

South Africa

Scaling Reuse and Refill in South Africa

Opportunities in the Food and
Beverage Value Chain



Plastic Reboot
South Africa

SUPPORTED BY



IMPLEMENTED BY



EXECUTED BY



IN PARTNERSHIP WITH



This publication was funded by the Global Environment Facility (GEF). Its contents are the sole responsibility of Plastic Reboot – South Africa and GreenCape, and do not necessarily reflect the views of the GEF Secretariat or co-implementing partners.

Authors: Inga Buso (GreenCape)

Reviewers: Saloshnee Naidoo (GreenCape), Lauren Basson (GreenCape)
Claire Pengelly (GreenCape), Lorren de Kock (WWF), Nicole Crozier

Plastic Reboot Editorial Team: Tyrese Rooi (GreenCape), Marlene Rose

Proofreader: Lindsay McGregor

Cover Image: Plastic Reboot

Design and Layout: Ink Design Publishing Solutions, Cape Town

© Text 2026 Plastic Reboot

All rights reserved.

Published in 2026 by Plastic Reboot – South Africa. Any reproduction in full or in part must mention the title and credit the abovementioned publisher as the copyright owner.

Citation: Buso, I. 2026. *Scaling Reuse and Refill in South Africa: Opportunities in the Food and Beverage Value Chain*. Cape Town: Plastic Reboot – South Africa.

If you would like to share copies of this paper, please do so in electronic PDF format. Available online at <https://greencape.co.za/library/scaling-reuse-and-refill-in-south-africa/>

For more information: plasticreboot@green-cape.co.za

About Plastic Reboot

Plastic Reboot is a \$108 million programme supported by the Global Environment Facility (GEF), co-led by the United Nations Environment Program (UNEP) and WWF, and implemented in partnership with the United Nations Development Programme (UNDP) and the United Nations Industrial Development Organization (UNIDO). Plastic Reboot is focused on upstream and midstream solutions to plastic pollution in the food and beverage sector and is delivered through a Global Project and a suite of 15 National Projects. Together, we are working to transform material systems and engage governments, civil society organisations, and the private sector to reduce plastic pollution.

plastic-reboot.org

About GreenCape

GreenCape is a non-profit organisation that drives the widespread adoption of economically viable green economy solutions from South Africa. The team works with businesses, investors, academia and government to unlock the investment and employment potential of green technologies and services, and to support a transition to a resilient green economy. GreenCape is the Secretariat of the South African Plastics Pact, a collaborative platform that convenes key role-players across the plastic-packaging value chain to drive innovation, dialogue and collective action towards a circular economy for plastic packaging in South Africa.

GreenCape leads Component 3 of Plastic Reboot – South Africa, which aims to promote the uptake of circular solutions in the food and beverage plastic-packaging sector. This component focuses on private-sector engagement in order to support the adoption and scaling up of circular economy practices for plastic packaging placed on the market in South Africa. This would be achieved through developing implementation plans to eliminate problematic plastics, scale reuse models and including recycled content; reporting on the usage of bioplastics; and facilitating co-design workshops and pitch events to improve design for circularity with South African Plastics Pact members and the wider plastic-packaging ecosystem.

