

UNLOCKING THE REUSABLE PACKAGING REVOLUTION

Scaling returnable packaging in Urban food systems

#EU GREEN WEEK

13th June 2025 - University of Turin (Italy)

Location: ESCP Business School - Turin



AGENDA

WELCOME AND INTRODUCTION

10:00 *Paola De Bernardi and Canio Forlano,*
Department of Management, University of Turin

THE NEW PACKAGING AND PACKAGING WASTE REGULATION (PPWR)

10:15 *Laura Peano,* Principal Consultant Packaging and Circularity, Quantis

CHANGING THE WAY WE PACKAGE FOOD: A SYSTEMS' THINKING APPROACH [online]

10:40 *Milena Corredig,* Department of Food Science, Aarhus University

FOOD SERVICE AND REUSABLE PACKAGING: PAVING THE WAY TO NEW BUSINESS MODELS

11:00 *Gianluca Cristallo,* Innovation Manager, Camst Group

11:30 **Coffee Break**

PANEL TALK – RECIPES FOR SUCCESS: INNOVATIVE AND SUCCESSFUL SOLUTIONS FOR SCALING REUSABLE PACKAGING

11:45 Moderated by *Paola De Bernardi,* University of Turin, with:
Giulia Zanatta, CEO and Co-founder, Aroundrs
Davide Mazzanti, CEO and Founder, Sykell

PANEL TALK – REUSABLE PACKAGING SOLUTIONS: THE ROLE OF CITY'S STAKEHOLDERS

12:15 Moderated by *Nadia Lambiase,* CEO and Founder, Mercato Circolare, with
Laura Ribotta, European Project Manager, City of Turin
TBC. CRAI
Marco Grosso, Environment, Health and Safety Manager, Dimar S.p.A.

13:00 **CLOSING OF THE OPEN SESSIONS**

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Multi-Stakeholder co-creation workshop

ONLY BY INVITATION – COLLABORATIVE & CO-CREATIVE WORKSHOP

14:00 Workshop & Collaborative brainstorming with reusable systems' stakeholders such as food industry companies, public authorities, sustainability advocates, and professionals, working in particular on drivers and opportunities for scalability in different urban food systems.

16:00 CLOSING

The "Reusable Packaging Revolution in Urban Food Systems" event at EU Green Week 2025 aims to address the pressing need for sustainable solutions in food packaging. As urban populations grow, so does the challenge of managing waste and reducing environmental impact. This event seeks to foster discussions on innovative reusable packaging models that can transform urban food systems.

Topic: The focus is on the adoption and implementation of reusable and refillable packaging in the food sector, examining its benefits, challenges, and potential for reducing single-use plastics and associated waste.

The "Reusable Packaging Revolution in Urban Food Systems" event at EU Green Week 2025 will serve as a vital platform for advancing sustainable practices in urban food systems. By uniting diverse stakeholders, the event aims to inspire collective action towards a future of reduced waste and enhanced sustainability in food packaging. This comprehensive approach will ensure that the event captures the essence of the reusable packaging movement, driving forward the dialogue and action needed to revolutionize urban food systems for a sustainable future.