



Cardboard Coalition

The clash against the
cardboard mafia



Universiteit
Leiden



Den Haag



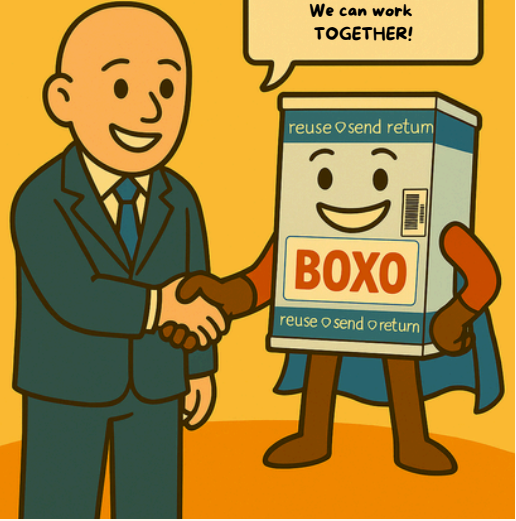
MEET: BOXO

I want to save the world by making reusable packaging. But who will help me?

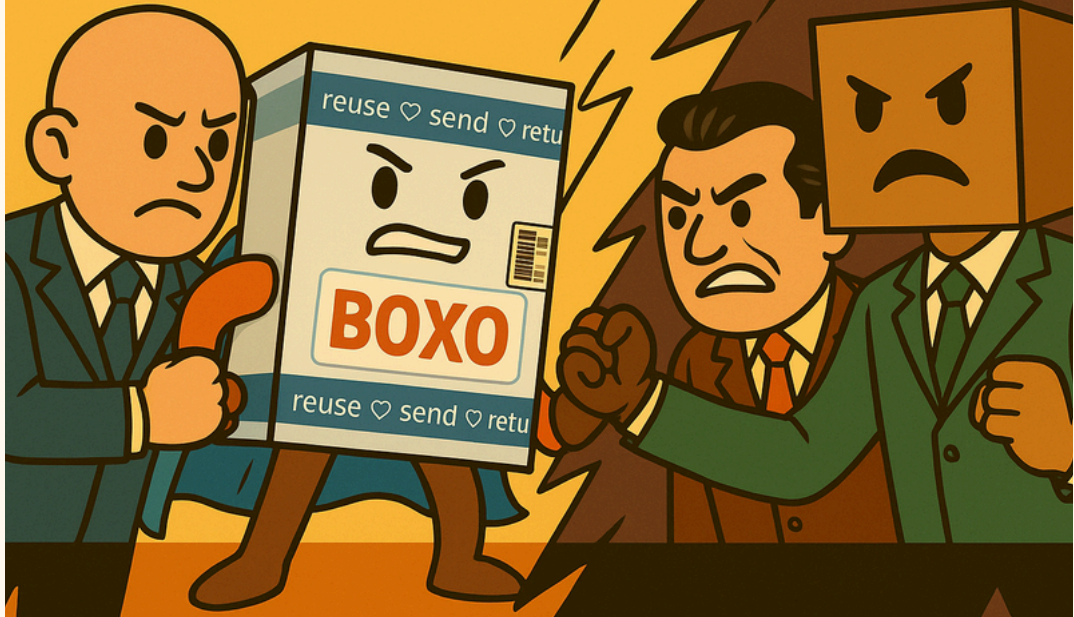


AN ALLIANCE IS FORMED

We can work
TOGETHER!



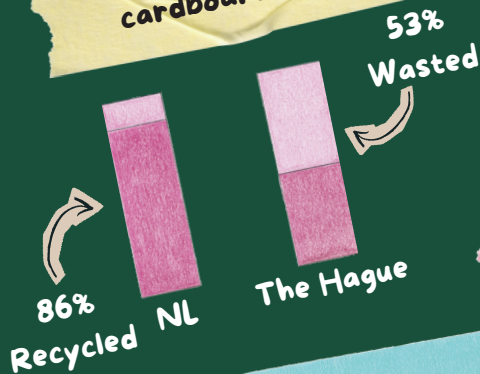
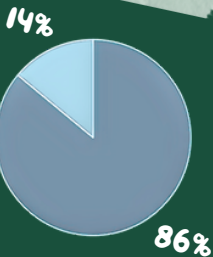
BATTLE



The Backstory

86% of Dutch shoppers buy something online at least once a month

Dutch households produce 40kg of paper and cardboard waste a year



Only 47% of Cardboard is recycled in the Hague, compared to nearly half as much as other municipalities