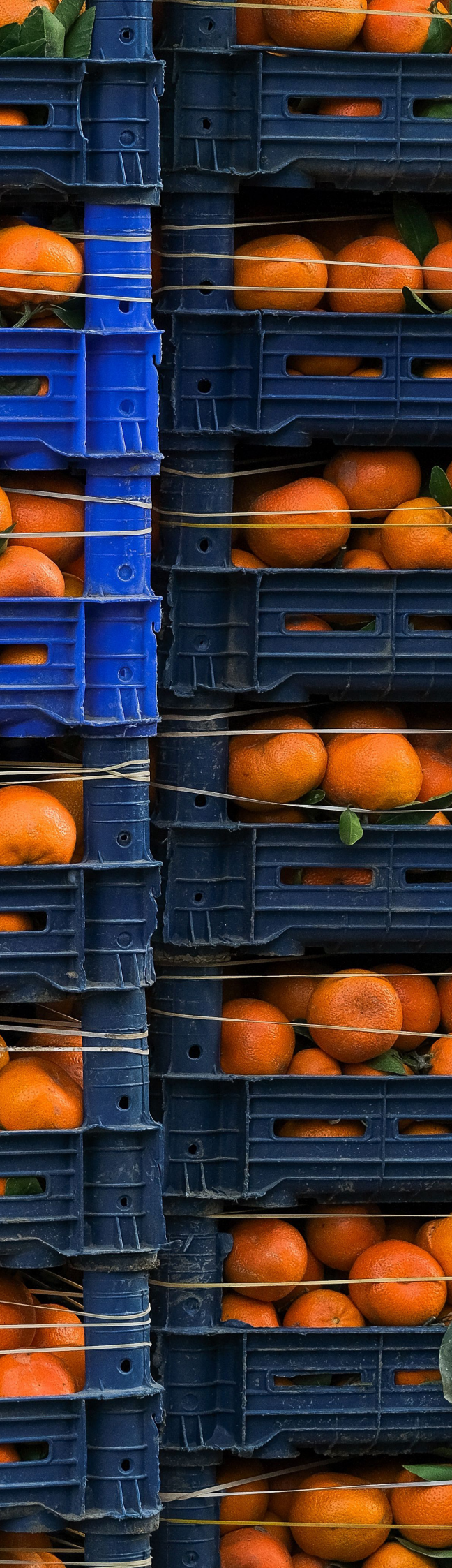
greencape.co.za



Acknowledgements

Plastic Reboot – South Africa would like to thank the South African Plastics Pact members and representatives of other organisations for sharing information on their reuse and refill initiatives for primary, secondary and tertiary plastic packaging. For the case studies, we acknowledge the contributions of the following people with thanks: Janine Caradonna (Pick n Pay), Meera Vijayan (Unilever), Josephine Katumba (Gcwalisa) and Paul Rubin (Nude Foods).





Contents

About this Report	4
Key Insights: What is Currently Working in South Africa	5
Why Reuse and Refill Matters Now in South Africa	6
Reuse and Refill in South Africa	7
Barriers and Enablers	9
What is Needed to Scale Reuse and Refill	11
Primary Packaging: Reducing Consumer Packaging Intensity	12
Secondary Packaging: Reducing Packaging Intensity in Grouping, Distribution and Handling	19
Tertiary Packaging: Reducing Packaging Intensity in Transport and Storage	20
Practical Starting Points for Businesses in the Food and Beverage Value Chain	21
Outlook: From Pilots to Scalable Systems	24
References	25

About this Report

Purpose

This report synthesises implementation insights from reuse and refill systems currently operating in South Africa. It is produced by GreenCape, as the Secretariat of the South African Plastics Pact, under the Plastic Reboot – South Africa project. The data was gathered via a combination of interviews and group discussions (primary research) and a literature review (secondary research). It focuses specifically on local operational evidence on what is working in reuse and refill in South Africa, under what conditions it works, and where the practical opportunities are for scaling and optimising reuse and refill systems in the food and beverage value chain.

Scope

This report considers all three packaging tiers:

- Primary (consumer-facing)
- Secondary (grouping, distribution and handling)
- Tertiary (transport and storage).

As more support is needed to assist in the adoption of reuse and refill in the South African context, the core focus of this report is primary packaging.

