

Circular City Labs



Unlocking the potential of reuse requires more than good intentions: It depends on creating the right conditions for businesses and cities to test, learn and develop. As the consequences of linear consumption become more visible, supporting businesses to implement reusable packaging systems is an essential part of promoting the circular economy.

This publication was developed as a part of the project ‘[Circular City Labs - Testing Reusable Packaging Systems in Cities](#)’, which aims to reduce greenhouse gas (GHG) emissions by promoting economically viable reusable systems and strengthening the participation of women and female entrepreneurs in local circular economies. Collaborating with local stakeholders, the project established Circular City Labs in Medellín, Colombia; Tirana, Albania; Tbilisi, Georgia; and in South Africa. Within these labs, businesses, city administrations, academia, and civil society come together to engage towards a functional and inclusive circular economy and explore the potential of reusable packaging and related business models. The project is carried out by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in collaboration with [ICLEI](#) and on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The Circular City Labs were divided into two phases. In the **acceleration phase**, 6 to 14 SMEs per city participated in trainings on circular economy, reuse, and gender, as well as in coaching sessions. During this time, they developed individual pilot implementation plans, which they pitched at the end of the phase. Based on these pitches, the most promising proposals were selected for the **piloting phase**, where 1 to 6 businesses in each lab received support to implement their reuse business model.

The purpose of this interactive brochure is to provide an overview of the project scope and to present the reusable packaging systems and solutions developed by the companies that participated in the local accelerator programmes. The featured businesses illustrate a variety of reuse approaches that are at different stages of development and implementation, rather than representing fully established best-practice examples.

Furthermore, it includes a brief introduction to the concept of the [circular economy](#), definitions of [reusable packaging systems](#), and a [gender perspective](#) within the circular economy, highlighting the importance of gender equality and women’s participation in this context. Moreover, it outlines the role of the [local governments](#) and how it can contribute to the implementation of conducive measures on reusable packaging systems and engage in beneficial processes.

Watch our [video](#) to find out more about reusable packaging systems and the Circular City Labs project.



The role of local governments

Globally, local governments are facing increasing waste management and resource challenges as a result of the linear economic system. While only representing 2% of global surface area, around half of the waste globally is generated in urban areas, where more than two thirds of global resources are consumed and between 60 to 80% of global GHG emissions are emitted (UN Habitat 2019, WEF 2021). The projected population growth will only exacerbate these pressures if they are not systemically addressed.

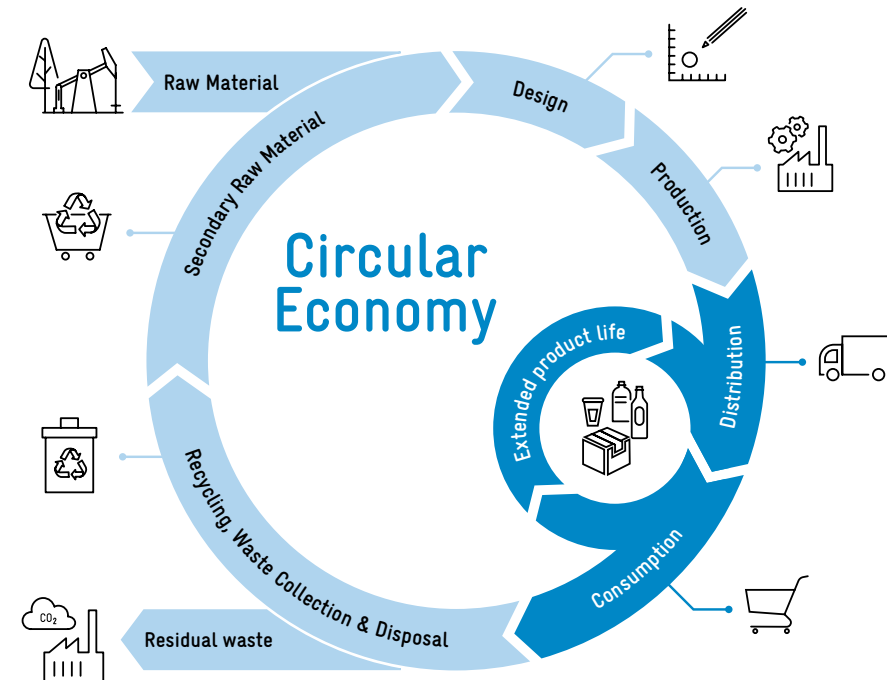
The circular economy offers a holistic systems change approach to the management of resources and waste in cities, and reuse systems specifically reduce the amount of waste generated. Local governments are well positioned to provide an enabling

environment to foster the emergence of reuse systems and stand to benefit from reduced strain on waste management processes. They can contribute to this through a range of measures, including prioritisation of reuse systems and campaigns to raise awareness on reuse, convening of relevant stakeholders for the development of reuse systems, as well as supporting the development of collection and centralised cleaning infrastructure for reusable solutions, among other aspects.

Further, implementing reuse systems locally can enable the density needed to support consumer uptake of the reuse measure, as sufficient touch points are required to ensure the success of such a reuse system. Successful reuse interventions can then be scaled to other jurisdictions.

