

About Mission Reuse

Mission Reuse is a transition program headed by three organizations: Enviu, Recycling Network Benelux, and Natuur & Milieu. With the aim to accelerate the transition from disposables to reusables, Mission Reuse is building an ecosystem that makes reusable packaging visible, accessible, and affordable for consumers and companies. The team does research on innovative reuse concepts and the supporting infrastructure. They also test them in practice through pilots — at universities, music festivals, movie theaters, restaurants, and pubs. Mission Reuse also works with governments in Europe to influence policies through their research.

To learn more, visit www.missionreuse.com

About Enviu

An international startup studio, Enviu drives positive social and environmental change through innovative business models and entrepreneurship. Using impact-driven ventures, Enviu addresses global challenges such as sustainability, circular economy, and social inequality. Through collaboration with partners, experts, and local communities, Enviu aims to create scalable solutions that contribute to a more inclusive and sustainable world.

Learn more at www.enviu.org

About Recycling Network Benelux

Recycling Network Benelux is an independent environmental organization that facilitates the exchange of resources and expertise on sustainable materials and models such as reuse. Through partnerships with government bodies, industries, and local communities, RNB seeks to enhance waste management, reduce environmental impact, and drive the circular economy.

Learn more at www.recyclingnetwerk.org/.

About Natuur & Milieu

Natuur & Milieu is a Dutch environmental organization dedicated to advocating for nature conservation and sustainable living practices. With a focus on raising awareness, influencing policies, and driving behavioral change, Natuur & Milieu works to address pressing environmental issues and collaborates with businesses, governments, and communities to create a more environmentally responsible and resilient future.

Learn more at <https://natuurenmilieu.nl/>.