Location

South Africa

Lead organisation

GreenCape

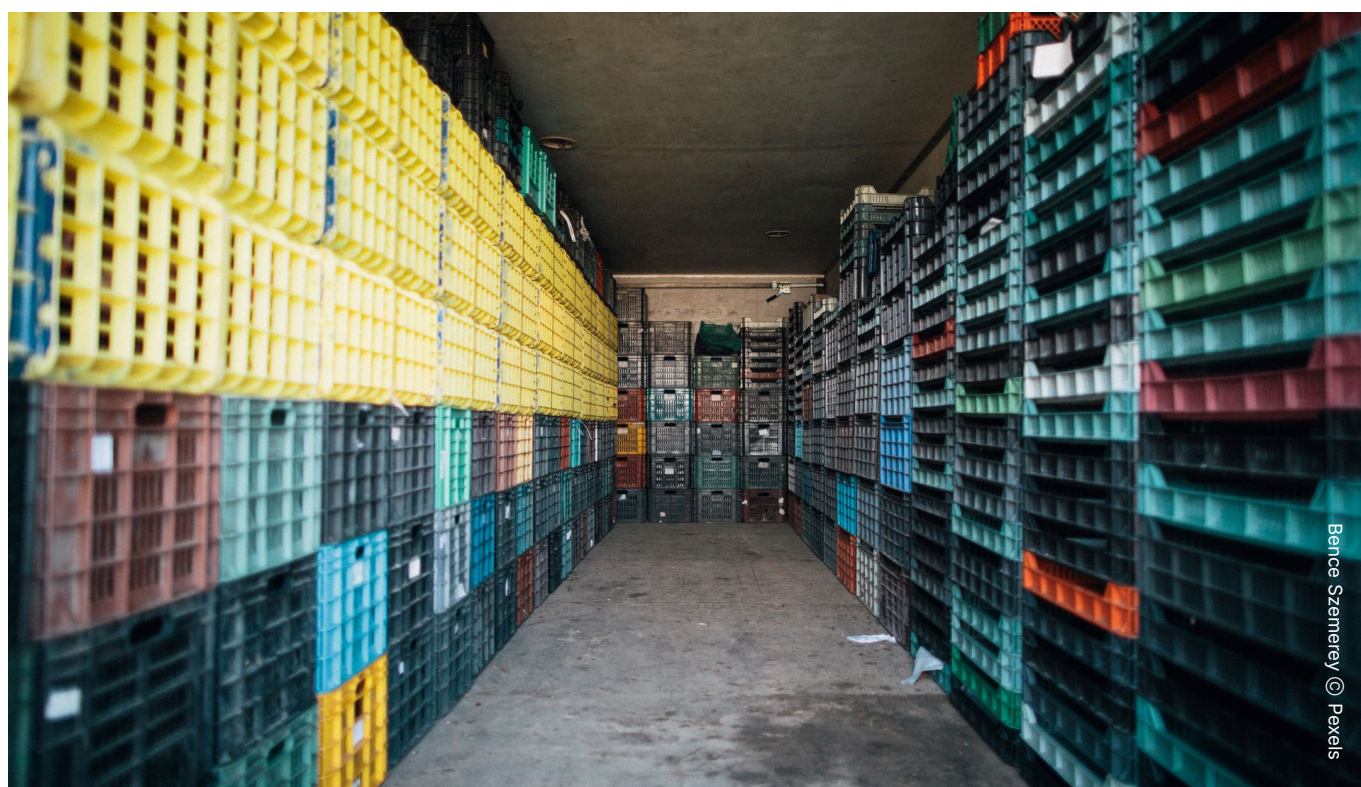
Description

A review of operational reuse and refill models in the food and beverage value chain in South Africa, documenting what works, what has not yet worked, and which conditions would support the movement of reuse and refill systems from niche to norm.

Target Audience

This report is written for:

- Brand owners and retailers
- Packaging manufacturers and converters
- Food and beverage companies
- Hospitality and food service businesses
- Logistics and distribution companies
- Reuse and refill solution providers
- Producer Responsibility Organisations (PROs)
- Policymakers.



Bence Szemerey © Pexels

Key Insights: What is Currently Working in South Africa

Findings from Operational Reuse and Refill Systems in South Africa

Cost-driven reuse and refill systems outperform sustainability-framed alternatives

Where reuse and refill reduce the cost of food or enable access to affordable quantities of food, there is strong evidence of adoption, particularly by low-income customers. Where reuse is a sustainability choice alongside equally priced items in single-use packaging in conventional retail environments, uptake is very low.

Standardisation enables shared infrastructure

Standard container formats across brands unlock opportunities for shared washing, storage and logistics. Shared infrastructure reduces the cost per cycle so that reuse can compete with single-use packaging at scale. For refills, open-sourcing of dispenser technology offers significant potential for standardisation and scaling in the South African refill context.

