

Development of a Circular Model for Reusable Packaging



Packaging waste remains extensive and continues to grow despite the increasing use of lighter packaging materials. The consumption of single-use products and products intended for rapid consumption has also risen steadily. Promoting reusable packaging has been identified as the most effective way to reduce packaging waste. The state has attempted to encourage this transition through regulation and financial support, but these measures have not been sufficient. Although the first providers of reusable packaging solutions have entered the market, the solutions are not interoperable. As a result, adoption among retailers and consumers remains limited, and market volumes are still low.

Project duration: 2023

The project was funded by the Public Sector Innovation Fund

Read more (in Estonian): [Korduskasutatavate pakendite ringlusmudeli arendamine](#)

Last updated on 30.09.2025