

# Reloop Unpacks: The Future of Managing Resources in a Competitive Europe

Advancing Circular Economy Innovation for Sustainable Packaging Resource Management

Reloop Unpacks: The Future of Managing Packaging Resources in a Competitive Europe will explore how cutting-edge resource management strategies—spanning deposit return systems with reuse & recycling, mixed waste sorting, raw material recovery, and digital innovation—can accelerate Europe’s transition to a circular economy. With participation from policymakers, industry leaders, and technology pioneers, this event will promote knowledge-sharing, policy advancement, and scalable solutions.

## Draft Event Overview

**Timeframe:** 9:30 – 15:30

### Session 1: Innovations in Deposit Return Systems (DRS)

- *Presentations:*
  - Mixed DRS models across Europe
  - PWC study on EU mixed DRS
  - Case studies: Latvia, Germany (SU & refillable), Poland (upcoming DRS implementation)
- *Debate (20 min):* Industry, policymakers, and NGOs on how modernized DRS can deliver high collection and quality recyclables.

### Session 2: Unlocking Raw Materials for the Circular Economy

- *Presentations:*
  - Mixed Waste Sorting (MWS) and cost-efficiency
  - Case studies demonstrating the role of MWS in reducing emissions and unlocking material value
  - Demand for secondary raw materials (Ceflex, Borealis, or similar industry representatives)
- *Debate (45 min):* Addressing market demand, investment needs, and the role of policy in ensuring high-value resource recovery.

### Session 3: Digital Innovation for a Circular Future

- *Showcasing breakthrough technologies:*
  - Digital product passports
  - AI-driven recycling & sorting systems
  - Microtransactions for circularity (Mastercard pilot)
  - ReSIM for smarter packaging choices

- Digital labeling solutions (GS1, others)
- *Debate:* How AI and digitalization will reshape packaging management and circularity in the next decade.

**Concluding Panel & Summary:**

- Policy recommendations and next steps for industry collaboration.
- The role of regulation in scaling digital and systemic innovations.