



Change(K)Now!

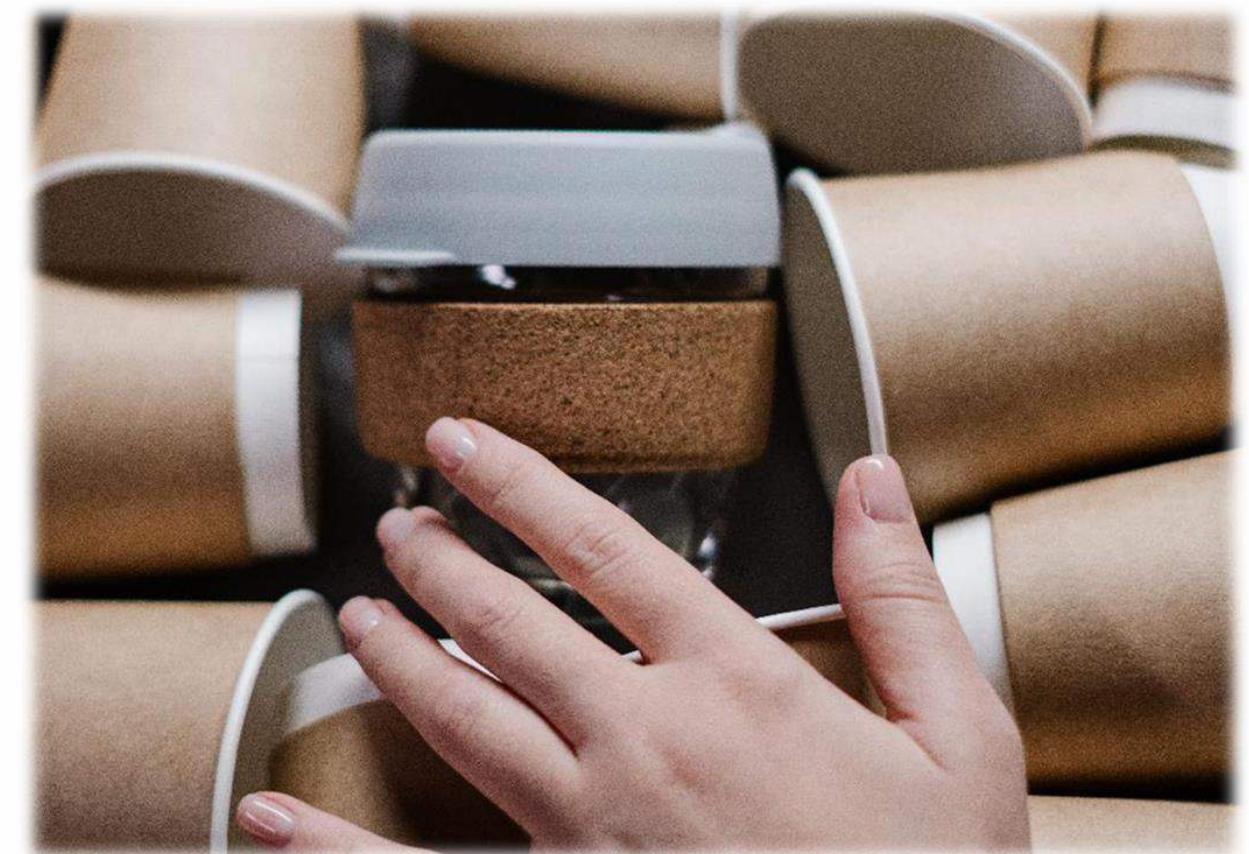
A mindset change from single-use to circular or multiple-use of food delivery systems in cities of the BSR

Leading partner:



VIDZEME UNIVERSITY
OF APPLIED SCIENCES

/ Latvia



[Networking Village: Policy Area Innovation, EUSBSR Annual Forum 2026,
Tallinn, Estonia | 11-13 May 2026]

About us



Change(K)Now!

- **Project aims** to make local authorities a driver for system change in food packaging, transitioning to reuse systems in acceptance of stakeholders.
- **23 partners and 14 associated partners** (8 BSR countries)
 - Municipalities – 5
 - Regional networks and authorities – 2
 - Entrepreneurs – 5
 - Scientific institutions – 2
 - Environmental NGOs – 9
- **Duration** – 1/11/2023 – 31/10/2026



Change(K)Now!

