Project Closing the B2B Chain | Plan of action
Contents

Why?
- Issue
- Goal
- Results
- Scope

What?
- Approach
- Activities
- Budget
- Project planning

How?
- Organisation
- Communication
- Risks

Plastic Pact NL:
Meer met minder plastic

Project Closing the B2B Chain| Plan of action
The WHY

Problem	Goals	Results	Scope
• A lot of plastic waste is generated in B2B chains because buckets are disposed after one-time use. • In the current practice, these buckets are collected unseparated and, consquently, process in non-sustainable ways (e.g. incinerated)	• Prove feasibility and financial viability of applying existing buckets in a multiple use system. • Inspire other market players to tap into this opportunity and make reuse of buckets in the Netherlands more common practice.	• A real-life pilot in Utrecht, resulting in key insights regarding the desirability, best-practices and financial viability of reuse of buckets. • A scalable solution that will be sustained and grown after the pilot ends. • Reduced production of plastic and reduced CO2 emissions.	• In this pilot, the scope is limited to used (and disposed) sauce buckets at restaurants in the city of Utrecht. • As a consequence, other application of buckets in B2B chains (like paint for example) are currently out of scope, but do provide opportunities for extension is this pilot proves succesful.

Project Closing the B2B Chain| Plan of action
The WHAT: approach and activities

Approach	Activities
• Concept creation with relevant stakeholders by means of Design Thinking Methodologies such as a focussed ideation approach. • In the pilot, we make use of Lean Validation methods, including the build-measure-learn cycle, to test and validate all aspects of the business model with limited time and resources. • To ensure scaling of this system to other areas, a key strategy in selection of collaborating restaurants is to include *(local and national) chains* early in the project.	• **Concept ideation** • **Validate feasibility of application** • **Commit necessary stakeholders for a pilot** • Pilot: validate business model in a real-life project (work in progress) • Share pilot results and insights • Define next steps to ensure continuation and scaling

Project Closing the B2B Chain| Plan of action
The WHAT: budget and planning

Budget and coverage plan	Planning

Budget and coverage plan

- Pre-pilot:
    - Concept ideation (in-kind, all parties involved)
    - Validate feasibility of application (in-kind, all parties involved)
    - Commit necessary stakeholders for a pilot (in-kind, Enviu & DeClique)
    - Research perception of restaurants and logistics service providers (Dijkstra / DeCLique)
- Pilot:
    - Packaging (Dijkstra)
    - Operations, including logistics and sanitization (DeClique)
- Post-pilot:
    - Share pilot results and insights (all parties involved)
    - Define next steps to ensure continuation and scaling (all parties involved)

Planning

- Pre-pilot
    - Concept ideation (february 2021)
    - Validate feasibility of application (march 2021)
    - Commit necessary stakeholders for a pilot (april-may 2021)

- Pilot: (june-september 2021)

- Post-pilot:
    - Share pilot results and insights (october 2021)
    - Define next steps to ensure continuation and scaling (november 2021)

Project Closing the B2B Chain| Plan of action
The HOW: organization, communication and risks

Organization	Communication	Risks

• Project lead (pre-pilot): Enviu
 	
• Involved parties:
  • Dijkstra Plastics
  • DeClique
  • KIDV
  • Client network of DeClique
	• On-going updates about the project will be shared in the work group reduce & reuse and throught Plastic Pact NL channels / events.
	
	• In october 2021, results and insights from the pilot will be shared with market stakeholders.
		• DeClique is a startup business. Although doing well, it's key to make sure the success of such a model is not fully dependent on the involvement of DeClique. We mitigate this risk by looking for alternatieve parties that can implement reusable buckets as part of their business operations. Conversations have started with Seenons.
		
		• By refilling with residual streams, we've succesfully managed the risk that refilling sauce buckets with sauce proved not feasible due to food safety concerns.

Related project: a study to the feasibility of reuse of syrup containers for beverage dispensers in B2B chains

Envisioned collaboration partners:

- Vrumona has expressed interest to conduct a feasibility study to implement reuse systems for syrup containers that are applied to beverage dispensers at B2B customers.

- Exploration of this project has started with Utrecht University and Enviu, who are both interested to take part.

- Ideally, this project will be carried by multiple stakeholders in the Dutch soft drinks industry.

- As a next step, Vrumona will pitch the project at an industry meeting of FWS – where work group members Spadel and Coca-Cola will also be invited to take part.

- The research project will ideally be carried out in the second half of 2021 and serve as a stepping stone, in case of proven feasibility, to testing a reuse system in 2022.