



WEBINAR

REUSABLE PACKAGING IN FRANCE

INTRODUCTION

HISTORIC OF DEPOSIT SCHEME MODEL IN FRANCE



- 1960s** Deposit scheme models in place in France
- 1970s** Emergence of a new distribution model based on a linear economy and decline of deposit scheme systems in France, except in Alsace
- 1980s** Automation of industrial production
Plastic packaging is used for mass distribution
- 1989** Cancellation of the 1938 French law



EXISTING LEGAL FRAMEWORK ON REUSE IN FRANCE



2022

2023

2025

2027

...

2040

All regular home meal deliveries will have to be packed in reusable packaging by January 2022.

Creation of an observatory on reuse aiming to set up standards for a national reuse strategy.

The percentage of reusable packaging sold compared to single-use packaging must reach 5%.

All the food-ware used for on-site consumption in hotels, restaurants and cafes will have to be reusable.

All market participants must reduce single-use plastic packaging by 20%, of which at least half obtained by shifting to reusable options.

The percentage of reusable packaging sold compared to single-use packaging must reach 10%.

The use of any single-use plastic packaging is prohibited in France.

STATE OF CONSUMERS' PERSPECTIVE REGARDING REUSE IN FRANCE

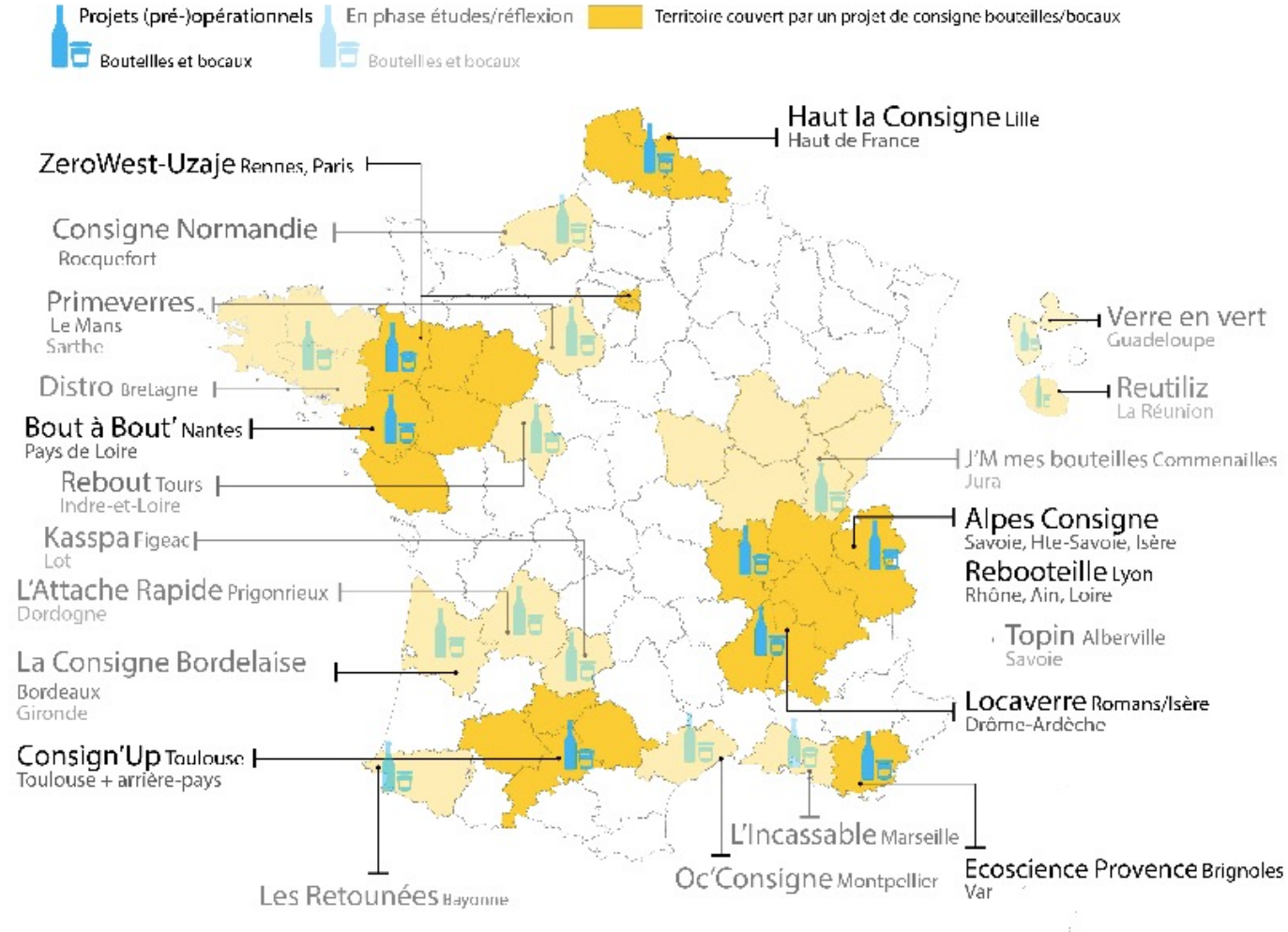
Consumer surveys

- **85%** of French people said that they were in favour of the ban of single-use plastic packaging and products,
- **88%** said that they wanted to have access to a deposit scheme model so that bottles and packaging could be reused.

Consumer types

- **the “environmentalists”**: they care about the environment and aim at reducing their environmental impact,
- **the “pratico-pratiques”**: they are not particularly interested in reducing their environmental impact, but will join the deposit scheme model if they understand how it works and if they can get a financial benefit out of it.

EXISTING LANDSCAPE OF REUSE ACTORS IN FRANCE





IN OFF
PLASTIC