SOLUTIONS: from single-use → multiple use packaging in food delivery systems

Preparing

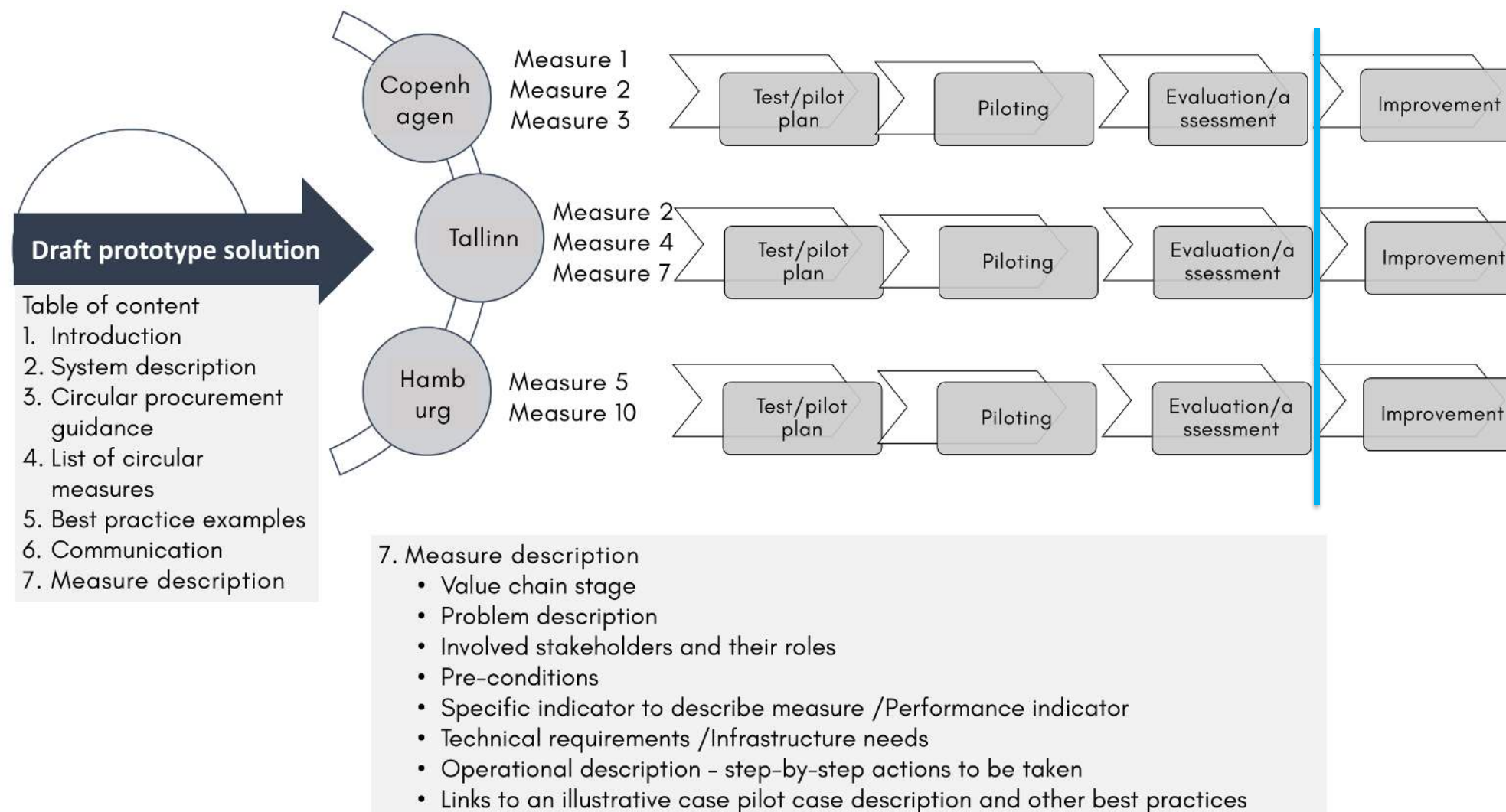
Piloting and evaluating

Transferring

SOLUTIONS for 4 clusters

- 1 **Institutional catering:** Copenhagen, Hamburg, Tallinn
- 2 **Event-type catering:** Copenhagen, Hamburg, Tallinn, Riga, Liepaja
- 3 **Takeaway and home delivery food:** Copenhagen, Hamburg, Tallinn, Anyksciai
- 4 **Strategic management and communication:** BSR municipalities





Single-use → multiple-use

1 Institutional catering: Copenhagen, Hamburg, Tallinn

Preparing

Piloting and evaluating

Transferring



Pilot
09 April 2025

Disposable package-free
Ministry cafe in Tallinn



Pilot
09 April 2025

Plastic-free school cafeterias in
Tallinn



Pilot
08 April 2025

Sustainable Food Packaging at
schools in Lahti, Finland



Pilot
30 October 2025

Reusable service packaging and
bulks at schools in Copenhagen



Pilot
09 April 2025

Recups and Rebowls in School
Cantine in Hamburg

Single-use → multiple-use

2 Event-type catering: Copenhagen, Hamburg, Tallinn, Riga, Liepaja

Preparing

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UEFA EURO 2024 Fan Zone in Hamburg - Reusable revolution (2)



