

Open managed system for reusable take-away packaging



We recognize that:

1

Reusable packaging is less convenient



Reusable packaging is more expensive



Legislative incentives are required for a significant shift towards reusable packaging

Alternative Incentives



A **ban** covering selected single-use packaging removes ability to choose the disposable alternative



A tax or levy on selected single-use plastic packaging makes the reuse alternative cost attractive



A **subsidy** for selected reusable plastic packaging makes the reuse alternative cost attractive





Positive regulatory trend for reusable packaging





France 1 January 2023: All catering establishments must provide customers with reusable crockery for dine-in



Germany 1 January 2023: All providers of take-away drinks and food must offer reusable packaging



Sweden

1 January 2024: All providers of take-away drinks and food must offer reusable packaging



Denmark

1 January 2025: Introduction of EPR packaging fees. Indicated cost increase for a disposable cup ~€0.20



Portugal

1 July 2022: introduction of a €0.30 tax on single use takeaway packaging.

Mid-2024: introduction of a €0.30 tax on single use aluminium packaging and multi-material packaging with aluminium.



The Netherlands:

July 2023: Introduction of levy on single use plastic takeaway packaging. (€0.25 cents for a cup, €0.50 cents for a food container, and €0.05 cents for pre-packaged vegetables, fruit, nuts, and portion-sized packs (e.g sugar, salt, sauce).

January 2024: On-site consumption of disposable packaging at work, in restaurants, at cafes, and festivals banned



The problem



• At home/in office/on the go

BUYTakeaway from restaurant/café





- Packaging is frequently littered.
- Collected packaging is normally not recycled
- Significant waste management cost



Open managed system

> Based on reusable packaging

TOMRA



Key system requirements



Short distance to Automated Collection Points

No need to register or use smartphone apps





Den Managed System **OPEN**: Collection of ALL qualified packaging on the market – regardless of provider

MANAGED: Packaging must meet minimum requirements (e.g. serialized marking, circulations, recyclability)





System scalability

Professional hubs for sanitization and quality assurance



AARHUS PILOT PROJECT

TOMRA



 5 Danish Krone deposit (\$1.10 AUD) when ordering your to-go drink

The agreement is for a three-year trial project



The pilot project initially covers the city center of Aarhus – Ring 01

- Return points in the public domain of the city
- Partnerships with Visa, Mastercard & Shift4
- Sanitization-, sorting- and quality assurance hub
- Logistics for inbound and outbound transport
- Pool of reusable packaging

The system is initially for takeaway cups and after 12 months will cover other types of takeaway food packaging



Pilot project commenced 17 January 2024



AARHUS PILOT PROJECT

POPULATION CITY: 350.000 AREA: 460 KM²

POPULATION RING 01: 55.000 AREA RING 01: 4,5 KM²

TOMRA

Aarhus Universitet

Botanisk Have

Aarhus

Norre Allé

Dokk1

Den Gamle By

SV

AABYHOJ

ARoS – Aarhus Kunstmuseum

Bruuns Galleri

AARHUS C

LANGENÆS

Marselis Blvd. Tivoli Friheden

KONGSVANG date: 6/23/20 Google TerraMetrics Aarhus Domkirke

MOLSLINJEN

1,000 m



Cold cups



Cold cups with three different sizes:
300ml, 400ml and 500ml



- The front contains the general system logo
- The rear has a QR with an unique code and link to a website with guidance to the nearest collection point
- The side has volume marks



Hot cups



Hot cups with three different sizes:
300ml, 400ml and
500ml



• The front contains the general system logo

- The rear has a QR with an unique code and link to a website with guidance to the nearest collection point
- A lid is available for the cup



Collection points (Stage 1)



Dimensions

- 816 [W] mm
- 1096 [D] mm
- 1792 [H] mm



 Based on a TOMRA S1, made for outdoors, with a card reader added at the front



Collection points (Stage 2)



 Collection points ready for "all" qualified packaging in the market







Participating Cafes

TOMRA Return Points

ro

01

rO

US

Strar

Spanie

Nordre Ringgade

TRØJBORG

10





UTION

THE RESOURCE REV

ADDITIONAL PHOTOS

Collection Points

Conveniently located in both internal, in food hall, and external in the public domain



Logistics Vehicle

Separate areas for dirty & clean containers



Washing Facility

Scalable Commercial Washing Facility

