

Interreg
Baltic Sea Region



Co-funded by
the European Union

KIK ENVIRONMENTAL
INVESTMENT
CENTRE

 CIRCULAR ECONOMY
Change(K)now!

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

Policy Infrastructure Business models Behaviour

23-24 April 2026 Tallinn, Estonia



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	<i>Break</i>

Day 1 (23 April)

Understanding the System: WHAT we need and HOW to enable it

11:50-12:15	Experiences from Lisbon. Cláudia Nunes, Lisbon City Council
12:15-12:40	Experiences from Copenhagen. Sarosh Qureshi, City of Copenhagen
12:40-13:15	Experiences from Aarhus. Simon S. Rossau, Project manager
13:15-14:15	<i>Lunch</i>
14:15-14:40	Scaling reusable takeaway packaging – insights from the Danish National Partnership for Takeaway Packaging. Kia Egebæk, NORION Consult (online)
14:40-16:15	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 Balõnski, Ringo Ingvar Rehbinder, Cup Nordic
16:15-16:30	<i>Coffee break</i>
16:30-17:40	Parallel working groups: 1. Business Forum, 2. Consumer Enabler Forum, 3. Municipal Forum
18.00	<i>Joint dinner in Hestia Hotel Europa (paid by Change(K)now!)</i>

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
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	<i>Light lunch</i>