News

22 September 2025

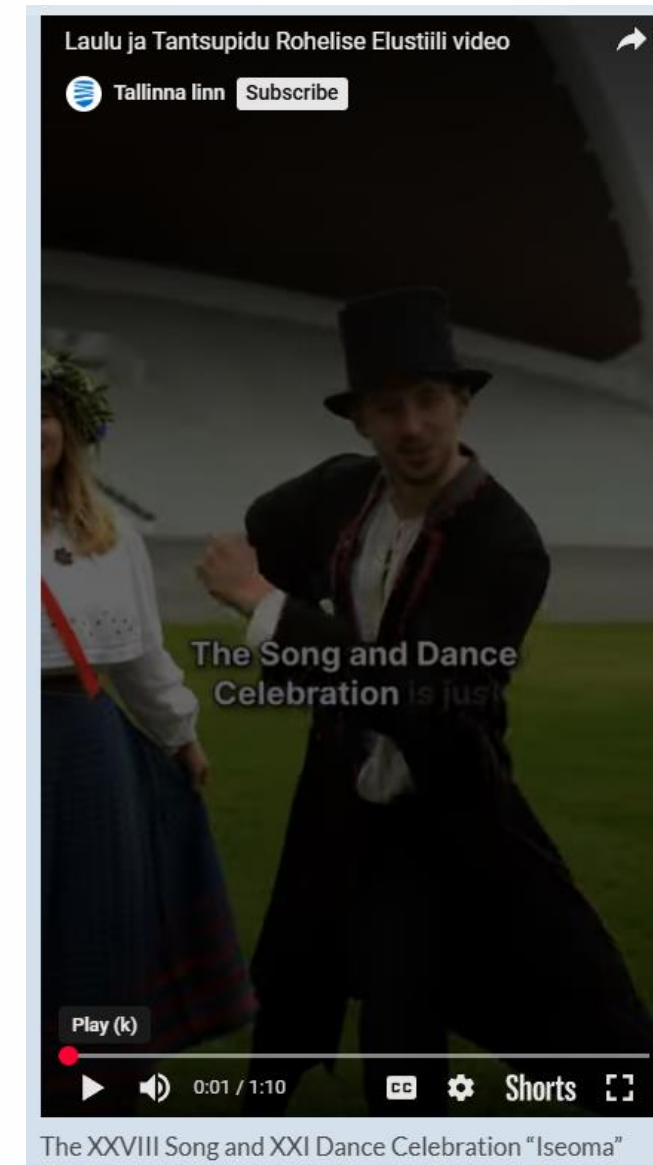
HAMBURG PORT ANNIVERSARY 2025: reusable cup return machine tested for the first time



Pilot

02 July 2025

Copenhagen Sprint in Copenhagen, Denmark



The XXVIII Song and XXI Dance Celebration "Iseoma"



Pilot

30 October 2025

Kopums / MAD Liepāja Youth Festival

Single-use → multiple-use

3 Takeaway and home delivery food: Copenhagen, Gdansk, Hamburg, Tallinn, Anyksciai

Preparing

Piloting and evaluating

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Take-away In the city

- Rollout of infrastructure
- Tendering for reuse operator in Copenhagen.
 - 38 return points in the Inner City
 - Donation possibilities
 - How can a digital packaging crate value for companies.
- Packaging material
- Cost and sustainability



Pilot

30 October 2025

Smart reverse-vending machines
in Gdańsk



F-DE & Suri Signature GmbH



News

24 March 2026

How Anykščiai turned reusable
takeaway food containers into a
local success

Anykščiai, in Lithuania, introduced a reusable system for
takeaway food containers. The pilot ...

