



Open managed system
for reusable take-away
packaging



We recognize that:

- 1 Reusable packaging is less convenient
- 2 Reusable packaging is more expensive



Legislative incentives are required for a significant shift towards reusable packaging

Alternative Incentives



1

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

2

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

3

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.

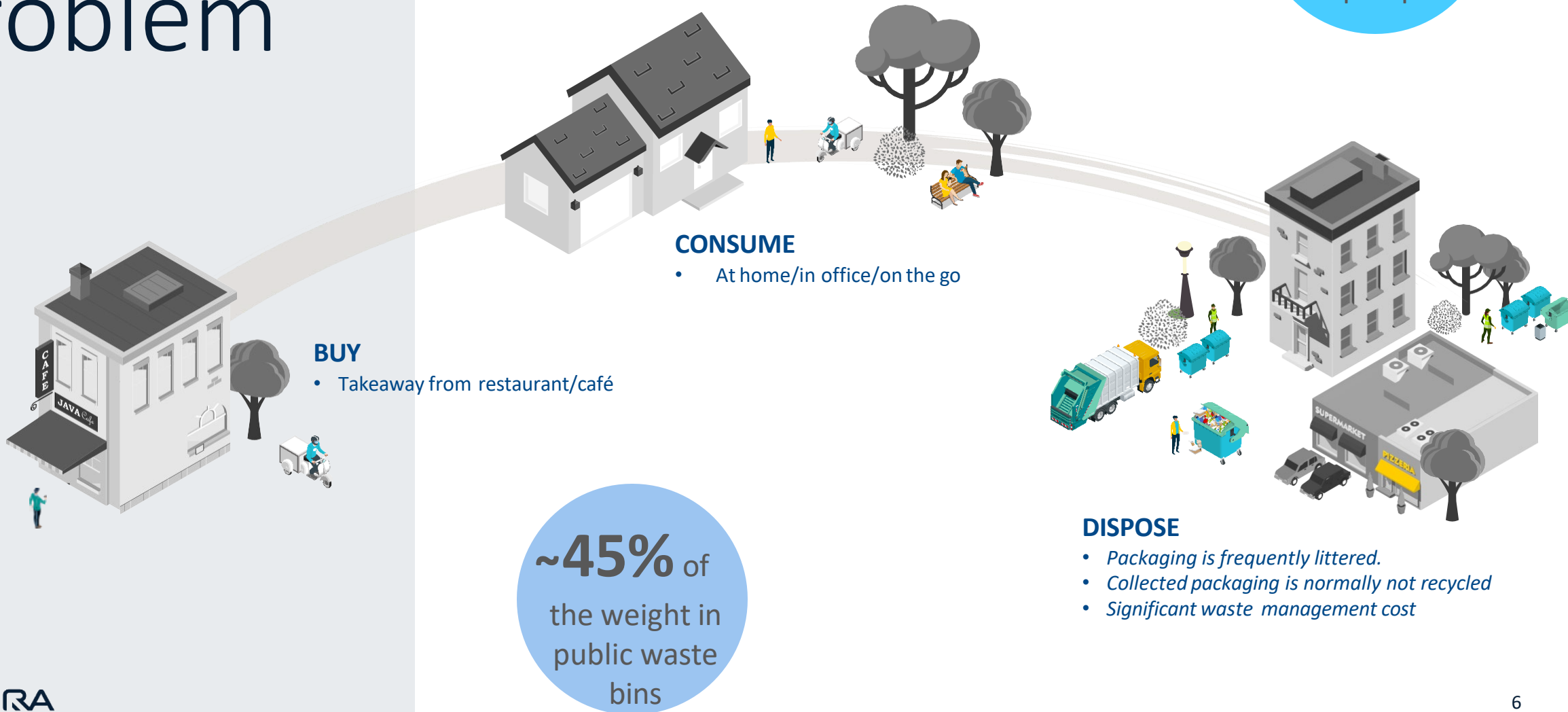


The Netherlands:

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

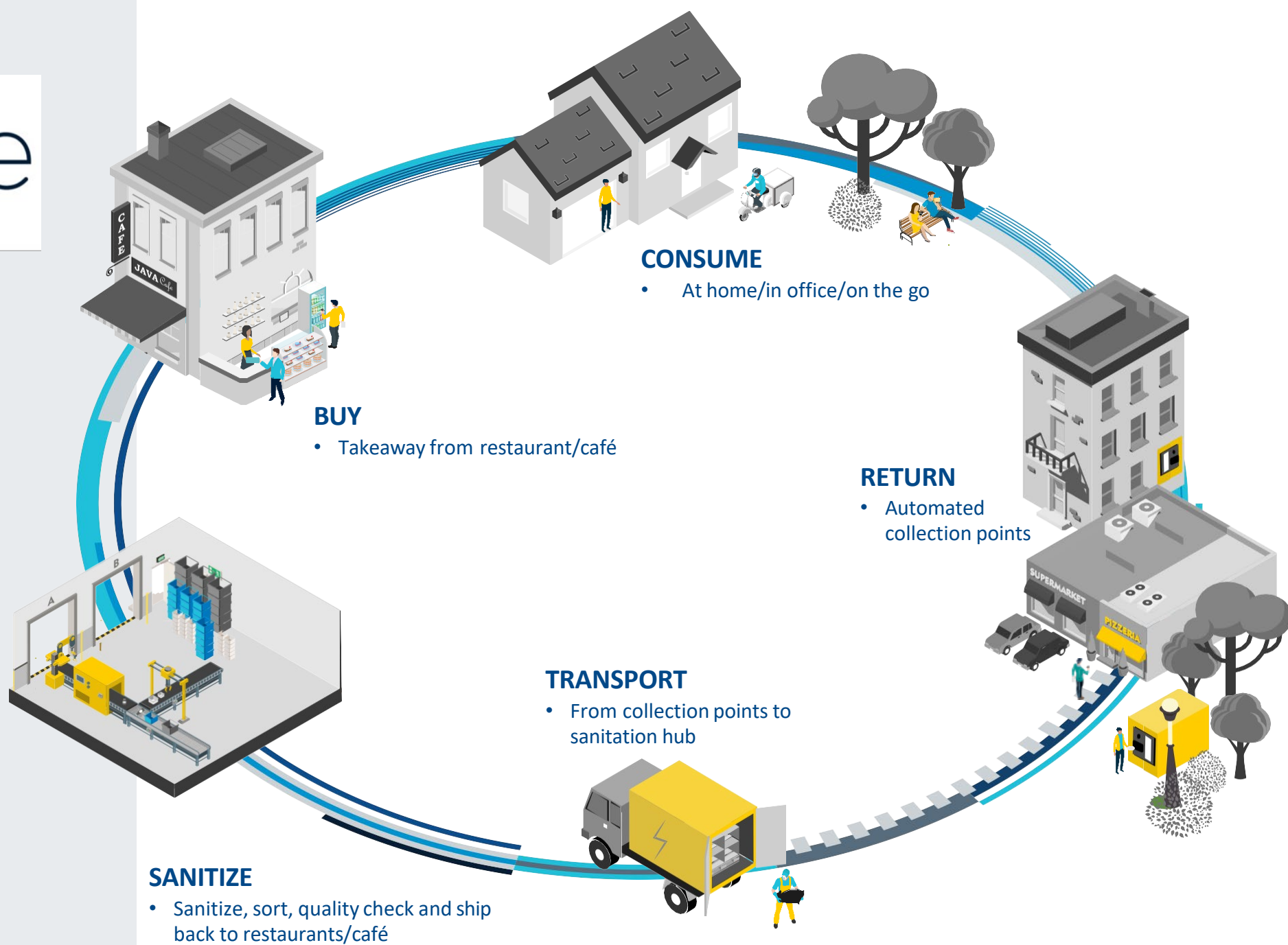
The problem





Open
managed
system

Based on
reusable
packaging



Key system requirements



Incentives to use
the system



Financial return
incentive for
consumers



System
integrity



Littered packaging
has value



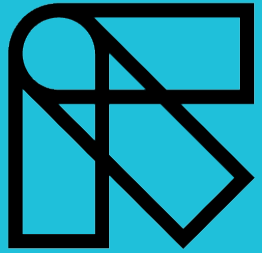
**Consumer
convenience**



**Open Managed
system**



**System
scalability**

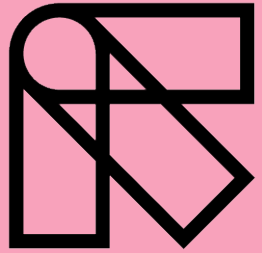


Consumer
convenience

Short distance to Automated Collection Points

No need to register or use smartphone apps



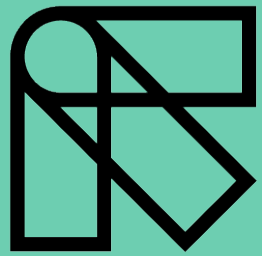


Open Managed System

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

AARHUS PILOT PROJECT



- Collaboration agreement for a deposit system for reusable packaging
- 5 Danish Krone deposit (\$1.10 AUD) when ordering your to-go drink



