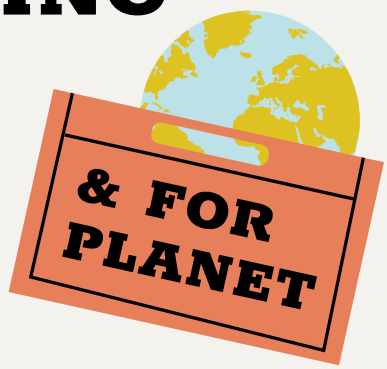
IMPROVING OPTIONS FOR REUSABLE PACKAGING

PACKAGING COUNTS FOR **36%** OF SOLID WASTE IN EU TOWNS



ENVIRONMENTAL IMPACTS OF PACKAGING & SOLUTIONS TO ADDRESS THEM

AT DIFFERENT STAGES OF THE PRODUCT LIFE CYCLE

The production of packaging materials accounts for the largest environmental impact, this is especially the case for glass bottles, which demand a lot of energy to be produced.

Environmental impact at the production stage can be greatly reduced by increasing the number of cycles (reuses) as well as ensuring the packaging is effectively recycled at the end-of-life and increasing recycled content.

Transport of packaging items can have high environmental impacts due to distance, volume and weight, these items are required to be transported.

Using a **different mode of transport or decentralised logistic model** can help reduce transport emissions.

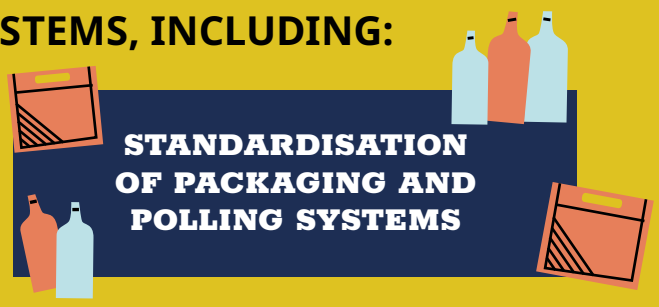
Packaging designed to be used only once has the highest impact as the overall environmental impacts are condensed in only one cycle. The lower the life cycle of a product the higher is its environmental impact.

Well designed reusable packaging can withstand more cycles (reuses), which can halve the potential environmental impact of a packaging.

End of life for single-use packaging often means ending up in landfill or incineration rather than recycled.

Making sure the packaging is effectively recycled at the end-of its life, at its highest quality and within a closed loop system, can further reduce the environmental impacts of packaging.

KEY MEASURES THAT CAN FURTHER INCREASE THE EFFICIENCY AND BENEFITS OF REUSABLE SYSTEMS, INCLUDING:



ZERO WASTE EUROPE

reloop

#break free from plastic