Circular Economy

The circular economy is a sustainable economic system that aims to reduce waste and resource consumption by using resources more efficiently. Instead of the linear economic system, resources are kept in closed loops for as long as possible. This involves practices such as sharing, leasing, reusing, repairing, refurbishing, recovering and as a last resort recycling or composting products (European Parliament 2023). By extending the lifespan of products and reducing resource consumption the circular economy mitigates greenhouse gas emissions and environmental pollution through waste prevention (Ellen MacArthur Foundation 2021). Reusable packaging systems can contribute substantially to these challenges as they address the root causes of the packaging waste problem (Ellen MacArthur Foundation 2019).





Reusable packaging systems

In the field of reusable packaging, it is important to distinguish between two different systems:

Refillable packaging involves the refilling of consumer owned containers designed to be used multiple times. The container is not considered as packaging but rather as a product owned by the consumer, who is responsible for it. Refill practices include “refill on the go” (e.g., at an in-store dispensing system) and “refill at home” (e.g., with refills delivered through a subscription service) ([Ellen MacArthur Foundation 2019](#)).

In contrast, **reusable packaging** refers to a packaging system designed to be used multiple times for the same intended purpose. Therefore, reusable packaging needs to be supported by a functional reuse infrastructure that enables it to serve

the same purpose repeatedly. Reusable packaging systems remain a property owned and managed by a reuse system operator, a pool system or the producers themselves, who manage its collection, cleaning, and following refilling ([RSVP 2023](#)). To ensure that reuse containers are returned or collected, a deposit-refund system or an incentive system is usually included.

The following collection showcases the companies participating in the CCL project, representing a broad spectrum of industries such as gastronomy, cosmetics, groceries, technology and events. While not yet established reuse providers, they are pioneers in integrating reusable systems into their business operations. Rather than showcasing fully established best practices, this selection reflects the diversity of current approaches being explored in different contexts. As this brochure aims to foster exchange and collaboration within the reuse ecosystem, it includes emerging networks working to advance reuse locally and beyond.

Promoting Gender Equality in the Circular Economy

The shift to a circular economy offers a potential to tackle structural challenges and inequalities. Therefore, understanding this shift as an opportunity for women’s participation in local circular economies is essential to encourage gender equality in this momentum.

Women not only play a crucial role in environmentally sustainable consumption, influencing a substantial portion of household purchases but should also be recognised as knowledge bearers and decision-makers involving them in addressing global challenges. By raising awareness about sustainable consumption and production and by encouraging women to take on leadership and managerial positions, a foundation for a more inclusive and gender equal circular economy is created ([OECD 2021](#)).

Companies that embrace gender diversity are more likely to engage in sustainable business parties and to adopt sustainable practices by prioritizing social and environmental impacts in their business strategies ([UNIDO 2022](#)). However, women face several barriers such as low pay, low security and limited social mobility when entering and advancing in economic and entrepreneurial activities ([Cardella et al 2020](#)). To help overcome these barriers and promote gender equality within the circular economy, CCL has actively encouraged the participation of female entrepreneurs.



INTRODUCTION ▶

Circular City Labs Overview

[INTERACTIVE MAP]

CITY LABS ▶

PARTICIPANTS BY INDUSTRIES ▶

IMPRINT



Tirana Circular Lab – Albania

• Accelerator

- [Barefoot Festival](#)
- [BioCosm.Lab](#)
- [Birra e Gjyshit - JEZZ](#)
- [Gjelber & Vytal Albania](#)
- [Panja](#)
- [Silky Wet Cleaning Sh.P.K](#)
- [ToK Digital Academy](#)



Tbilisi Circular Lab – Georgia

• Accelerator

- [Campa](#)
- [Fabrika](#)



ECOGIRO, Medellín, Colombia

• Accelerator

- [Fundacion Natalia Botero Escobar-FNBE](#)
- [Grupo Familia / Essity](#)
- [Industrias Haceb](#)
- [Plásticos Ojara](#)
- [Xiclo](#)



South Africa Circular Lab

• Accelerator

- [Gcwalisa](#)



STEP BACK

Circular City Labs – Tirana, Albania

Albania’s transition to a circular economy is gradually taking shape, driven by EU accession requirements and upcoming policy initiatives that aim to establish a foundation for sustainable waste management, regulatory reforms and green job creation. While reusable packaging is not yet widely adopted, EU-driven policies and market trends are creating opportunities for its future implementation in the country. Additionally, the Ministry of Tourism and Environment (MoTE) plans to develop a Waste Prevention Program to further support circular economy efforts.

To accelerate the transformation of Albania into an innovation-driven, circular, and knowledge-based economy, the Municipality of Tirana is exploring and testing reusable packaging systems in the city.

Driven by the mutual goal to support the city of Tirana in this endeavour, the European Union, Germany and the Swedish Government joined forces with the municipality via three projects (1) Circular City Labs Project, (2) EU4Innovation, and (3) EU for Circular Economy and Liveable Cities.



Source: Adobe Stock

Implementing organisations:

Circular City Labs - Tirana is implemented by a consortium of three local entities: Destil Creative Hub, Co-PLAN (Institute for Habitat Development) and POLIS University, in collaboration with international experts Crazy Town Finland, which put efforts into supporting innovation & entrepreneurship promotion in Albania.

Powered by:



In partnership with:



Implemented by local consortia:



In collaboration with:



Circular City Labs – Medellín, Colombia



Although the Circular Economy landscape in Colombia is among the most robust in Latin America, reuse is in its infancy. Companies and policymakers are well aware of the environmental and economic benefits of recycling containers and packaging, but there are limited developments and experiences relating to reuse.