Closed-loop systems reduce liability and operational risk

Provider-managed systems outperform open bring-your-own-container models. There is no explicit provision for food-safety liability under the Foodstuffs, Cosmetics and Disinfectants Act 54 of 1972 and the Consumer Protection Act 68 of 2008 for customer-provided container systems. Closed-loop design reduces potential exposure to food-safety liability.

Different tier, different models, different support

Tertiary reuse (pallets and bulk containers) is the most mature tier in South Africa. Secondary reuse (crates and trays) has an established commercial case. Primary reuse (consumer packaging) has the greatest opportunity for reducing plastic use, but is the most complex. Primary, secondary and tertiary packaging use different reuse and refill models and need different types of implementation support.

Controlled environments reduce complexity

Industry stakeholders consider hospitality and informal retail as the clearest entry points for reuse at present. Where the business controls both fill and return points (e.g. market venues, hospitality, defined logistics routes), implementation is consistently less complex than open consumer-facing retail.

Scale requires collaboration

Primary packaging refill models in South Africa typically rely on partnerships and grant-backed structures. Shared reuse infrastructure can enable reuse to be more cost competitive compared to single-use packaging. The South African Plastics Pact provides a mechanism for coordination to enable effective partnerships and economies of scale for commercial viability.

Why Reuse and Refill Matters Now in South Africa

South Africa's food and beverage sector faces increasing pressure to reduce packaging waste, improve material efficiency, and transition to more circular systems. While recycling plays an important role in this transition, on its own it is insufficient to deal with the upstream volume of single-use packaging entering the market. Upstream interventions, including elimination, redesign and innovative or alternative delivery models, such as reuse and refill, are necessary.

Regulatory and Commercial Drivers

In the South African Plastics Pact, reuse and refill models are a direct pathway to reach [Target 1](#) (A 20% intensity reduction in virgin fossil fuel-based plastic packaging by 2030).¹

South Africa's mandatory Extended Producer Responsibility (EPR) regulations came into effect on 5 May 2021 under section 18 of the National Environmental Management: Waste Act 59 of 2008. EPR creates both an obligation and a commercial opportunity. Producers are required to take responsibility for their products along the entire life cycle, including the end-of-life stage of the packaging. This includes taking financial responsibility, which is typically done by forming or joining a Producer Responsibility Organisation (PRO) and paying "EPR fees" in relation to the amount of packaging put on the market. These fees are then used by the PROs to fund collection and recycling infrastructure, among others.

Reuse and refill systems that verifiably displace single-use packaging volumes can reduce EPR fees over time. The EPR regulations are currently under review, which could lead to better accounting for improvements through product design, reuse and refill, recycling and the inclusion of recycled content.

Beyond EPR, landfill pressure, growing consumer awareness and tightening procurement standards from brands, retailers and multi-national buyers are strengthening the business case for packaging redesign and packaging system optimisation.

When compliance pressure intensifies, businesses that build operational capability in reuse and refill systems could be better positioned in the evolving South African regulatory and market environment than those starting from scratch.

Opportunities for Optimising Packaging Systems

Industry engagements highlight the need to optimise packaging systems. Three consistent themes emerge:

- A growing recognition that reuse and refill reduces upstream packaging intensity in ways that recycling cannot.
- A call for documented operational evidence in South Africa to drive uptake beyond exploratory pilots.
- A need for different strategies for primary, secondary and tertiary packaging at company and value-chain levels to effectively address commercial, operational and systemic barriers.

¹ The virgin fossil-fuel-based plastic intensity of packaging is a metric that measures the amount of brand-new, never-used fossil-fuel-based plastic in a company's packaging compared to its total plastic use for packaging. A higher intensity means a heavier reliance on raw, fossil-fuel-based plastics, whereas a lower intensity indicates a shift towards a more circular economy.

Reuse and Refill in South Africa

Reuse is already operational across all three packaging tiers in South Africa, namely

-  Primary packaging (consumer-facing)
-  Secondary packaging (grouping, distribution and handling)
-  Tertiary packaging (transport and storage).

