

Support and collaboration

Reloop's work in 2025 was made possible thanks to the generous support and collaboration of organisations that share our commitment to advancing circular economy policy and practice worldwide.

View our full list of supporters

www.reloopplatform.org/about-reloop/supporters

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A message from our CEO

Dear friends of Reloop,

Last year marked a decade since Reloop was founded and what a journey it was. From a small team with a bold vision to a global platform driving circular economy policy and practice, we've grown, evolved, and made a measurable impact.

In 2025, we celebrated this milestone in Brussels, bringing together our entire team and supporters for an in-person gathering and conference. It was a moment to reflect, reconnect, and recommit to the work ahead.

This report captures the highlights of our 10th year: the policies we helped shape, the technical support we provided, and the conversations we led. It's also a tribute to the people who make it possible: our funders, partners, and allies.

Thank you for being part of our story. Here's to the next ten years.

A handwritten signature in blue ink, appearing to be 'CM', written in a cursive style.

Clarissa Morawski, Co-founder and CEO
Reloop Platform

2025

in numbers

Reloop webinars

11

Source: Zoom / Teams

Podcast episodes produced

27

 Video views on LinkedIn

19,903

Source: LinkedIn

 Video views on YouTube

7,065

Source: YouTube

Resources published on the Reloop website

www.reloopplatform.org/resources

77

Resource downloads

10,245

Global Deposit Book downloads

3,048

Source: Google

Users of the Reloop website

www.reloopplatform.org

61,015

Pages viewed on Reloop website

168,891

Source: Google

Reloop Data Dashboard views

6,146

Source: Google



Strengthening our leadership for the next decade

In 2025, Reloop proudly welcomed two new members to our Board of Directors.



Dr. Thomas Lindqvist

A Swedish academic widely recognised for introducing the concept of Extended Producer Responsibility (EPR). He served as Associate Professor and Senior Lecturer at the International Institute for Industrial Environmental Economics at Lund University, Sweden.

Although now retired, he remains actively involved in EPR-related initiatives, particularly across Asia. Thomas's work focuses on environmental product policy, preventive strategies, economic instruments and waste management. Over the years, he has collaborated with leading organisations including UNEP, OECD, Greenpeace and the Swedish Environmental Protection Agency, helping to shape sustainable environmental policy and practice worldwide.



Atul Bagai

An international environmental specialist with over twenty four years of experience at the United Nations Environment Programme (UNEP), including nearly seven years leading UNEP's India Office. He has extensive expertise in both global and Indian sustainability issues and has contributed to numerous international environmental negotiations.

Before joining UNEP, Atul worked with India's Ministry of Environment, Forest and Climate Change, following a distinguished seventeen-year career in the Government of India and the State Government of Uttar Pradesh. His senior roles included serving as Chief of Staff to two Union Ministers (Finance and External Affairs) and to a Chief Minister at the provincial level.



2025 highlights

2025 highlight

Welcoming new team members

In 2025, Reloop proudly expanded its global team with the addition of three exceptional individuals: Shraddha Kumar, who joined as Partnerships & Development Manager; Sarah Horner, stepping into the role of Director for the UK and Ireland; and Chloe Moles, taking on the position of Global Operations Manager. Their expertise, energy, and fresh perspectives have already begun to shape our work and strengthen our presence across regions and programmes.

From a modest beginning of just two team members in 2015, Reloop has grown into a dynamic team of 11 professionals working across 6 jurisdictions: Australia, Sweden, Spain, the United Kingdom, Canada, and France.



Chloe Moles

Global Operations Manager



Sarah Horner

Director, Reloop UK and Ireland



Shraddha Kumar

Partnerships & Development Manager

2025 highlight**Reloop Unpacks conference and 10th anniversary celebration**

To mark Reloop's 10th anniversary, we hosted the Reloop Unpacks conference in Brussels, a full-day event that brought together EU officials, industry leaders, and sustainability experts to explore the future of resource management in a competitive Europe.

The conference featured three high-impact sessions on mixed residual waste sorting, circular beverage packaging systems, and digital tools for circularity, reinforcing Reloop's role as a technical leader and convener in the sector.

