

EU CIRCULAR ECONOMY FORUM BEYOND EXPERIMENTATION

Europe 's leading role in mainstreaming circular practice



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Europe 's leading role in mainstreaming circular practice









5 Wallonie







Safety 1t



WELCOME!

Mastering reuse of plastics in the circular economy?





Luk Umans OVAM Working agenda Chemicals & plastics Els Herremans OVAM Cmartlife

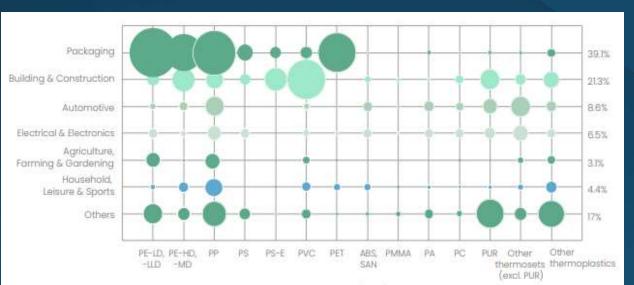
OI SETTING THE SCENE

PLASTICS IN THE CIRCULAR ECONOMY



WERNER ANNAERT OVAM

Why a session on plastics and reuse?



Source: Conversio Market & Strategy OmbH based on the input of the Plastics Europe Market Relation Scoup (PSMIG)

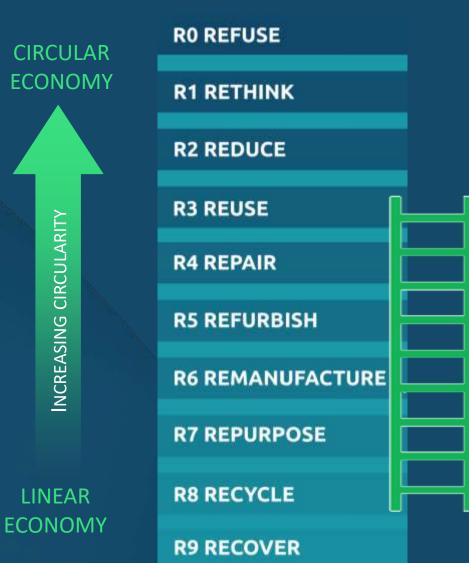
The objeve dute are rounded estimations

Demand data dre built on antimations of quantitiae bought by European conventions, including import

Demand for recycled plastice and bio-based/bio-athibuted plastice is not included, holymers that are not used in the conversion of plastic parts and products (i.e. for testiles, advective, sealants, coatings, etc.) are not included

Numbers behind this groph are available upon request.

Plautics - the Facts Reputer on PA only cover PAB and PABE



the strong numbers of REUSE

14,1kg

household goods

13,5kg

furniture 38%

4,6kg

13%

2,9kg

ectrical and equipment 8%

electronic

electrical

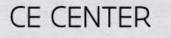
0,4kg

other 1%

Total amount reused goods * in 2022 in Flanders.

a discarded product that is used by another user in the same function

total: 238 kton 35,5 kg/capita



Power of partnerships









GREEN DEAL

GREEN

DEAL

DUURZAME ZORG

013.

012. ANDERS VERPAKT



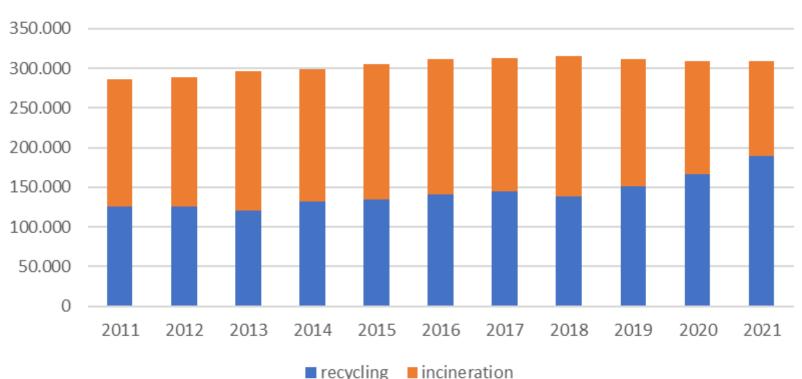


Packaging: household - commercial



"Towards a world without disposable packaging: an illusion or the way forward?"

Plastic Packaging Waste (BE) (ton)





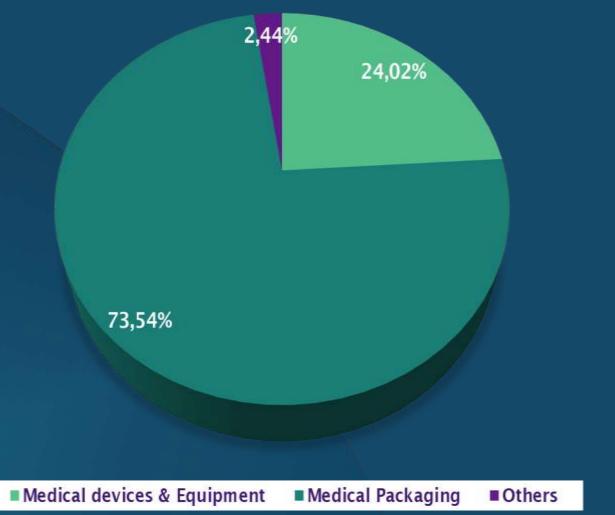
012. GREEN ANDERS VERPAKT

DEAL



Medical sector

2020 52 000 ton 2027 expected rise > 75 000ton



Source: European Medical Polymer Market Report, Global Market Insights, 2021

on Thank you!

PLASTICS IN THE CIRCULAR ECONOMY



WERNER ANNAERT OVAM

o2 KEYNOTE

Making reuse the new normal



Prof. Dr. Els Dubois University of Antwerp ReuseLAB

Who has a library book at home?



Who's currently wearing anything second-hand?



Who made use of a sharing system today? e.g. Car, bike...



Who sometimes borrows a stepladder from the neighbors? Or any other product? Or from someone else?

Who uses reusable toilet paper? Not recycled, but washable



Who goes to the snack kiosk (frituur) with a reusable pot?



Who has drunk from a deposit bottle before?

