

## International Workshop "From Pilots to Systems: Making Reuse Work at Scale"

(22)23–24 April 2026

[Hestia Hotel Europa](#) (Paadi 5, Tallinn, Estonia)

### Day 0 (22 April)

- 14:30–16:45 Site visit to Lasnamäe Circularity Centre (Toorme 2, Tallinn)
- 17:00–18:30 Tallinn Old Town walking tour
- 18:45 Dinner (own expense)

### Day 1 (23 April) – Understanding the System: WHAT we need and HOW to enable it

- 9:30–10:00 *Registration and morning coffee/tea*
- 10:00–10:20 **Opening and introduction.** *Heidrun Fammler, Baltic Environmental Forum Germany*  
**VIDIN – Smart Sustainable Badges.** *Confenta Pro OÜ*
- 10:20–10:50 **WHAT reuse systems do cities need?**  
Keynote by *André Lang-Herfurth (Sykell / German Association of Reusables)*: The systemic logic of reuse – interoperability, neighbourhood return, shared logistics and cross-sector cooperation.
- 10:50–11.10 **HOW can policy and strategy enable reuse?**  
Perspective from Estonia and Tallinn on managing packaging waste from food and beverage consumption and creating enabling regulatory frameworks. *Liina Kanarbik, Greensession OÜ*
- 11:10–11:35 **International examples of system-building**, including procurement approaches, infrastructure development and governance models.  
**ReuSe Vanguard Project.** *Kaisa Karjalainen, Zero Waste Europe*
- 11:35–11:50 *Break*
- 11:50–12:15 **Experiences from Lisbon.** *Cláudia Nunes, Lisbon City Council*
- 12:15–12:40 **Experiences from Copenhagen.** *Sarosh Qureshi, City of Copenhagen*
- 12:40–13:00 **Experiences from Aarhus.** *Simon S. Rossau, Project manager*
- 13:00–14:00 *Lunch*
- 14:00–14:25 **Scaling reusable takeaway packaging – insights from the Danish National Partnership for Takeaway Packaging.** *Kia Egebæk, NORION Consult*
- 14:25–16:00 **The system-provider perspective from the Baltic Sea Region and beyond:** technical interoperability, operational challenges and market needs. Contributions from:  
*Anders Barsøe, New Loop*  
*Sven Hennebach, Tomra*  
*André Lang-Herfurth, Sykell*  
*Janek Balönski, Ringo*  
*Ingvar Rehbinder, Cup Nordic*

The project "Change(K)now! – A mindset change from single-use to circular or multiple-use of food delivery systems in cities of the BSR" is co-funded by the Interreg Baltic Sea Region Programme and Estonian Environmental Investment Centre.

16:00–16:20 *Coffee break*

16:20–17:30 **Parallel working groups:**

1. **Business Forum: Gastronomy meets reuse providers.** Moderator: *Harri Moora, Stockholm Environment Institute Tallinn Centre*

Practical exchange on costs, logistics, hygiene, customer communication and what businesses need to adopt reuse at scale.

2. **Consumer Enabler Forum: Behaviour in times of declining environmental momentum.** Moderator: *Loreta Wüstenberg, Baltic Environmental Forum Germany*

How to maintain acceptance and participation amid climate fatigue and changing public discourse.

3. **Municipal Forum: Governing reuse under pressure.** Moderator: *Heidrun Fammler, Baltic Environmental Forum Germany*

Cities with long Green Deal experience reflect on sustaining ambition under tighter budgets and growing climate scepticism.

18:00 *Joint dinner in Hestia Hotel Europa (paid by Change(K)now!)*

## **Day 2 (24 April) – From Dialogue to Action**

10:00–10:10 **Introduction.** Heidrun Fammler, Baltic Environmental Forum Germany

10:10–10:45 **Insights from the working groups: Facilitated synthesis of group outcomes**

10:45–11:30 **Co-creation of concrete pathways forward: Joint development of policy recommendations in a co-creation format (World Café or similar)**

11:30–12:30 **Conclusions:**

**Change(K)now! Calling: defining priority actions for Europe and the Baltic Sea Region – what municipalities, national authorities, service providers and EU frameworks must do next to turn reuse into a mainstream urban service**

12:30 *Light lunch*