Circular City Labs aims to build on the existing enabling policy and entrepreneurship environment of Medellín to develop a reuse ecosystem in the city. Through the implementation of the Colombian Circular City Lab, called “Ecogiro”, the project aims to not only drive the development and implementation of reuse pilots, but also to drive discussions and the development of enabling public policy for reuse in Medellín. Building on the success of the first piloting phase, a second accelerator phase commenced in March 2025.

Implementing organizations:

Circular City Labs – Medellín, called “Ecogiro”, is implemented by the Impact Hub in collaboration with CEMPRE, the “Alianza Circular” led by the University of Antioquia and the Medellín Chamber of Commerce. Impact Hub is a business accelerator focused on impact ventures, connecting entrepreneurs and innovators with large companies, investors, academia, and the public sector.



Source: Mike Swigunski

Implemented by:



Tbilisi Circular Lab – Tbilisi, Georgia



Georgia aspires to become a country committed to waste prevention and recycling. Adopting a “zero waste” approach is one of the main priorities of developing Georgia’s circular economy. According to the Government of Georgia, the country is in the process of transitioning to a circular economy and is seeking partnerships to build on international best practices and become a regional leader in implementing policies promoting circularity. The capital Tbilisi has developed a comprehensive waste management plan, including a draft Strategy for Waste Prevention and Recycling with reuse indicators, aligning with Georgia’s national commitment to waste prevention.

While waste prevention solutions and expertise are fairly novel to the market, numerous players in the private sector are already working on embedding circularity principles into their business models, and have demonstrated an eagerness to pilot reuse in their work.

Implementing organizations:

Tbilisi Circular Lab is implemented by CENN, a regional development organization working to protect the environment by fostering sustainable development and green growth throughout the South Caucasus. CENN collaborates with companies and organizations to promote the adoption of green procurement and circular solutions across a wide range of businesses and sectors.



Implemented by:



South Africa Circular Lab



The transition to a circular economy aligns closely with South Africa’s developmental priorities as articulated in the National Development Plan and the Sustainable Development Goals (SDGs). It complements the country’s climate commitments as outlined in the Nationally Determined Contribution. A key focus is ensuring a ‘just transition’ – one that promotes an inclusive circular economy benefiting the economically marginalized members of society, through employment creation and small business development. Various political efforts through white papers, strategies and regulations are made paying special attention to the topics of circular economy.

As South Africa continues to enhance its recycling efforts, being a leader in mechanical plastics recycling, there is also growing potential for reusable packaging systems to reduce waste and create a more sustainable future. While reuse systems including deposit-return-schemes are not widely used in South Africa yet, great potential and interest for innovative solutions have been identified that can improve overall circularity.

Local partner:

South Africa Circular Lab is implemented by the local partner Plastics SA. They support SMEs with their experience in the plastics industry, offer a training programme on reuse, and enable one selected business to test their idea. In addition, ICLEI SA collaborates with the public sector, engaging local government authorities through workshops on how to promote reuse systems in cities.



Source: Clodagh Da Paixao / Unsplash

Implemented by:





Participants by Industries

Businesses from a wide range of industries took part in the Circular City Labs.
Explore their circular economy models.



TAKE AWAY & GASTRONOMY ▶



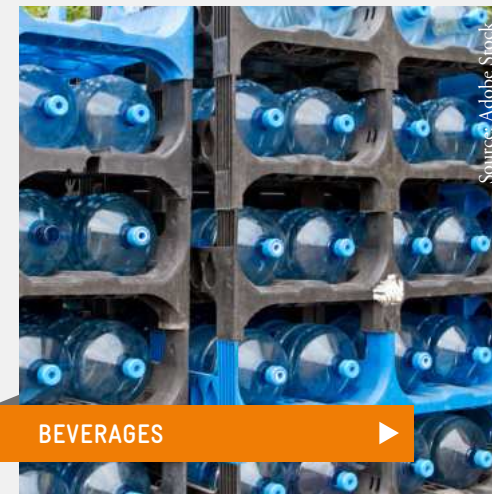
GROCERIES ▶



COSMETICS ▶



EVENTS ▶



BEVERAGES ▶



LOGISTICS & SERVICES ▶



xiclo

Company:	Xiclo
Sector:	Take away & gastronomy
Founding year:	2021
Project Leader for Ecogiro:	Ana Maria Villegas
Size (number of employees):	10
Country of origin:	Bogota, Colombia
Operational scope:	Local (city)
Number of clients/users:	5,000 per year
Start of implementation:	June 2025

Reuse system:

- Implementing returnable packaging systems in the food and beverage sector using IoT technology to ensure high returnability rates and full traceability of each package throughout its shelf life.
- Software will be licensed so that any interested organization or operator can implement their own traceability returnability strategy; easing the transition for small and large businesses, removing the barriers of high costs in traceability software development and giving them independence in their operations.
- The sale of the Xiclo SaaS license includes: the consulting and design of the returnability system, the correct choice and supply of the packaging, the ROI analysis of the strategy, the SetUp of the software and support during the implementation of the solution.

