

# Project Smart Supermarket – Zero Waste | Plan of action

## Contents

### Why?

- Issue
- Goal
- Results
- Scope

### What?

- Approach
- Activities
- Budget
- Project planning

### How?

- Organisation
- Communication
- Risks



# Project Smart Supermarkets, Zero Waste | Plan of action

## The WHY

Issue	Goal	Results	Scope
<ul style="list-style-type: none"><li>• Single-use packaging is common practice in Dutch supermarkets. The highest volume of single-use plastics in households comes from supermarkets.</li><li>• If the way products are offered doesn't change, the amount of single use plastics will not change.</li><li>• Refill solutions provide customers with an action perspective to shop groceries in a more sustainable manner.</li></ul>	<ul style="list-style-type: none"><li>• Key goal is to deliver reliable and representative insights about the feasibility and potential of reuse solutions for supermarkets in the Netherlands.</li><li>• Indirectly, another – yet very important - goal is to help Dutch supermarkets make the informed decisions and create a basis to get into action with regards to implementing reuse solutions.</li></ul>	<ul style="list-style-type: none"><li>• Well-founded answers to the following key research questions:<ul style="list-style-type: none"><li>• Which products are most feasible for refill?</li><li>• Where can we achieve the most plastic reduction?</li><li>• Which refill solution should be selected for implementation?</li></ul></li></ul>	<ul style="list-style-type: none"><li>• The scope of this project is limited to two reuse categories (from Ellen MacArthur framework) which are relevant to physical supermarket stores:<ul style="list-style-type: none"><li>• Refill on the go</li><li>• Refill at home</li></ul></li><li>• Also, this project lays focus on solutions which are relevant to discounter supermarkets. The results will still be applicable to other formulas, but will not cover their full breadth.</li></ul>

# Project Smart Supermarkets, Zero Waste | Plan of action

## The WHAT: approach and activities

### Approach

- This project is approached by a combination of desk research, interviews with international supermarket managers and scouting of best-fitting reuse solutions.
- Organizations involved will make dedicated resources available for the execution of this research project

### Activities

- Project management
- Analysis of worldwide best-practices for discounter formulas
- Analysis of internal data of ALDI and LIDL regarding SUP volumes
- Indicative Life-Cycle Analysis (by application of KIDV LCA tool to internal data)
- Worldwide scouting of best-practice reuse innovations for product categories where refill is suitable
- Create report & plan going forward

# Project Smart Supermarkets, Zero Waste | Plan of action

## The WHAT: budget and planning

Budget and coverage plan	Planning
--------------------------	----------

• Projectmanagement	-	€ 5K	(UU)
• Best-practice analysis	-	€ 10K	(UU)
• Internal data analysis	-	€ 7.5K	(ALDI & LIDL)
• Indicative LCA	-	€ 2.5K	(ALDI & LIDL)
• Scouting	-	€ 10K	(funding needed)
• Create draft report & plan going forward	-	€ 10K	(funding needed)

September 2021 – February 2022
September – Oktober 2021
September – November 2021
December 2021
January 2021
February 2021

# Project Smart Supermarkets, Zero Waste | Plan of action

## The HOW: organization, communication and risks

### Organization

- Project lead (*intended*):  
Utrecht University
- Involved parties:
  - ALDI
  - LIDL
  - Enviu
  - SupZero
  - KIDV

### Communication

- Project updates and results will be shared in the workgroup reduce & reuse and via communication channels of Plastic Pact NL.
- In addition, findings will be used for targeted communication to supermarkets in the Netherlands – to move them to get reuse innovations of the ground.

### Risks

- Aiming to use this research project as a stepping stone to reuse implementation, a key risk is that we will not be able to effectively influence internal (international) stakeholders at ALDI & LIDL to commit to implement reuse.
- This risk will be mitigated by involving decision makers from the start and working towards deliverables that put emphasis on key drivers for management decisions.

## Related project to smart supermarkets – zero waste: a study to understand the perception around reuse solutions in the supermarkets segment



Ministerie van Infrastructuur  
en Waterstaat

**KANTAR**

- The Ministry of Infrastructure and Water Management funded a study to the perception of Dutch consumers and supermarket managers around reuse solutions. Results are expected in July 2021.

# SMART SUPERMARKET, MINIMAL WASTE



## Pilot Summary

Testing packaging-free shopping in large scale supermarkets, preferably by using a smart powered business ecosystem and reusable packaging.

## Key Issue

Reduce of packaging material throughout the supply chain from producer to consumer.

## Plastic flows

Primary, secondary and tertiary packaging material in the supply chain between from producer and the consumer. Many daily basic products in the supermarket qualify for replacement by a reuse solution (20 to 50% of the products according to Ellen MacArthur Foundation).

## Potential impact

Depending on the prepacked commodity/ product that is replaced, up to 71% smaller environmental footprint when using MIWA technology.

## Suggested solution:

Smart technology and reusable containers to enable packaging free shopping. Marketing interventions to help customers adapt to new shopping experience and behavior. Research intervention to monitor the pilot results in adoption, environmental impact and pinpoint hindrances throughout the pilot process for the solution to work successfully.

## Pilot lead

Hilde van der Vegt (SUPZero) -  
hilde@supzero.nl

## Partners involved/ interested

Potentieel alle supermarkten binnen het Plastic Pact

## Current status

None of the PP NL subscribers decided to pilot.

## Next steps

- \* Onboarding Supermarket chains for the pilot plan (jointly/ brandless in RLL or pilot operations per Supermarket chain.)
- \* Budget to run the pilot (technical realization & support new consumption behavior)
- \* Set up of pilot team
- \* Developing the tailor-made plan for implementation
- \* Involve a Producer/supplier and service providers to make the ecosystem complete
- \* Optional; onboarding of a research partner to monitor and study adoption of new consumption behavior

## Needs

- \* Decision making & budget, Supportive legislation for Reuse models (that liability is taken care of).
- \* Depending on preferences of supermarkets location could be the Reuse Innovation Lab in Utrecht. Either brandless pilot for testing of the methodology or branded within existing Supermarkets of partners involved.