Refillable Pool-Systems: MMP & GDB

KIDV Webinar

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Tobias Bielenstein, Director Public Affairs, Sustainability & Communications

Genossenschaft
Deutscher Brunnen eG

Refillable Working Group: facts and figures

▸ Managing the Refillable Logo and working as a think tank & information point about refillables serving companies, start-ups, authorities and science

▸ Joint Organization of 8 Associations of Beverage Industry, Retail and environmental NGOs

▸ > 220 Companies with more than 600 brands

▸ Founded 2005

Definitions of Reuse-Packaging

Article 3.5 PPWD

▸ "'reuse' shall mean any operation by which packaging, which has been conceived and designed to accomplish within its life cycle a minimum number of trips or rotations, is refilled or used for the same purpose for which it was conceived, with or without the support of auxiliary products present on the market enabling the packaging to be refilled; such reused packaging will become packaging waste when no longer subject to reuse;

ISO 18603 3.2

▸ packaging or packaging component which has been designed to accomplish or proves its ability to accomplish a minimum number of trips or rotations in a system for reuse

Additional Constituent Features of Reuse-Packaging

Incentives to return Reuse-Packaging

‣ Tied to the packaging there is an incentive (usually a deposit) to return the packaging.

Transfer of Ownership

‣ With transfer of possession usually there is no transfer of ownership included/intended

Management

‣ Governance system in place

What's reuse packaging (and what's not!)

REFILL
packaging refilled by user

RETURN
packaging returned to business

AT HOME

ON THE GO

Refill at home

Return from home

Refill on the go

Return on the go

The four reuse models

Business-to-consumer reuse models differ in terms of packaging 'ownership' and the requirement for the user to leave home to refill/return the packaging.
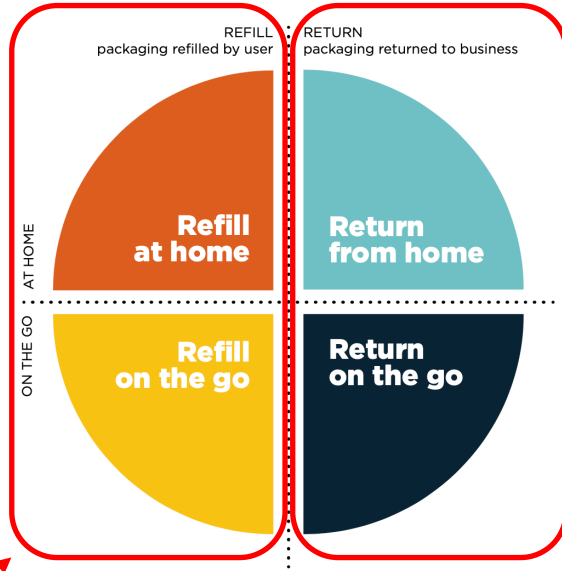
Refill at home
users refill their reusable container at home (e.g. with refills delivered through a subscription service)

Return from home
packaging is picked up from home by a pick-up service (e.g. by a logistics company)

Refill on the go
users refill their reusable container away from home (e.g. at an in-store dispensing system)

Return on the go
users return the packaging at a store or drop-off point (e.g. in a deposit return machine or imailbox)

These are a reusable personal items

These are reusable/refillable packagings

Source: Ellen McArthur Foundation 2019, Reuse, p 12-13
www.ellenmacarthurfoundation.org
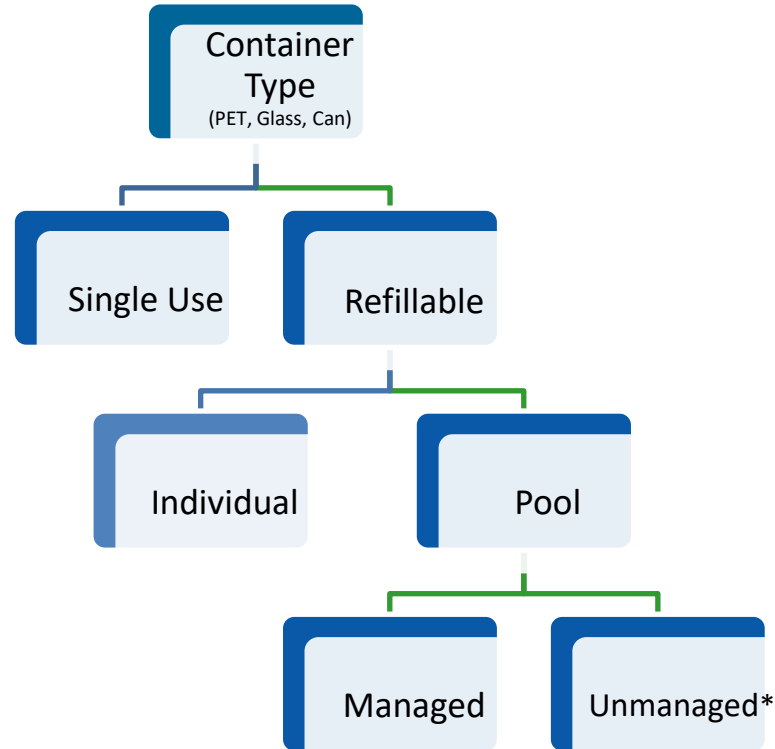
System: A Taxonomy of (Beverage) Containers

Typical Questions Associated

- Type of beverage?
- Are there branding considerations?