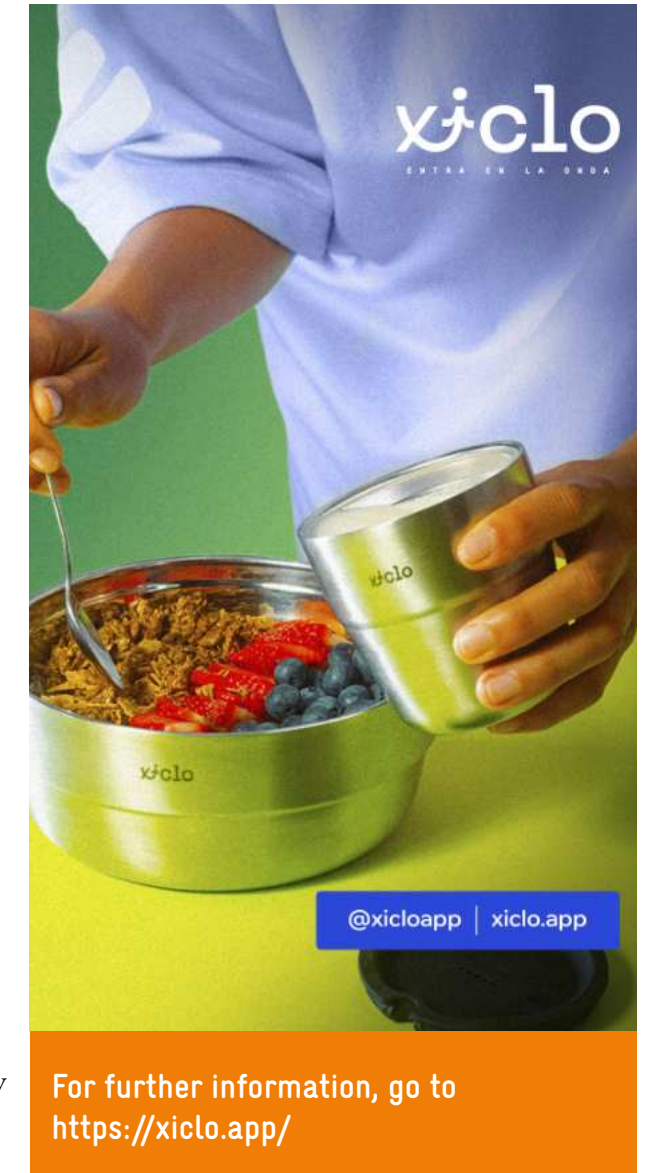
Gender equality measures:

Committed to gender equality and women's empowerment, Xiclo implements several key measures:

- Ensuring that all hiring, promotion, and remuneration decisions are fair and merit-based, regardless of gender. The internal policy prohibits any form of discrimination and fosters an inclusive and respectful work environment.
- Active promotion of female leadership within the organizational structure: Continually looking for opportunities to support women in leadership and professional development roles. Xiclo's CEO, Ana Villegas, is an example of female empowerment,
- Offering training and professional development programs designed to empower all employees by providing the tools and resources needed to advance their careers. These programs are aimed at eliminating the barriers that women may face in technological and business fields.

Further Outlook:

Xiclo aspires to be a global leader in the transformation of single-use packaging systems towards reusable and sustainable models, promoting the mass adoption of returnable systems worldwide. By 2030, their goal is for millions of organizations to use Xiclo SaaS, contributing to the reduction of plastic waste and other single-use materials and the creation of more sustainable economies. Through strategic alliances, innovation and strong advocacy on public policies, they seek to make reusable packaging the global norm.





Company:	Gjelber & Vytal Albania
Sector:	Take away & gastronomy
Founding year:	2018
Project leader for Circular City Labs-Tirana:	Gerhard Veizi
Size (number of employees):	8
Country of origin:	Tirana, Albania
Operational scope:	Local (city)
Number of clients/users:	500 daily
Start of implementation:	Autumn 2025

Reuse system:

- **Durable & Hygienic Containers:** Engineered for repeated use with efficient cleaning and sterilization processes.
- **Smart Tracking System:** Integrates digital tracking to manage container circulation and streamline returns.
- **Seamless Integration:** Partners with restaurants and retailers to facilitate a smooth reuse process.
- **User-Friendly App:** Provides an intuitive platform for ordering, tracking, and managing returns.
- **Environmental Impact:** Aims to significantly reduce single-use packaging waste through a circular economy model.

Gender equality measures:

- Gjelber will have a female administrator, besides engaging women in multiple work streams of the business, such as marketing, design and communication or the core task of healthy food preparation.



- Our “healthy food” clients are both men and women, yet women are more aware and conscious about environmental protection, so they might be better promoters and supporters of reuse packaging for food.

Further Outlook:

As a result of the CCL programme, Vytal Albania has launched. The mission of Vytal is to “make a positive environmental impact worldwide” while Gjelber promotes the culture of reusability in Albania and the region working with local communities and stakeholders.



For further information, go to <https://gjelber.al/>



Company:	Gcwalisa
Sector:	Groceries
Founding year:	2022
Project leader for Circular City Labs-South Africa:	Josephine Katumba
Size (number of employees):	20
Location (state, city):	Johannesburg, South Africa
Operational scope:	Local (city)
Start of implementation:	April 2025

Reuse system:

- The reuse system is being piloted at four Gcwalisa outlets in Alexandra township using durable plastic containers.
- Each container has a unique QR code and customers receive a cash-back incentive when they return it.
- The pilot focuses on ten essential products, including staple foods and household cleaning items.
- Trained ambassadors are stationed at each outlet to manage customer education, returns, and tracking.
- Once containers reach the end of their lifespan, they are responsibly retired and sent for recycling.