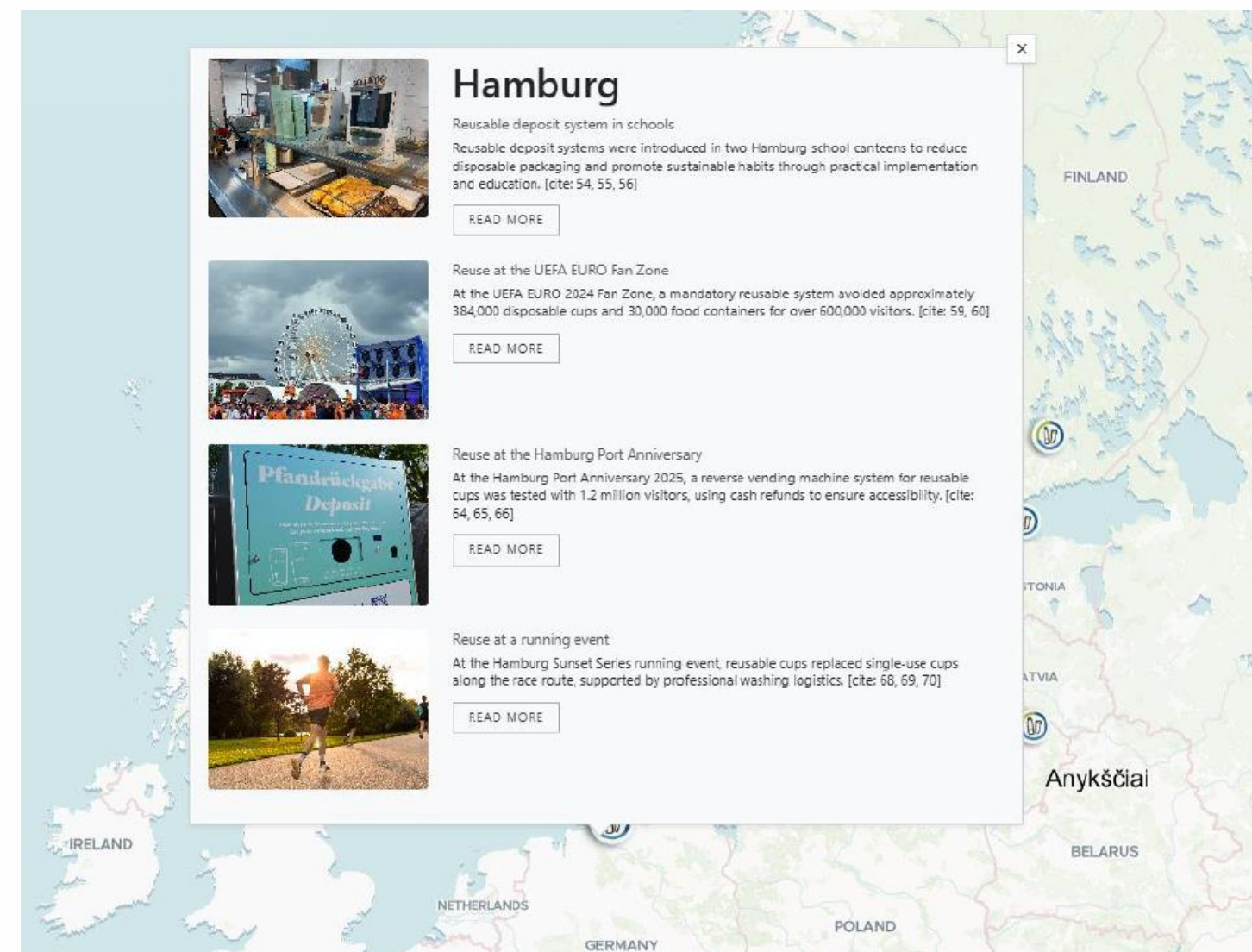
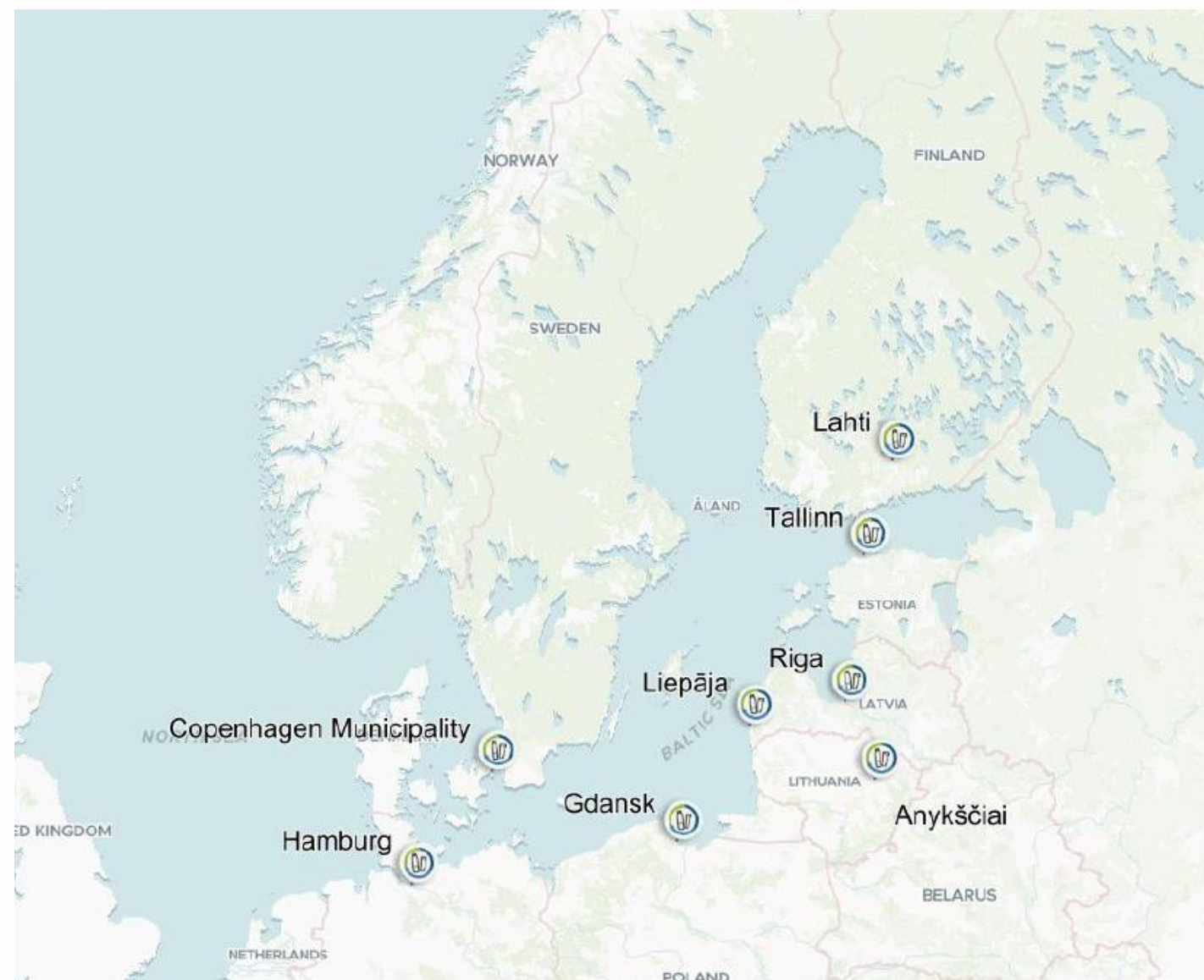
Single-use → multiple-use



