested parties.

We are looking forward to welcoming you at REUSE 2019!

* Information regarding the processing of personal data by Deutsche Umwelthilfe e.V. (Environmental Action Germany) in compliance with the General Data Protection Regulation (Directive 95/46/EC) can be found here: www.duh.de/datenverarbeitung



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