Too little space, so cardboard is left outside to decay

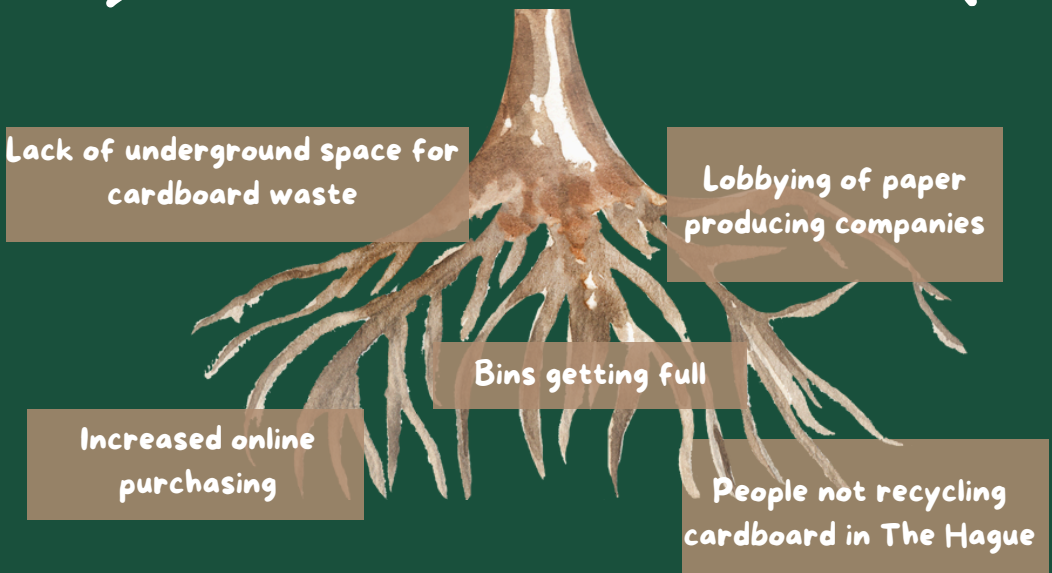
Paper companies profit from single use cardboard packaging, blocking change

Cardboard production and recycling is costly, polluting, and water intensive





**Main problem: Excessive cardboard
in The Hague's waste stream**



Environmental impacts

More waste in landfill/incinerators

Roots of the problem

Intensive water use during recycling

Pollution from packaging processing and recycling

Increased demand for virgin cardboard

Lack of underground space for cardboard waste

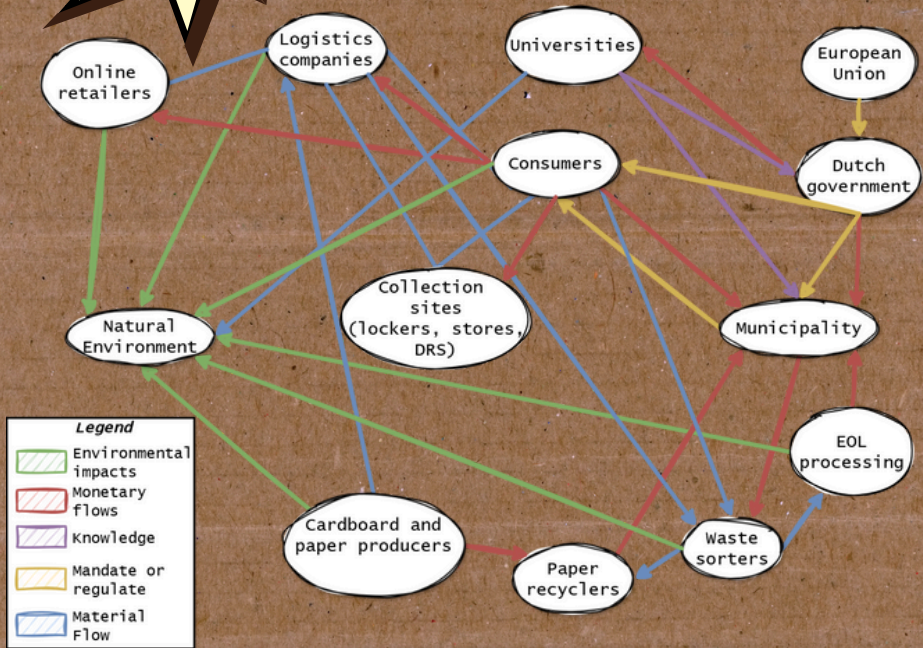
Lobbying of paper producing companies

Bins getting full

Increased online purchasing

People not recycling cardboard in The Hague

Who's in
this story?



Who is involved?

The Municipality of The Hague

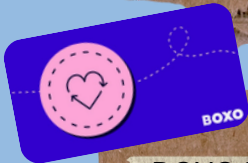


Has a duty to collect and manage waste.