Preparing

Piloting and evaluating

Transferring



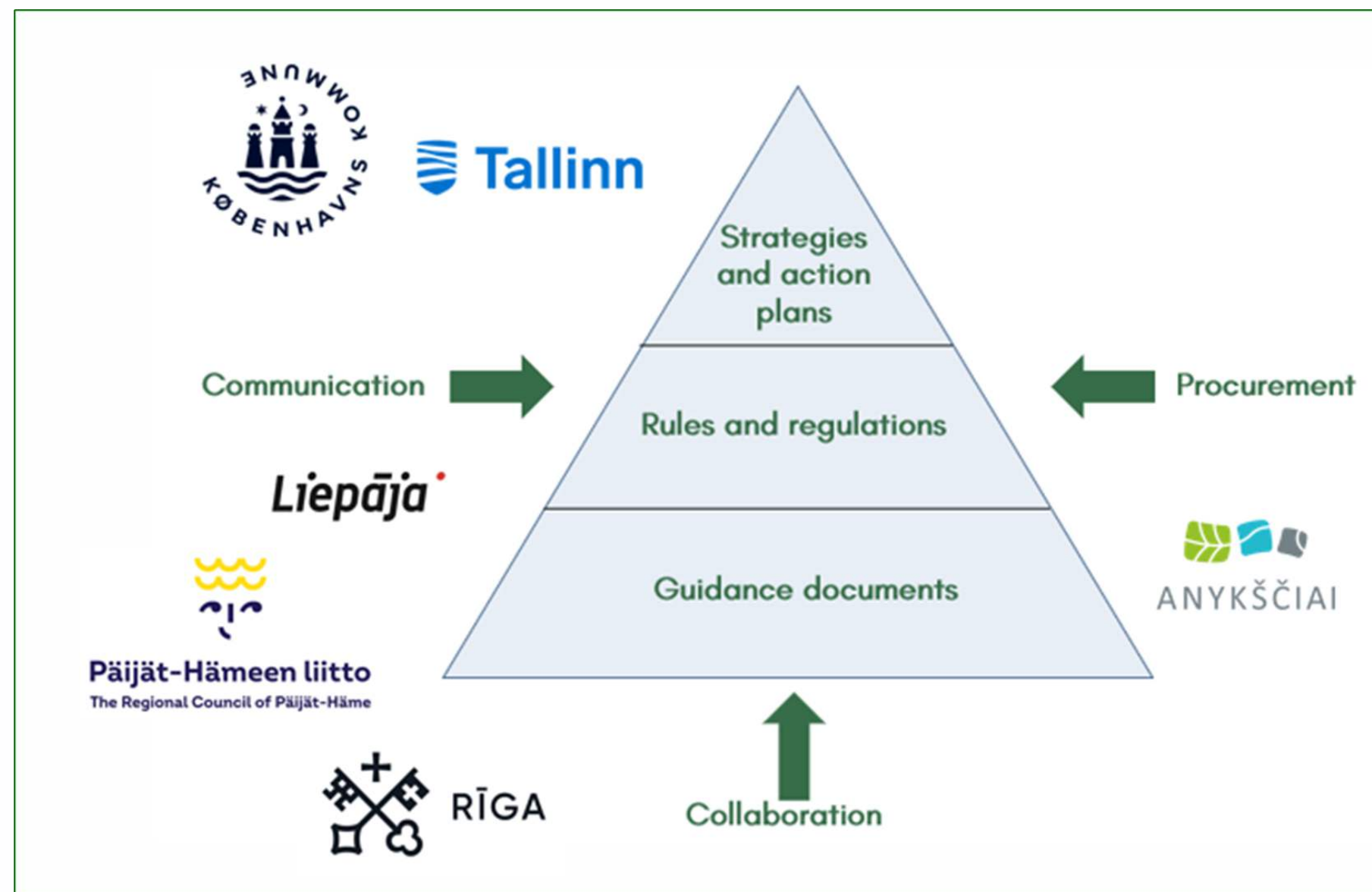
Single-use → multiple-use

4 Strategic management and communication: BSR municipalities

Preparing

Piloting and evaluating

Transferring



Single-use → multiple-use

Preparing

Piloting and evaluating

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Copenhagen Sprint saves 1,111 kg of CO₂ through digital reuse systems

Digital 'reverse' vending machines and mandatory reuse packaging optimise waste management at major city festival.

The Copenhagen Sprint is an international cycling race and festival attracting around 10,000 visitors per day. Like many free-entry public events, it faces challenges with packaging waste and low return rates for reusable cups. A reverse vending

machine solution, supported by a digital deposit platform, enables visitors to return their reusable cups and either reclaim or donate their deposit, while allowing organisers to monitor return rates in real time.



Reductions

1,111 kg CO₂
saved through reuse

71 kg waste
diverted from landfills

Gains

87.54%
return rate achieved

23,750
items successfully returned

21%
Items donated to charity

Investment

Vending
machines
and boxes

Staff training
and logistics

LOGO

Category
Events

Theme
Reuse systems & circular packaging

Climate technology
IoT-enabled reverse vending
machines & digital platform

Organisation
CPH Sprint

Contact person
[Name/Title]

CO₂ reduction

Return on
climate investment

Scaling potential



Change(K)Now!

