



# Welcome to the Circular City Labs Webinar

“Initiating Reuse – Perspectives for Businesses and Cities”

## During the webinar, please:



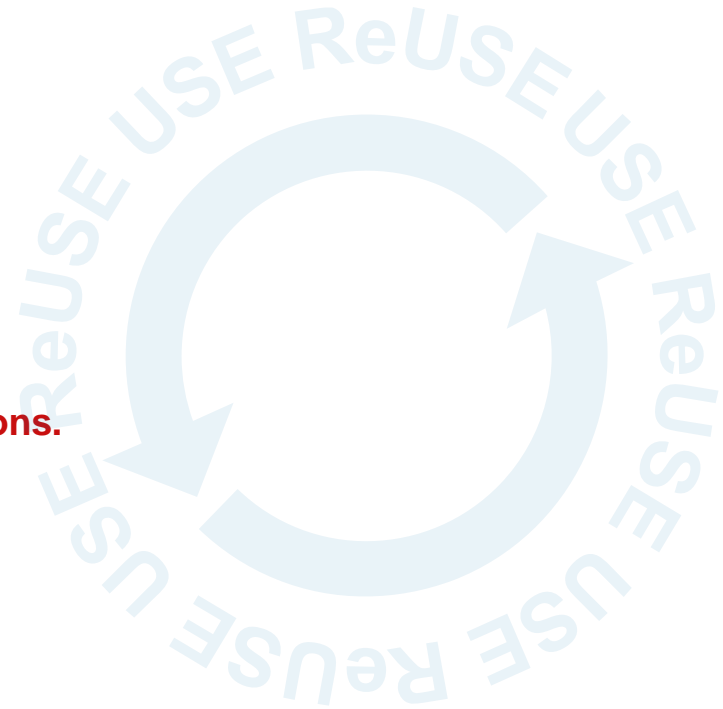
**Mute yourself.**



**Follow the chat for updates and use it to post questions.**



**Be aware that the event will be recorded.**




# Agenda

Topics	Speaker
Circular City Labs	Jana Schwalm (GIZ)
Gender perspective in the Circular Economy	Adriana Victoria Mera Sotelo (Gender Focal Point at GIZ Colombia)
Reuse businesses	Elisabeth Wohlfarth (RECUP) Eckhard von Münchow (ReFrastructure)
Roles of cities	Magashen Naidoo (ICLEI) Tobias Staufenberg (City of Tübingen)
Next steps	Jana Schwalm and Angelina Schreiner (GIZ)

Click [here](#) to watch our video on reusable packaging systems and the Circular City Labs project





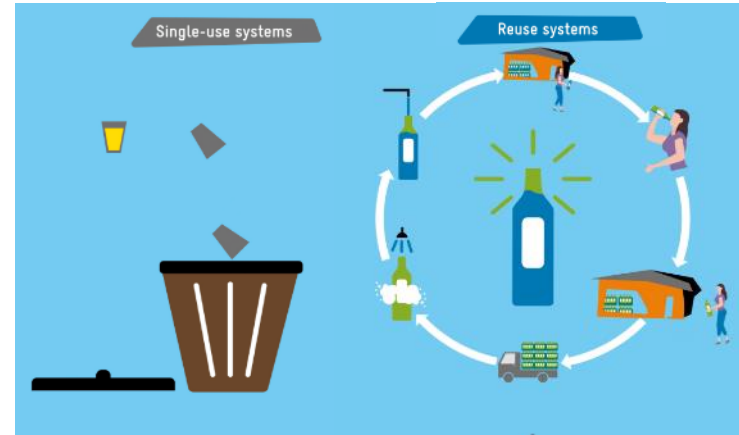
# **Circular City Labs**

## Testing reusable packaging in cities

Jana Schwalm (GIZ)

# Reusable packaging

- Circular approach
- Packaging can be cleaned, refilled and used repeatedly for same purpose
- Small deposit is added to incentivize the consumer to return
- After consumption, the consumer returns the empty container to collection point to get deposit back
- Reusable packaging systems can also be set up business-to-business



# Circular City Labs – Testing reusable packaging systems in cities

**Project goal: Reduce greenhouse gas emissions through waste prevention.**



**Reusable packaging systems  
are tested.**



**The participation of women in  
the local circular economies is  
strengthened.**



**Project period:** 01/2023 to 12/2025

**4 selected partner cities:** Tirana (Albania), Tbilisi (Georgia), Medellín (Colombia), South Africa or Kosovo (tbd)

**Sectors:** Selection of sectors depends on local demand and interest

# Content of the Circular City Labs project

In each selected city:

- Multi-stakeholder approach
- Inviting public sector, academia, civil society and private entities
- Exchange around CE, reuse and women's participation in the economy

