



EU Green Week 2025: Proposal for Aarhus city walk

Aarhus City Walk

Join a city walk in Aarhus' beautiful inner city together with TOMRA and the City of Aarhus, to witness first-hand the reusable takeaway packaging system at work.



The Rotake system

The open managed system implemented in Aarhus, Denmark, provides a convenient way to return and instantly receive a refund for your used cups.

The Aarhus system, REUSEABLE, is the first city-wide implementation of its sort, and has been running since January 2024.



Partnership

Organizers supporting the application include industry associations like New ERA, national/regional offices like Central Denmark EU Office and the Norwegian Mission to the EU, and progressive municipalities like the City of Aarhus.

Dialogue initiated with City of Oslo and City of Lisbon to share respective perspectives.

The partnership is also open to co-organizers from the EU institutions.



New European Reuse Alliance



TOMRA



City of Aarhus



Mission of Norway to the EU



Central Denmark EU Office



EU-Norway Green Alliance



About TOMRA



At TOMRA, our vision is to lead the resource revolution

It is our belief that businesses have the power and responsibility to help manage our planet's precious resources – today and tomorrow.

~5,300

employees
globally



1,348

million EUR
revenues in 2024

Publicly listed on Oslo Stock Exchange (OSEBX: TOM)



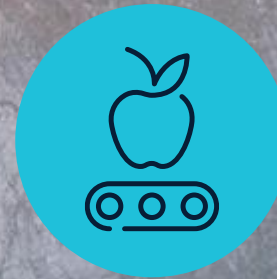
Collection

Transforming society's habits to keep valuable resources in a continuous loop of use and reuse.



Recycling

Giving every piece of material we sort and analyze – may it be waste, metal or ore – a value.



Food

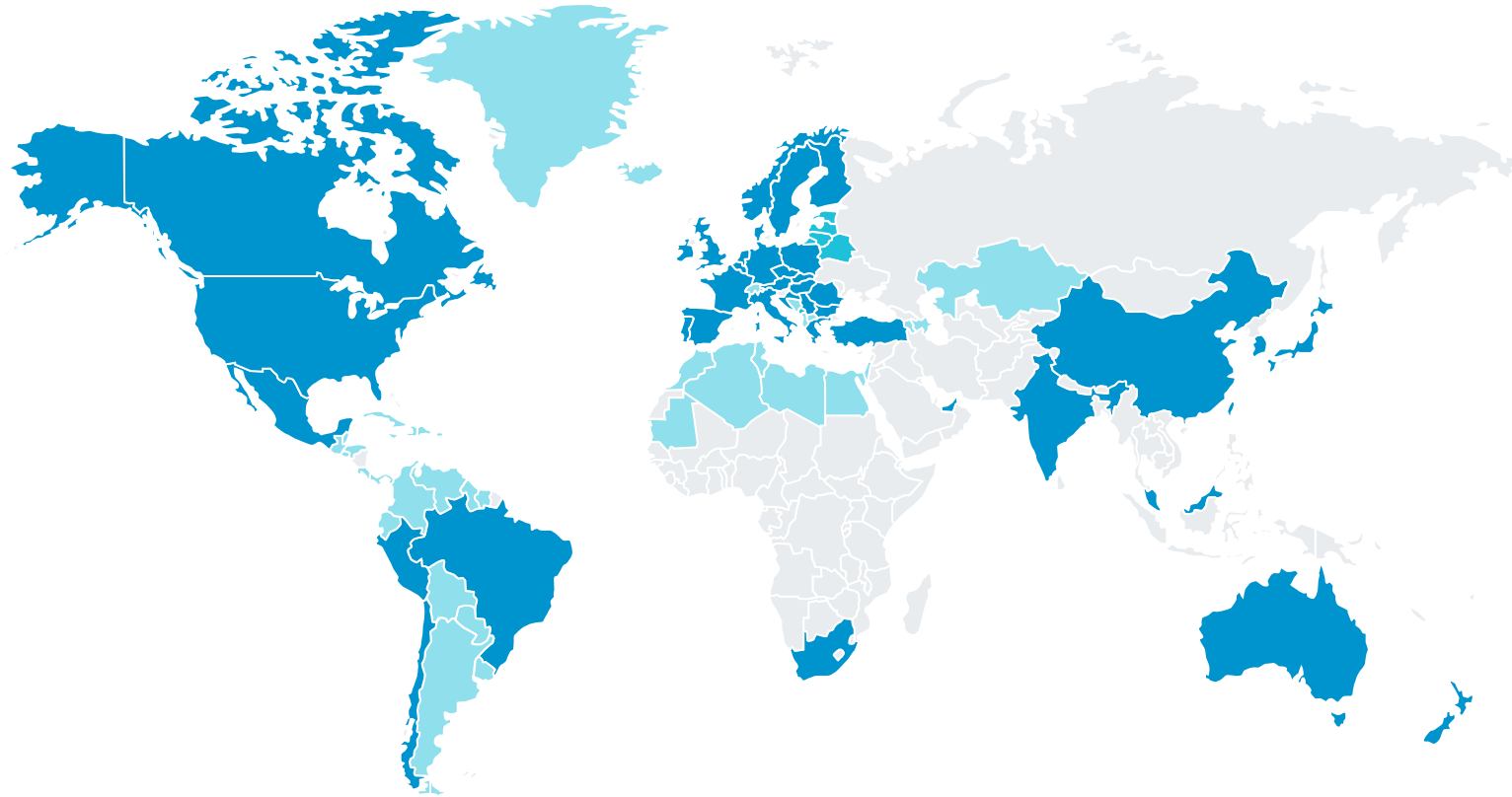
Our sorting, processing and packing solutions help to maximize food safety and minimize food loss.



Horizon

Exploring new, adjacent and alternative opportunities for our technology and solutions to leading the resource revolution.

TOMRA's global presence



● TOMRA's presence ● TOMRA's representation

Installed base worldwide

Collection
~87,000

Recycling
~11,200

Food
~15,500

Total ~113,700

*All figures are from 2024

1972

A challenge to solve

Petter and Tore Planke developed the world's first automated reverse vending machine for collecting used bottles in 1972.

Aage Fremstad, the grocer who first asked Petter Planke if he could provide an automated return solution for empty bottles, showcases the first TOMRA prototype installed at his store.



TOMRA founders Tore
and Petter Planke

