

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 32

Reusable drinks packaging

Reusable drinks packaging reduces the need for single-use packaging by using containers that can be used several times. It requires the implementation of reuse loops that include bottle washing.

As part of the FAIRCHAIN project, drinks prepared from whey were offered in reusable bottles and a regional organisation was set up in Bourgogne Franche-Comté to provide, recover, wash and reuse the bottles.

How

To implement this approach, we recommend that players get in touch with the Réseau Vrac & Réemploi (www.reseauvracetreemploi.org) to identify the suitable partners. In the Bourgogne-Franche-Comté region, "J'aime mes bouteilles / Alliance 7" was involved in proposing the right glass packaging and corks, identifying bottling machines for advising on the characteristics of labels (format, glue) and defining the players in the reuse loop (circuit).

We recommend a deposit price (deposit paid by the consumer and returned when they return the bottle) of €0.5 for this type of reusable packaging.

Why

According to a 2023 IPSOS study, 92% of French people want the return of the glass bottle deposit.

In addition, the AGEC law in France (Anti-Waste for a Circular Economy) requires manufacturers to reuse 6% of packaging by 2024 and 10% by 2027.

Finally, funding can be obtained from eco-organizations such as Citeo.

Relevance

To end single-use packaging, it is very relevant to implement the reuse of drink packaging and deposit systems, especially on regional scale with a positive environmental impact.

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End Users

Local drink producers

Country

Bourgogne Franche Comté - France



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Links for additional information

WWW.PETREL.FR

WWW.LACONSIGNEPOURREEMPLOI.FR

<https://jaimemesbouteilles.fr>



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www.fairchain-h2020.eu

ABOUT FAIRCHAIN

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The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

FAIRCHAIN PARTNERS



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