## Collaboration with public sector (municipalities)

- Trainings
- Local-level incentives on CE and reusable packaging

## Collaboration with private sector (SMEs)

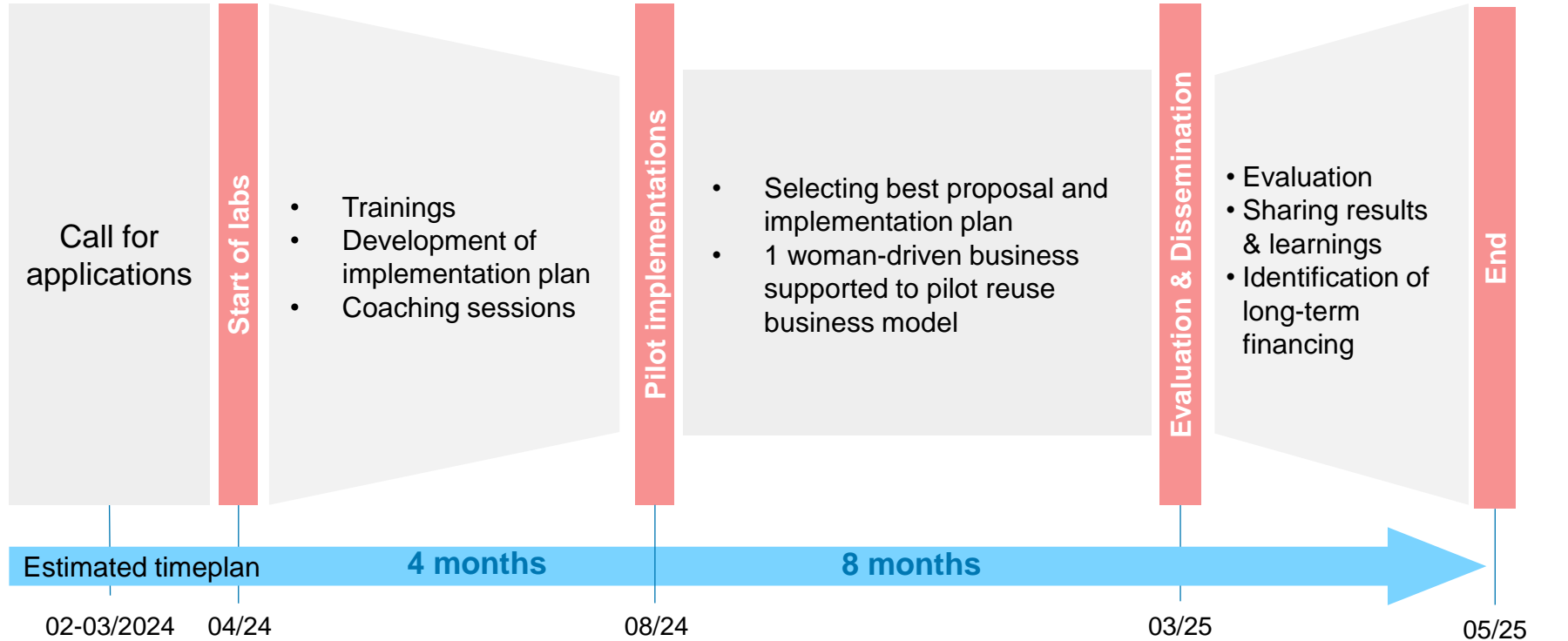
- Accelerator programme
- Target group
  - 14 SMEs
  - 70% women participation

## Awareness raising measures



# Accelerator Programme

*Design might differ  
from city to city*



# Gender perspective in the Circular Economy

Adriana Mera  
(Gender Focal Point GIZ Colombia)

# Some Context

“Engaging women in the circular economy – raising awareness on sustainable consumption and encouraging participation in leadership and managerial roles – is indispensable to create good circular systems”



According to the OECD **women are differentially affected by both sustainable and unsustainable production and consumption patterns because:**

- ❖ Are dependent for subsistence on strained natural resources.
- ❖ Are affected by poor labor conditions in a “feminized” workforce.
- ❖ Provide a large amount of informal and unpaid work related to waste management.
- ❖ Are involuntarily and without their knowledge exposed to harmful products and chemicals.

Studies\* confirm that **women has low representation in industrial eco-design and advanced technology-related professions and in senior management roles.**

\*Manuel Albaladejo (2022)

# Why is a Gender Perspective important in Circular Economy?

*"Gender equality is a central pillar for achieving sustainable development, which is the circular economy's ultimate aim"*

The circular model can be seen as a tool to achieve SDGs:

SDG 17: Sustainable Development

SDG 5: Gender Equality



Circular Economy is still overwhelmingly male-dominated: women make up only:

5% of executive board members;

**21% of non-executive board members**

**15% of senior management leadership roles.**

According to a 2020 study\* companies with improved gender diversity on boards were to reduce:

60% the intensity of energy consumption

39% GHG emissions

46% water use respectively

\*Period 2013-2018

If the circular economy is to be a game changer for production and consumption patterns, it must do so based on principles of equality.