Gender equality measures:

- We prioritise recruiting young women from underserved communities through programmes like Pathways to Possibilities, creating meaningful employment and leadership opportunities.



- Our pilot is led by an all-female ambassador team, who are trained, mentored, and positioned as community changemakers within the green economy.
- Women make up 80% of the entire Gcwalisa workforce, including management, ensuring strong female representation across all levels of the organisation.

Further Outlook:

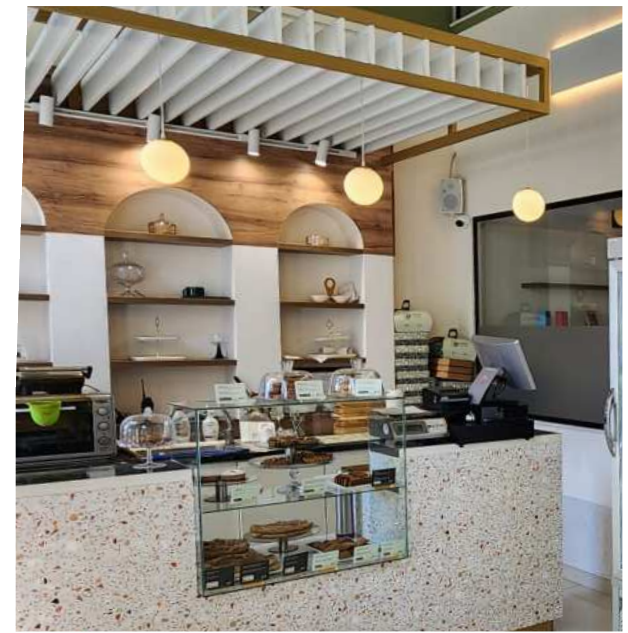
Gcwalisa would like to retain the ambassadors as part of its workforce, building on the skills and experience they've gained. Using the data and insights from the pilot, Gcwalisa also aims to partner with manufacturers to implement the reuse system for specific branded products, making it a core part of their long-term circular retail strategy.



For further information, go to <https://www.gcwalisa.com/>



Company:	Panja
Sector:	Groceries
Founding year:	2023
Project leader for Circular City Labs-Tirana:	Glen Struga
Size (number of employees):	6
Location (state, city):	Tirana, Albania
Operational scope:	Local (city)
Number of clients/users:	10,000
Start of implementation:	July 2025



For further information, go to <https://www.panja.al/>

Reuse system:

- Gluten-free bakery
- Introducing reusable bread bags
- Enabling reusability of jars used for our almond milk, yoghurt, etc.
- Creating a washing station for reusable packaging

Gender equality measures:

- Over 80% of the staff at Panja are women.
- 2 of 3 co-founders are women.

Further Outlook:

- Panja is building a proper infrastructure to continue using a reusable packaging system.
- Panja is convinced of the new system as an add on to its offer.
- The customers are looking forward to testing a new approach.





Company:	Biocosm Laboratory
Sector:	Cosmetics
Founding year:	2020
Project leader for Circular City Labs-Tirana:	Anxhela Oshafi
Size (number of employees):	13
Location (state, city):	Lushnje, Albania
Operational scope:	International
Number of clients/users:	900 pieces/month
Start of implementation:	June 2025

Reuse system:

- **Closed-Loop System:** Biocosm aims to offer return packaging and refillable solutions for a sustainable cosmetics production line.
- **Refill on the Go:** Customers can refill their bottles at five refill stations across Tirana (Astir Street, Dibra Street, Ring Center, etc.).
- **Return from Home:** Customers can send empty bottles via postal service for cleaning, disinfecting, and refilling.
- **Save & Earn:** They will get 15-20% off for in-store refills or earn points for home returns.
- **Eco-Friendly Impact:** With Biocosm products, plastic waste can be reduced and greener, cost-efficient solutions are supported.

Gender equality measures:

- **Empowering Women in STEM:** Biocosm's approach relies on women's expertise in developing chemical formulas that ensure high-quality production for women ranging 15-60 years of age, while meeting EU standards as well.



- **Sustainable Skincare for Women:** BioCosm offers eco-friendly, chemical-free packaging and products, addressing both skincare needs and environmental concerns.
- **By Women, for Women:** With over 90% female workforce, they proudly invest in training and recruitment strategies to further support women engagement and promotion of young women in STEM.

Further Outlook:

BioCosm will continue building partnerships with like-minded businesses and suppliers who share its vision for sustainability; and launch awareness campaigns that will educate and engage our customers on the importance of reuse and sustainability.



For further information, go to <https://biocosm.al/>



Company:	Grupo Familia
Sector:	Cosmetics
Founding year:	1938
Project Leader for Ecogiro:	Cristina Henao Osorno
Size (number of employees):	2,576
Country of origin:	Medellín, Antioquia, Colombia
Operational scope:	International
Start of implementation:	January 2026



Further Outlook:

- 50% more sustainable innovations
- 85% renewable or recycled packaging materials
- 100% recyclability of packaging
- 100% of production waste subject to material or energy recovery (2030)

For this particular packaging reuse project we have:

- Purchased a pot that meets the conditions to be returnable.
- An internal machine that can clean and adapt the pots for reuse.
- Acquired technologies that allow us to know who, where and how many times the packaging has been returned.
- Expand this project to other countries that use our intimate soap such as Brazil, Mexico, USA, among others.



