

# Welcome to Aarhus

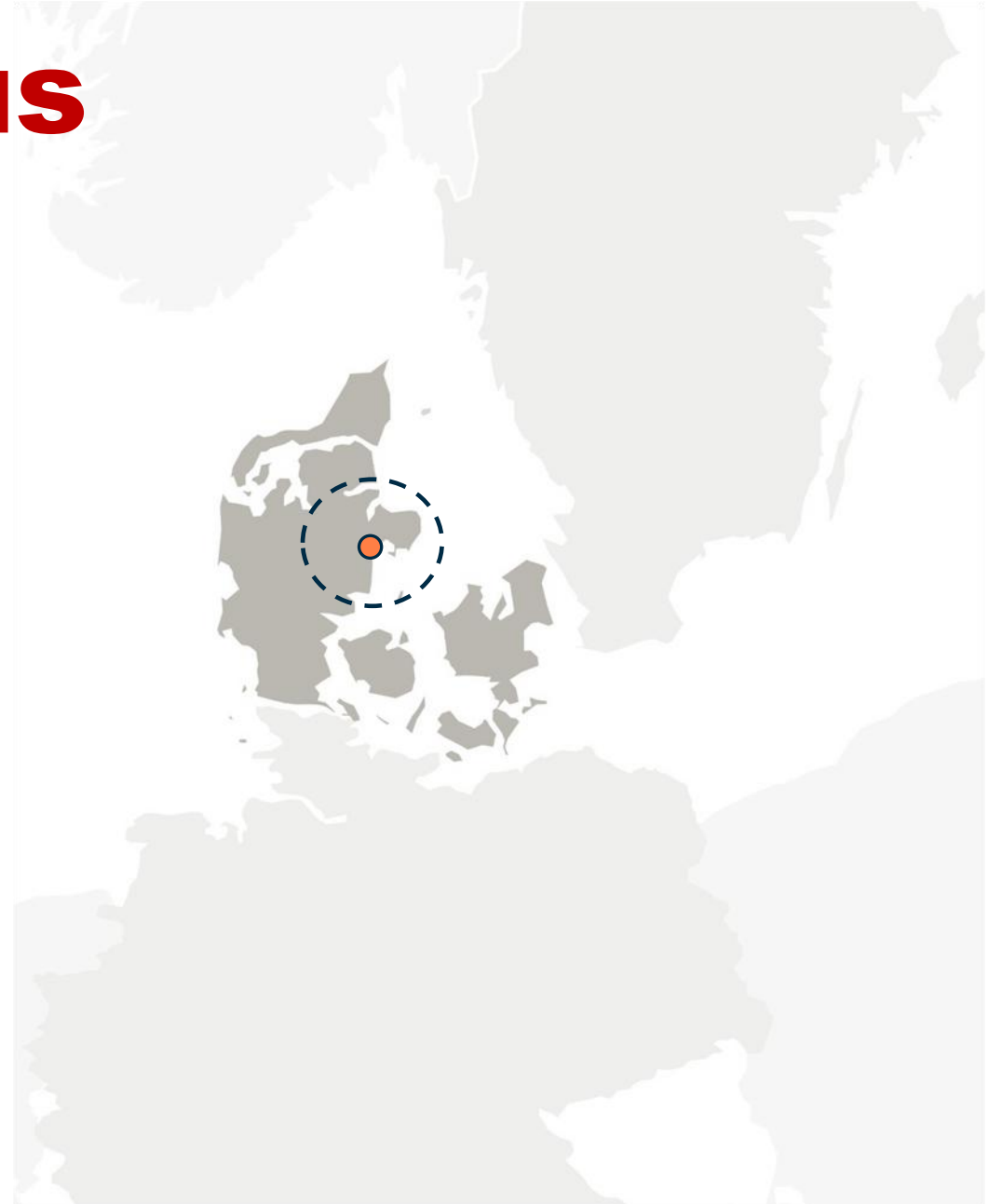
[it's pronounced 'Or-hoose' not 'Are-hoose']

Second largest City in Denmark (350k)

The second happiest city in the world according to the Gallup World Poll/World Happiness Report

Aarhus Municipality consists of both the city of Aarhus, its satellite towns as well as water, land and forest areas.

Aarhus has been selected to take part in the EU's mission on 100 climate neutral cities by 2030



# REUSEABLE

AARHUS

**NU KAN DU PANTE  
DIN TO GO-KOP  
I AARHUS**



**NYD DEN**



**VÆLG DEN**

**PANT DEN**



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Change (K)now, Tallinn 23/4 2026

