



# Reuse in Germany

some remarks & ideas

Map of reuse

Key facts

Key trends

Learning from Germany?

How to work on?

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# The map of reuse in Germany – some key players

- Pro Mehrweg
  - Focus on reuse in beverage filling
  - Since 1983
  - Günter Guder
- Mehrwegverband Deutschland
  - Focus on reuse in packaging in general: beverage, food, to-go, cosmetic in b2b and b2c
  - Focus on European reuse network, digital infrastructure, political framework, sustainability
  - recently founded
  - Dr. Anika Oppermann
- GDB / VDM
  - Association of the German mineral water bottlers
  - Since 1937
  - Tobias Bielenstein
- GeMeMa, MPB,...
  - Associations to manage reuse bottle pools



Genossenschaft  
Deutscher Brunnen eG



# Key facts about reuse in Germany

- Refill with deposit
  - Glass for beer, water, CSD,...
  - PET for water, CSD
  - Crates for refill bottles

- Deposit, but single use
  - Can
  - PET, single use

- Single use and no deposit
  - Wine
  - Spirits
  - Tetra-Pak

## Deposit

0,08 – 0,15 €

0,15 €

3 – 5 €

0,25 €

0,25 €

0 €

0 €

0 €



# Key facts about reuse in Germany

- Beverage: refill share per 2019

Water	41%
Beer	76%
CSD	22%
Others	5%
<b>Overall average</b>	<b>42%</b>

- Non-binding refill target by the federal legislation: 70%
- Food and to-go: refill share < 2%
- 230 kg of waste per capita and year – top score in the EU... 😞

# Key trends in Germany – *reuse 2.0*

- Reuse for beverage
  - Wine in 2023 (?)
- Reuse for food
- **Reuse for to-go**
  - §33, §34, Verpackungsgesetz, 01/2023: shops and fast-food-restaurants are obliged to offer reuse packaging
  - Numerous initiatives and start-up companies
  - A new market in a gold-rush phase
- Reuse for cosmetics



# Key trends in Germany

## Deposit

- **So far**

- cash-out in the shop, cash-back, when return



- **Future**

- App-based
- Consumer with account
- Deposit charged only when exceeding a time limit
- Transparency



# Learn from Germany?

## Good

- Deposit – a bottle needs a value!
- Unmanaged, open bottles will be transferred to managed pools
  - 0,33 L Longneck / GeMeMa
  - MMP / AK Mehrweg



## Bad

- Shared managed pools for refill disappear – too many isolated islands



# Learn from Germany?

## Good

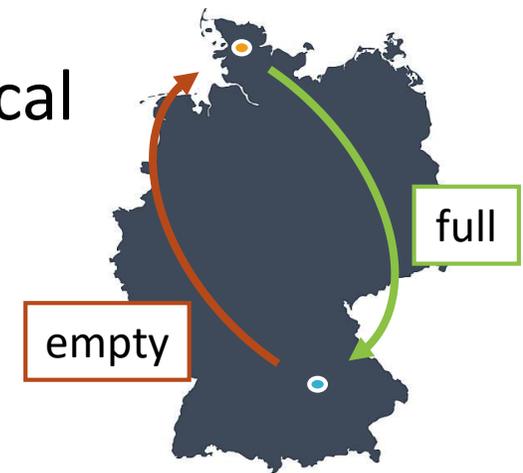
- Reuse in the beverage market over decades without consumer harm



- Quality standards set by GDB, VLB and others

## Bad

- Reuse, but not ecological



# How to work on reuse?

- establish **managed pools**, set **standards**
  - Primary / secondary / tertiary packaging
  - Design of the packaging
  - Quality standards
  - To be set by associations or industrial partners
- **Deposit** for reuse is an effective rail
  - to be set by the legislation, or the pool owner
- Priority on **glass / beverage**
  - High volume
  - High number of cycles, up to 50
- Overcome the boundaries of countries
  - EU-wide initiatives such as **PlaNet Reuse** as digital platform
  - Managed pools



# Thank you for your kind attention

## Any Questions?

### Image credits:

- [www.vice.com](http://www.vice.com)
- [Pro mehrweg.de](http://Pro.mehrweg.de)
- [Mehrwegverband.de](http://Mehrwegverband.de)
- [www.gdb.de](http://www.gdb.de)
- „REBOWL“ , reCup GmbH
- [Produkte - SEA ME \(sea-me.com\)](http://Produkte-SEA-ME(sea-me.com))
- [www.miho.de](http://www.miho.de)
- [www.innoloft.com](http://www.innoloft.com)
- [www.fudder.de](http://www.fudder.de)
- [www.unternehmen.kaufland.de](http://www.unternehmen.kaufland.de)
- [www.unverpackt-fuer-alle.de](http://www.unverpackt-fuer-alle.de)
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