For further information, go to <https://www.grupofamilia.com/>

Reuse system idea:

- Collection and reuse of soap bottles through the main distribution channel.
- Rigorous cleaning and disinfection process carried out by a third party to ensure optimal hygiene conditions.
- We inspect, prepare and reintroduce clean containers to the market for resale.
- Tracking of transactions and number of uses through code on labels and data-base management.
- Reducing the cost of new pots according to the number of pots collected and incentivising the end user with additional points on the loyalty platform.

Gender equality measures:

- To carry out this project, we must carry out exhaustive communication campaigns to promote the returnability of packaging. These educational programs will have content on intimate hygiene, empowering women with information for their health and well-being.
- By promoting intimate care in women's health and promoting sustainable products, stereotypes can be challenged that will resonate with many women looking for responsible and ethical alternatives.

◀ [PARTICIPANTS BY INDUSTRIES] ▶





Company:	Fabrika Tbilisi
Sector:	Events
Founding year:	2016
Project leader for Tbilisi	
Circular Lab:	Salome Kuprashvili
Size (number of employees):	Managing team of 6, with 20 resident companies in the space
Location (state, city):	Tbilisi, Georgia
Operational scope:	Local (city)
Number of clients/users:	Around 700,000 per year
Start of implementation:	July 2025

Reuse system:

- All cafes, restaurants, and bars within the space will transition from single-use disposable cups to reusable hard plastic cups.
- 15,000 reusable cups will be purchased and distributed across 9 resident venues.
- Instalment of washing machines that can clean up to 15 cups in 5 minutes.
- Implementation of a deposit-and-token system to incentivize customers to return cups.
- All venues are located within the same courtyard, streamlining the process of cup returns and minimizing inconvenience. Customers can return cups to any participating venue, regardless of where the cup was originally obtained

Gender equality measures:

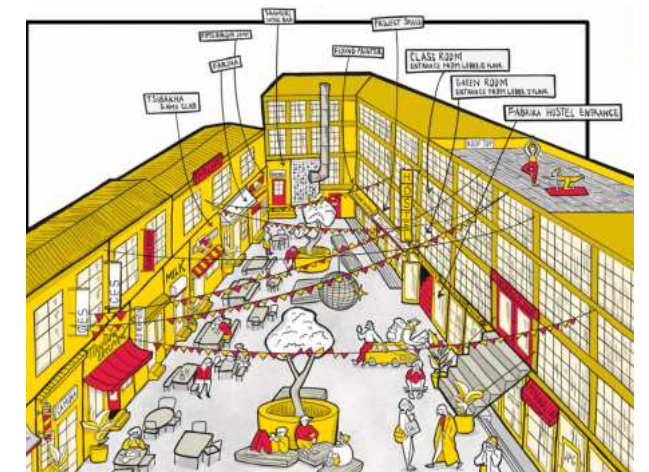
- Fabrika Tbilisi is led by women in key positions, with an overall strong female presence in management and marketing



- They proudly support female-led and co-owned resident businesses and foster a gender-inclusive workplace, offering equal opportunities for leadership, career growth, and entrepreneurial support to women within their community.

Further Outlook:

- Establishing a company owned by the residents to manage a budget funded by profits from cup deposits and ensure to have sufficient stock of reusable cups.
- Purchasing shot cups and replacing single-use paper cups for hot beverages like coffee.
- Expanding reuse practice to various cafes and bars owned by residents and encouraging others in the entertainment field to adopt similar practices.
- Promoting sustainability in the community.



For further information, go to <https://fabrikatbilisi.com/>



Company:	Barefoot Festival Events
Sector:	2022
Founding year:	
Project leader for Circular City Labs-Tirana:	Ermonela Koleci
Size (number of employees):	3
Location (state, city):	Tirana, Albania
Operational scope:	Local (city)
Number of clients/users:	Depends on festival participants
Start of implementation:	May 2025



Reuse system:

- Implementation of a reusable cup system at Barefoot Festival to reduce single-use plastic waste.
- Integration of a deposit-return system where attendees receive a reusable cup and return it after use.
- Partnership with local suppliers to ensure sustainable production and logistics of reusable materials.
- Awareness campaigns during the festival to educate attendees on the environmental benefits of reuse.
- Collaboration with Circular City Labs Tirana to analyze impact and improve future applications.

Gender equality measures:

- Leadership positions within the organization are held by women, promoting inclusivity in decision-making.

- Encouragement of female entrepreneurs and eco-conscious businesses to participate in festival activities.
- Equal employment opportunities and fair working conditions for all staff and collaborators.

Further Outlook:

Barefoot plans to expand the reuse system beyond the festival, implementing it in additional events and public spaces across Albania. Furthermore, educational workshops will be developed to raise awareness and promote circular economy principles among communities and event organizers.



