



European
Commission

Use and... reuse

Millions of crates for the keeping



CPR System in Ferrara, Italy, has introduced millions of reusable crates to reduce packaging waste.

OUR STORY

We are a cooperative of fruit and vegetable producers, distributors and transport companies who introduced millions of reusable crates to move fresh produce while reducing packaging waste. Since launching CPR System in 1998, we have become one of the key pooling companies in Italy, catering for nearly half our national market.



Circular economy



Waste reduction



Environment

Photo: Use and... reuse

Larger with Life

In the period 1999-2002, the EU LIFE Programme invested over €600 000 in the €1.5 million Use and... reuse project to bring down the 7 million tonnes of packaging waste generated each year by the food sector in Europe.

CPR System introduced millions of reusable crates, washing centres and traceability systems to help companies in the fruit and vegetable sector reducing their environmental footprint.

EU added value

- **Packaging costs down by 10%**
- **Over 200 jobs in logistics**
- **Reduced pollution in ecosystems**

Prospects

- **Save raw materials in food packaging**
- **Reuse megatonnes of waste in the EU**
- **Green packaging in other retail sectors**

Achievements

- Deployed over **16 million reusable** crates to move fruits and vegetables across Italy
- Reduced consumer fruit and vegetable **prices** by up to 10% in cities including Milan and Rome
- Enlisted over 1000 participants, offsetting thousands of tonnes of **packaging waste** each year
- Reduced public **expenditure on waste treatment** and disposal by millions of euros each year
- Created an **online platform** to automatically track the movement of crates in real time

Policy support

- Transport fruits and vegetables in adherence to the European Directive on Packaging Waste
- Reuse rather than discard **raw materials** in line with the EU Action Plan for the Circular Economy

Contact

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Environment
& Climate
Action



LIFE supporting companies



The **LIFE Programme** has financed green innovation and clean tech solutions since its start in 1992. One of today's key priorities for LIFE is to support close-to-market projects delivering innovative environmental solutions, ensuring that they are sustainable and capable of being widely taken up by society in general, and the economy in particular.

The **Close-to-market initiative's** aim is to help and assist the LIFE projects with market potential to develop towards successfully maintaining project results via commercialisation and upscaling of the proposed innovative solutions.

How can LIFE support beneficiaries with close-to-market activities?

- Expert review of the close-to-market stage of your project and assessment of the close-to-market potential.
- Help with determining milestones and action points based on project readiness and assisting you with their progress during your project's whole lifecycle.
- Flexibility to use the LIFE project budget to get the necessary expertise including market analysis, detailed business plan preparation, coaching etc.
- Linking you with a network of advisers including the Enterprise Europe Network, coaches and accelerators.
- Assistance with financing and contacts with the investor community through events, introducing you to the SME Instrument and the European Investment Bank Group.
- Networking opportunities through LIFE platforms in order to build business partnerships with other key players.
- Gaining additional publicity for your innovative green solutions through the Innovation Radar platform and via dedicated handouts promoting close-to-market activities of LIFE.

LIFE can help you to sustain and thrive even after the end of the LIFE project.

LEARN MORE

 ec.europa.eu/life  **LIFE programme**
 **@LIFEprogramme**  **LIFE programme**

HOW TO APPLY FOR LIFE FUNDING

The European Commission organises annual calls for proposals.
Full details are available at <http://ec.europa.eu/environment/life/funding/life.htm>
<https://ec.europa.eu/easme/en/your-close-market-proposals-tips-applying>

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