Л

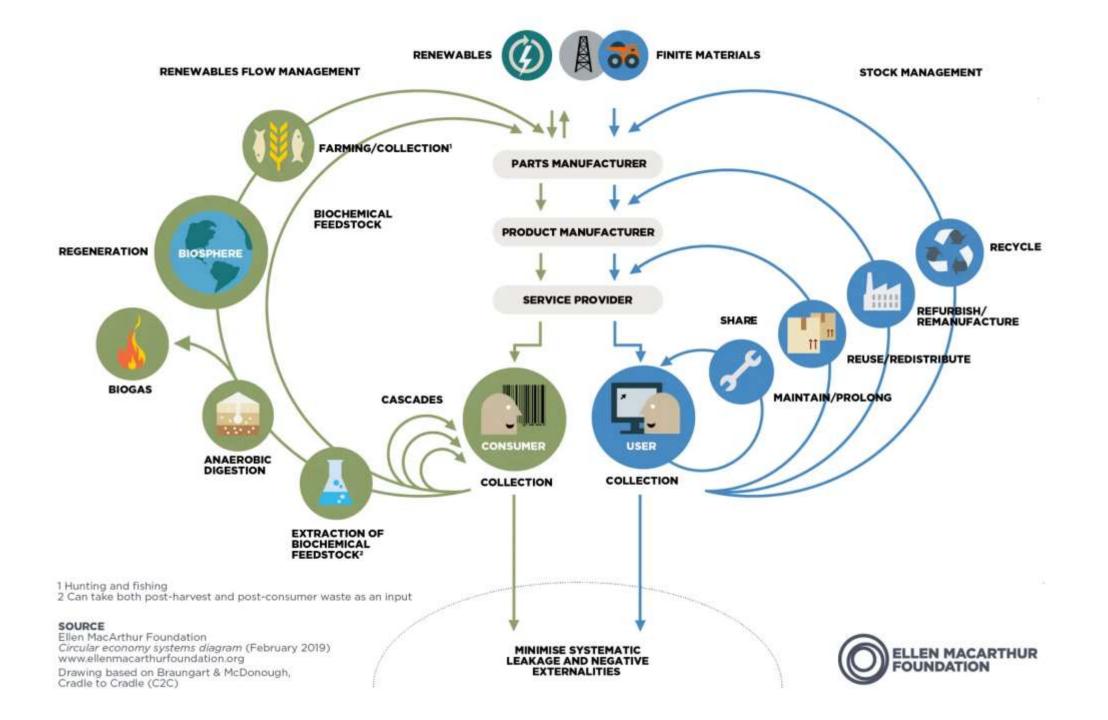
We already reuse many products So why is reuse still so difficult?

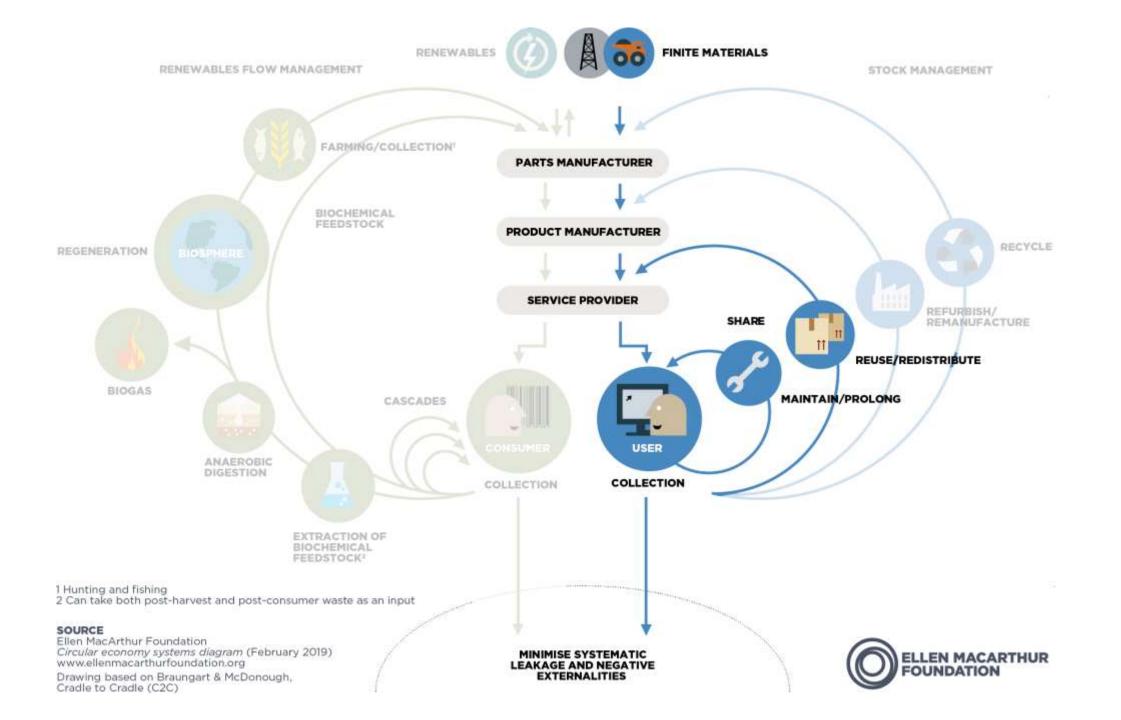
Definition

REuse

Continued use of a product for the same function, whether by different users or not

Synonyms: elongated lifetime, longevity, lifetime extension NOT: recycling or upcycling





Reuse = complex => Need change from everyone in the value chain

Not IF but HOW to reuse

1. Single-use is too easy and comfortable



1. Single-use is too easy and comfortable

✓ Desired usability and perception

Bottlenecks:

- Additional effort & time
- Unknown potential for more comfort
- Habits and behaviour change



2. Single-use is too cheap



2. Single-use is too cheap✓ Robuust qualitative design

Bottlenecks:

 Purchase cost versus total cost
 Purchase cost versus cost per usage
 Design for cleaning, repair, maintenance,...



3. Single-use is easy to organize

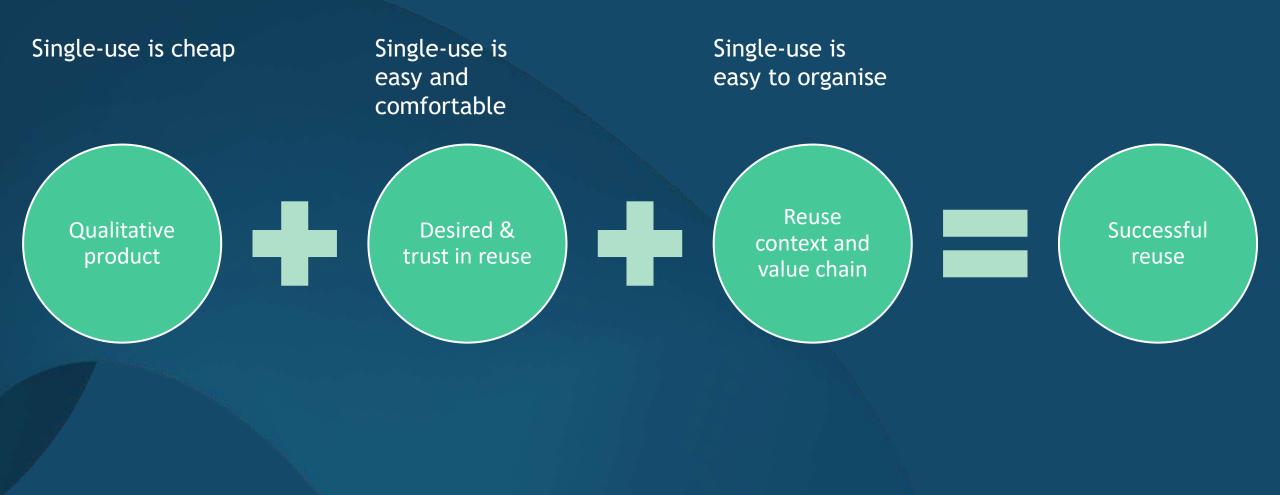


3. Single-use is easy to organise
 ✓ Quality assurance through the circular value chain

Bottlenecks:

