

# Innoredux– New Packaging Solutions Against Plastic Waste

## Plastics in the Environment – Sources • Sinks • Solutions

**When shopping, consumers need to make increasingly complex decisions with regards to packaging: Packaged? Unpacked? Bio-plastic? In view of the growing environmental pollution caused by plastic waste, the choice of the right packaging is becoming an increasingly important question for retailers and producers as well. The Innoredux joint research project brings together partners from various fields to look for innovative packaging solutions and implement them in mail-order and stationary businesses together with companies and municipalities.**

### Identify Successful Examples

Plastic waste in the environment and its consequences are a topic that is increasingly in the focus of consumers and politicians. However, companies have also recognized the need to develop new solutions for packaging along the value chain. The researchers in the Innoredux joint research project are investigating a number of questions in this regard: What business models already exist to reduce plastic waste? Which packaging innovations are already in use and which ones look promising? How can these be grouped together? How can innovative sustainable approaches evolve out of niches and find wider application?

The project partners examine the following product groups: foods, textiles, office supplies as well as cosmetics, hygiene, detergents and cleaning agents. With the help of ecological, social and economic analyses of the innovations, they identify successful examples in the respective sectors.



More and more textiles are purchased by mail order. This leads to an increased volume of packaging.

### First Field Test in Living Lab

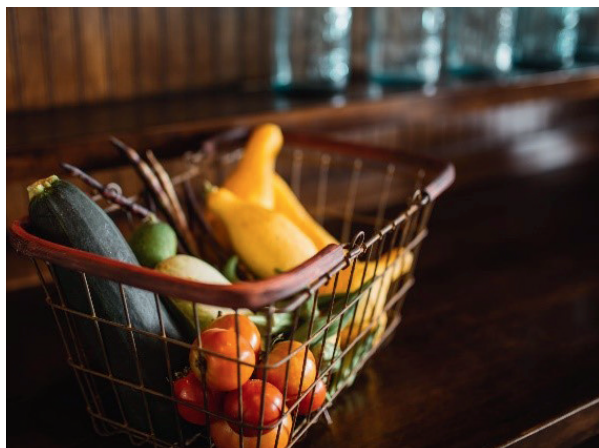
As the link between manufacturers and consumers, the retail sector plays a key role in the sustainable reorganization of value chains and the associated opportunities for influence. Consequently, the Innoredux project partners work together with associated partners from stationary and mail-order businesses to develop packaging solutions and test them in the city of Heidelberg in the form of a living lab. The living lab represents a new form of cooperation between science and society in which innovations are developed and tested for a certain period of time. The experience gained is incorporated into research.

Packaging research has so far concentrated primarily on technical innovations and has dealt less with issues such as waste reduction or the potential of retailers. In addition to new technologies, companies in the Innoredux joint research project are therefore testing new social innovations such as sales, purchasing and use patterns for products. Such changes in business models can make a significant contribution to reducing plastic discharges into the environment and at the same time create competitive advantages.

### A Strategy against Plastic Waste

Based on the experience gained in the living lab, the researchers will develop a strategy for municipalities and companies to reduce plastic waste together with those involved in the project. This should facilitate the practical implementation of packaging solutions and spread existing trends.

The results will be made available as a company checklist and a conceptual guidance document for municipalities. The aim is to stimulate trade and the associated value chains to implement packaging-reducing innovations and thus to provide consumers with alternatives to conventional packaging.



Packaging-free shops allow customers to avoid plastics when shopping

**Research Focus**

Plastics in the Environment – Sources • Sinks • Solutions

**Project Title**

Business Models for Reducing Plastic Waste along the Value Chain: Paths to Innovative Trends in Retailing (Innoredux)

**Grant Number**

01UP1804A

**Duration**

February 1, 2019 – January 31, 2022

**Funding Volume**

EUR 1,457,808

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**Published by**

Bundesministerium für Bildung und Forschung /  
Federal Ministry of Education and Research (BMBF)  
Division Resources, Circular Economy; Geosciences  
53170 Bonn

Division Systematic Mobility; City of the Future  
53170 Bonn

April 2019

**Edited by**

Project Management Agency Karlsruhe (PTKA), Karlsruhe  
DLR Project Management Agency, Bonn

**Layout**

Project Management Agency Karlsruhe (PTKA), Karlsruhe

**Printed by**

BMBF

**Photo Credits**

Front page: Pixabay/falco

Back page: Unsplash/Brooke Cagle