- What are customers and consumer preferences
- Strategy (Corporate, Brand, Sustainability)

- Economic and environmental efficiency
- Costs
- Independence

- Quality
- Fair Share of burdens

Container Type
(PET, Glass, Can)

- Single Use
- Refillable
  - Individual
  - Pool
    - Managed
    - Unmanaged*

Typical Issues Associated

- Beer in PET is a „no-no" in Germany

- Most discounters won't list reuse
- Glass associated with high-quality (Branding!)

- Pool bottles = co-operation with competitors
- Individual bottles higher costs

- Unfair practices in unmanaged pools
- Quality issues

* Our prediction: remaining unmanaged systems will be transferred into managed governance schemes

© T. Bielenstein, Reuse Working Group (Arbeitskreis Mehrweg)

The need to set essential criteria for setting up managed pool systems

POLICY BRIEFING – MAY 2022

#GETBack · we choose reuse · Deutsche Umwelthilfe · ZERO WASTE EUROPE

https://zerowasteeurope.eu/wp-content/uploads/2022/05/ZWE_-Pool-Systems-Policy-Briefing.docx.pdf

System: The Double Circle of Reuse

The system has a structure with a defined set of players and defined processes for the refill trips and recycling of ejected containers.

Retail

Consumers

Retail

Producers

up to **50** refills

New Bottle

Production

Glass Industry PET Recyclers

Ejected Bottle

Reuse Return rate: 99 %
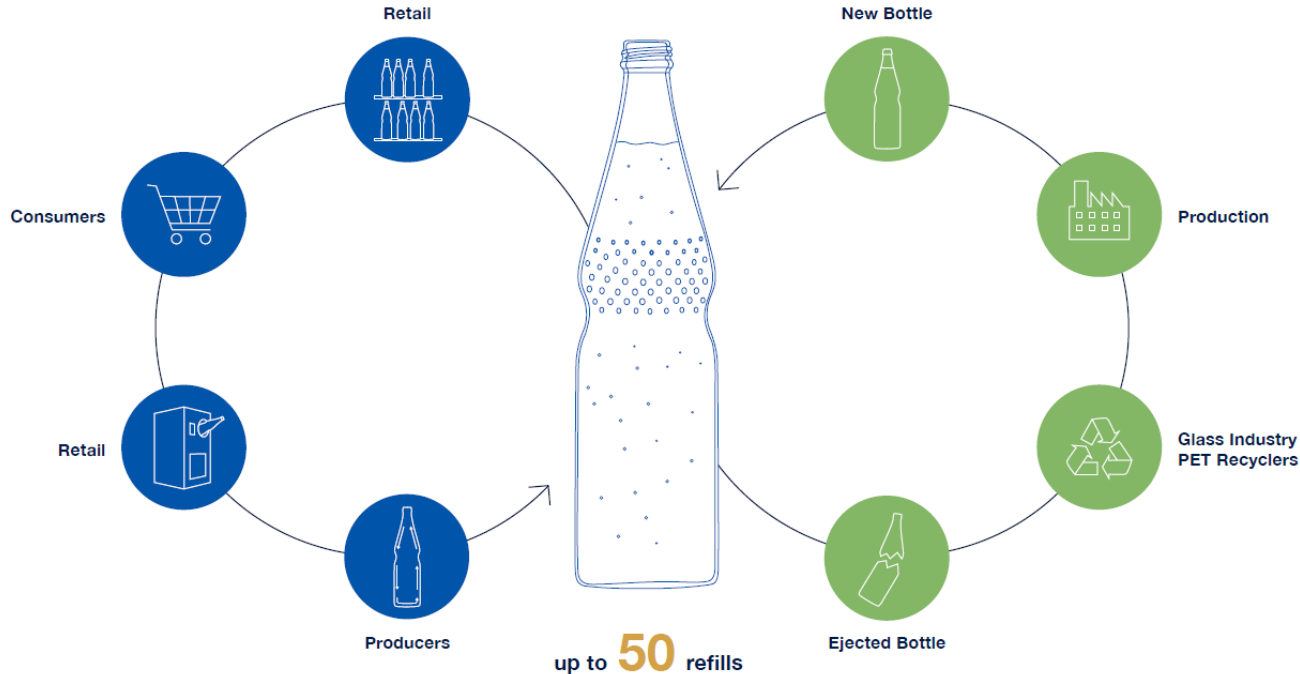
MMP: From Dairy only to all kind of Foods

- 4 containers (1l & 0,5l bottles, 250 gr. & 500 gr. jars)
- 2 colours (white & brown)