Single-use → multiple-use

Preparing

Piloting and evaluating

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SOLUTIONS for 4 clusters

Institutional catering: Copenhagen, Hamburg, Tallinn

Event-type catering: Copenhagen, Hamburg, Tallinn, Riga, Liepaja

Takeaway and home delivery food: Copenhagen, Hamburg, Tallinn, Anyksciai

Strategic management and communication: BSR municipalities

RESULTS

- **TRAINING PROGRAMME**
- **REPLICATION**
- **CAMPAIGNING FOR BEHAVIOUR CHANGE**
- **POLICY RECOMMENDATIONS**

RESULTS

Change(K)Now!

Single-use → multiple-use

Preparing

Piloting and evaluating

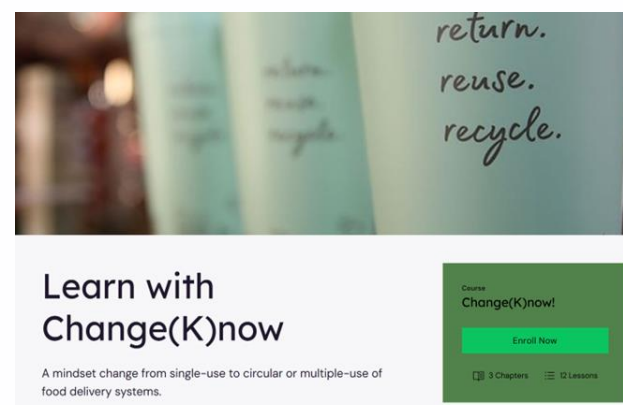
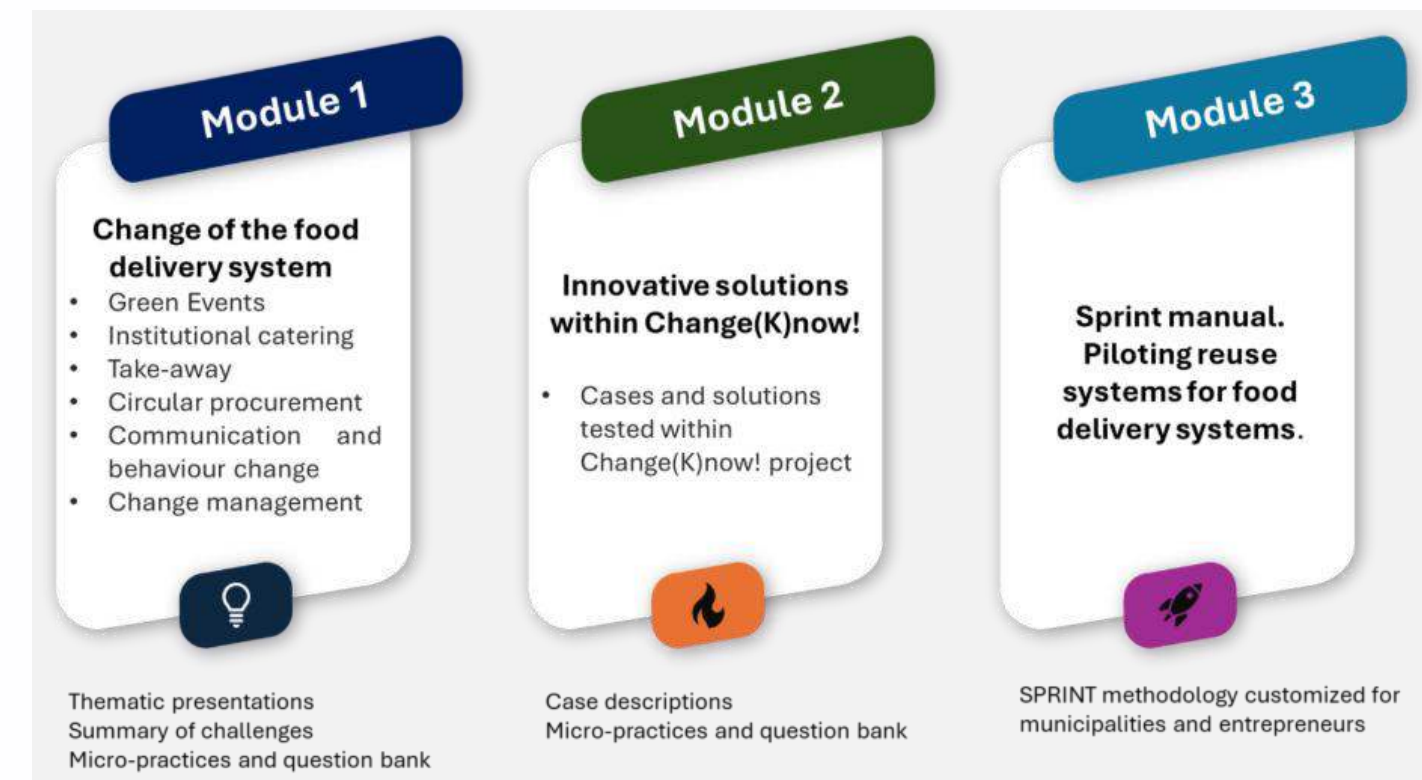
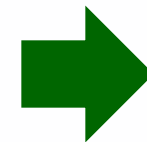
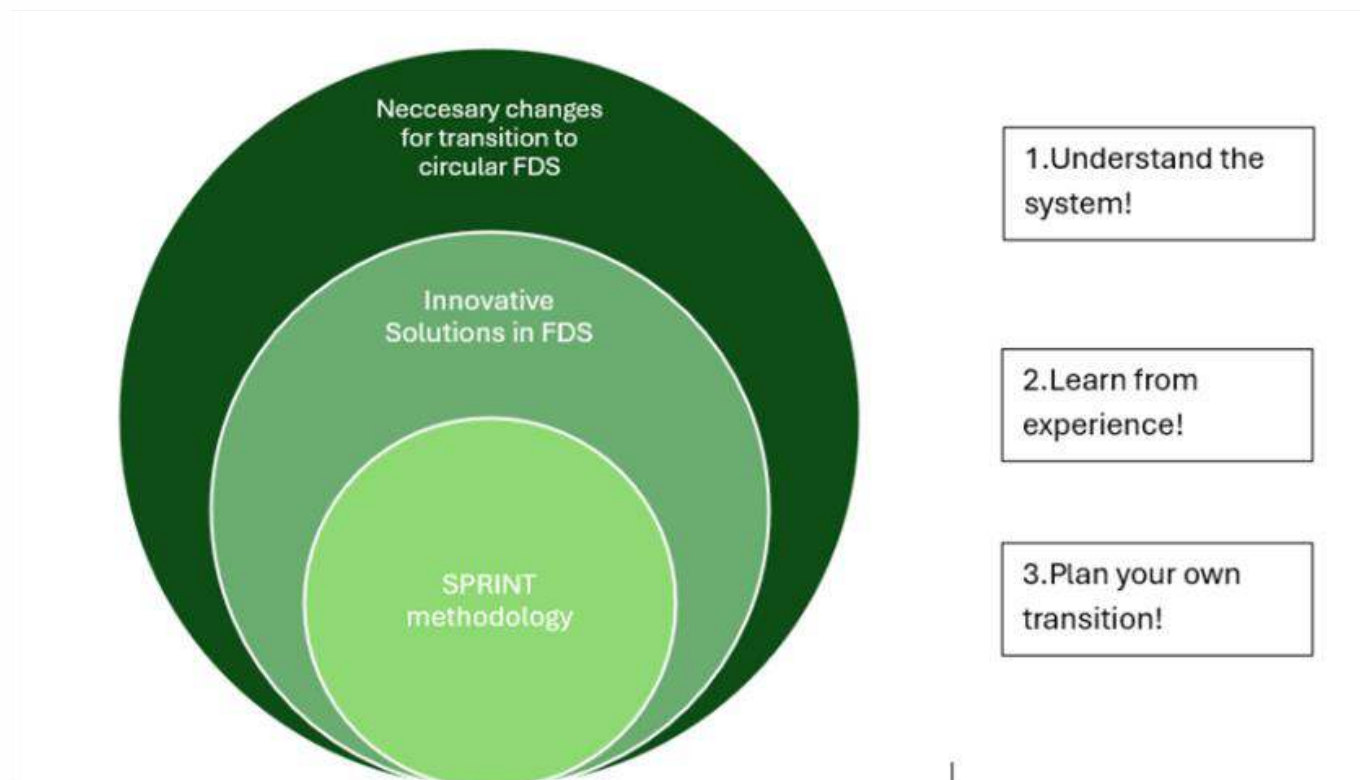
Transferring