Following the conference, we celebrated with our global network of supporters, many of whom shared heartfelt testimonials about how Reloop's work has shaped their own efforts, from influencing national legislation to guiding industry transitions.

As Miquel Roset of Retorna noted, *"Reloop is a lighthouse for politicians, for governments, for other NGOs, for industry... playing a huge role now in Europe and worldwide."*

Rob Buurman of the Fair Resource Foundation added, *"Reloop plays a central role in connecting stakeholders... They've really made a mark by convincing previously opposed actors through data-driven, creative policy solutions."*

Catch up with the celebration

Watch highlights from Reloop Unpacks and our 10th anniversary celebration.

www.reloopplatform.org/10years





**European Alliance
for Best-in-Class
Deposit Return
Systems**



2025 highlight

Launch of the European Alliance for Best-in-Class Deposit Return Systems

At the end of 2024, Reloop submitted a major proposal to the European Commission's LIFE programme, an ambitious plan to support the rollout of best-in-class deposit return systems across Europe under the new PPWR requirements for mandatory DRS and 90% collection. We believed strongly in the programme and were hopeful it would be funded.

But in February 2025, the news arrived: our proposal had not been selected. Clarissa Morawski recalls the disappointment, knowing how much effort had gone into developing communication tools to support civil servants and the entire value chain preparing for DRS implementation.

Rather than stepping back, we pivoted. We turned to the very stakeholders who stand to benefit most from stronger, smarter, more efficient deposit return systems: beverage producers, recyclers, collectors, and NGOs. The knowledge we had built was too valuable to lose.

This led to the creation of the European Alliance for Best-in-Class Deposit Return Systems, bringing together partners across the EU and the UK who share the same ambition. Early membership uptake was strong, reflecting the clear demand for guidance and harmonisation as DRS becomes mandatory across Europe.

Thanks to Reloop's agility, rethinking and recalibrating rather than retreating, the programme is now moving forward with industry support. Through exclusive stakeholder meetings, webinars, study tours, newsletters, and tailored communications, the Alliance equips its members with the tools and intelligence needed to stay ahead of regulatory developments and drive impactful change. As we look to 2026, we aim to grow this Alliance further, recognising that high-performing deposit return systems will be essential for Europe in an era of strained global trade and the increasing need to keep resources circulating within regional borders.

If you would like to learn more about the Alliance or are interested in joining visit www.reloopplatform.org/alliance

2025 highlight

Littered with evidence report

In science, there comes a moment when the weight of evidence becomes so overwhelming, so repeated, so consistent, so impossible to ignore, that a hypothesis stops being a hypothesis and simply becomes fact.

Reloop's work on litter has now reached that point. After examining data from jurisdictions around the world, across different cultures, climates, and system designs, the pattern is unmistakable: where deposit return systems (DRS) are in place, beverage container litter falls dramatically. The evidence is vast, consistent, and replicated wherever it is measured. In the same way scientific consensus emerges, this too has become fact: deposit return systems reduce litter.

In June 2025, Reloop published the landmark report *Littered with evidence: Proof that deposit return systems work*, a groundbreaking international analysis that demonstrates the direct link between DRS and reductions in beverage container litter. Drawing on data from over 100 jurisdictions, the report shows that where DRS is implemented, beverage container litter drops dramatically, often by more than 70% within the first year.

The report was launched at the 2025 UN Ocean Conference (UNOC), where global leaders gathered to address marine pollution and plastic waste. Reloop's findings provided timely, actionable evidence for policymakers, reinforcing the role of DRS in tackling plastic pollution at its source. Case studies from Slovakia, Latvia, and the Netherlands illustrated how well-designed deposit systems not only reduce litter but also shift public behaviour and improve recycling outcomes.

To amplify the report's impact, Reloop hosted a public webinar on 23 July 2025, featuring experts from the [Marine Conservation Society](#), [Zwerfinator Foundation](#), [Save The Bay](#), and the [University of Latvia](#). The session explored global litter data, case studies, and the behavioural shifts driven by DRS. With hundreds of registrants, the webinar helped translate the report's findings into actionable insights for governments, NGOs, and industry leaders.

www.reloopplatform.org/litter

A landmark report containing groundbreaking international analysis demonstrating the direct link between DRS and reductions in beverage container litter.



