



The EU faces challenges to manage packaging and packaging waste to ensure the transition to a circular economy. MAGNO analysed available circular packaging models revealing unique benefits and challenges. Among them, followed by returnable and reusable packaging, models Safe and Sustainable by Design (SSbD) stands out as the most comprehensive and strategically beneficial approach to keep advancing towards the reduction of plastic pollution without shifting the costs or burden to other value chain phases.

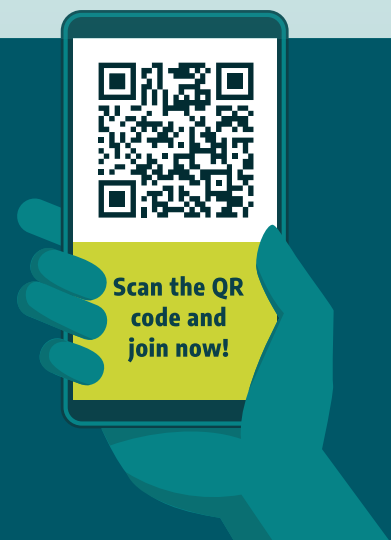


Join our **Multi-Actor Community** and become part of MAGNO project!

This initiative unites stakeholders from the food packaging value chain, including companies, academic institutions, research centers, NGOs, local authorities, and European associations.

Why Join? Shape the Future:

Engage in key discussions that will shape the future of food packaging. **Network**: Discover synergies and connect with industry professionals. **Early Access**: Get a sneak peek at emerging trends, technological advancements, and consumer behavior studies. **Collaborate**: Participate in webinars, workshops, and initiatives with consortium partners. **Innovate**: Gain insights on digital solutions promoting a circular economy in food packaging.



MAGNO Food Packaging Key Business Models for a better future



Returnable Packaging

It encourages customers to return packaging to producers for reuse, reducing waste and fostering recycling, providing moderate to high cost-benefits by minimising new packaging production and lowering waste disposal costs. It needs initial investment in logistics and also infrastructure is required to manage returns effectively. It is especially effective in industries like beverages.

Reusable Packaging

Designed for repeated use, reusable packaging reduces waste and promotes sustainability. This model offers strong long-term cost savings, despite higher upfront costs for durable materials and logistics for cleaning and return management. Over time, companies benefit from operational efficiencies and reduced environmental compliance costs, making reusable packaging highly cost-effective. As sustainability becomes a key market driver, investment in reusable packaging is increasing.



Safe and Sustainable by Design (SSbD)

SSbD integrates safety and sustainability into the design phase, using Life Cycle Approach to evaluate to evaluate environmental, social, and economic sustainability across all product stages. This model prioritises minimizing environmental impacts and regulatory risks while enhancing consumer trust. Despite higher initial costs, SSbD yields long-term savings by reducing environmental damage, complying with evolving regulations, and improving public health outcomes. Investors see SSbD as a resilient, future-proof approach, driving significant capital investment into companies adopting this model. The future awaits.

MAGNO Project

MAGNO's optimal business model choice, SSbD, ensures that safety and sustainability are promoted in the overall value chain considering the whole product life cycle, aligning with increasing regulatory demands and consumer preferences for sustainable packaging solutions.