# Main Obstacles for Leadership of Women in the Sector



Gender dimensions of the circular economy faces the following challenges:

- ❖ laws, policies, regulations, and institutional practices as high taxes, lack of government incentives and subsidies to small businesses.
- ❖ cultural norms and beliefs.
- ❖ gender roles, responsibilities, and time use.
- ❖ access to and control over assets and resources.
- ❖ patterns of power and decision-making.
- ❖ lack of information on available business education, training programs, and technical support for entrepreneurs.

# The Case of Colombia

## National Circular Economy Strategy (ENEC) :

- Strategy to retain the value of materials;
- Alternative to prevent the generation of waste and reduce the consumption of single-use plastics.

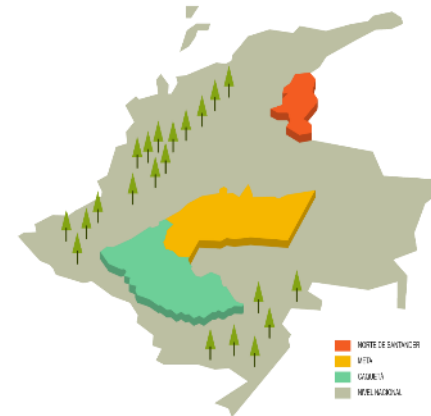
A research of GIZ\* about circular economy in 4 cities in Colombia, shows women have participation of:

69% in jobs

74% in management positions

70% in the ownership of reuse initiatives

43.8% of female entrepreneurs in Colombia exhibited entrepreneurial intentions, but only 4.9% of them ran established businesses (2018).



Bogotá, has “**Bogotá Circular**” strategy, along and coordinated with stakeholders from different sectors of society.

\*Circular Economy in Colombia ([giz.de](http://giz.de))

# Final Reflection



- ❖ How can a circular economy prevent gender disparities from the transition stage?
- ❖ How to account for and address the practical and strategic needs of women?
- ❖ How to ensure the active inclusion of women in circular-economy-related activities?

It is imperative to systematically incorporate a gender lens in circular economy design since it requires understanding consumer behavior and local/ traditional sustainable practices, which are domains where women are often the knowledge holders. Investigating “gender roles and behavioral preferences in consumption as well as waste generation and prevention” could lead to addressing gender inequalities “through recognizing the value of jobs supporting circular economies” (OECD, 2020).



# Reuse businesses

Elisabeth Wohlfarth (RECUP)

Eckhard von Münchow (ReFrastructure)



# 13 Billion



single-use packaging items are yearly used  
and thrown away in Germany.



# Comparison reuse systems

- **Availability:** one store, chain or city, a shared pool of several chains, nationwide or international
- **Business Model:** Pay-per-use, membership payment
- **Handling:** analog (deposit) or/and digital (penalty system)
- **Products:** shape, size, material, diversity



# Simplicity works ...



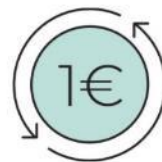
1. ORDER



2. ENJOY



3. RETURN



# RECUP

OUR CUPS



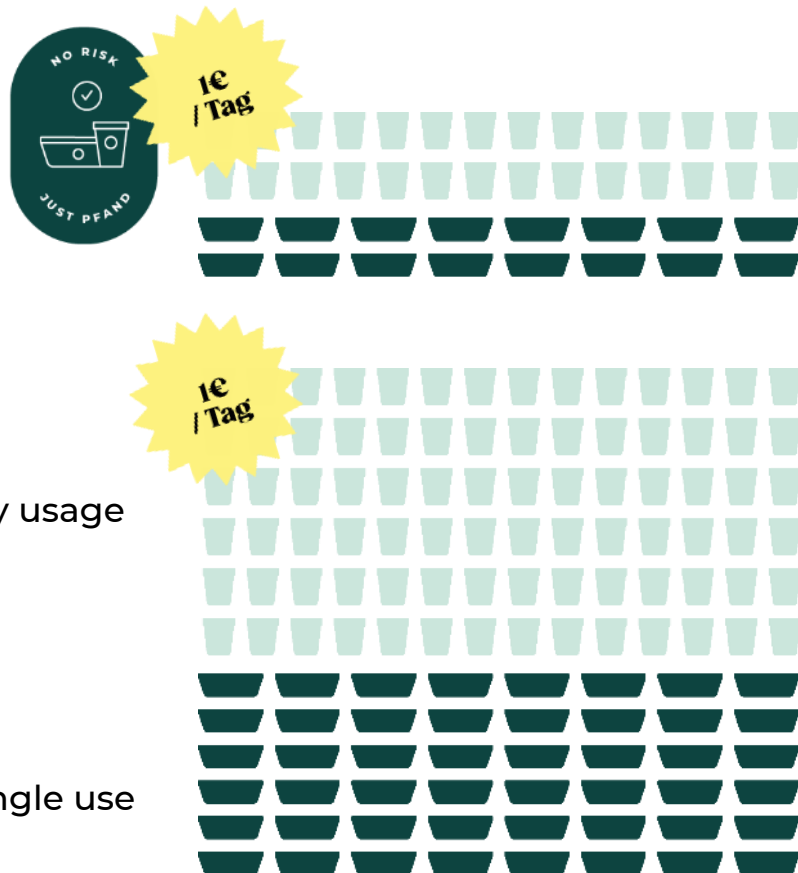
# REBOWL

OUR BOWLS



# Monthly fixed payment

- independent from order volume & daily usage
- all products
- deposit is not real cost
- after break even point cheaper than single use



# 20.000+ partners in the network

Small & big.