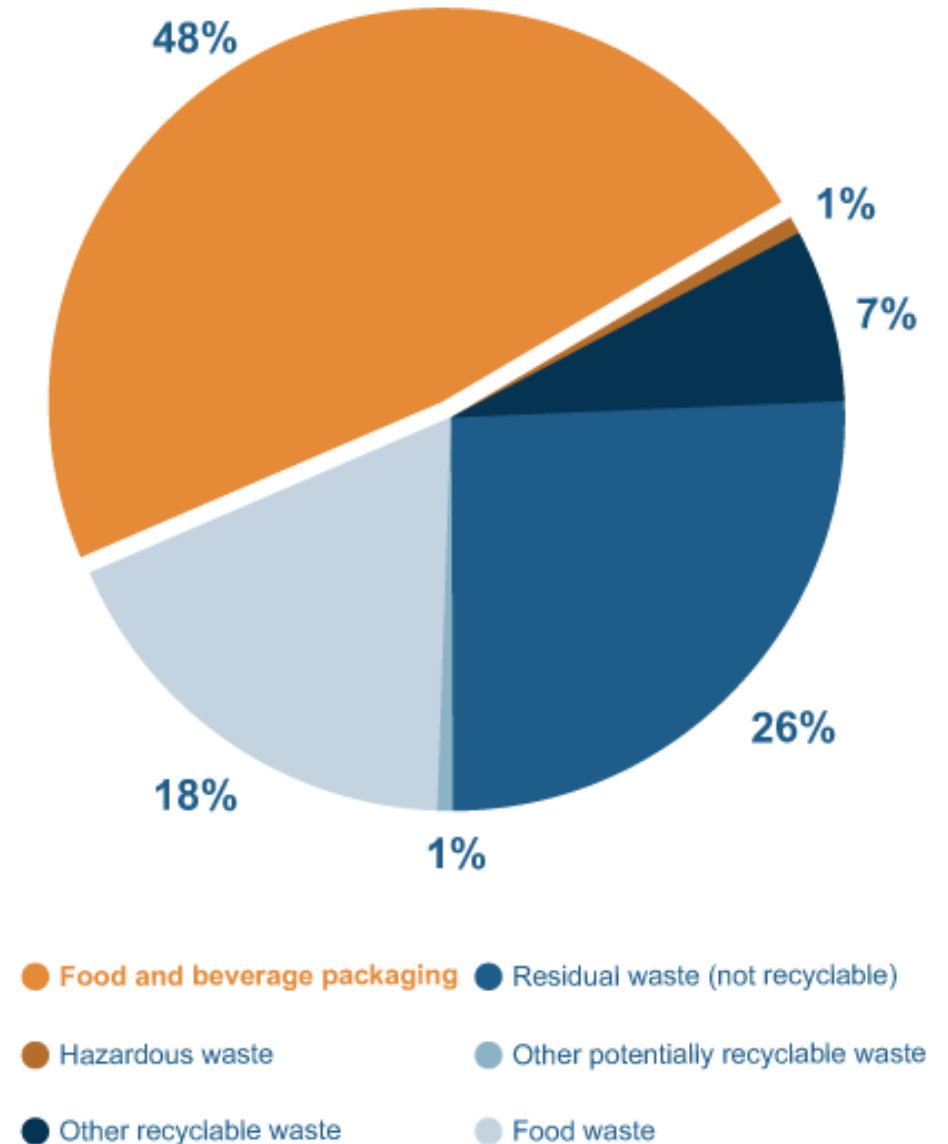


SAMMEN OM  
**REN BY**  
AARHUS

# The Call To Action

- **Minimise litter in urban spaces**  
create a cleaner and greener Aarhus. Both from a citizens and budget perspective.
- **Break the waste trends**  
Prevent waste through increased reuse
- **Reduce resource use and minimise CO2 emissions**
- **Support implementation of PPWR / legislation**

