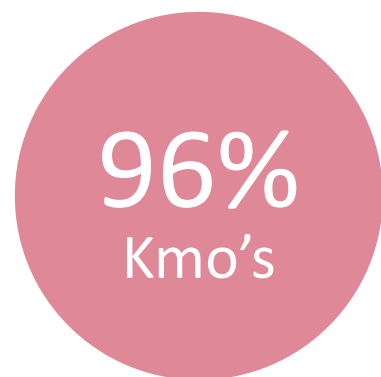




# REUSE IN THE FOOD INDUSTRY: CAN IT BE DONE?

Pack It Better - Reduce, Reuse & Recycle

## Een diverse sector



# De Belgische voedingsindustrie in enkele kerncijfers





DUURZAAMHEID

Sustainable growth?  
Yes we can!

# Sustainability Roadmap



Het vertrouwen van  
consumenten  
verdienen

1. Voedselveiligheid



De groene transitie  
omarmen en  
versnellen

- 4. Klimaat en energie
- 5. Watervoetafdruk
- 6. Voedselverlies
- 7. Verpakkingen
- 8. Circulariteit

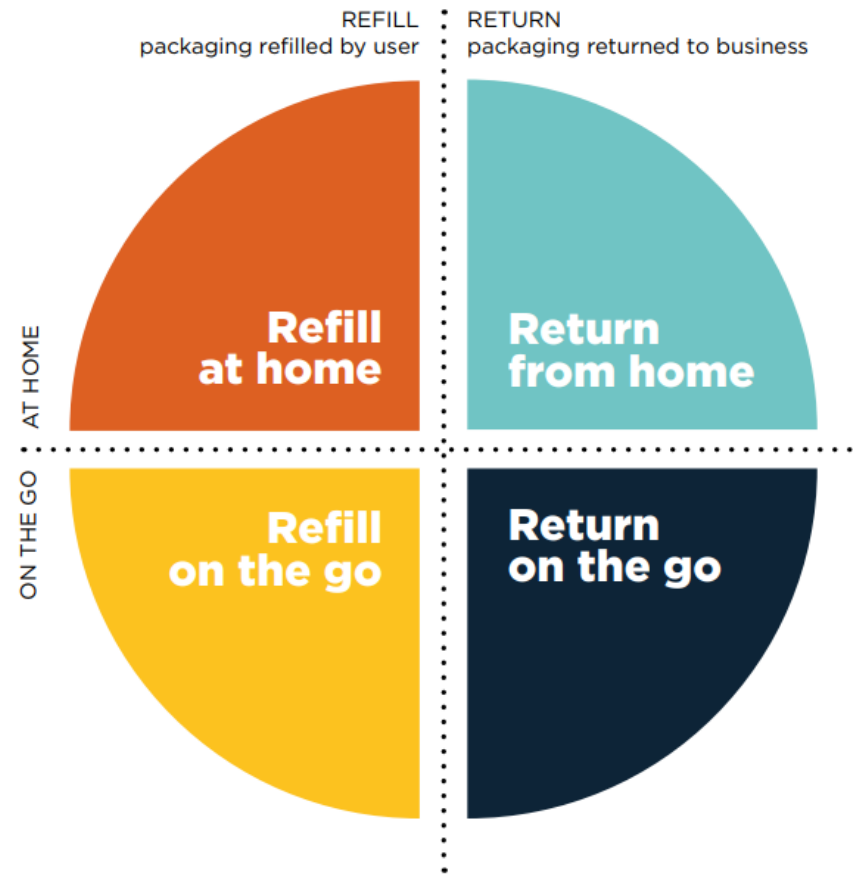


Samen waarde  
creëren

- 13. Duurzame  
toeleveringsketen
- 14. Lokale bevoorrading

# Importance of reuse in the Food industry

# What is reuse?



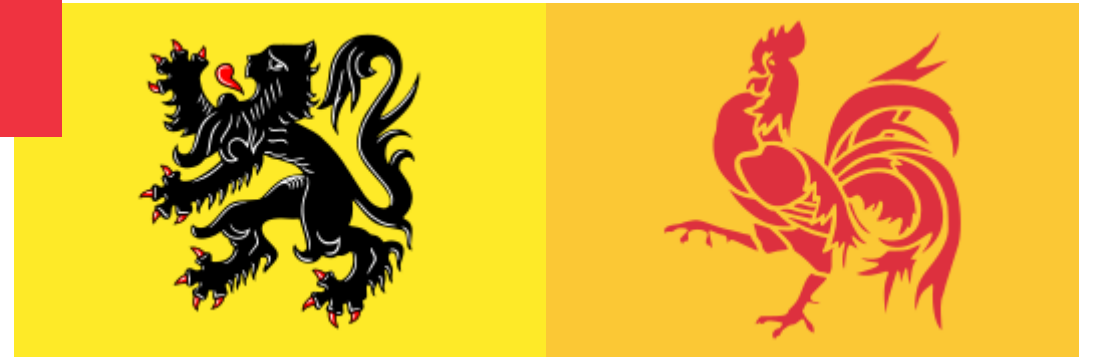
# A transition in the legal landscape



SUP  
PPWR



KB betreffende producten  
voor eenmalig gebruik  
Packaging tax



**Fevia**



# Reuse: new or old?

	Household packaging	Industrial packaging
Single-use packaging	806	785
Reusable packaging	527	3306

Kilotons





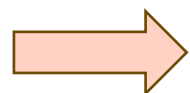
Reuse: new or old?

## Prevention plan 2022-2025 for the Food industry

**34** planned measures for the increase of reuse

Increase share of reusable **primary/secondary** packaging (avoided single-use packaging)

Increase share of reusable **tertiary packaging** (avoided single-use packaging)



Impact of at least **2.383** tons of packaging

## Accelerating the green transition



**Goal 18 of sustainability roadmap**  
Only placing circular packaging on the market in 2025

**Recyclable, reusable, compostable**

# Challenges and concerns

# Challenges and considerations



# Success stories

## Belgian beer sector – standardized beer bottles



- Mass balance system
- Deposit agreed by retail & producers
- No centralised management
- Internal washing installations