- Change of ownership
- Collaboration
- Need for standardisation

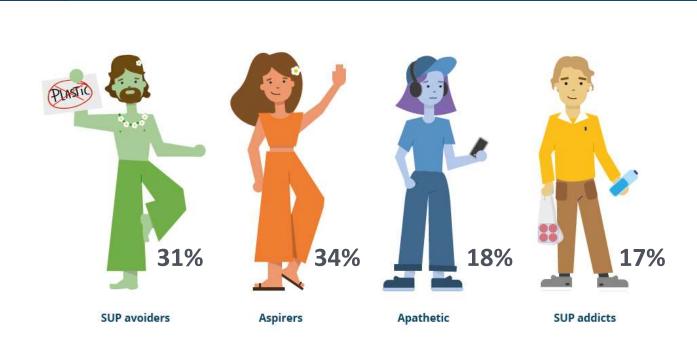




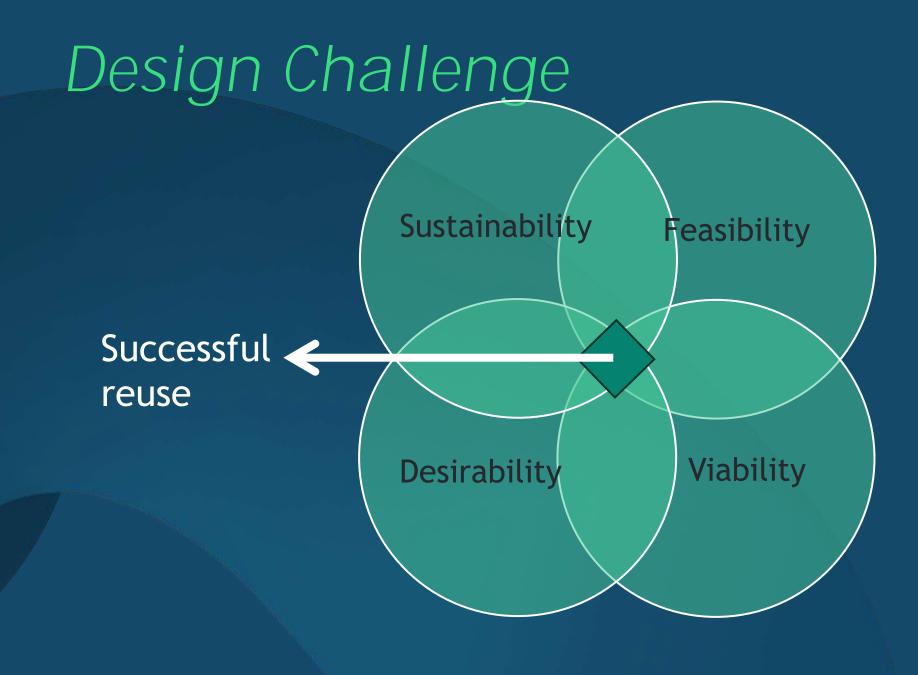
"the consumer doesn't want it"

Our brain is constantly focused on conserving as much mental energy as possible => changes = resistance

Different types of people => different barriers & motivations to avoid single-use => High intention, but need help

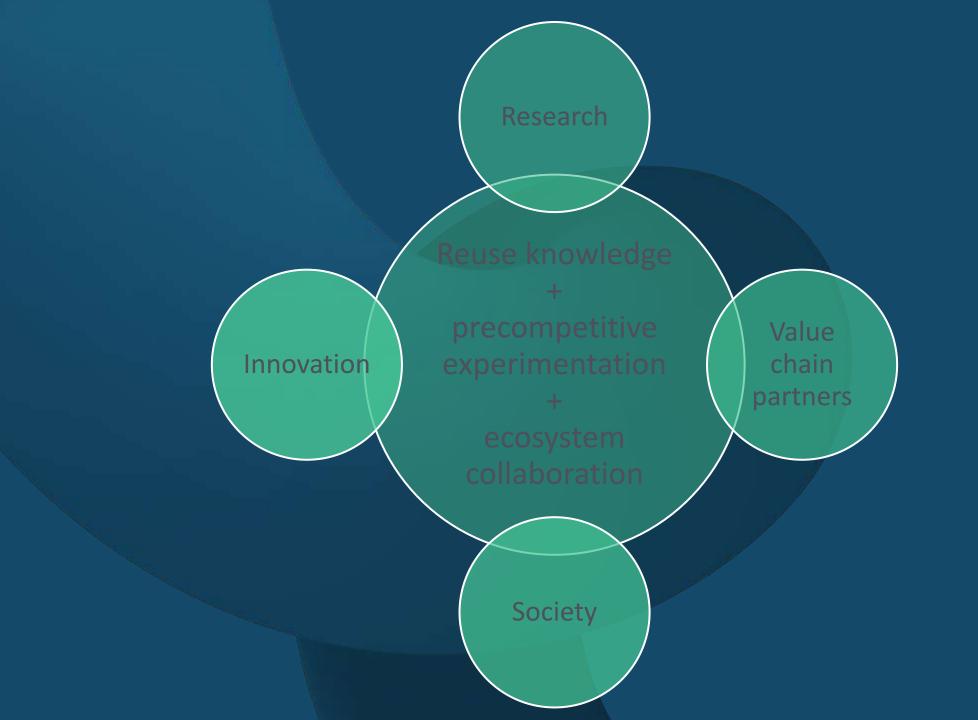


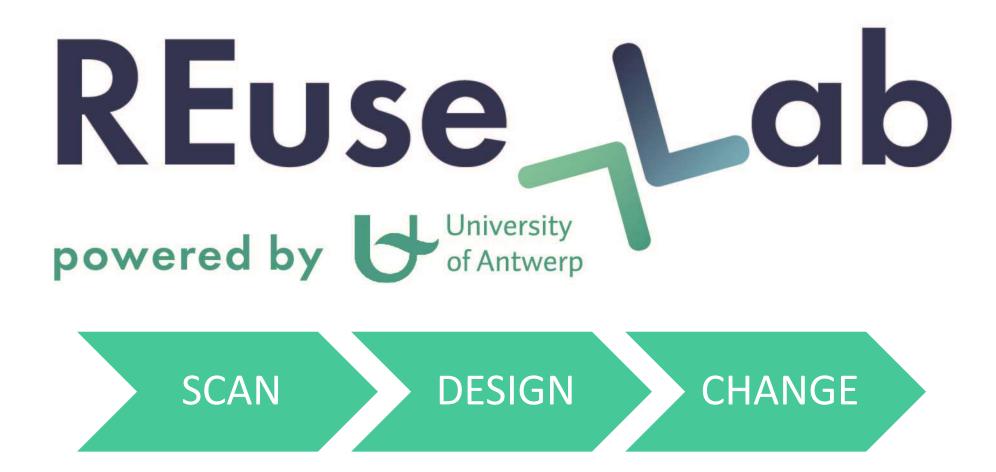
Laure Herweyers, et al. (2023) Understanding who avoids single-use plastics and why: A cross-country mixed-method study, Journal of Cleaner Production





REuse Lab generates knowledge to support the successful implementation of reusable alternatives





REDOSE (Loore Nelen) Reusable syringe for anesthesia

Learnings:

- Prefilled "syringe"
- Usability & time saving & less accidents

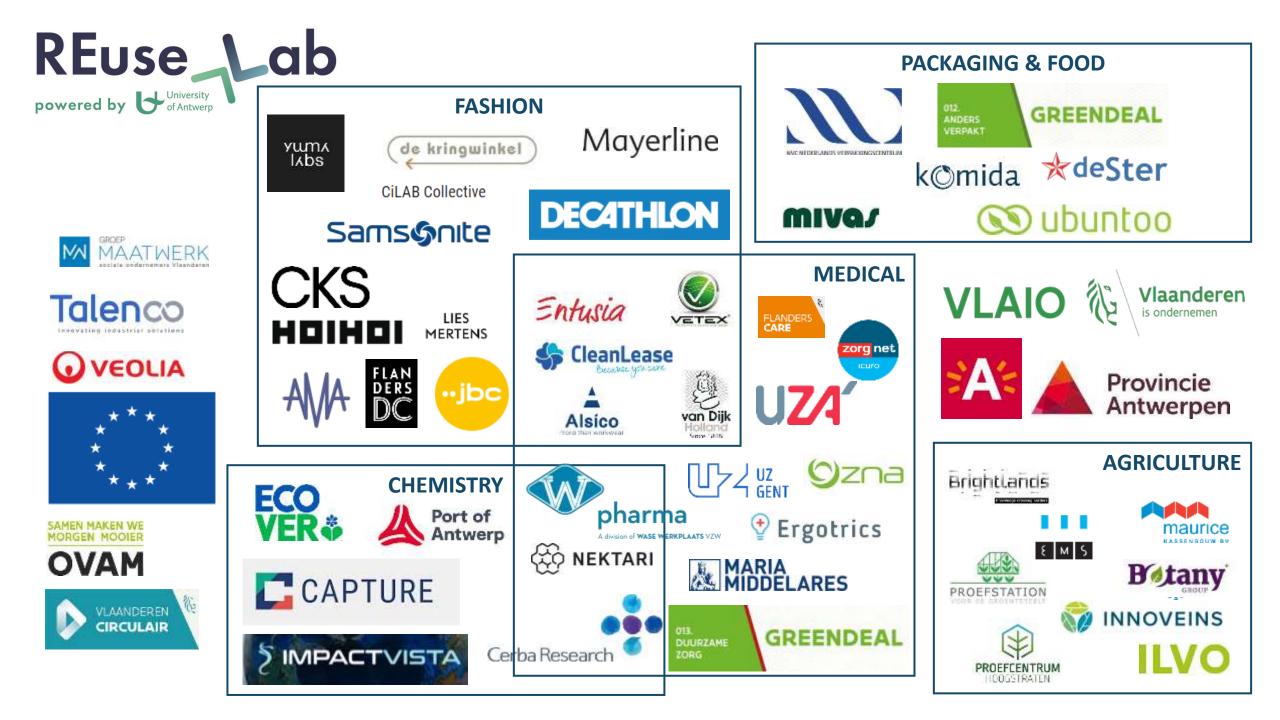


AGIZO (Kaat Dhondt) sustainable surgical instrument management

DESIGN

Learnings:

- Ecosystem solution
- Communication problem
- Increasing efficiency of sterilisation departments





REuse Lab generates knowledge to support the successful implementation of reusable alternatives

Prof.dr. Els Du Bois

els.dubois@uantwerpen.be

https://www.uantwerpen.be/reuse-lab/

Let's co-create a reusable future



All warmed up? SLIDO time



Join at slido.com #1992

(i) Start presenting to display the joining instructions on this slide.





(i) Start presenting to display the poll results on this slide.

Represented countries in Reuse session based on 77 slido participants

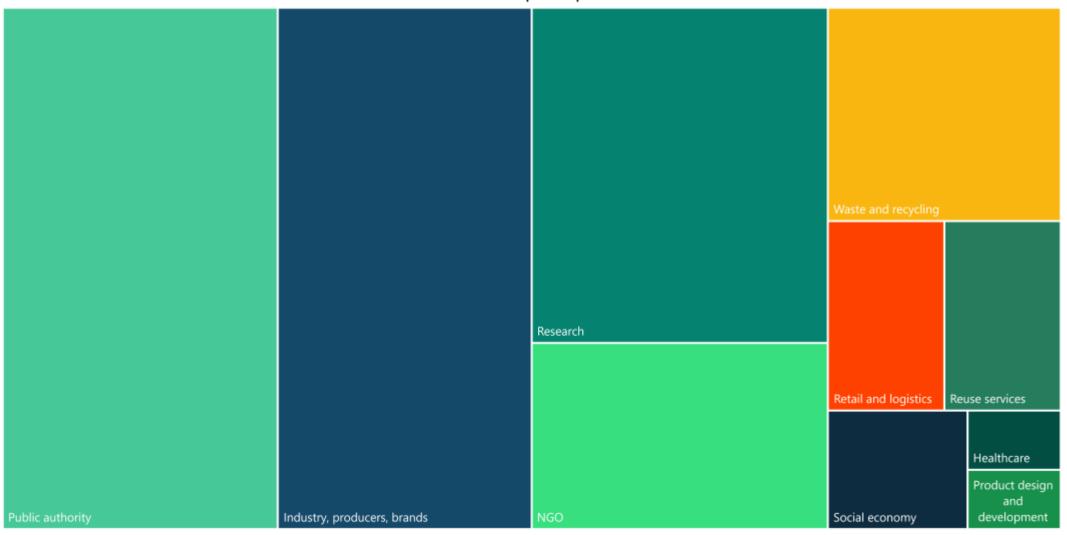
Germany		Spa	ain	
	ик		Venezuela	Greece
Finland				
	Egypt	ietchenstein	Georgia	Japan
Italy			Kenya	Canada
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Represented sectors in Reuse session Based on 78 slido participants



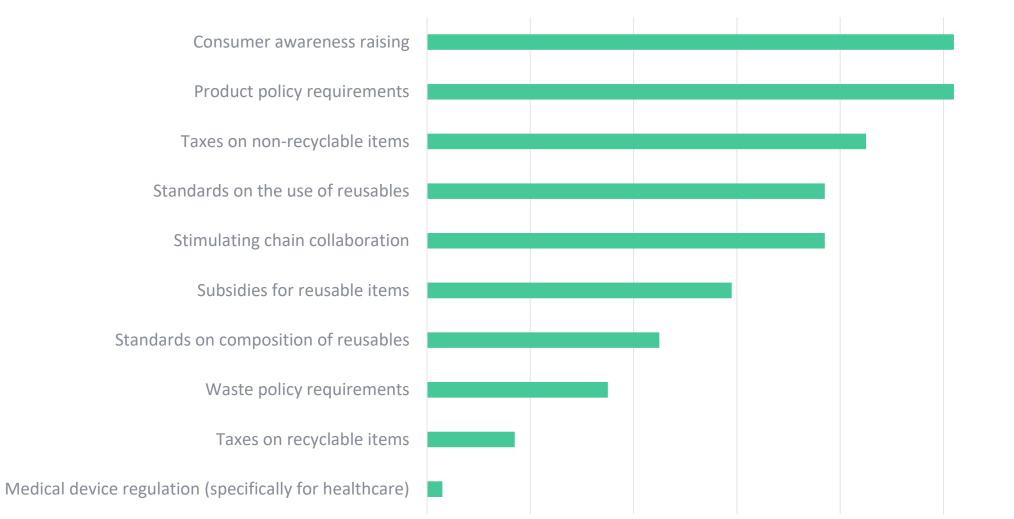




What are the most effective instruments to stimulate reuse? (across sectors and applications)

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What are the most effective instruments to stimulate reuse? (across sectors and applications) Based on 65 Slido participants







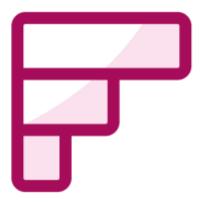
Which technical bottleneck for reusable packaging should be tackled with highest priority?