2025 highlight

Reloop Brief

In early 2025, Reloop launched its newest podcast series, The Reloop Brief, designed to deliver concise and insightful commentary on the key issues shaping the circular economy.

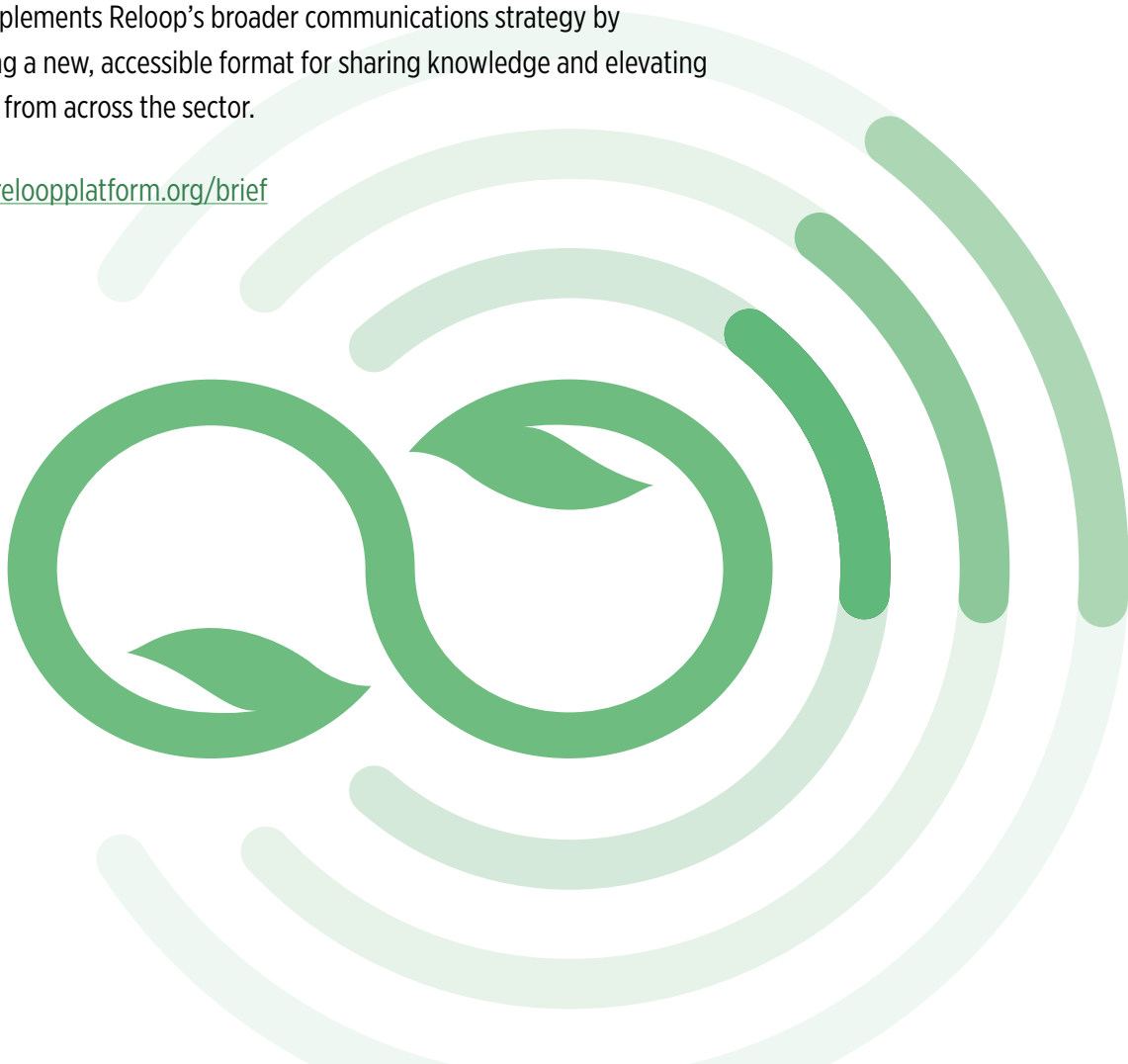
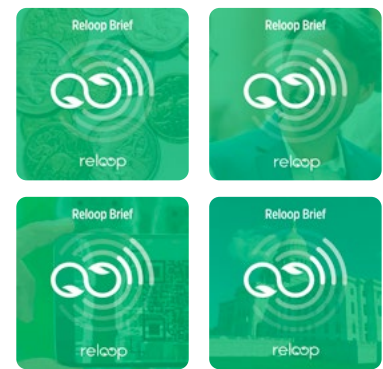
Hosted by Barry Snedden, Reloop's Director of Communications, and occasionally co-hosted by Shraddha Kumar, the series brings together Reloop's regional directors, policy experts, and innovators to explore the challenges and opportunities of circular systems.