Active cities



RECUP/REBOWL partner









# ReFrastructure Foundation - the Digital Infrastructure for Reuse Systems



# Current reuse systems face problems



End customer



Reusable tableware has to be returned to the respective partners



Too few return points



Reuse system start-up



Restaurant operator



On its own, each system has too low volumes to run cleaning and logistics economically



No central cleaning facility



Foodtruck operator



ReFrastructure Foundation enables “Return Anywhere” - a broad return network for all reusable containers.

**Benefits for citizens: Convenient return of reusable containers**



Our digital platform enables a cross-system infrastructure for logistics and cleaning.

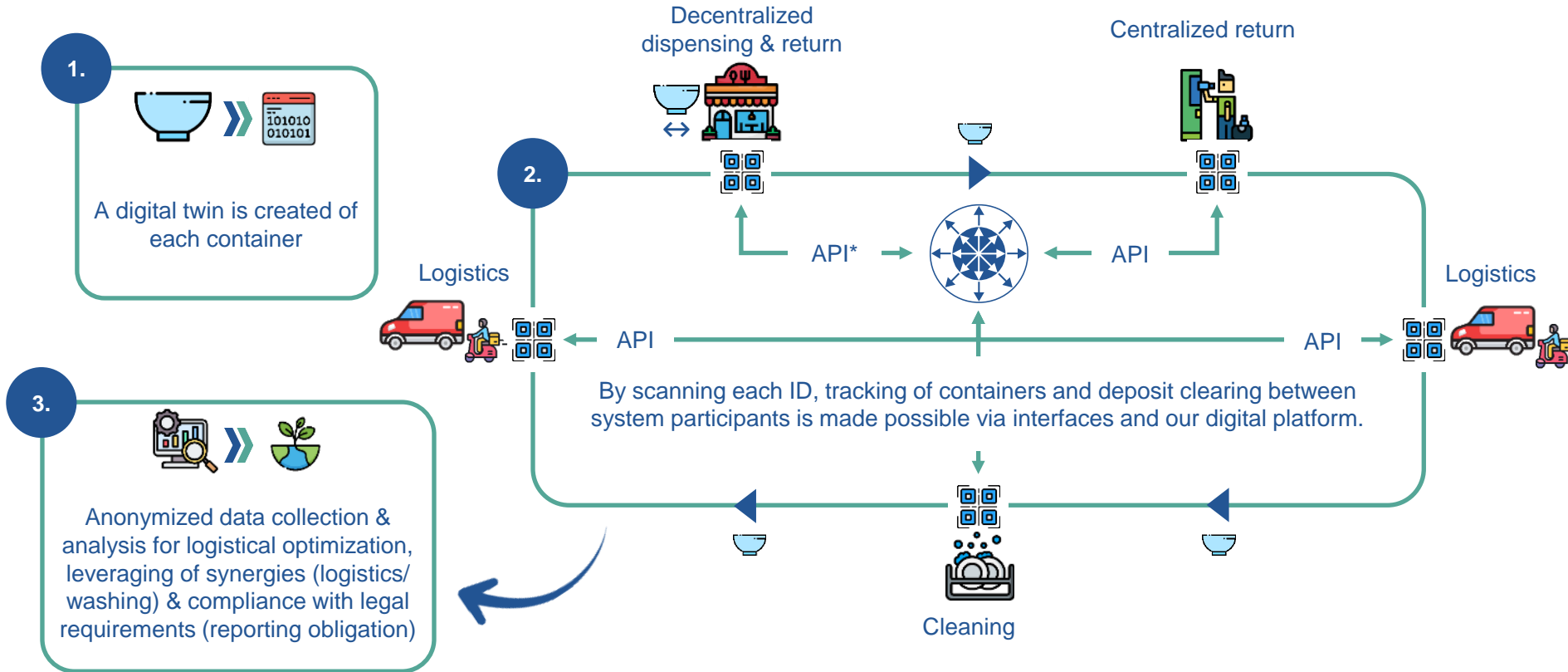
**Benefits for restaurants & Co: Convenient way to offer reusable containers**



Our USP: As a neutral non-profit platform, ReFrastructure Foundation enables cooperation between all stakeholders, including competitors.  
Scaling effects will be reaped without creating monopolistic structures.