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Which technical bottleneck for reusable packaging should be tackled with highest priority? Based on 71 Slido participants



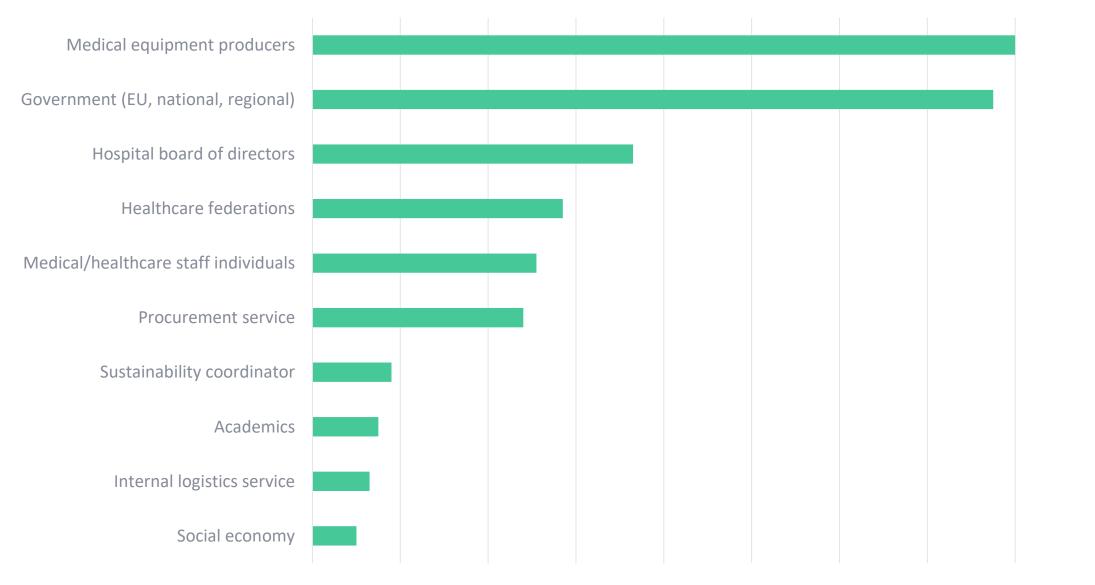




Which players are most suited to take a leading role to increase reuse in health care?

(i) Start presenting to display the poll results on this slide.

Which players are most suited to take a leading role to increase reuse in health care? Based on 67 Slido participants





EU CIRCULAR ECONOMY FORUM BEYOND EXPERIMENTATION

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Let's go 'beyond experimentation' Testimonials

o3 CASE





Tine De Pooter DW Reusables Lotte Krekels Carrefour

Retailer launches shelf ready returnable sixpacks

Agenda

SIXPACK: A Living Lab funded by VLAIO
From linear to circular
Design for circularity
Reduced footprint
Benefits for the entire supply chain
An answer to the high reuse targets in the PPWR for the beverage industry
An answer to changing consumer habits
Changes and challenges in the retail





System change and Innovation in the conteXt of reusable PAckaging for Circular economy on the Shelves of supermarkets









- The first returnable packaging for beer on the shelves
- First and last mile solution
- Returnable via Reverse Vending Machines (Tomra)
- The customer pays a small deposit







Strong partnership for a maximum leverage effect



Extend to which the project can create a **positive impact** in contributing to the **reduction of material** footprint and **climate objectives** in Flanders when **upscaled**

> 012. ANDERS VERPAKT

GREENDEAL

Project goal of the Living Lab

- 1. Facilitate as a pioneer: with this consortium we want to take a pioneering role to accelerate the transition and shape our role in this circular future
- **2.** Accelerate: with a test pilot understanding what it will take to realize returnable shelf ready packaging on a large scale.
- **3. Maximizing potential**: Belgium is already a pioneer in returnable primary packaging, the potential for returnable secondary packaging still needs to be shaped and utilized.
- **4. Strong partner network**: A transition to returnable packaging on the shelves has an impact on the entire packaging value chain. To guarantee the change in the longer term, we formed a strong network of partners who are willing to take the plunge.

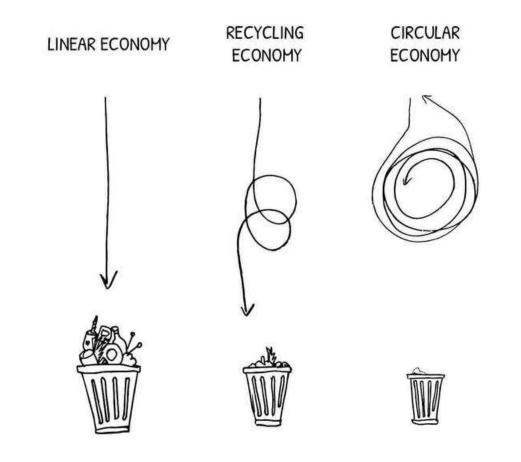
Facilitate(1) and accelerate(2) the maximum(3) reuse of packaging in retail with a strong partner network(4)



REUSAB

From Linear to Circular

- The packaging circulates between the brewery, the retailer and the end-consumer
- This first and last mile solution can not be found in many other supply chains
- A deposit keeps the material in the loop -> (collection rate +95% for beverage crates)
- After a life span of multiple years, the material returns to our facilities to be reground and turned into new products



Design for circularity

- The packaging is designed to protect the content so they can last up to 50 return trips
- The packaging will be produced from post-consumer material.
- The products have the same rigidity specifications as products made from virgin material.
- The IML label is made from the same material as the packaging (PP or HDPE)
- After their long lives, the products return to our facilities to be reground and turned into new products







Reduced footprint in terms of emissions

- An independent LCA by the Copernicus University for Sustainable Development, shows that the SIXPACK in combination with reusable glass (1) emits 46% less CO₂ than cans with a plastic film(2), and 64% less CO₂ than single-use glass in combination with a cardboard (3).
- The LCA also shows that returnable packs in combination with reusable glass have a lower impact on all other environmental impact indicators, including water usage





Reduced footprint in terms of reduced packaging items During its life cycle, **only 1 returnable pack** replaces: (Been) (Been) (Been) (Been) Ger (Been) (Ber) Been (Been) (Been) (Ber (Been) (Been) (Been) Been (Been) (Been) (Been) (Been) Been

66

Been



Benefits for the entire supply chain

Breweries	Retailers	Consumers
 Fits on the existing filling lines for loose bottles One crate to transport both cardboard and reusable sixpacks Resistant in a wet environment Lower cost driven by significantly lower material costs Protects the bottles during transport and handling 	 The durable packaging avoids damage, pre-opened packs and unsellable units Easy replenishment Less sorting of loose bottles (return per 6) Less handling costs Fully brandable 	 Easy to carry Easy to recognize returnable bottles Easy to return