Each tier has different maturity levels and implementation opportunities (see Table 1). Tertiary packaging is considered the most commercially advanced; secondary packaging is proven but needs to be scaled; and primary, consumer-facing packaging is considered the least mature and most complex to implement. Owing to the relative level of maturity, more support is needed to optimise primary packaging through reuse and refill in South Africa. The core focus of this report is thus on primary packaging.



Table 1: Tiers of packaging and the relative maturity of reuse and refill systems in South Africa

TIER	WHAT IT COVERS	SOUTH AFRICAN EXAMPLES	MATURITY LEVEL
Primary 	Consumer-facing packaging in direct contact with the product, e.g. bottles, tubs, pouches and sachets	- Dispensing systems in retailers and spaza shops - Dedicated reuse and refill shops	Least mature: Greatest support for adoption required
Secondary 	Packaging that groups multiple primary units together for sale or distribution and handling, e.g. multipacks, trays and crates	Returnable crates and trays	Moderately mature: Commercial case established
Tertiary 	Bulk transport and storage, e.g. pallets, pallet wrapping and bulk containers	- Reusable pallet pooling systems - Intermediate bulk container returns	Most mature: Operating at scale in South Africa for some elements, with the potential to expand other elements

The framework developed for the Plastic Reboot (Perpetual & World Wildlife Fund (WWF) 2026) clarifies the difference between reuse and refill. In refill, the container is managed by the consumer, whereas in reuse, the container is managed by the provider (in consumer-facing packaging) or by the business (in business-to-business (B2B) packaging). In Table 2, examples of brand owners and retailers implementing reuse and refill in South Africa have been mapped against the Plastic Reboot reuse and refill framework to illustrate the extent to which different types of reuse and refill are being implemented in South Africa.²

Table 2: Reuse and refill models and implementation by brand owners and retailers in South Africa³

	MODEL	CONTAINER/ PACKAGING MANAGER	TYPE	EXAMPLES OF IMPLEMENTERS
REFILL	Consumer-facing	Consumer-managed container	In-store refill and dispensing	Retailers: Food Lover's Market, ⁴ Pick n Pay, SPAR Brands: Unilever, Tiger Brands Solution providers: Smartfill, Sonke Retailers: Gcwalisa, SKUBU (low-income), Nude Foods (middle-high income)
			Water refill	Pick n Pay, SPAR, Checkers, Shoprite
			Bring-your-own foodware or bags	Some in hospitality
			Refill-at-home through single-use packaging	Established for homecare and personal care products
REUSE	Consumer-facing	Provider-managed container	Prefill	Coca-Cola Beverages South Africa
			Reusable food serviceware ⁵	Reusefy (temporarily closed)
			Asset sharing	
			Reusable secondary packaging	Coca-Cola Beverages South Africa, Pepsico, Pick n Pay, SPAR, Woolworths, Checkers, Shoprite
	Business-to-business	Business-managed packaging	Reusable transport packaging	Coca-Cola Beverages South Africa, Pepsico, Food Lover's Market, Pick n Pay, Sir Fruit, SPAR, Woolworths, Checkers, Shoprite
			Bulk ingredient or product delivery	Sir Fruit

2 The Global Plastic Reboot Programme reuse and refill framework does not directly classify packaging as primary, secondary and tertiary in the way that is commonly done in South Africa. However, consumer-facing secondary packaging (typically used for grouping) and reusable transport packaging (typically used for distribution and handling) would be considered secondary packaging in the South African context, whereas B2B reusable transport packaging and B2B bulk ingredient or product delivery would be classified as tertiary packaging in the South African context.

3 The framework developed for Plastic Reboot is published in the *Refill & Reuse Systems Handbook* (Perpetual & World Wildlife Fund (WWF) 2026). The original framework also includes subtypes, which have been omitted from the table for the sake of simplicity.

4 South African Plastics Pact members are indicated in green text.

5 Food serviceware includes all items used for serving, containing and consuming prepared food and beverages in a service setting (e.g. restaurant, café, food court). It covers dinnerware (plates, bowls), drinkware (cups, mugs), cutlery (forks, knives, spoons), serving ware (trays, platters) and take-away containers.