## Waste distribution in public spaces



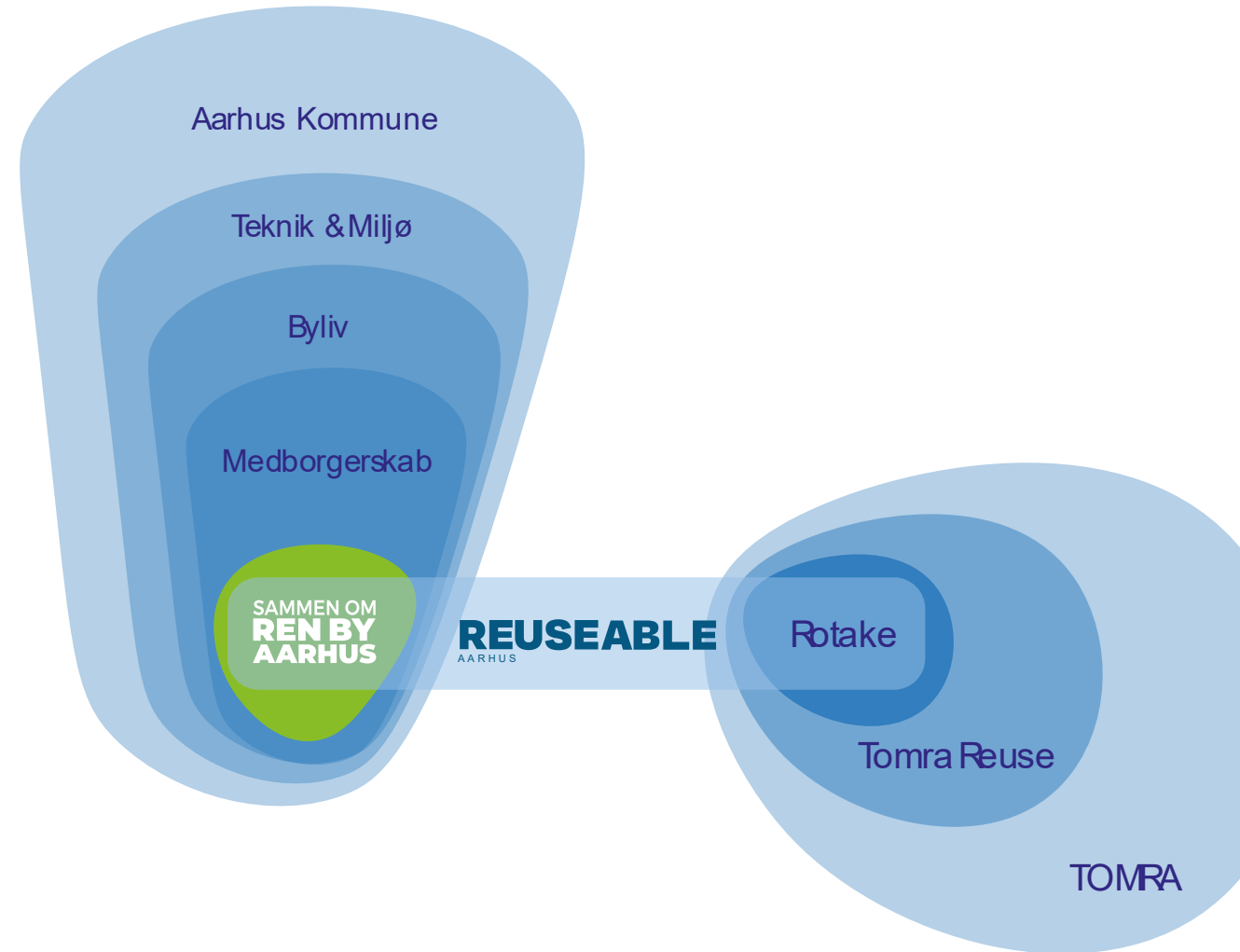
# Governance

## The pilot is a collaboration between the City of Aarhus and TOMRA Systems A/S

- Subsidised by a maximum of DKK 3.5 m. from City of Aarhus over 3 years
- No local regulation/prohibition, etc.

## Cooperation established through tenders

- 11 bidders
- Concession contract
- Criteria-based on market analysis e.g.
  - Central sanitation
  - Public return points in urban space
  - Non-cash payment solution
  - Ownerless deposit





# Partners

## + 60 partners

- The project is voluntary for all restaurants, cafés and event venues in Aarhus
- **The partners pay a handling fee**
  - 1.4 DKK for hot cups (coffee cups)
  - 0.10 DKK for a lid (coffee cups)
  - 1.95 DKK for cold cups (beer + soft drinks)
- **Payment of 5 DKK in deposit refunds**
  - Deposit fee circulates with the packaging
- **Partners handles no dirty packaging**
- **20% have shifted to a default model where REUSEABLE is the standard**



# Events

## Increased focus on events in 2025/2026

- + 17 events 2025
- 150,000 deposits during Aarhus Festuge with a return rate of 94%
- 45,000 rotations during SPOT Festival.

## Secondary effects

- Time saved on cleaning
- General improvement of waste attitude amongst guests

*Events can decide themselves whether to do refills, as long as they follow the recommendations of the Food Safety Administration.*

Downside: We cannot track the number of rotations  
Advantages: It saves the customer time



# Results

**1.800.000 returns over 2 years (98% cups)**

**= 18.000 filled bins or more than 20 tonnes of waste**

- Return rate: 88% and rising
- There exists a significant 'shadow-number' as many citizens reuse a cup many times before they return it to the system.

## Preliminary rotation records

- 41 rotations: 'Cold' cups
- 18 rotations: 'Hot' cups

## Waste audit:

11 REUSEABLE cups among 2.5 tonnes of urban waste over a weekend in June 2025  
Converted: 0.2% of sold cups end up in the city's bins



# User Experience

Users are positive towards the system (Silverligning 2025)

- **94% are familiar** with the system
- **89% are satisfied** or very satisfied
- **3% are dissatisfied** or very dissatisfied

Users recognize the system as **smart and user friendly**

- **Resource and waste minimisation** is mentioned as primary benefits
- **40% do not want** to have the choice of single-use

The **biggest factor in choosing REUSEABLE** is whether customers are asked when purchasing

- If baristas don't ask customers, **disposable cups remains the easy choice** (cheaper, own branding, requires less interaction)
- Many partners prefer **central regulation** as packaging decisions shouldn't fall on them. (core task is not packaging)
- Partners using **REUSEABLE as default report few issues with unhappy customers.**



# Summary

## **REUSEABLE has shown that reuse is possible on an urban scale**

- The technology and logistics are well-functioning and robust
- The commitment is present from citizens and the business community
- Interest from many cities in both national and international contexts

## **If we are to succeed with the goals, we need ...**

- National, local and/or international regulations and standardisations
  - Tax adjustments, start-up aid or prohibition of certain types of packaging
- Scale (economies of scale)