The agreement is for a three-year trial project



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



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



**Pilot project commenced
17 January 2024**

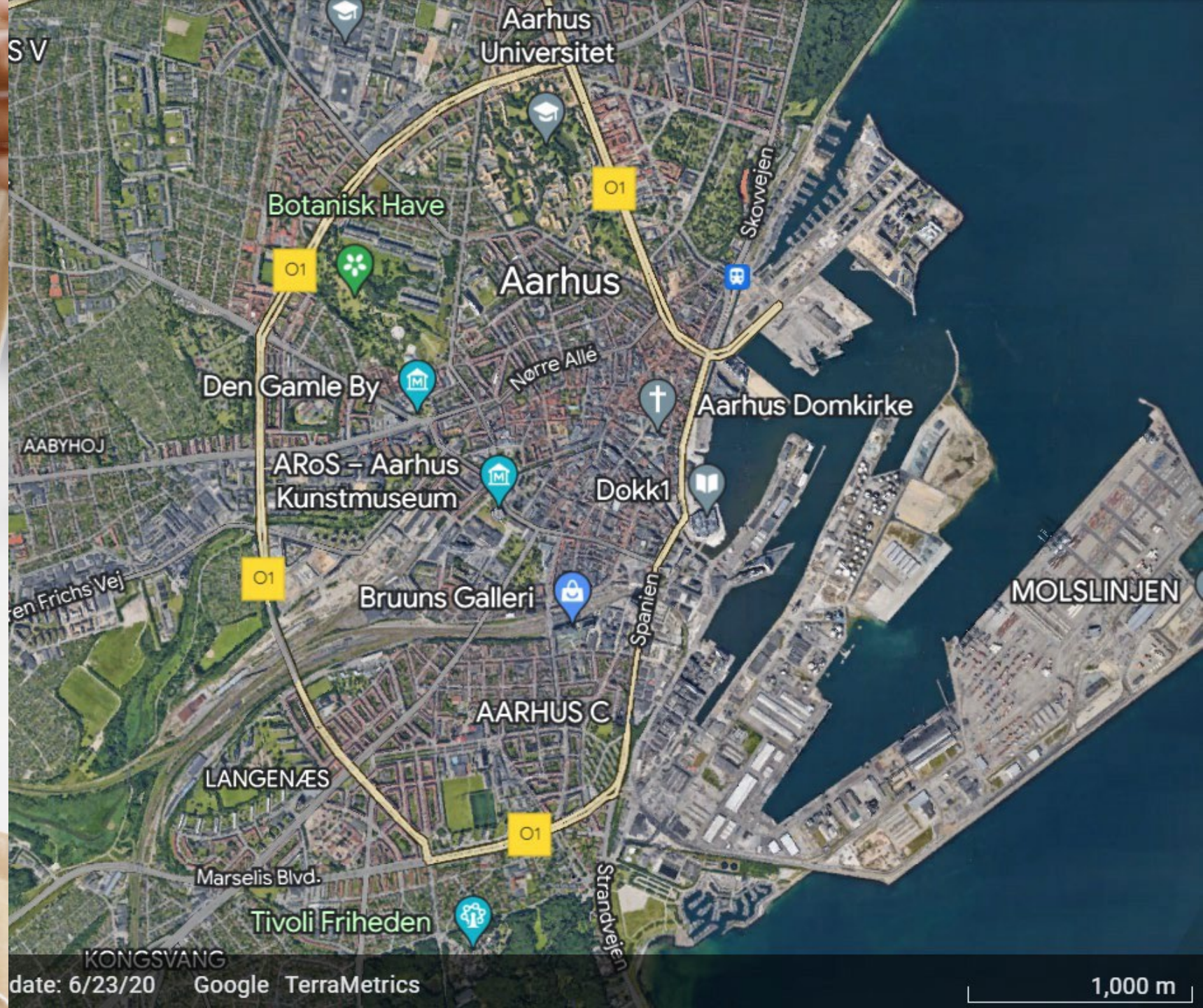
AARHUS PILOT PROJECT