Each episode dives into topics such as mixed waste sorting (MWS), food and textile waste, the Global Plastics Treaty, extended producer responsibility (EPR), and reuse.

Available on our website, or from Apple Podcasts, Spotify, and Amazon Music, the podcast blends storytelling with expert analysis, making complex issues accessible and engaging for a wide audience, and has quickly become a trusted source of circular economy insights. It complements Reloop's broader communications strategy by offering a new, accessible format for sharing knowledge and elevating voices from across the sector.

www.reloopplatform.org/brief

Podcast blending storytelling with expert analysis, making complex issues accessible and engaging for a wide audience.



Global Deposit Dashboard



2025 highlight Global Deposit Dashboard

A new era of DRS intelligence. In April 2025, Reloop launched the Global Deposit Dashboard, a dynamic, interactive platform designed to transform how policymakers, researchers, and industry leaders access and analyse data on deposit return systems (DRS) worldwide.

Built on the foundation of Reloop's widely respected Global Deposit Book (GDB), often referred to as the "DRS Bible", the Dashboard offers real-time insights into system design, performance metrics, and policy trends across jurisdictions. Users can quickly compare deposit values, producer and handling fees, return rates, material scope, and governance models.

The Dashboard was unveiled through a series of public webinars hosted by Jason Wilcox, Reloop's Data & Dashboard Manager, and supported by the communications team. These sessions guided users through the platform's features and demonstrated how the tool can support smarter, evidence-based decision-making. With intuitive visuals and trusted data, the Dashboard empowers stakeholders to design more effective systems, track progress toward circularity, and reduce reliance on external consultants.

www.reloopplatform.org/global-deposit-dashboard

Dashboard training sessions

Throughout the year, Reloop provided bespoke training sessions on the What We Waste and Global Deposit Dashboards. This enabled partners to leverage the dashboards to tailor their messaging to their specific jurisdiction or business interests.



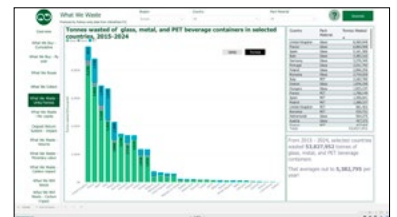
2025 highlight

What We Waste dashboard update

Building upon the initial release of the What We Waste dashboard in 2022, which measured beverage container waste across 93 countries, the latest update has expanded coverage to over 200 jurisdictions. The updated dataset retains key metrics demonstrating that jurisdictions implementing DRS report lower rates of wastage per capita compared to those without DRS. Additionally, it presents data on materials wasted in terms of volume, economic value, and carbon emissions.

The 2025 What We Waste dashboard further incorporates sales projections to estimate potential performance and waste reduction for jurisdictions adopting DRS during the latter half of this decade. This analytical tool has been utilized by industry professionals, advocacy groups, and policymakers to highlight the scale of beverage container waste and to illustrate the effectiveness of DRS solutions in mitigating this issue.

Utilised by industry professionals, advocacy groups, and policymakers to highlight the scale of beverage container waste and the effectiveness of DRS.



2025 highlight

Global engagement and strategic pause

As an accredited UN NGO, Reloop has been actively involved in the development of the International Legally Binding Instrument on Plastic Pollution (also referred to as the Plastics Treaty) over the past few years, contributing expertise on systemic solutions, product design, and extended producer responsibility. This has included providing technical input on DRS, supporting policy alignment across jurisdictions, and highlighting the importance of circular economy approaches.

In 2025, Reloop focused on new analysis demonstrating how a primary plastic polymer fee could contribute to ending plastic pollution, providing actionable insights for policymakers considering economic instruments to reduce plastic production and improve recycling.