**Benefit for everyone: Economies of a common-good platform**

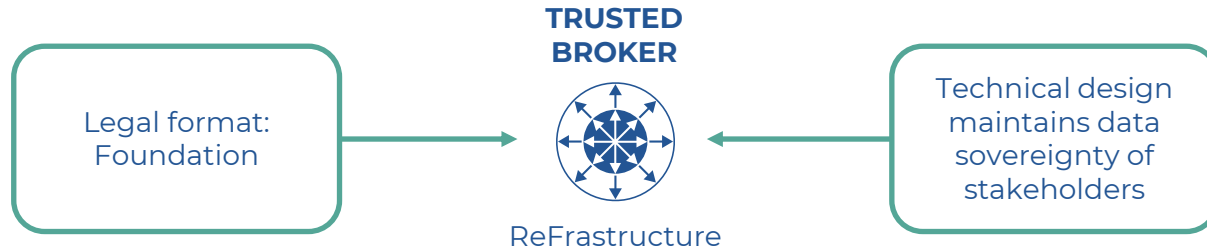
# How REFRASTRUCTURE works in practice



\*Application Programming Interface

# Neutrality is based on our legal format and IT-system architecture

Infrastructure & clearing system is neutral and cannot be sold.



## Pilot in Munich/Haar - Awareness



Mehr  
Weg



## NACHHALTIGKEIT & PRAXIS

Was bleibt übrig von der fantastischen Reise, die man sich vom Lieblings-Italiener geholt hat? Bestenfalls ein kulinarisches Glücksgefühl – und kein Aluschälen. Wie das geht? Ist gar nicht schwer. Und dank des Pilotprojekts, das im August mit ReFrastructure in Haer startet, wird es ganz simpel.

weg über eine „graue Bläutier“. Oder man könnte auch sagen ein Fortschritt mit Rückblick. Denn es war bis vor einigen Jahrzehnten völlig normal, dass die Dinge eben nicht in Plastik verpackt

in den Haushalten laudieren. Und deswegen ist Melaweg in sich erstmal kein neues Geschäftsumfeld! Es soll einfach wieder ein Bewusstsein dafür geweckt werden, dass Verpackungen eben doch

Gie alle und auch einige mehr sind für den Haarer Mehrweg ohrenanfällig im Einsatz – mit dabei neben Beiratsmitgliedern und der Gemeinde auch der Verein Band in hand in haar. Alle zusammen für die gute Sache.



zahn, Wert haben – und nicht an Müll  
tauchen. So weit, so gut, so theoretisch.  
Jetzt müssen wir es nur auch tun.  
Und in Harzauen. Denn: Wir sind Pläne  
gerade für gut. Deutschland und  
trotz, wie gut es mit Müllecken  
zu tun kann. Wer hat Lust,  
Müllerei zu sein? Aus dieser Seite  
beantworten wir einige grundsätzliche  
Frage: aus politischen, Umwelt- und  
ökologischen. Aber sehr schnell und  
einfach zu beantworten. Wenn nicht  
Müllerei. Allen.





# Pilot in Munich/Haar - Infopoint



# ReFrastructure pilot – some learnings

- Information campaign is crucial  
professional design + personal interaction  
select appropriate communication channels for target audiences
- Digital infrastructure did work – scanning and database  
professional SW development with student support saves funds  
invest in initial case studies
- Institutional support (here municipality Haar) opens many doors
- Reuse is not inherently attractive – neither for gastronomy nor for users  
hen/egg issue: little user demand <-> limited offers
- Voluntary work can start a lot – difficult for long-term processes
- Project courage pays off - “Can do” proof opens new opportunities
  - scaling from Haar (23,000 citizens) to Stuttgart (630,000)
  - extension from take-away to e-commerce





# Time for Questions!

With Elisabeth Wohlfarth (RECUP)  
and Eckhard von Münchow (ReFrastructure)



# Role of Cities

Magashen Naidoo (ICLEI)

Tobias Staufenberg (City of Tübingen)



Local Governments  
for Sustainability



# Circulars

## **Circular City Labs - Webinar “Initiating Reuse - Perspectives for Business and Cities”**

**“The role of municipalities to promote and  
enable reuse models: Policy and holistic  
considerations”**

**Magash Naidoo, 16/01/2024**



# Our Mission



ICLEI – Local Governments for Sustainability (known as “ICLEI”) is a global network working with more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development.