- **TRAINING PROGRAMME:** for municipalities and entrepreneurs
- **REPLICATION** of the Change(K)now! solutions
- **CAMPAIGNING FOR BEHAVIOUR CHANGE** towards circular food delivery to residents of BSR
- **POLICY RECOMMENDATIONS:** for public authorities making circular food delivery systems mandatory

Change(K)Now!

TRAINING PROGRAMME: for municipalities and entrepreneurs



Platform: Thinkifitc.com

Access link (users): [Master the Circular Economy - Wood For Youth](#)

Enrollment: e-mail or social media accounts

Materials: ENG, to view and download

19 trained trainers from PP in each country

Change(K)Now!

REPLICATION of the Change(K)now! solutions

Webinars

How to implement reuse systems for food packaging in institutional catering

April 16 / 09:00 - 10:00 CET

Focusing on schools, hospitals, and public kitchens, this webinar explores how reuse systems can be integrated into institutional catering. It addresses strategic decisions, procurement frameworks, daily operations, staff involvement, and user acceptance.

Particularly relevant to municipalities

How to implement reuse systems for food packaging at events

May 7 / 09:00 - 10:00 CET

From festivals to large sports events, this webinar examines how reuse systems function in temporary and high-intensity settings. Topics include logistics, regulatory approaches, vendor coordination, and the role of municipalities as system owners or facilitators. Relevant for cities, event organisers, and operators managing large or recurring events.

How to implement reuse systems in takeaway and home delivery

May 28 / 09:00 - 10:00 CET

Takeaway and home delivery present some of the toughest conditions for reuse. This webinar focuses on municipal frameworks, business engagement, consumer behaviour, and system design. It explores what motivates food businesses, where barriers arise, and which models show potential for scaling.