Following nearly three years of negotiations, Reloop has paused its active engagement in the plastics treaty, as the process has been slowed by inertia and the ability of certain countries and industries to impede progress. That said, Reloop remains ready to re-engage when the global community demonstrates the political will to act collectively, bringing its expertise and network to support systemic solutions to plastic pollution.

www.reloopplatform.org/un-plastic-treaty



Ready to re-engage when the global community demonstrates the political will to act collectively.



2025 highlight

Exploring deposit systems through film

Reloop partnered with the [Marine Conservation Society](#) (MCSUK) to co-produce a compelling series of three short films designed to help audiences better understand deposit return systems in action. The films spotlight successful implementations in Denmark and Latvia, offering real-world insights into how these systems contribute to waste reduction and circular economy goals.

To amplify the reach of this initiative, we hosted a special screening and expert panel event featuring one of the films focused on Denmark's DRS. This film also showcased the REUSEABLE project in Aarhus, where over 1.4 million reusable coffee cups have been returned since its launch in January 2024, an inspiring example of reuse in practice.

The event included a live panel discussion with experts from Denmark and the UK, representing policy, industry, and environmental advocacy. Attendees had the opportunity to engage directly with the panel through a Q&A session, fostering dialogue and deeper understanding of the role deposit systems play in driving meaningful environmental outcomes.

www.reloopplatform.org/films



2025 highlight Shaping Europe's circular future

In October 2025, Reloop published a position paper outlining six key recommendations to help shape Europe's forthcoming Circular Economy Act. The paper calls for stronger material recovery, scalable circular solutions, and a dynamic single market for waste and secondary raw materials.

Our evidence-based recommendations emphasise the importance of Deposit Return Systems (DRS) for critical raw materials, Mixed Waste Sorting (MWS) to prevent resource loss, and evolving Extended Producer Responsibility (EPR) into a strategic tool for circular design and harmonisation. We also advocate for predictable recycled-material markets, financial incentives for reuse and recycling, and enabling conditions to make reuse systems viable and efficient.

Through this work, Reloop continues to champion policy innovation and investment across the value chain, ensuring that Europe's circular economy is not just aspirational, but actionable.

www.reloopplatform.org/resources/consultation-circular-economy-act



Reloop's global voice in 2025

In 2025, Reloop continued to inform, inspire, and connect stakeholders through presentations, webinars, and strategic meetings across our regions. From high-level conferences to grassroots workshops, our team's presence helped shape legislation, build coalitions, and accelerate the transition to circular systems.

These engagements reflect not just activity, but impact, on the global stage.

reloop Europe

www.reloopplatform.org/regions/reloop-europe

Brussels: Participated in PETCORE conference, State of play of DRS and collection.

Brussels: Participated in the Reuse Stakeholder Workshop: Supporting PPWR secondary legislation on reuse, co-hosted the REUSE Conference.

Spain: Co-hosted Upcoming Deposit and Return System (DRS) in Spain: Global Experts Conference in Madrid (co-host).

Bulgaria: Presented on the topic of waste management fees at the Annual Conference of the National Association of Municipalities in the Republic of Bulgaria (NAMRB).

Netherlands: Participated in Sustainable Packaging Summit, The 2045 Roadmap.

Poland: Organised DRS event with Natural Mineral Waters Europe.

Portugal, Greece, Czechia: Participated in webinars and consultations on DRS modernisation.



reloop France et Francophonie

www.reloopplatform.org/regions/france-and-francophonie

France: Organised the DRS Tour de France (6 events), presented at UN Oceans Conference (UNOC, Nice), moderated several panels at the REUSE Economy Expo (Paris).

Quebec: Led industrial visits and policy briefings on hybrid DRS models (Montreal).



reloop North America

www.reloopplatform.org/regions/reloop-north-america

Canada: Participated in the Canadian Circular Economy Summit, Reuse, Exploring an Expanding Reuse Economy.

Canada: Canadian major national newspaper published a letter from Reloop's CEO, highlighting why now is the moment to modernise and expand deposit return in Ontario and why kerbside collection on its own cannot deliver the results the province needs.