For further information, go to <https://barefoot.al/>



Company:	TOK Digital Agency
Sector:	Events
Founding year:	2016
Project leader for Circular City Labs-Tirana:	Erind Aliçkolli
Size (number of employees):	16
Country of origin:	Tirana, Albania
Operational scope:	International
Start of implementation:	May 2025

Reuse system:

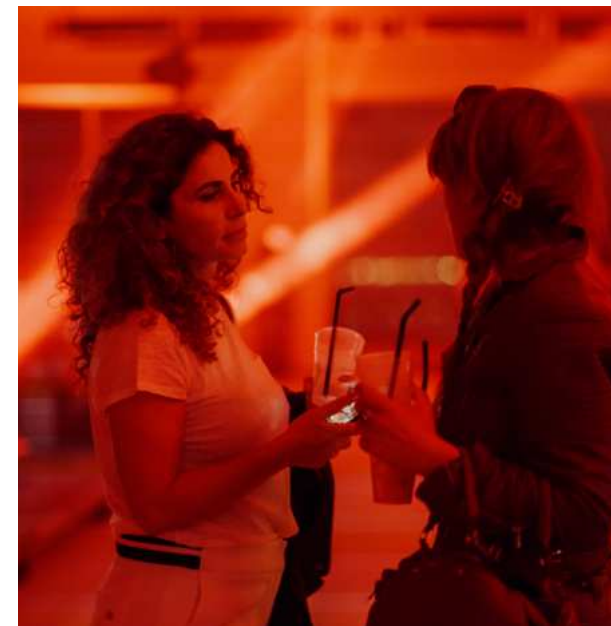
- A reusable cup system for events to reduce single-use plastic waste.
- Deposit-based borrow & return model to incentivize cup returns.
- Digital tracking with QR codes to monitor cup usage and impact.
- Integrated washing and logistics system for efficient reuse.
- Scalable model applicable to multiple events beyond Barefoot Festival and INN Fest.

Gender equality measures:

- Equal opportunity hiring policy, ensuring gender balance in recruitment.
- Encouragement of women in leadership roles within the company and festival organization.

Further Outlook:

- Expand the reusable cup system to other large-scale events and festivals in Albania.
- Build long-term partnerships with event organizers to integrate reuse models.
- Further develop digital tracking and data analytics to optimize operations.



For further information, go to <https://tok.al/>



CAMPA

Company:	Campa
Sector:	Beverages
Founding year:	2008
Project leader for Tbilisi	
Circular Lab:	Ana Chkhetia
Size (number of employees):	55
Location (state, city):	Saguramo, Georgia
Operational scope:	National
Number of clients/users:	Retail network/Horeca
Start of implementation:	July 2025



Reuse system:

- Introduction of a Glass Bottle Reuse System: through its own and partner distribution channels, the company's products are available in almost every retail network in Georgia.
- Used bottles will be collected from the HORECA sector and stored at their warehouse.
- Bottles are sorted and visually inspected for damage or contamination to ensure quality.
- Using a specialized machine, bottles are washed at a rate of 400 bottles per hour, which includes label removal and sanitation.
- Before refilling and redistribution, Campa's laboratory control system will ensure that the quality of clean bottles complies with human health and safety standards.

Gender equality measures:

- Women represent 50% of the management team, ensuring equal representation at the decision-making level.

- Campa actively supports and promotes gender diversity in hiring, training, and advancement across the organization.

Further Outlook:

Campa plans to increase the number of collection points and inclusion of other HORECA partners to facilitate wider collection coverage and to launch an awareness-raising campaign focused on glass reuse and waste minimization issues to increase public engagement. If the awareness campaign is successfully executed, Campa anticipates being able to collect used bottles from the public in the future.



For further information, go to <https://campa.ge/en/>



Company: **JEZZ shpk**
 Sector: **Beverages**
 Founding year: **2021**
 Project leader for Circular City Labs-Tirana: **Etjen Zeka**
 Size (number of employees): **5**
 Location (state, city): **Pogradec Albania**
 Operational scope: **National**
 Number of clients/users: **350**
 Start of implementation: **Autumn 2025**



Reuse system:

- Developed a reuse system for beer bottles and barrels
- Glass Bottles for 0.5 litres
- Stainless steel barrels of 20-30 litres

Gender equality measures:

- Women hold a vital role in the company with a current team of 5 employees, including CEO and administrators.
- Among them, one is a female technologist.
- As part of the new project focused on innovating the cleaning process, female employees are actively being hired.

Further Outlook:

JEZZ Shpk is currently dealing with preparations. In May 2025, they will begin the full implementation of the project testing their reusable packaging system for beer.



For further information, go to <https://birrariaegjyshit.al/sq/>



Company:	Silky Wet Cleaning
Sector:	Logistics & services
Founding year:	2022
Project leader for Circular City Labs-Tirana:	Alisa Limaj
Size (number of employees):	7
Location (state, city):	Tirana, Albania
Operational scope:	Local (city)
Number of clients/users:	700
Start of implementation:	May 2025



Reuse system:

- Reusable Packaging: Customers receive garments in high-quality reusable covers and sturdy hangers, reducing plastic waste.
- Tagging & Tracking: Each reusable item is tagged with a unique QR code, scanned at drop-off and pickup for seamless tracking.
- Deposit or incentive Model: Customers pay a refundable deposit for reusable items, or incentivizing returns with coupons for next order.
- Hygienisation Process: Returned hangers and garment covers are cleaned using an energy-efficient sterilization machine before reuse.
- Customer Engagement: A digital dashboard shows reuse impact, rewarding customers for participation in our sustainable program.

