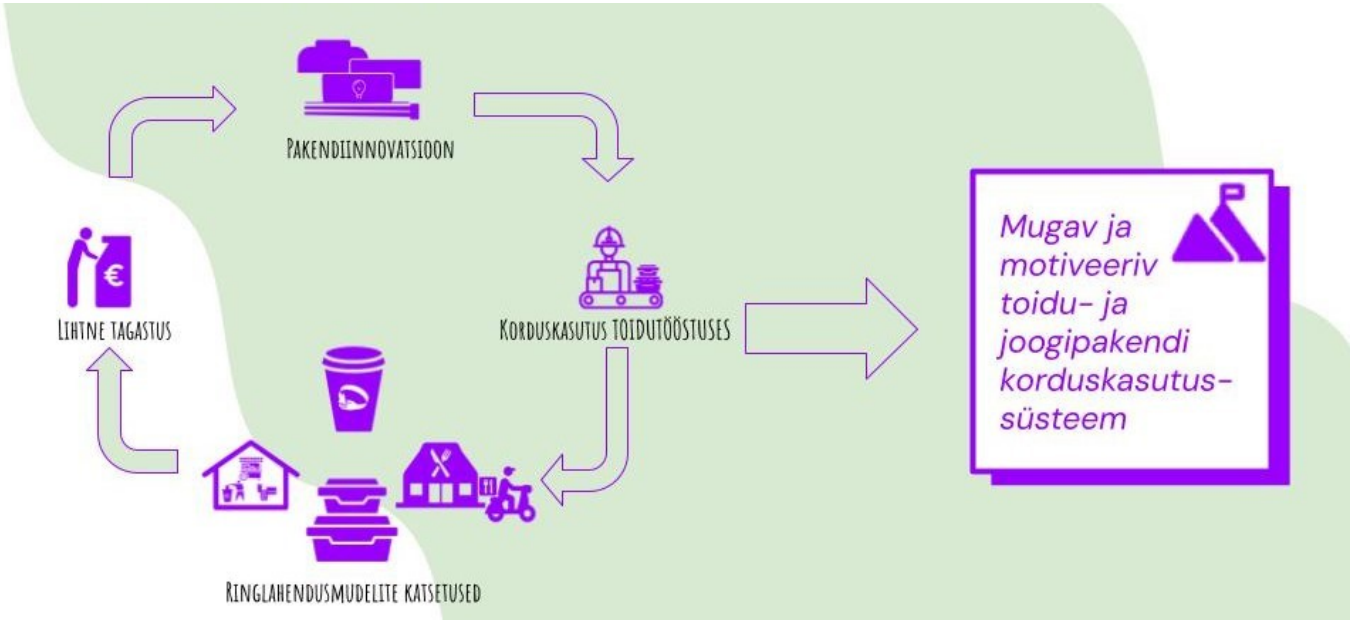
Less Single-Use Plastic



How can we make reusable packaging everyone's first choice by 2026?

On average, Estonia generates 200,000 tonnes of packaging waste each year.

According to a waste composition study conducted in 2020, packaging waste accounts for approximately 30% of mixed municipal waste, with plastic packaging making up the largest share. Over the past ten years, the proportion of packaging waste in mixed municipal waste has not decreased.

The problem is highly complex, as packaging manufacturers, food producers, retailers, restaurants, circular solution providers and end consumers all have a role to play in reducing packaging waste.

DURING THE PROJECT, WE SOUGHT TO ACCELERATE THE ADOPTION OF REUSABLE PACKAGING SYSTEMS FROM SEVERAL DIFFERENT ANGLES.

- ✓ We supported Ringo Eco OÜ in submitting an application to Enterprise Estonia for a feasibility study. Unfortunately, the application was not approved.

- ✓ We sought to establish a local reusable packaging system involving multiple stakeholders in Elva Municipality. Unfortunately, we were unable to engage enough local restaurants and cafés for the system to operate effectively.

- ✓ We also sought to establish an interoperable reuse system that would allow consumers to return reusable packaging to the collection point of any reuse-system provider. The first pilot was planned with service stations along the Tallinn–Tartu highway and would have tested the interoperable system using reusable coffee cups. However, when preparations began, it became clear that not all service station chains were ready to participate in a joint pilot. The project is therefore currently on

- ✓ hold.

The project involved the Ministry of Climate, the Ministry of Economic Affairs and Communications, the City of Tallinn, the Responsible Business Forum, Teeme Ära Foundation, the Estonian Food Industry Association and Selver.

The project took place in 2022
The project was implemented as part of the Innovation Programme

Read more (in Estonian):
Vähem ühekordset plastikut - lõpuesitlus.pdf | 5.49 MB | pdf

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