USA: Participated in The Coalition for High Performance Recycling (CHPR) meetings and webinars on EPR and DRS.



reloop UK and Ireland

www.reloopplatform.org/regions/reloop-uk-ireland

Organised roundtables with both government and opposition politicians, including working with Keep Britain Tidy, Wildlife and Countryside Link, Trash Free Trails, and Marine Conservation Society.

In collaboration with France/Francophonie presented reuse seminar to officials from all four UK nations.

Organised a Circular Economy panel event at Labour Party conference, and attended several political and industry events throughout the year.

Established a good working relationship with the newly appointed DRS scheme operator.

Frequently quoted in media including extensive radio interview and asked to write 'think piece' lead for a magazine special edition.

Member of UK Government's textiles sub-group contributing to development of Circular Economy Strategy (to be published Q1 2026).

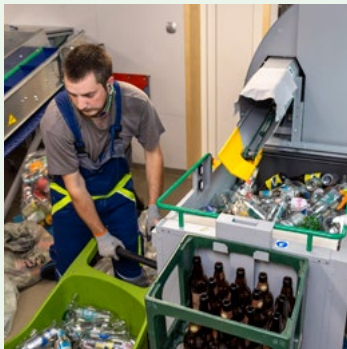




www.reloopplatform.org/regions/reloop-pacific

New Zealand: Supported a coalition of business, community, and local government groups in urging the adoption of a container return scheme

Australia: Advocated for Federal action to introduce an EPR scheme for packaging, providing tools like a ‘situation analysis’ for stakeholders to inform the policy debate. We also pushed for reforms to container refund schemes, including higher refund values, while building a coalition of community and business stakeholders to drive change.



Global and multiregional

Participating virtually: Contributed to DRS events by providing recorded presentations.

Webinars: Delivered sessions on digital DRS, mixed waste sorting, and circular packaging.

Knowledge Hub: Hosted deep-dive webinars and study tours with stakeholders from over 20 countries.

Stories of Reloop's impact

"I am truly grateful for the support of Reloop during my recent Stand Up Paddle expedition (1,250km) from Paris to Nice — a campaign calling for the introduction of a deposit return system in France, culminating at the UN Ocean Conference. Their expertise, data, and network in France were invaluable in strengthening our message and connecting the campaign to the broader European movement for deposit systems, circularity and litter research."



Merijn Tinga

Plastic Soup Surfer

www.plasticsoupsurfer.org

"Working with Reloop came [at] just... the right time when our national public narrative for beverage deposit intro was formed. We - environmental NGOs - were able to build momentum in public debate but we lacked some hands-on implementation experience, do's and don'ts. The partnership turned very beneficial for us and [the] beverage deposit system in Latvia. It is accepted by almost everyone. Hardly anyone remembers now it was 20 years in coming. Thanks Reloop! Way to go."



Ojārs Balcers

Friends of the Earth Latvia and Green Liberty (Zaļā brīvība)

www.zalabriviba.lv/en

"The information and expertise that Reloop provides in terms of data analysis has been very useful for our work to push more reuse and better recycling. We have collaborated with Reloop on advocating for Mixed Waste Sorting which has helped us to advance the topic in the EU and we are closer than ever to include this requirement into EU legislation."



Joan Marc Simon

Founder

Zero Waste Europe

zerowasteurope.eu

"Invaluable in strengthening our message."

“Reloop’s outstanding knowledge about Deposit Return Systems [DRS], and their continuous engagement for closing the loop for beverage containers was instrumental for our own journey – helping us to build the understanding of the design, and shaping alliances in support of DRS in key countries. The “Global Deposit Book” [has always been] the reference for us and is regularly used by our teams. We are also proud to be a member of the Alliance for Best in Class DRS established by Reloop.”



Sian Chapman

Global Head of Corporate Affairs and Sustainability

Nestlé Waters and Premium Beverages

www.nestle.com/brands/water

“When we first began exploring how Deposit Return Systems could be shaped and scaled across different countries, Reloop’s reports and studies became our trusted starting point. They didn’t just provide data they offered a sense of direction, showing how policy, technology, and community engagement could work hand in hand to make real change possible...The clarity and practicality of Reloop’s resources gave us confidence when preparing our Estonia Deployment, helping us connect with the right institutions and shape our system for large-scale adaptation. In many ways, Reloop’s work reminded us that innovation doesn’t happen in isolation it grows through shared knowledge and collaboration. That’s exactly what makes this community so powerful.”