Is interested in decreasing overall waste, especially the costly and voluminous cardboard waste stream

Has to comply with the EU Packaging and Packaging Waste Regulation (PPWR) and the Green Deal goal to reduce residual municipal waste by 50% by 2050

Seeks to support reusable packaging solutions that reduce cardboard waste generation



Other Stakeholders

BOXO is building the Netherlands' shared system for reusable, deposit-return packaging.

The natural environment provides raw materials and suffers the burden of our consumption. Circular, cooperative solutions can reduce this pressure.

Droppie is a waste sorting network where users get cash for *dropping* waste.

Citizens perpetuate the demand for cardboard through mass consumption, yet are central in driving the adoption of sustainable alternatives



Lifecycle of cardboard in Den Haag

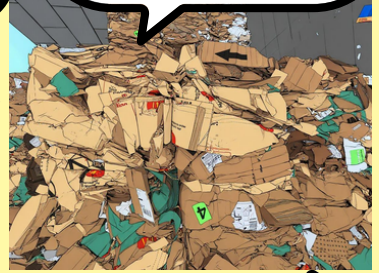
The cardboard package is received.



Cardboard is deposited (hopefully) in one of the 440 containers around Den Haag.



Cardboard and paper waste is collected from the deposit containers around the city.



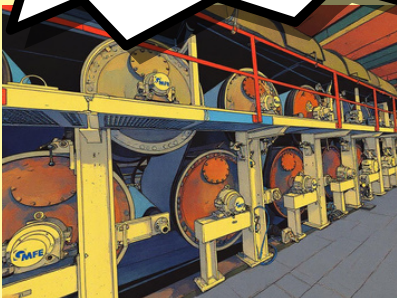
The cardboard is sent to a sorting company so it's easier for recycling companies to use.



73% of all cardboard and paper material is packaging. Only 44% is recycled in Den Haag, and 46% ends up in residual waste



The sorted waste is sent to the paper factory where they made the old paper into pulp. They clean it and treat in an energy and water intensive process



The recyclable cardboard is then made into cardboard boxes again.



Theory of Change

Root Causes



- Increased online purchasing
- Lack of space for cardboard waste
- Lobbying for increased production/recycling instead of reduction



Problem



Excessive cardboard waste flowing into the city of The Hague



Resources



- Consumers
- Municipality of The Hague
- Retailers
- Packaging DRS solutions (BOXO)
- Intuitive collection (Droppie)



Needs



- Shift towards reducing cardboard waste, instead of just recycling
- Increased awareness of alternatives



Vision



Reusable packaging becomes the norm, minimizing single-use waste and enabling a circular economy



Long Term Impact



- Less extraction, pollution, and water use from single-use transit packaging, with a focus on cardboard waste



Outcomes



- More awareness of BOXO and reuse
- Less cardboard waste
- Less overflowing cardboard trash cans → nicer streets



Activities



- Supporting BOXO by making it accessible to add them as a packaging option
- Charging single use packaging



Sustainability matters!

"I want to consume less"

"I try to limit food waste and buy vintage clothes"

Biggest barrier now?
Lack of convenience!

"I want to recycle, but there are no bins nearby"

"It's too much effort"

"Recycling bins are often overfilled"

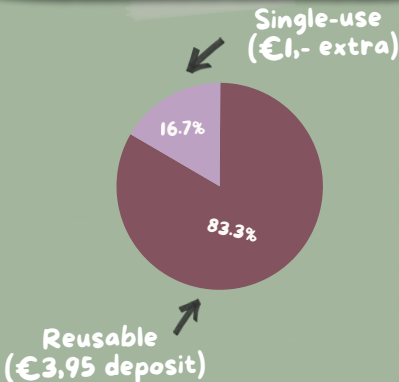
Survey Results*

But recycling is still a challenge... why?



What do the people want?
Convenience and cost effectiveness!

What if single-use packaging would cost extra, and reusable packaging had a deposit?
This would be people's preference!



Locations perceived as the most convenient drop-off points for reusable packaging



>97% of respondents!

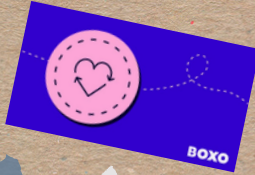
*This survey on packaging for online orders had 42 respondents.

Solutions

1

Supporting alternative packaging

The municipality subsidizes costs for integrating BOXO's DRS in webshops



Clear information on where and how to return reusable packaging.

Adherence to Europe's ambitious 90% target for reusable packaging by 2040

DROPPIE

2

Disincentivising single use packaging

Charge the true cost of single-use cardboard packaging through a €1 checkout fee - making alternatives attractive

3

Educate on overconsumption and waste prevention

Support education programs to increase awareness of the environmental impacts of overconsumption



...and a coalition is formed

The world
is changed...



reuse ♡ send ♡ return

BOXO

reuse ♡ send ♡ return