

EU Green Week 2025:

Partner event on
Wednesday 4 June
Norway House,
Brussels



Breakfast meeting at Norway House

Format: Presentations and Panel session

Duration: 2 hours
(mingling + demo + pres)

Location: Rue Archimède 17



Closing the loop for European city life

A coffee on the go. A quick bite in the park. A beer with friends at the local bar. Many urban Europeans find joy in using their cities as an environment for life itself. It makes cities vibrant and attractive.

But when we use the city more actively, we also produce more waste: used coffee cups, beer glasses, pizza boxes and sushi trays are littering our streets and parks. In European city centers, up to 45% of the weight in public waste bins is associated with takeaway food packaging. The EU Packaging and Packaging Waste Regulation (PPWR) sets a clear ambition for addressing these issues, but countries, regions and cities are by no means just passive observers – many are active players in the transition.

How can circular solutions and smart policies help close the loop for our cities? What can we learn from proven solutions in other sectors, and which cities and regions are taking the lead?

Join NewERA, City of Aarhus, Central Denmark EU Office and TOMRA, at Norway House (across the street from the Berlaymont building) to experience first-hand a practical solution from Aarhus, Denmark – and to discuss:

- Practical experiences in designing and implementing efficient circular systems, offering participants to test the REUSEABLE system implemented in Aarhus, Denmark.
- The enabling policy framework conditions for circular economy actions to thrive, as exemplified by cities in various parts of Europe.
- How we can make the EU competitive while remaining a frontrunner in circular economy solutions.

Draft program 4 June at Norway House

Work in progress

	Activity	Message/content	Speaker
08:30	Coffee and mingling	Guests arrive, coffee served in REUSEABLE cups, demonstrating system	
09:00	Welcome and introduction	Welcome address – Nordics as pioneer and enabler for circular solutions	Anders Eide, Ambassador, Mission of Norway to the EU
09:05	Address by incoming EU presidency	Priorities for a competitive circular economy of incoming Danish EU presidency	Danish EU Rep (TBC)
09:15	Competitive & Circular: Cities as frontrunners	Cities and circularity: Building a competitive circular economy with cities and municipalities as key drivers	DG REGIO (TBC)
09:25	Enabling and advancing circular policies for healthier urban living	A policymaker's view on the circular economy in the age of trade war and geopolitical tension	MEP Rasmus Nordqvist
09:30	State of Reuse in the EU	The state of play for reusable packaging solutions – cities and regions, promising pilot projects, startups and systems	Ulysse Revat-Dontenwill, Head of Public Affairs, New ERA
09:40	Collaboration between Cities and Industry: REUSEABLE pilot in Aarhus	Case presentation from Aarhus – challenge, issues faced, solutions, lessons learned, implications for policy	Simon Rossau, Project Leader – REUSEABLE, City of Aarhus
10:00	Panel discussion: Implications for policy at city and member state level – how do we close the loop for European city life?	<p>Moderated panel discussion</p> <ul style="list-style-type: none"> • What is in the policy toolbox? • How do we enable system convergence? • What can we learn from successful circular systems? <p>Q&A?</p>	<p>Moderator: Iara Beekma, Head of Advocacy and Stakeholder Engagement, New ERA</p> <p>Panelists</p> <ul style="list-style-type: none"> • DG ENV representative (TBC) • Cities representatives (2-3 cities) • ACR+ representative
10:45	Conclusions and closing	Participants test returning cups in the RVM on their way out	Live testing with deposits returned to individual cards

Partnership

Organizers supporting the event 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.



New European Reuse Alliance



TOMRA



City of Aarhus



Mission of Norway to the EU



Central Denmark EU Office



EU-Norway Green Alliance