Nihat “Aco” Kuruüzüm

Founder & Managing Director

Aco Recycling

www.acorecycling.com

“My journey with Reloop began...at a workshop on EPR organised by ACR+ in 2017. At that time, the first European package on the circular economy had just been presented; EPR was still only a linear public policy tool for waste management. Since then, I have closely followed all of Reloop’s publications and interventions, which are always high-quality and rich in data and real-world examples...Reloop’s solid expertise on the subject allows us to engage in informed discussions with policymakers and value chain stakeholders. In a nutshell, Reloop is the bible!”



Alexandra Lange

Consultante en Affaires Publiques

Experte REP et Economie Circulaire

“Innovation grows through shared knowledge and collaboration.”

“As a French beverage company and a pioneer in reuse with our lemonade brand Lorina, the data consolidated and analysed by Reloop are extremely valuable to us — both for projecting our business models and for providing tangible evidence of the operational feasibility and efficiency of the DRS model.”



Alexandre Mariat

France Marketing Director

Royal Unibrew Geyer

www.royalunibrew.com

“Before joining the DRS Coalition and beginning our collaboration with Reloop we were truly a bit in the dark about how to put the contributions of our volunteers to work through meaningful political advocacy. Reloop have been a guiding star for ENGO-led work on the deposit return scheme since day, and Sarah and Jenni have been immensely generous with their expertise and insights throughout. Working together has enabled us to spotlight trail ecosystems and their communities in the political sphere in an impactful way - this is all we hope to do, and we're thrilled to do it together.”



Rachel Coleman

Communications Manager

Trash Free Trails

www.trashfreetrails.org

“Reloop are a fantastic organisation full of knowledgeable experts that have helped us put forwards strong policy cases for moving to a Circular Economy, especially around deposit return schemes.”



Catherine Gemmell-Simpson

Policy and Advocacy Manager

Marine Conservation Society

www.mcsuk.org

“A guiding star.”

“Reloop’s support has been absolutely vital to our work, particularly in navigating the complexities of UK nation proposals over the past few years as it hasn’t been an easy journey! It’s allowed us to stay informed and to more effectively respond and engage with Government and Industry in a way which would not have been possible without that support. Reloop makes us feel part of an international movement and they empower us to make a difference. Being able to bring international evidence and expertise into national policy has made a difference to us, but has also directly improved Government policy through the sharing of best practice and lessons learned.”



Jemma Bere
Policy & Research Manager
Keep Wales Tidy
keepwalestidy.cymru

“Reloop have both upskilled me and colleagues and proactively driven forward policy change. Their excellent and indepth knowledge allows them to speak eloquently on policy detail as well as briefing those who know little about the issue with ease.”



Louis Reddy
Senior Policy Officer
Surfers Against Sewage
www.sas.org.uk

“I often refer to the factsheets and reports published by Reloop, both for my own research as well as to share with others (NGOs, politicians, public authorities). I trust Reloop’s work to be reliable and of high quality and very clear...Reloop’s international team is very available to support [our work] through answering questions or facilitating network and knowledge exchange events. Thanks for helping to [accelerate] the transition towards...packaging sustainability.”



Chloé Schwizgebel
Policy and campaign coordinator
Fair Resource Foundation
fairresourcefoundation.org

“I often refer to the factsheets and reports published by Reloop.”

WIT
GLAS

VERRE BLANC

OUI
Bouteilles, flacons, bocaux en verre blanc
Bien vidés sans couvercles, ni bouchons

NON
Bouteilles, flacons, bocaux en verre coloré,
ampoules, vitres, miroirs, tubes néon,
porcelaines, pyrex, faïences, cristal

VERRE CO

JA
Een flesse, bokalen en
glas zonder 'tekst'

NEE
Flessen, bokalen en
gloeilampen, venster-
TL-lampen, porselein, py

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remain
resources

Residence Palace
Rue de la Loi 155, bte 97
Brussels 1040
Belgium

www.reloopplatform.org
Registered number: 0632 493 844