Barriers and Enablers

A number of barriers are preventing the widespread roll-out of reuse and refill in South Africa. However, reuse and refill systems currently operating in South Africa show how businesses are overcoming these barriers (Table 3), which could enable the uptake of reuse and refill at scale.

Table 3: Barriers to and enablers of scaling reuse and refill in South Africa

BARRIER	WHAT IS PREVENTING SCALE	HOW ARE BUSINESSES OVERCOMING THE BARRIERS
Uncertainty about liability for food safety	Concerns about food-safety liability There is no explicit provision in South African law that apportions responsibility for food safety in the case of refill systems. Liability would be derived from a number of laws and regulations governing food safety and consumer protection.⁶ The general principle remains that the food business is responsible for food safety and needs to take reasonable precautions.⁷ However, the added complexity and uncertainty about the ultimate liability for food safety reduces mainstream brand owners' and retailers' willingness to invest in refill systems.	Using provider-owned, closed-loop systems for primary packaging Moving to provider-owned, closed-loop systems removes uncertainty about food-safety liability. Gcwalisa (at a small-scale retailer level) and Coca-Cola (at a brand-owner level) have both demonstrated that provider-managed, deposit-return systems are viable in the South African context.
Consumer behaviour	Preference for convenience Convenience and cost, rather than sustainability framing, typically drive consumers' purchasing behaviour. In mainstream retail, the uptake of refill options remains low when competing directly with single-use options at similar price points. This indicates the strength of convenience as a key driver in consumer behaviour in a retail setting.	Increasing affordability and accessibility Cost savings of 10–60% are reported for operational reuse and refill systems deployed in low-income communities. For these customers, the option to dispense small quantities in line with their available cash is crucial for food affordability. Ultimately, where reuse and refill reduce costs and enable access, adoption follows.



6 These include the Foodstuffs, Cosmetics and Disinfectants Act 54 of 1972, the Regulations Governing General Hygiene Requirements for Food Premises, Transport of Food and Related Matters (R638 of 2018) gazetted under this Act, and the Consumer Protection Act 68 of 2008. For further information on the applicable legislation and supporting South African standards for the food and beverage industry, see SANS Standards South Africa (2026).

7 Such precautions include container-inspection protocols (and refusal to serve food in dirty and damaged containers), customer declarations regarding container cleanliness, restrictions on high-risk foods, no-contact dispensing systems, staff training and documented hygiene procedures, and clear terms and conditions explaining customer responsibilities. These measures help demonstrate that the business has exercised due diligence and managed foreseeable food safety risks.

Table 3: Barriers to and enablers of scaling reuse and refill in South Africa (continued)

BARRIER	WHAT IS PREVENTING SCALE	HOW ARE BUSINESSES OVERCOMING THE BARRIERS
High infrastructure costs	Lack of standardisation Variability and proprietary container formats prevent the sharing of infrastructure. Current reuse initiatives bear their own full infrastructure costs. Fragmented logistics Each local primary packaging reuse initiative builds its own container management system, i.e. there are no shared washing, storage or redistribution systems. This duplicates costs and prevents economies of scale.	Leveraging pre-competitive, collaborative platforms The South African Plastics Pact enables competitors to coordinate value-chain interventions. This platform could be used to enable standardisation and shared infrastructure.
High technology costs	Financial barriers to entry and commercial viability Owing to the high technology costs of refill dispensing systems that enable verifiable dispensing and product protection, most businesses launching refill systems rely on grant funding for the initial setup.	Forming partnerships and accessing funding TRANSFORM (Smartfill and Sonke) and GIZ⁸ Circular City Labs (Gcwalisa) have demonstrated that collaborative structures de-risk early infrastructure investment before the commercial case is established. Open-sourcing of technology, as has been done by Smartfill and digital transformation consultancy DY DX, can make technology more widely affordable.



Polina Tankilevich © Pexels

⁸ Deutsche Gesellschaft für Internationale Zusammenarbeit/German Corporation for International Cooperation.

What is Needed to Scale Reuse and Refill

System-Level Enabling Conditions

Standardised container formats

Shared specifications across brands unlock shared washing facilities, storage and logistics, a prerequisite for other enabling conditions.

