



**GREEN
DEAL**

012.
ANDERS
VERPAKT

Green Deal ‘Anders Verpakt’

A green deal, focused on the prevention and reuse of packaging.

Do you want to engage in active brainstorming, searching for solutions and carrying out a concrete project? Participate in the Green Deal!

Packaging is important

Packaging is important. Their purpose is to protect goods from transport damage and ensure that food can be stored over a long period of time. Nevertheless, not all goods require packaging and some goods could easily be packaged with less packaging or with alternative packaging. In order to improve the sustainability of raw materials, this Green Deal shifts its focus from collection and recycling to more circular distribution and consumption models. We pay careful attention to prevention (no packaging) and the reuse of packaging. The main goal is to reduce the environmental impact throughout the entire chain.

The challenge

Less single-use packaging by avoiding or reusing it and in this way reducing the environmental impact of the packaged product. Therefore, fundamentally rethinking the services, packaging and the processes involved is important.

Because single-use packaging is often developed to serve the purpose of a single product, it is not always easy to replace it with a more sustainable alternative or omitting it altogether. Moreover, such a transition often has a far-reaching impact on the business model.

Who can participate?

All stakeholders that are involved in or have an impact on the commercialisation or use of packaging:

- ▶ **Engaged parties:** packaging producers, production companies, logistics service providers, retailers (webshops and physical shops); cities and municipalities, catering industry, etc.
- ▶ **Supporting parties:** Knowledge institutions, sector and interest organisations, umbrella associations, etc.

The engaged parties take part with the intention of carrying out a concrete project in the context of preventing or reusing packaging. The submitted project must be innovative and ambitious. They should also engage in sharing the learned insights with the other participants.

Supporting parties should make contributions focusing on their specific expertise. A supporting participant should support a project of a participating company or should organise a supporting activity.

Opportunities

- ▶ The Green Deal commits to chain cooperation.
- ▶ Exchanging knowledge, searching for solutions together and translate them into practice.
- ▶ Being part of a network of experts from companies, organisations, knowledge institutions and governments.
- ▶ Being guided by the initiators and supporting parties.
- ▶ The opportunity to participate in inspiring activities such as webinars, workshops, fairs, hackatons, etc.
- ▶ Offering a customer-oriented answer to the growing demand for more sustainable solutions.
- ▶ Showing to the outside world that this theme has been put at the top of the agenda.

Scope

The focus lies, both for B2B and B2C, on the following aspects within the distribution sector:

- ▶ webshops;
- ▶ offering meal boxes;
- ▶ take away/Delivery;
- ▶ bulk offerings (e.g. Food, cosmetics, etc.);
- ▶ loop systems with reusable packaging.

Simultaneously paying attention to existing regulations, the technical requirements of reusable packaging, potential business models and the associated administrative and logistical systems. Consumer behaviour and the communication and associated market strategy are also discussed.

Planning

The Green Deal was signed on the 11th of March 2022. The deadline for submission of projects is September 2022. However, a project can also be submitted at the outset.

The Green Deal will run until the end of 2024.

Participating is still possible!

Register

For more information, contact details and to register, please visit the website of the Green Deal:

www.greendealandersverpakt.be

Contact: greendealandersverpakt@ovam.be

Initiators