POPULATION CITY: 350.000

AREA: 460 KM²

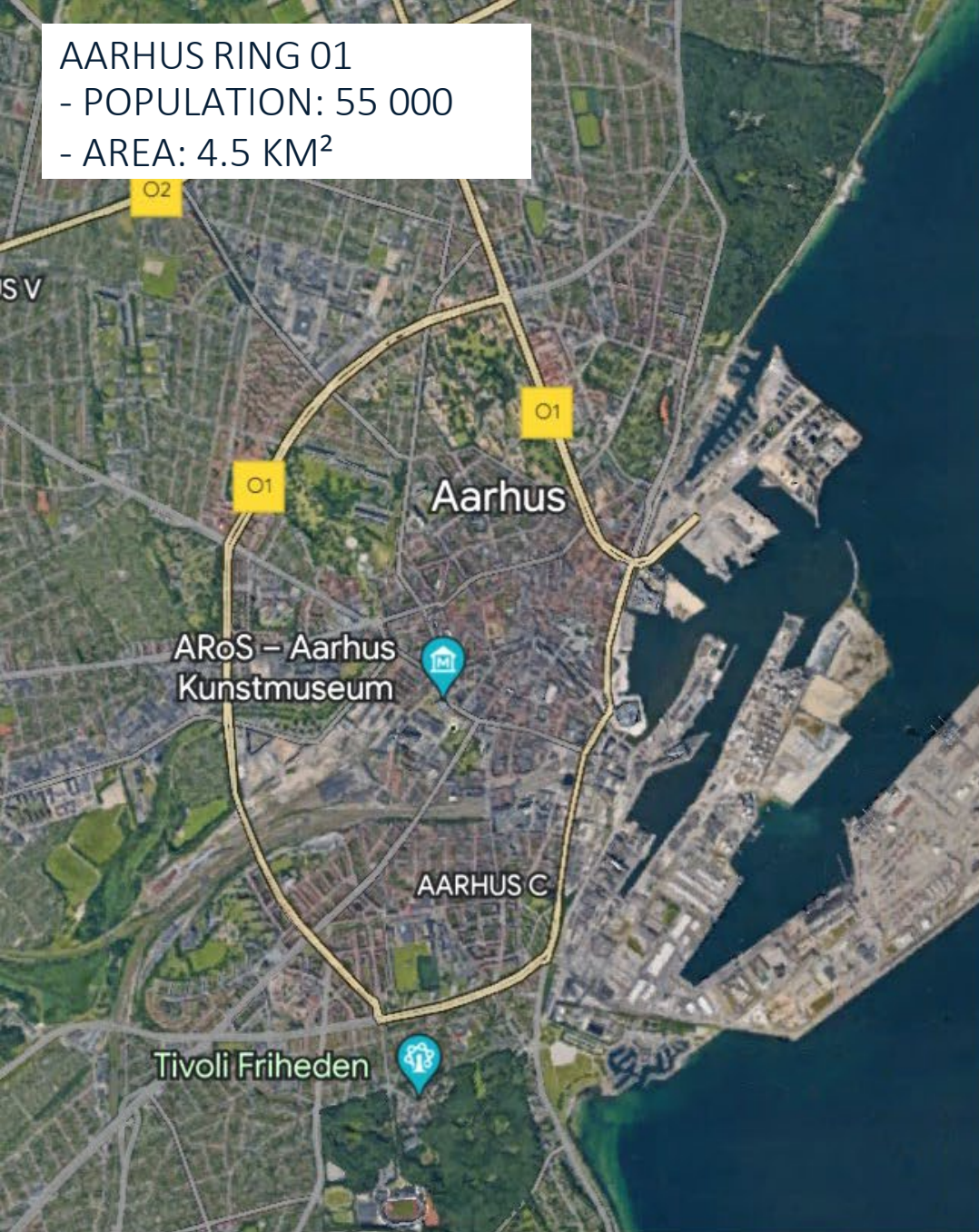
POPULATION RING 01: 55.000

AREA RING 01: 4,5 KM²



AARHUS RING 01

- POPULATION: 55 000
- AREA: 4.5 KM²



SYDNEY CBD

- POPULATION: ~26,500
- AREA: ~2.9 KM²



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