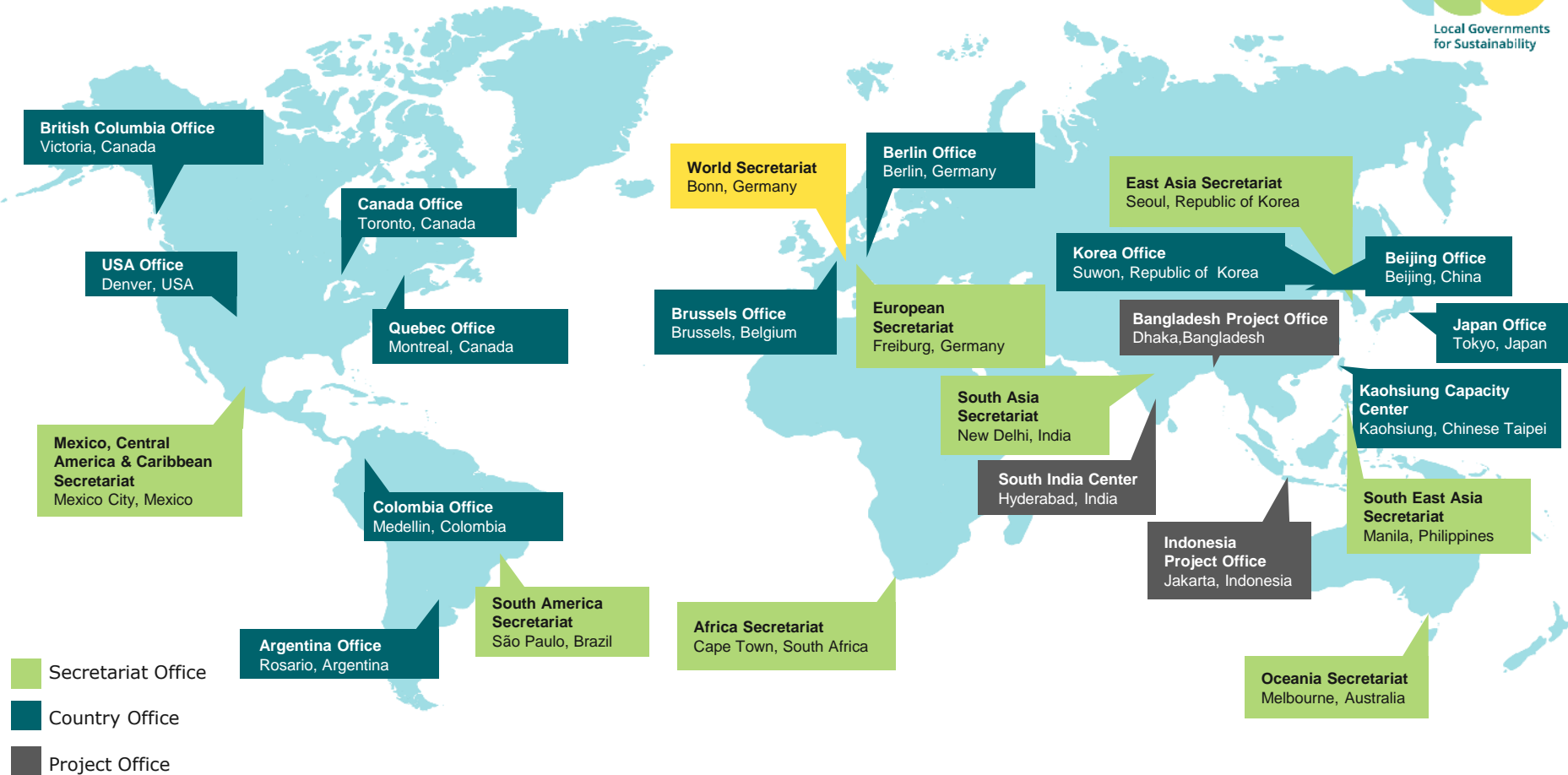
**2,500+ LOCAL  
AND REGIONAL  
GOVERNMENTS**

**ACTIVE IN  
125+ COUNTRIES**

**600+ EXPERTS IN  
27 OFFICES  
WORLDWIDE**



# ICLEI Offices Around The World



# Role of cities?

- **Integration:** Critical but complex to balance multiple objectives over many thematic areas, e.g. banning single use items vs. unemployment and livelihoods.
- **Enabler:** Primary power lies in Regulatory environment, Policies, By-laws, Strategies and Plans. Not forgetting the ability to institute incentives and enforcement mechanisms. E.g. Integrated Solid Waste Management Plans that move towards zero-waste; implementation of separation at source infrastructure and enforcement of proper use.
- **Conduit:** Legitimate lobby power with other key stakeholders, e.g. national government to institute laws that promote Reuse; and contribute to Global Treaties.
- **Convener:** A safe platform for all perspectives to be shared and objectives achieved for the greater good.
- **End-user:** City Administrations also consumer a lot.