- 18 Dairy Companies in the 90s
- Decline in 2000s
- Renaissance since 2019
- From some 20 companies with some 50-100 products…
- … to more than 150 companies with more than 1.000 products
- Curently: reintroduction of active pool-management

MMP: Lessons learned

- Established Pool Systems (i.e. established infrastructure) are scalable at very high speed

- Established Pool Systems are easily accesable – also for SMEs and start-ups

- Pool Systems can not run effectivly without proper pool management

GDB: facts and figures

▸ Trading and service company of German mineral water bottlers,

▸ Cooperative (non-profit business)

▸ Headquarters: Bonn, Germany

▸ Founded: 1937

▸ Members/Customers: 162 (nearly all German mineral water companies)

▸ turn over 2020/21: 127 million €

▸ Staff (group): 50

GDB 202: A Managed (!) Pool System

Mineral Water Market & MW-CSD
Based on liters filled in 2021
Source: VDM
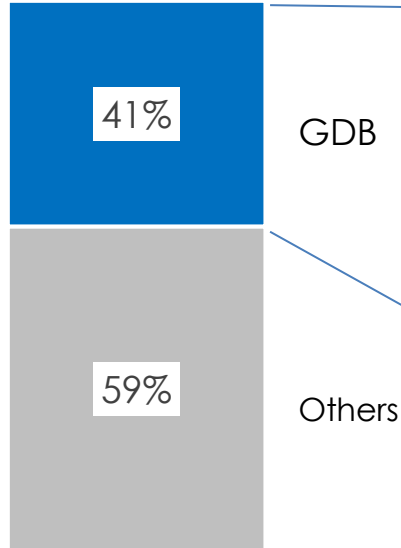
GDB Packaging Systems
Million Bottles Filled
Source: GDB

41% GDB

59% Others

6.221
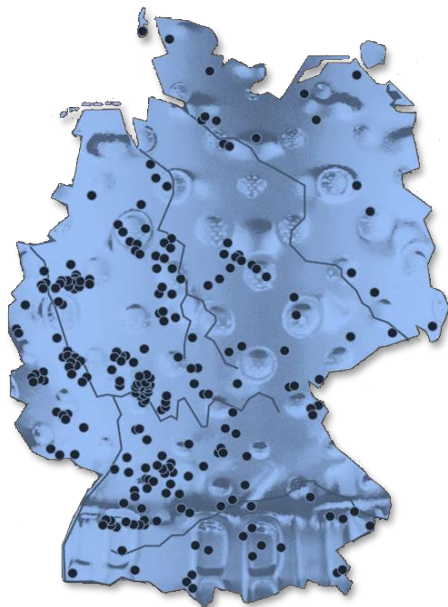Filled Bottles
(2021)
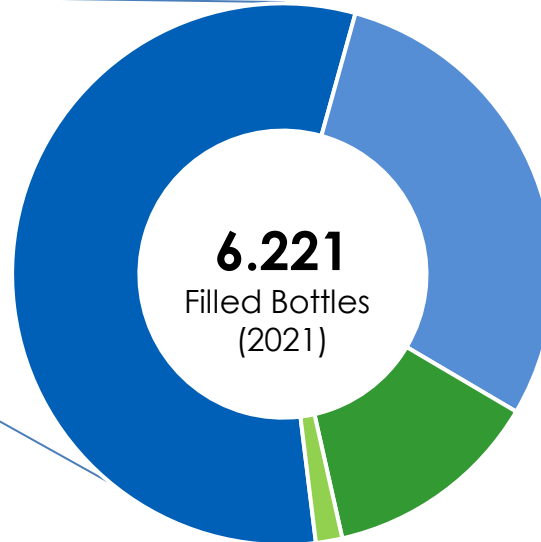
3.500
GDB Glass Reuse

1.814
PET Reuse

809
PET Circular

98
Logicycle Reuse

GDB Glass- and PET-Reuse-Pools

GDB Share in Reuse:
GDB Glass- & PET-Reuse in Mineral Water Market

> 70 %

Number of Reuse Bottles:
Glass- und PET-Reuse of GDB

> 1 billion

Deposit Value:
Glas- und PET-Mehrwegpools der GDB

> 300 million €

Share of Consumers familiar with the GDB bottle:

97 %

Current System in place since

1969

Newest Bottle Type introduced in

2018

Source: GDB, 2021

Standardizing ≠ Uniformity: GDB Refillable Pool Containers

Variations of

Glass & PET

Refillables

from 0,5 – 1,5 L

(… and this is the mineral water and parts of the CSD market only)

Beyond „just" Reuse – Our Roadmap

▶ 100 % Recycling Bottles & Crates

▶ 100 % Recycling for Caps & Labels

▶ Closed Loops for Bottles, Crates, Caps & Labels

▶ Climate Neutrality for all Pools by 2030

Thank you!

Contact: Tobias Bielenstein, tbielenstein@gdb.de/www.gdb.de