An answer to reuse targets in the PPWR for the beverage industry

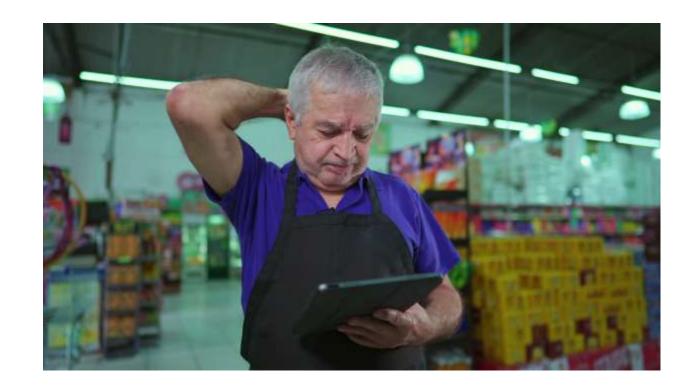
	From 1 January 2030	From 1 January 2040
Alcoholic beverages (beer, carbonated alcoholic beverages, fermented beverages other than wine, aromatised wine products and fruit wine, products based on spirit drinks, wine or other fermented beverages mixed with beverages, soda, cider or juice)	Share of products made available in reusable packaging or by enabling refill 10 %	Share of products made available in reusable packaging or by enabling refill 25 %
Wine (except sparkling wine)	Share of products made available in reusable packaging or by enabling refill 5 %	Share of products made available in reusable packaging or by enabling refill 15 %
Non-alcoholic beverages	Share of products made available in reusable packaging or by enabling refill 10 %	Share of products made available in reusable packaging or by enabling refill 25 %
Transport packaging (pallets, plastic crates, foldable plastic boxes, pails and drums for conveyance or packaging)	Share of packaging used that is reusable 30 %	Share of packaging used that is reusable 90 %





Changes and challenges Carrefour Belgium

- Convincing the consumer (crucial)
- Convincing and training staff
- Getting the franchise partners on board
- Logistics
 - Adjusting logistic systems
 - Adjusting the Tomra machines (RVMs)
 - Convincing logistic partners
 - More storage space when upscaled
- Convincing other retailers





An answer to changing shopping habits

- Proxy supermarkets: smaller volumes because less storage
- Trend towards smaller packaging sizes
 - Young people choose to live in bigger cities
 - Groceries by foot or by bicycle (design of bikes are changing)
 - Elderly people prefer smaller packaging
- Consumers are increasingly more conscience about packaging and packaging waste
- Vintage and used items are becoming more popular (Vinted, Carrefour initiative Reeborn,...)



Thank you!

Tine De Pooter DW Reusables Lotte Krekels Carrefour

Q&A after next speaker...



04 CASE

From "reuse being impossible" to "reuse delivering value"

15 years of reuse experience for large companies



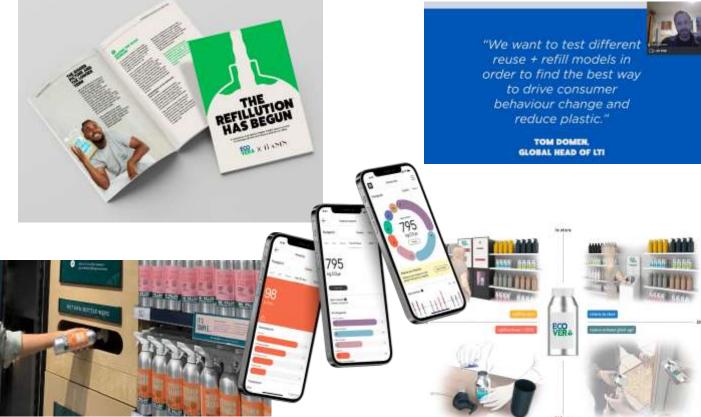
Tom Domen www.madebe

REUSE WORKS

We have demonstrated the business case for reuse multiple times...

... at scale





Circular economy is providing new business opportunities, not threats.

1. Reuse is (less) ecological.

3. Reuse is (less) convenient.

2. Reuse is (less) profitable.

4. Reuse is (less) safe.

NEED FOR COLLABORATION & SYSTEM CHANGE

SCALING RETURNABLE PACKAGING 40

Costs, excluding revenues from unreturned deposits.

-10%

+27%

+3%

System.

Change

System

Change

-23%

Costs, including revenues from unreturned deposits

Personal care bottles

-16%

Collaborative

Approach

Food cupboard

+14%

Collaborative

Approach

+61%

+11%

+7%

+47%

Effort

Effort



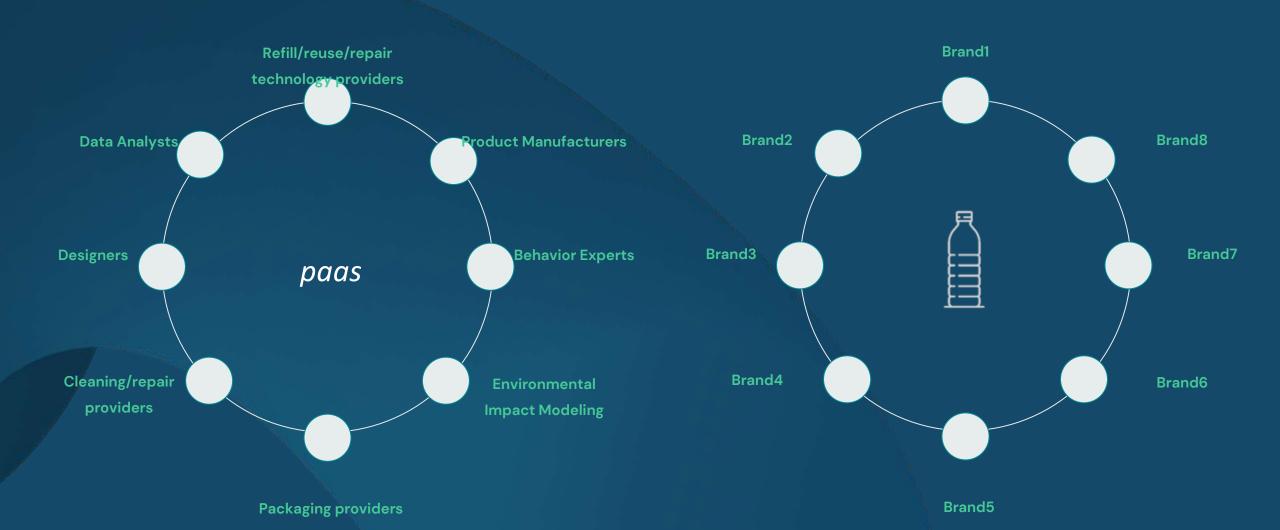
Per televisión pariaging, the will be the cost associant with providing (DDD units of the same period, that is using periodgeng in supply 1 to rotioners). 20ther, maximum period and the same using (DDD units of the same using periodgeng in supply 1 to rotioners).

FRAGMENTED PILOTS -> SCALE

- Over the last 6 years, we have learned a lot from smaller individual pilots what is working and what is not working, thanks to a few pioneers
- Multiple papers have dealt with levers and barriers to reuse
- Global reuse standards are being locked (packaging, cleaning, logistics,...)
- But we continue to see fragmented initiatives that lack scale (multiple data platforms, different packaging formats and materials, ...) because of fragmented funding

-> time to for larger standardized approaches across industries and cross competitive

MAKING REUSE THE NEW NORMAL



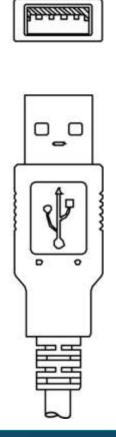


















RETURN POINT

How it works



Buy a prefitied bottle



Bring it back when empty



Scan this Gill code:

4

Get a £2 voucher towards your next prefited purchase

ALC: NO

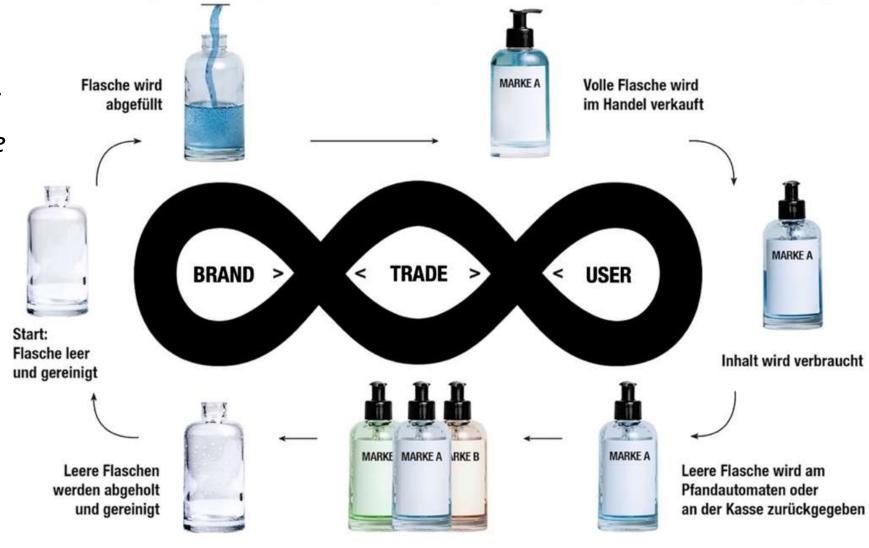
RETURN BOTTLE HERE



WE ARE BUILDING A VALUE CHAIN WITH THE POTENTIAL TO BECOME ZERO WASTE ... FOR AN ENTIRE INDUSTRY

10.3g of CO2 emissions per reusable cycle (not scaled)

SEA ME



Leere Flaschen werden gesammelt







"We're delighted to be launching this new refill solution - initially into Aldi, followed by Ocado Retail's online launch early next year- a system we're proud to have worked on for over three years to bring to market. As a Coalition we share the mutual objective of reducing single-use plastic packaging and believe that the solution we have developed presents a landmark opportunity for us to make a step change in the commercialisation of refills which we know can play a significant role in the reduction of single-use plastic packaging."

- a statement from the Refill Coalition



CONCLUSION

Retailers, brands, social economy,... are forming coalitions to make reuse scalable.

Legislation and funding needs to provide the conditions to allow a stable investment climate to scale. made.

ITTER I

We define design deliver what's next.

tom.domen@made.be

jonas@made.be

Introduction

f in 🕫





Els Dubois ReuseLab

Thank you, speakers!



Tine De Pooter DW Reusables



Lotte Krekels Carrefour



Tom Domen Made





What are the most effective instruments to stimulate reuse? (across sectors and applications)

(i) Start presenting to display the poll results on this slide.





Which technical bottleneck for reusable packaging should be tackled with highest priority?

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05 CASE

REDUCING SINGLE-USE MATERIALS IN MEDICINE AND HEALTHCARE From today's experience to ideas for the future



Dr. Evelien Kieckens UZ Ghent

16.000 tons/year

to incineration



UZ GHENT

10% increase in recyclable content

NHMW
HMW
PMD
Paper
Confidential paper
Blue wrap
PP

2023

2019



STUDY: REDUCING SINGLE-USE MATERIALS IN MEDICINE AND HEALTHCARE

An exploratory study on sustainability of commonly used materials in hospitals

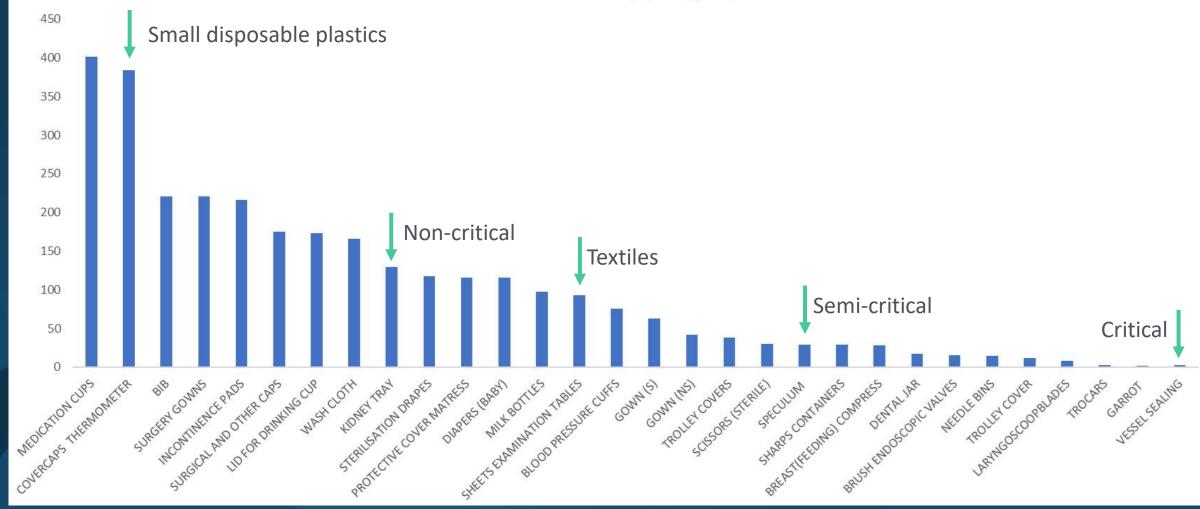






Most used single-use medical items

Median Amounts (#/bed/year)



THERMOMETER COVERCAPS



SINGLE-USE

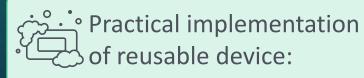




REUSABLE



0,001-0,003 kg CO₂/ cover cap vs no additional material
 or 0,016 kg CO₂/ disinfection wipe



- disinfection procedure has impact
- high volumes and certain costs



Need for further research e.g. disinfection procedure

PATIENT BLANKET



SINGLE-USE

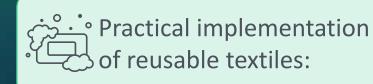


REUSABLE



0,94 kg CO₂/ single-use blanket vs 0,09 kg CO₂/reusable
 > blanket*

* 90 washes



augment capacity for cleaning, disinfection and/or sterilizationin-house or external?



- implement sustainability criteria

- include reusable textiles
- include logistic process

KIDNEY TRAY



SINGLE-USE

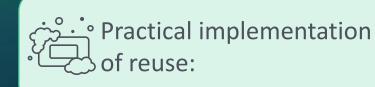


REUSABLE



0,01 kg CO₂/ single-use tray vs 0,001 kg CO₂/ reusable tray*

* 1000 uses



- augment capacity for cleaning, disinfection and/or sterilization
- disinfection using wines or disinfector
- disinfection using wipes or disinfector?



