For Decision Makers: Supporting effective and fair reuse systems through bold policies and laws:

- Set effective reuse targets for packaging and products, together with an overall reduction target for packaging put on the EU market.

- Set EU-wide harmonised formats for certain packaging types to enable the scale-up of reuse and refill and support the achievement of reuse targets.

- Adopt measures to support and harmonise reuse infrastructures and systems, including minimum requirements for the implementation of deposit return schemes (DRS) to ensure interoperability and optimised systems for reuse & refill, and guarantee safety and hygiene.

  All economic actors selling reusable products and packaging should contribute to taking them back. In addition, take-back systems should be accessible to all, and not require specific skills or equipment (e.g. a smartphone).

- Promote the adoption of economic incentives that support reuse (e.g. taxation, effective fee differentiation for reusable packaging, earmarking of EPR revenues, VAT linked incentives).

- Restrict the use of some single-use packaging formats for certain applications (e.g. monodose, vegetables and fruits wrappers), in particular where reusable products or systems are possible or consumer goods can be handled safely without packaging.
Set a requirement for retailers to sell part of its products in bulk.

Adopt measures to support the transition to reuse in the HoReCa sector, including:

- half of all take-away containers and cutlery should be reusable and this target should be implemented through deposit return systems by 2025, while giving consumers the option to bring their own;
- a ban of monodose products (milk, sugar, condiments, etc) for on-site consumption, and obligation to provide alternative option to monodose for take away, and provide monodose only upon request (opt-in requirements);
- an obligation to provide free complimentary water (tap water or in a reusable container).

Introduce minimum mandatory public procurement criteria and targets to prevent and reduce use of packaging and single-use products, including within government buildings or public organised or supported events.

Regulate green claims, to prevent unverifiable claims of reusability and labelling as reusable in the absence of dedicated infrastructure to ensure the asset is reused, and address consumer confusion through explicit wording explaining how & by whom the item is intended to be reused.

Support reuse businesses, initiatives and consumers with knowledge and advice:

- Provide guidance on how logistics for collection, cleaning and delivery of reusable containers is best done;
- Facilitate effective ownership models and business development;
- Promote dissemination of best practices and knowledge exchange.

Monitor progress on the transition towards reusable packaging and products, and measure the environmental impacts associated with the transition, notably with regards to waste generation, pollution, and resources used in the overall lifecycle.

#WeChooseReuse s a European led #breakfreefromplastic campaign, born out of the movement's wish to push for ambitious and robust reuse solutions to the plastic pollution crisis. 

www.wechoosereuse.org