Replication approaches

- ✓ Project partner repeating or scaling up in own organisation
- ✓ Project partner replicates a case from another partner
- ✓ External organisation replicates a Change(K)now case (also with modifications)



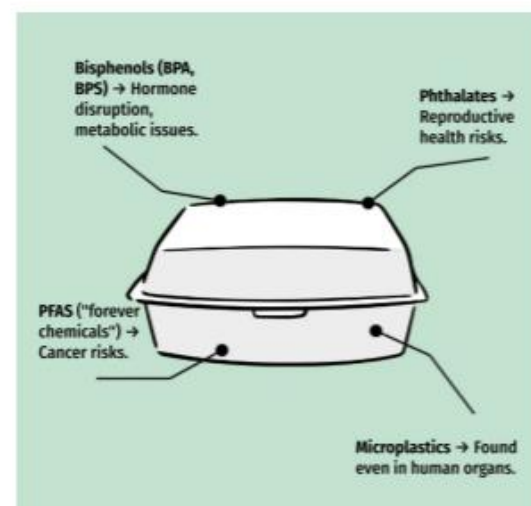
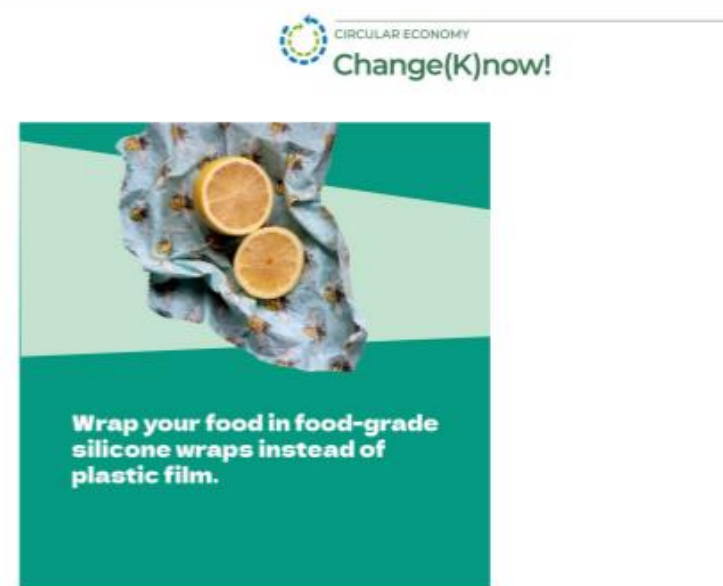
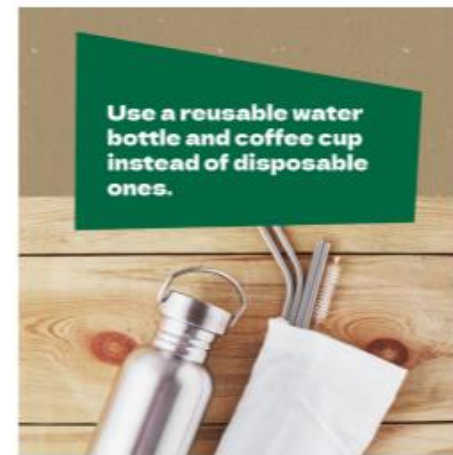
CIRCULAR ECONOMY

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CAMPAIGNING FOR BEHAVIOUR CHANGE

CHALLENGE



- 11 thematic pushes
- Additional reels
- Mini-guide for consumers
- Engaged partners outside of the consortium (CCB members and partners)
- Ads campaign on Meta (CCB FB & Instagram) and LinkedIn (project account)



Single-use → multiple-use

POLICY RECOMMENDATIONS

Interreg
Baltic Sea Region



Co-funded by
the European Union



CIRCULAR ECONOMY

Change(K)now!

INTERNATIONAL WORKSHOP

From Pilots to Systems:
Making Reuse Work at Scale

23–24 April 2026
Tallinn, Estonia

Policy • Infrastructure • Business Models • Behaviour

Register now!

ENVIRONMENTAL INVESTMENT CENTRE

CIRCULAR ECONOMY
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Change(K)now!

THE CHANGE(K)NOW! POLICY BRIEF AND
RECOMMENDATIONS TO POLICY MAKERS

**MAKING REUSE WORK AT
SCALE: FROM PILOTS TO
SYSTEMS**

2026

10 PRIORITY ACTIONS FOR DECISION-MAKERS

1. **Mandate reuse at public events above a defined size**, ensuring clear rules and enforcement.
2. **Integrate reuse criteria into all municipal catering and procurement contracts** to create stable demand.
3. **Establish dense, visible return infrastructure** as part of urban planning and public space design.
4. **Ensure interoperability between systems**, avoiding market fragmentation and user confusion.
5. **Create economic incentives and disincentives**, including fees for single-use packaging where possible.
6. **Provide legal clarity on hygiene, responsibilities and deposit systems** to reduce uncertainty.
7. **Support public-private partnerships**, enabling cooperation between municipalities, businesses and providers.
8. **Use public procurement as a market-shaping tool**, linking policy goals to operational delivery.
9. **Design systems for convenience and default use**, making reuse the easiest option for consumers.
10. **Invest in monitoring and performance criteria**, ensuring systems deliver real environmental benefits.



Interreg
Baltic Sea Region



Co-funded by
the European Union



CIRCULAR ECONOMY

Change(K)now!

Change(K)now! project is co-funded by Interreg Baltic Sea Region. The project's main objective is a mindset change from single-use to circular or multiple-use of food delivery systems in cities and residents of the Baltic Sea Region.



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CONTACT:
Aija van der Steina, Project Manager: aija.vandersteina@va.lv