Procurement strategy:

- implement sustainability criteria
- type of materials, used chemicals
- transport
- digital product passport (EU)



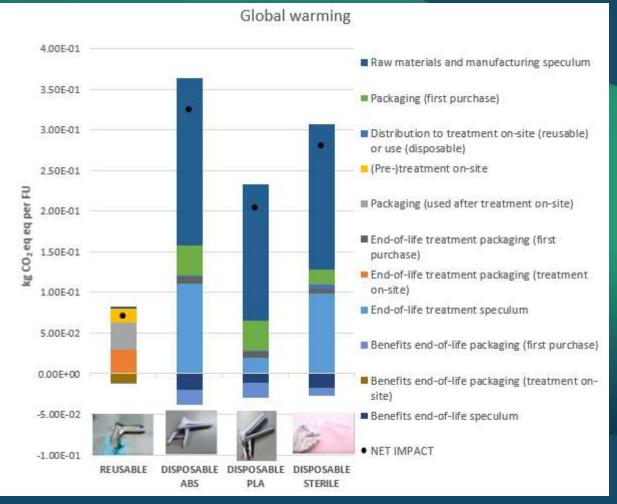
VAGINAL SPECULUM



Single-use



Reusable



Life cycle greenhouse gas emissions (kg CO_2 eq) of one pelvic examination

VAGINAL SPECULUM



SINGLE-USE



REUSABLE



Optimizing waste sorting for recycling:

- clear instructions
- rethink packaging: single-use sterile bags sterilization sheets vs. containers



Sterilization process:

- in-house or outsourcing
- use of renewable energy/ heat or steam from other process



- beware of greenwashing

- ask manufacturers to develop/ (re-)introduce reusable devices

VESSEL SEALING DEVICE



SINGLE-USE



REUSABLE

REMANUFACTURED





Raw materials composition? Mechanical or electrical
 ² CO₂ impact?
 High amount of packaging + e-waste



- remanufactured devices following legal regulations
- external partner with CE-label



Procurement:

 encourage remanufactured device or reusable parts

SINGLE-USE versus REUSABLE								
	Single-use	Reusable	Single-use	Reusable	Single-use	Reusable	Single-use	Reusable
Covercap								
Blanket								
Kidney tray								
Vaginal speculum								
Vessel sealer								

Obstacles towards a circular economy in healthcare

- Recycling of packaging often complex composition and extra effort > quality of recycling?
- Remanufacturing EVOA legislation not sufficient
- Composition and origin of materials unclear (product passport)
- Cost: linear economy often cheaper on short term
- Safety:
 - Patient safety is more difficult to prove for reuse process in hospital
 - Art 17 of European Medical Devices Regulation 2017/745 (MDR) covers reprocessing of SU medical devices.
- (Reverse) logistics: investment needed in staff and equipment

THE TIME TO ACT IS NOW



dr. Evelien Kieckens evelien.kieckens@uzgent.be +32 9 332 56 54



Dr. Evelien Kieckens UZ Ghent

Thank you!

Q&A after next speakers...

06 CASE

Together building the Care Square



Ann Van Den BoschDr. Nick SablonEnAdviSRoche Diagnostics
Belgium



The checklist for circular economy projects

There are "8 +1" operational changes to be developed

- 1. Design
- 2. Raw materials
- 3. Production
- 4. Logistics
- 5. Distribution
- 6. Usage
- 7. End of life

8. Strategy and policy

Start to design something new Your choice of materials Set up a production process Set up your logistic processes Distribute products and services Use products and services Confrontation with waste

Strategic policies



The checklist for circular economy projects

There are "8 +1" operational changes to be developed

- 1. Design
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- 7. End of life

Selective collection and return

8. Strategy and policy

Start to design something new

Your choice of materials

Set up a production process

Set up your logistic processes

Distribute products and services

Use products and services

Confrontation with waste

Take action instead of being confronted with wasteStrategic policies



Operational changes - Selective collection

Case: selective collection of sterilisation wraps

- Started up in 2017 & survived 2 Corona years
- Anno 2023: 235 tons collected (80 tons in 2023)
- YTD 2024: on track for further growth
- Collaboration with day-care centers: inclusive society

120000 100000 80000 60000 40000 20000 2018 2019 2020 2021 2022 2023 2024 2017 Expon. (Prognose) Effectie Prognose

Amount of collected wraps/year (kg) and outlook

2024



Operational changes - Selective collection

Case: selective collection of sterilisation wraps

Challenge: small quantities per hospital

Learnings

- Challenge 1: High volume, low weight -> transport & logistics
- Challenge 2: Not homogene
- Challenge 3: Our goal is to obtain the highest recycling level

Feedback of learnings to the different operational steps:

- Design
- Raw materials
- Production
- Logistics
- Distribution
- Usage
- End of life



Operational changes - Selective collection

Case: selective collection of sterilisation wraps



Homogenisation: work in progress

Baling and transport

Shredded material and end product



After building the care square, building the care cube

The outcome for circular economy projects we aim for

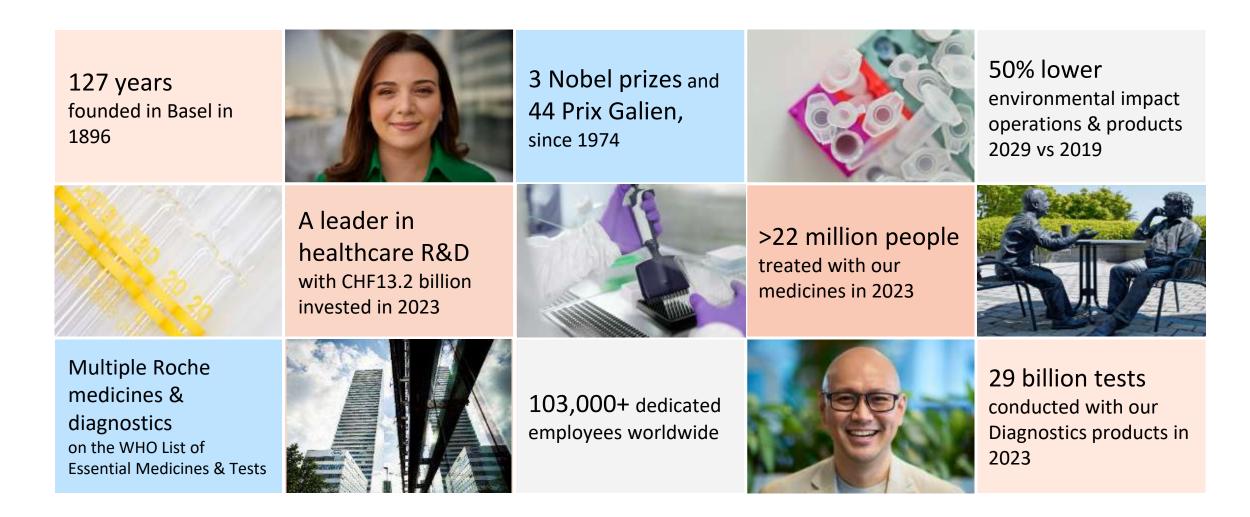
- 1. Design
- 2. Raw materials
- 3. Production
- 4. Logistics
- 5. Distribution
- 6. Usage
- 7. End of life
- 8. Selective collection & return
- 9. Strategy and policy

- 1. Resilience
- 2. Rethink
- 3. Redesign
- 4. Reduce
- 5. Reuse
- 6. Repair and remake
- 7. Recycle



Roche at a glance

Maintaining a long term orientation





The clinical laboratory Behind every test is a patient

Highly regulated environment CE-IVDR

Quality of test results comes first

Safety & operational efficiency



There are opportunities to work in a more sustainable way

Product design

Recycling *

Re-use **

Roche

* Belgian pilots ongoing. ** Under investigation within project Vlaanderen Circulair



Specific and high-quality recycling is a major step

Roche

towards circularity



Images: OTB and EnAdviS

Doing now what patients need next

Q&A



Els Dubois ReuseLab

Thank you, speakers!



Evelien Kieckens UZ Gent





Nick Sablon Roche Diagnostics Belgium

Ann Van Den Bosch EnAdviS

Something to take home with you to use and reuse and ...

CONCLUDING REMARKS



EU CIRCULAR ECONOMY FORUM BEYOND EXPERIMENTATION

Europe 's leading role in mainstreaming circular practice









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Safety 1t