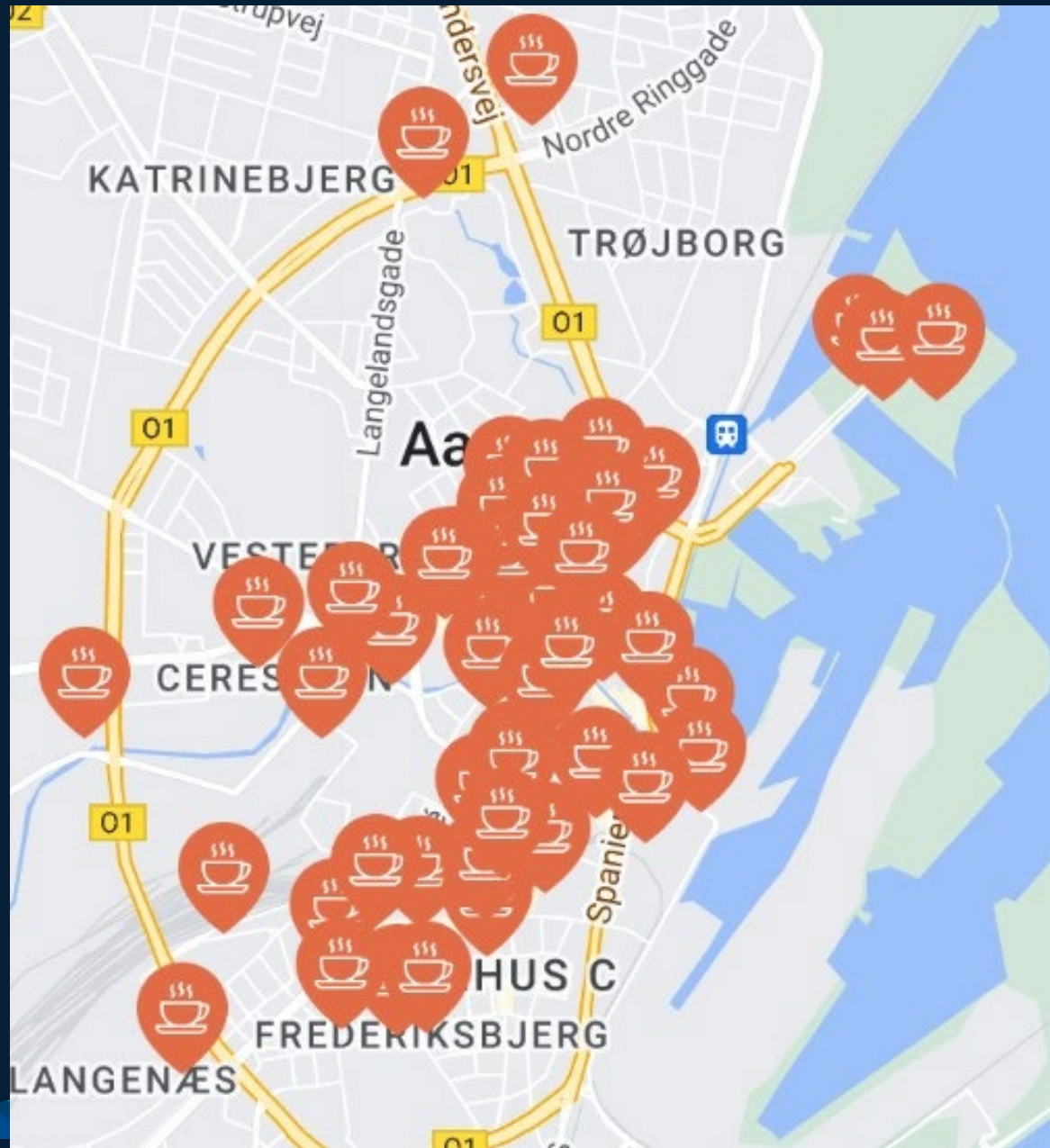
Collection points (Stage 2)



- Collection points ready for “all” qualified packaging in the market



Participating Cafes



TOMRA Return Points





LEADING THE RESOURCE REVOLUTION

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

