



Petcore Europe Reuse WG

Towards a well-managed complementarity of recycling and reusable systems

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Why a reuse working group?

- PET can play a key role in packaging circularity, providing both recycling and reusable solutions that are safe and convenient for consumers while limiting packaging waste
- Growing interest from consumers for reusable solutions
- Increasing political interest with reuse targets being set in some EU Member States (France, Spain, Austria for example) and at the EU level (PPWR proposal)

Recycling & Reusing are two complementary ways to achieve packaging circularity, but the right conditions & enablers need to be set to ensure a positive integration of both solutions.



Our objectives for 2023

- Provide information to stakeholders and decision-makers looking to better understand the reusable capacity of PET
- Sharing best practices between industry players
- Ensure a smooth integration of recycling & reusable solutions in public policies by:
 - ✓ Promoting well-designed reuse targets that provide the necessary flexibility to invest where reusable solutions make more sense than their single-use recycled counterpart from an environmental perspective
 - ✓ Advocating for a realistic transition period, taking into consideration the current state-of-play in each EU Member States and the significant changes and investments required – This requires a clear calculation methodology to be developed asap!
 - ✓ Supporting innovation in the field of reusable solutions (with future-proof definitions & requirements)
 - ✓ Taking the consumer experience into account



Thank you