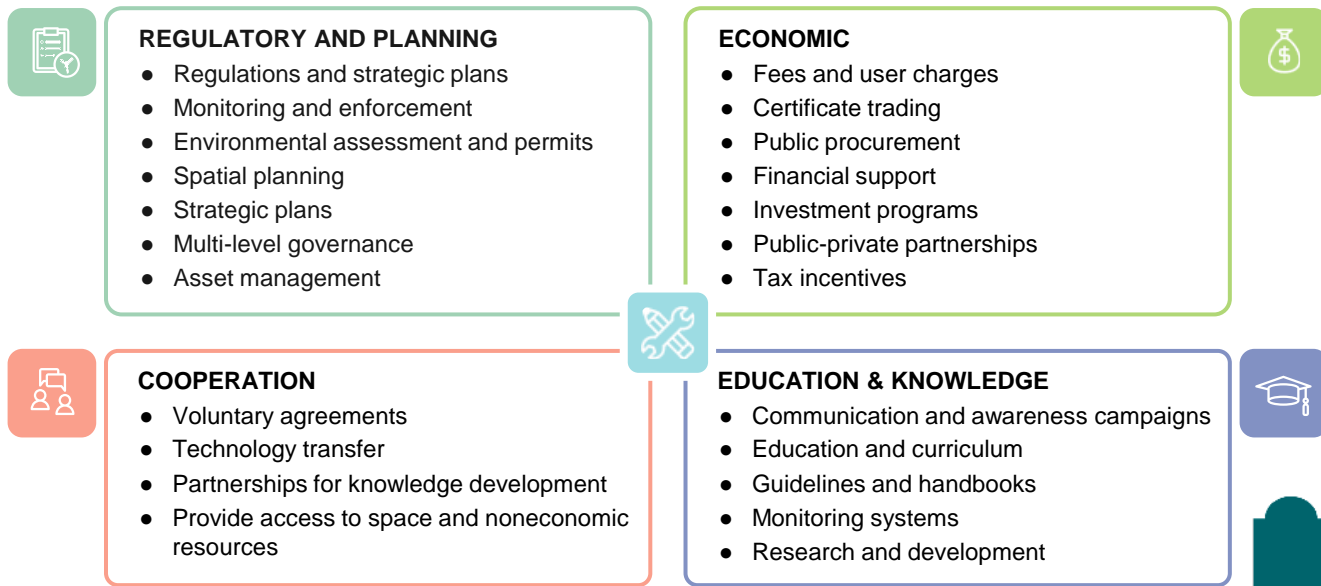




# Circular Economy Policy Tool Box



Local governments' instruments to build a sound policy framework to further **circular economy and reuse measures** include:



# Important considerations

- **Shifting the environmental burden and unintended consequences?:** In instances we solve a problem and create another, e.g. replacing single-use plastic bags with paper bags.
- **Sustainable outcomes:** Will the benefits continue after the end-life of initiatives?.
- **Economic flows:** Shifting of productive activities to outside of city economies need to be limited, coordinated or supplemented with new activities.
- **Social aspects:** Are we taking into account three important dimensions? Access, Participation and Opportunity.





# Circular Cities Action Framework and Reuse



- Circular Cities Action Framework
- Reuse:
  - Design and regulate for extended use.
  - Facilitate second-hand markets, sharing and exchange platforms.
  - Support reuse, repair, remanufacturing and maintenance of existing resources, products, spaces and infrastructure.



# Thank you!

Get in touch:

[circular.development@iclei.org](mailto:circular.development@iclei.org)

<https://circulars.iclei.org/>



## *Financial incentives to reduce single-use packaging - The single use packaging tax in the city of Tübingen*

*Tobias Staufenberg, Environmental and Climate Protection Unit of  
the municipality of Tübingen*



## Tübingen

90.000 inhabitants

27.000 university students

30km south of Stuttgart



## Why a local tax on packages?

- Increasing amounts of disposable packagings in public spaces
- Annual costs of 700.000 € for disposal
- Create an incentive to use reusable packagings
- No regulation / incentive on the national level
- Ressource protection = Climate protection



Fotos: Hans-Peter Kern

## How does it work?

- 0,50 € on every single use food package
- 0,50 € on every single use drink package
- 0,20 € on single use cutlery

No tax if:

- Reusable packing is used (e.g. as part of a deposit system)
- Food/drink are not consumed promptly

## How does it work?

- $\approx 440$  businesses affected
- Revenue is expected to amount to several hundred thousand Euros.
- 1,5 full-time positions in the tax department needed for tax collection