- End-of-life recycling

## Conserverie et Moutarderie belge



### Locally

- produced
- filled
- Consumed (small deposit)
- returned
- washed
- refilled



CO2-reduction of **79%**



# Green Deal Anders Verpakt

# Green Deal Anders Verpakt

**Green Deal**  
012. Anders verpakt

**GREEN DEAL**  
012. ANDERS VERPAKT

**INITIATIEFNIEMERS**

- Vlaamse Regering
- Fevia
- VIL FLOWERING LOGISTICS
- comeos
- deTIC
- OVAM

**ONDERSTEUNENDE PARTNERS**

- artevelde
- buurt super.be
- CONSUM
- erasmus
- FF FLAMBERG FOOD
- LIJN
- HASSELT
- HO GENT
- leuven
- LUCA
- MECHELEN
- Pack4Food
- POM
- Recycling Network
- shafuto
- Tielt
- UCLL
- UHASSELT
- unizo
- V B T
- vito
- vives
- vvsg

**DEELNEMENDE PARTNERS**

- AMAB
- AVANOPLAST
- BAVET
- bpost
- Bring back
- Carrefour
- CHEP
- COLRUYT GROUP
- cheers
- deliveroo
- deSter
- clw REUSABLES
- Eacend
- ECO VER
- ethcleo
- icopipak
- futureproof
- gent
- homegrown
- IKEA
- ISS FACILITY SERVICES
- IVAGO
- KAMON
- LIDL
- L'ORPHEE
- MIVA
- Mustela
- Nestle
- Pack-B
- Pierre Fabre
- RAJA
- RED USE
- Re-uz
- SwapBox
- te>est
- LOGISTICS
- van der Weert
- vpk
- XANDRES
- Coca-Cola EUROPAEISCHE PARTNERS

**Searching for viable business models in prevention and reuse of packaging**

- More than 80 pilot projects in Flanders
- Cross sectoral collaboration
- Industry, Research and Government

## Green Deal Anders Verpakt



Reuse in retail



Catering



Cosmetics & detergents



E-commerce



Logistics



Local supply chain



Research projects



# Conclusion and future outlook

## Conclusion & future outlook

Being proactive

Context = crucial

Safeguarding health & safety

Chain collaboration & new partners

Embracing and maintaining diversity

Learn from best practices

**Reuse**  
as part of the solution



**Fevia**



## Contact information

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