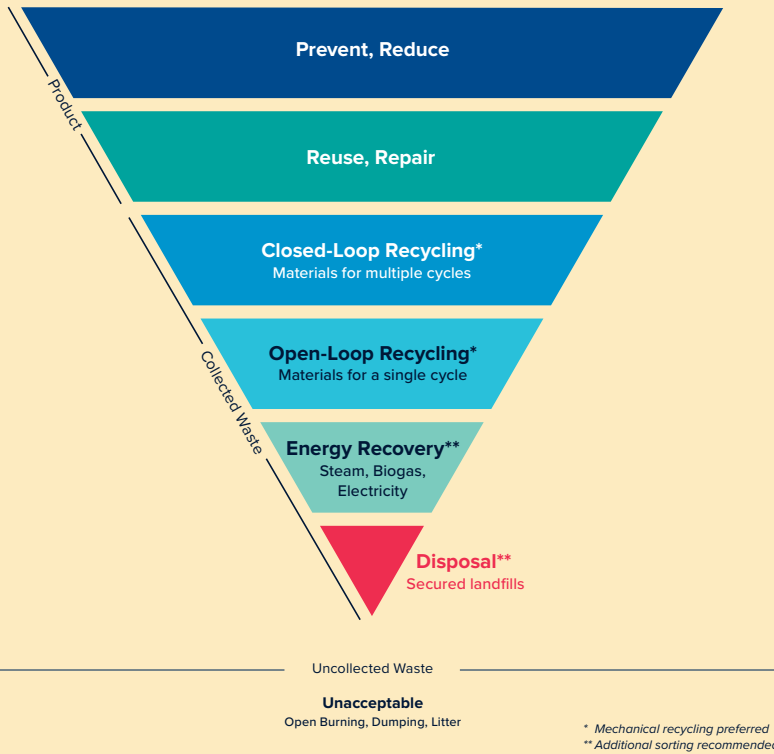
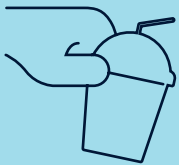


TOMRA's Resource Hierarchy



TOMRA's Resource Hierarchy shows the most efficient use of our resources. Waste reduction remains a top priority, yet the production of packaging and consumer goods continues to rise globally. Reuse solutions are a key part of tackling the growing waste problem.

40% of the litter generated in cities and placed into public bins come from disposable packaging like cups, burger boxes, and pizza cartons.



A disposable cup is used for an average of **15 minutes** before it ends up as **waste**.

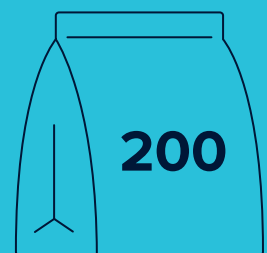


If we **reuse the cup** instead of throwing it away, we **save scarce resources and reduce waste**.



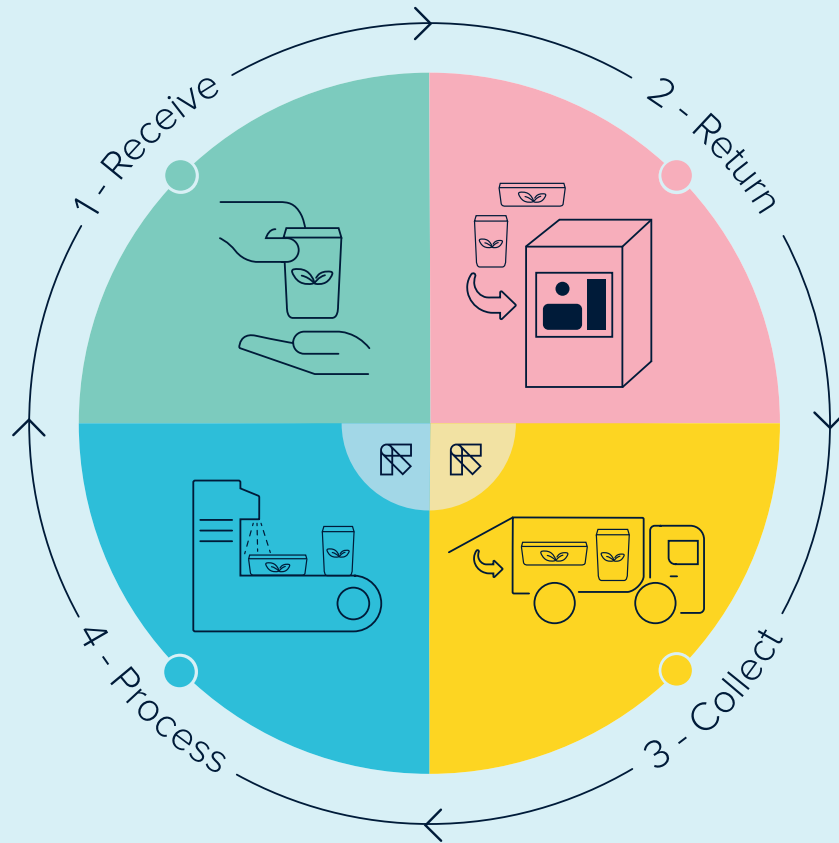
In **Europe** alone, an estimated **60-70 billion single-use takeaway containers** are used **every year**. Today, most of those used containers **don't get recycled**.

The average European citizen uses



disposable packages every year.

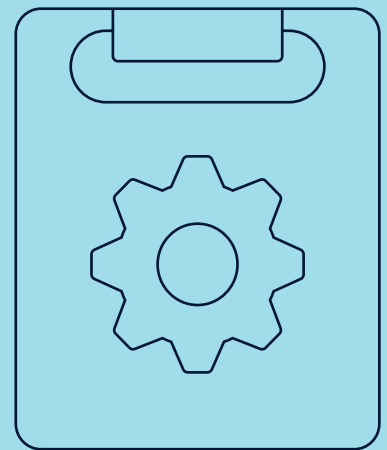
Open managed system



1 Receive reusable packaging from restaurants and cafes, or via home delivery • **2 Return** reusable packaging to automated collection points • **3 Collect** reusable packaging and transport to sanitation hub • **4 Process** (sanitize, sort, quality-check) and ship back to restaurants and cafes

Key requirements for open managed system success:

- 1. Systemic stimulus for consumers, and restaurants and cafes** to use the system, such as bans, taxes, and subsidies.
- 2. Financial return incentives** that offer deposits, or impose penalties to secure high return rates for packaging.
- 3. Low consumer threshold** – an attractive and efficient system solution for consumers.
- 4. System scalability** – design a system that works when scaled up, offering a wide network of return points within the city.
- 5. Packaging has a value to everyone**, leading to a sizable reduction in litter.
- 6. System integrity** – serialized products, efficient anti-fraud system, and transparency of reuse cycles



[Click here to visit our Circular Economy Resource Hub](#)



[Click here to listen to our podcast \(coming soon\)](#)