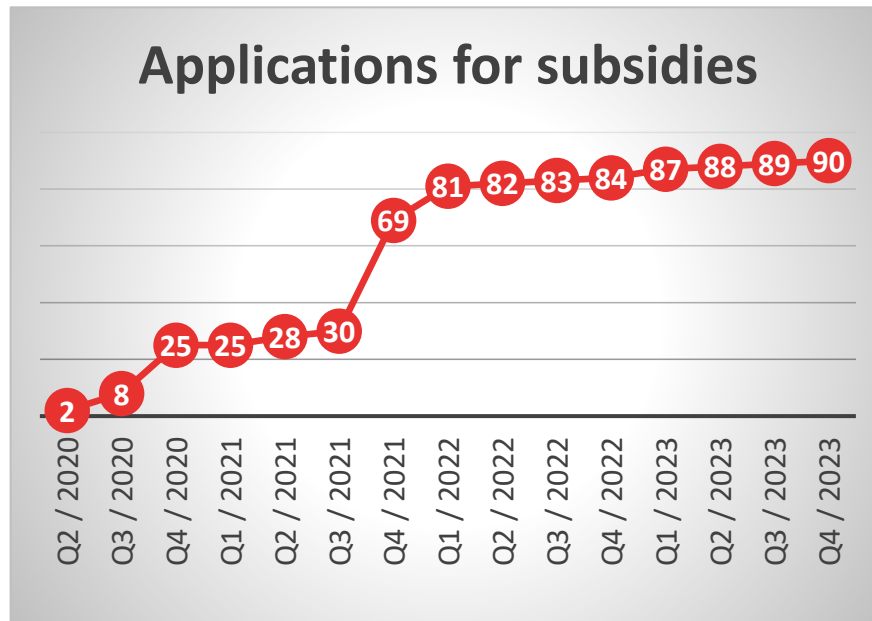


## We support alternatives!

- Local subsidies for businesses transitioning to reusable packages
  - 500 € for packages (per shop)
  - 1000 € for dishwashers (per shop)
- 108 businesses have been subsidized since 2020
  - Currently 158 shops with reusable packages
- Three fairs for reusable packages organized by administration
  - Connecting local business with companies offering reusable packaging

## We support alternatives!

- Tax is a catalyst for the usage of reusable packages
- 53.000 € in subsidies have been disbursed to local businesses so far
- 170 businesses offering reusable packagings



## Process

12/2018: municipal council orders administration to prepare a tax bylaw.

2019: intensive research into legal and practical affairs

Q3+4 2019: meetings with local gastronomers regarding taxing and reusable packagings

01/2020: municipal council enacts the tax bylaw, being in effect as of 01/2021

05/2020: administration starts aid programm for local gastronomy to support transition  
towards reusable packages

# Process

07/2020: due to Covid19 pandemic municipal council shifts  
start of taxation to 01/2022

07/2021: Information about process of taxation sent to local shops.

### Q3+4 2021: intense counseling of local shops

## Q4 2021: Information campaign towards the public



## Does it work?

- Tax has been in effect since January 2022
  - Visibly less trash in and around public trash bins
  - Much more people using reusable packages
  - Many local businesses completely phased out single-use packagings for food and drinks



## Looking forward

- Tax collecting for 2022 started in fall of 2023
- Additional information and counseling of local businesses will be necessary regarding taxation and the use of renewable packages
- More and more cities ask for information about the tax and think about implementing similar taxes

**THANK YOU FOR YOUR ATTENTION!**

**Tobias Staufenberg**  
[tobias.staufenberg@tuebingen.de](mailto:tobias.staufenberg@tuebingen.de)  
+49-7071-204-2485





# Time for Questions!

With Magash Naidoo (ICLEI)

and Tobias Staufenberg (City of Tübingen)

# Circular City Labs – Next steps



Albania:

- [Open Call for Tender for accelerator implementation in Tirana](#)

Colombia:

- Kick-off event in Medellín: 15th of February
- Online workshop series: 7th, 14th and 21st of March

Georgia:

- Kick-off event in Tbilisi: end of February or beginning of March

Global activities:

- Leadership Training for Female Multipliers in the Circular Economy: Starting next week
- Next webinar: Probably October 2024

**Share your email address in the chat or contact:**

<b>Colombia</b> <u><a href="mailto:Camilo.herrera@giz.de">Camilo.herrera@giz.de</a></u>	<b>Georgia</b> <u><a href="mailto:Nino.janashia@giz.de">Nino.janashia@giz.de</a></u>	<b>Albania</b> <u><a href="mailto:Valbona.koci@giz.de">Valbona.koci@giz.de</a></u> and <u><a href="mailto:Angelina.schreiner@giz.de">Angelina.schreiner@giz.de</a></u>
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**giz**

## Additional links

### Study recommendation

- [LCA in takeaway reuse \(zerowasteeurope.eu\)](https://zerowasteeurope.eu/)

### Hygiene standards and cleaning of reusable packaging

- [Merkblatt „Pool-Geschirr“ - Hygiene beim Umgang mit Mehrweggeschirren innerhalb von Pfand-Poolsystemen \(lebensmittelverband.de\)](https://lebensmittelverband.de/)
- [Reusable packaging system design - washing, sanitization and handling of foodware \(resolve.ngo\)](https://resolve.ngo/)
- [Pfand-Poolsysteme: Worauf du bei Pfandgeschirr aus Poolsystemen achten solltest \(youtube.com\)](https://youtube.com/) (English subtitles can be activated)

### Reuse city example

- [The story of Tübingen \(zerowastecities.eu\)](https://zerowastecities.eu/)

### Reuse communities

- [Platform & Network for Reusable Packaging \(planetreuse.eu\)](https://planetreuse.eu/)
- [EU Reuse Alliance \(newreusealliance.eu\)](https://newreusealliance.eu/)
- [Community \(reuseportal.org\)](https://reuseportal.org/)



**Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH**

Registered offices  
Bonn and Eschborn, Germany

Friedrich-Ebert-Allee 32 + 36  
53113 Bonn, Germany  
T +49 228 44 60 - 0  
F +49 228 44 60 - 17 66

Dag-Hammarskjöld-Weg 1 - 5  
65760 Eschborn, Germany  
T +49 61 96 79 - 0  
F +49 61 96 79 - 11 15

E [info@giz.de](mailto:info@giz.de)  
I [www.giz.de](http://www.giz.de)