Gender equality measures:

- 90% Women Workforce: Silky Wet Cleaning empowers women by providing stable jobs and leadership opportunities in the laundry sector.
- World-Class Training: The staff receives training from international experts, ensuring professional growth and excellence.

- Equal & Inclusive Workplace: Promoting fair wages, career advancement, and a supportive work environment for all employees.

Further Outlook:

- Secured Grant Support: Use received funding to further develop and refine the reusable packaging system.
- Scaling with a Second Location: This year, opening a second Silky Wet Cleaning shop is planned, integrating the reuse model.
- Pilot & Optimization: Test and optimize the reusable packaging and tracking system to ensure efficiency and customer adoption.
- Franchise Vision: The long-term goal is to establish a scalable model that can be replicated as a Silky Wet franchise, promoting sustainable laundry solutions.

For further information, go to <https://www.silkywet.al/>



Company: **Haceb**
 Sector: **Logistics & services**
 Founding year: **1940**
 Project Leader for Ecogiro: **Isabel Montoya Velásquez**
 Size (number of employees): **3,600**
 Country of origin: **Copacabana, Antioquia, Colombia**
 Operational scope: **International**
 Number of clients/users: **574,000**
 Start of implementation: **September 2025**

Reuse system idea:

- Efficient collection of post-consumer packaging materials from its products.
- Through a telemarketing strategy, consumers are incentivized to return packaging, highlighting environmental benefits such as waste reduction and conservation of natural resources.
- Packaging materials are transported back to the Haceb facility using reverse logistics, followed by quality receipt and validation.
- Material that meets the required specifications is reincorporated into the production chain, closing the cycle and reducing environmental impacts.
- Need to implement an automated system for packaging traceability, such as the use of barcodes or QR codes to advance their ability to monitor and control.



Gender equality measures:

- Haceb has a sustainability strategy from the social, environmental, economic and corporate governance dimensions.
- Commitment to the inclusion and promotion of female leadership in high-impact roles, aligning with one key objective: the care and development of talent; Currently, the decision-making team at Haceb is made up of 50% women, 50% men.

Further Outlook:

- In the next 12 months:
- Implement a digital system for packaging traceability.
 - Establish packaging drop-off points in stores or department stores.
 - Establish strategic alliances with key companies and organizations.
 - To measure the environmental impact, accounting for the reduction in carbon footprint due to the reuse of packaging and implementation of reverse logistics.
 - Achieving financing based on our sustainability strategy.



For further information, go to <https://www.haceb.com/>



Fundación Natalia Botero Escobar

Company: **Foundation Natalia Botero Escobar-FNBE**
 Sector: **Logistics & services**
 Founding year: **2018**
 Project Leader for Ecogiro: **Helen Arana**
 Size (number of employees): **50**
 Country of origin: **Itagüí, Antioquia, Colombia**
 Operational scope: **Regional**
 Number of clients/users: **760**
 Start of implementation: **January 2026**



Reuse system idea:

- NBE’s reuse system includes the collection of empty glass liquor bottles from establishments, cleaning, washing, and reconditioning them for reuse.
- NBE markets the reconditioned bottles to SMEs for bottling food and liquid products like honey and yogurt, among others.
- Cutting and adapting them as needed to make them suitable for food and liquid products, sealing each bottle with a quality assurance mark to ensure their safety.
- The system prevents glass bottles from being wasted or used for adulterated liquor.

Gender equality measures:

- Inclusion and gender equality is a priority in the decision making.

Further Outlook:

- NBE aims to develop the capabilities and scale to make the proposed reuse system one of their main revenue sources.



For further information, go to <https://fundacionnbe.org/>





Company:	Plásticos Ojara S.A.
Sector:	Logistics & services
Founding year:	1978
Project Leader for Ecogiro:	Marlly Restrepo
Size (number of employees):	250
Country of origin:	Itagüi, Antioquia, Colombia
Operational scope:	International
Number of clients/users:	1,500
Start of implementation:	November 2024



Reuse system idea:

- Developing a rental system for hangers used in clothing sales.
- Hangers are returned to the company’s facilities where, after a selection and sorting process, those in good condition are offered again to clothing retailers.

Gender equality measures:

- The majority of employees are women, with 57% female representation.
- About 50% of the women in the company are mothers who head their households and are the main economic providers.
- Women hold 33% of team leadership positions.

Further Outlook:

- Strengthening of the returnability of hangers by customers for reuse
- Evaluation of the second-hand sales model and possibly the rental of hangers



For further information, go to
<https://www.ojara.com/>

INTRODUCTION ►

Imprint

INTERACTIVE MAP

As a federally owned enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

Editors:

Jana Schwalm, Eva Wöhler, Miriam Bauke (GIZ)

Design:

Umbruch, Darmstadt

On behalf of

German Federal Ministry for Economic Cooperation and Development (BMZ)

Division 121 Water and Circular Economy;

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Federal Ministry
for Economic Cooperation
and Development

CITY LABS ►

Published by:

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

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Programme/project description:

Circular City Labs – Testing reusable packaging systems in cities

Digital publication only

Bonn, August 2025

[IMPRINT]

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STEP BACK



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