Value-chain coordination and collaboration

Value-chain members and competitors can coordinate standardisation and infrastructure. The South African Plastics Pact is a pre-competitive structure that enables such coordination and collaboration.

Shared logistics

South Africa's beverage sector has demonstrated the feasibility of return systems, primarily for individual brands. Multi-brand collection, cleaning and redistribution at a regional scale could be a sector-wide enabler. For primary packaging, the minimum viable network size needs to be determined.

Regulatory clarity on food safety

National Department of Health regulations for refill scenarios are required. A regulatory framework would be key to unlocking mainstream brand-owner investment.

EPR modulation for reuse

Crediting and accounting for reuse cycles in EPR fee calculations would create a direct commercial incentive for implementing reuse systems. The current EPR review process is an opportunity for industry to give input into matters affecting reuse and refill.

Common measurement methodology

A common approach to displacement, return rates and Life Cycle Assessment (LCA) comparisons is needed. Without this, every pilot produces incomparable data, and the cumulative evidence base cannot grow.



volkansengor © iStock

Primary Packaging: Reducing Consumer Packaging Intensity

The adoption of reuse and refill models in primary packaging has the greatest potential to reduce virgin plastic intensity and address downstream plastic leakage into the environment, while also providing socio-economic benefits. Value-chain members of the South African Plastics Pact and other businesses in the food and beverage value chain have indicated that significant operational, behavioural and infrastructure changes are required to achieve scale in primary reuse and refill.

Packaging accounts for 8–15% of food costs in South Africa (GIZ 2025). Small-pack consumers buying in smaller, local stores pay 30–50% more per unit than bulk buyers (Gcwalisa n.d.a). In the South African context, low-income consumers may not always be able to buy food in large or bulk formats. Consequently, low-income communities may pay higher prices – and generate considerably more (plastic) packaging waste – per kilogram of food purchased. This means the plastic intensity of primary food packaging can be higher in low-income communities. If these customers also do not have access to effective waste management infrastructure and services, it can lead to considerable leakage of plastic into the environment.

Reuse and refill present opportunities to reduce primary packaging intensity in both low- and higher-income retail environments. This section presents examples of South African businesses – Smartfill/SPAR, Sonke/SKUBU, Gcwalisa, Nude Foods and Pick n Pay – that are successfully implementing reuse and refill in informal and formal retail in South Africa.

An “implementation insight” is given after each case study to highlight key factors contributing to the success of the reuse or refill initiative.



Smartfill⁹ Smart Dispensers

SPAR and spaza shops in Thembisa, Gauteng | Supported by TRANSFORM impact accelerator¹⁰

How it works

The cost of dry goods and detergents is reduced in township retail by making bulk-priced quantities available in smaller amounts. Smartfill's Internet of Things (IoT)-connected dispensers release controlled product quantities (by mass or price) into consumer-provided or retailer-supplied containers, with cloud monitoring of inventory. A labelling system is in place to provide information on batches and best-before dates. Smartfill containers supplying food and detergents from a number of brands (including Unilever, Tiger Brands and Nestlé) have been deployed at SPAR and a number of spaza shops in Thembisa, Gauteng. In South Africa, the deployment of Smartfill dispensers takes place as fully managed commercial systems in order to ensure food safety and product integrity. In March 2026, Smartfill announced that it had open-sourced its core liquid-dispenser design and software architecture under a public licence via the moderated open-source repository, OpenRefill. Smartfill's intent behind open-sourcing its technology is to reduce barriers to entry, drive rapid technology development, and accelerate industry learning. The goal is to ultimately allow refill systems to compete with single-use packaging on price, reliability and convenience.

What it shows

- The SPAR Thembisa pilot tripled the sales of products under 1 kg.
- For spaza stores, there was an increase in sales of over 400% compared to sales of packaged goods.
- Consumer cost savings of between 10 and 30% have been reported.
- 60% of customers are women.

TRANSFORM provided funding for the manufacturing and installation of Smartfill dispensers in five spaza stores in Thembisa.

Open-sourcing removes the hardware cost barrier. Any retailer or brand owner can now deploy comparable dispensing infrastructure without needing to develop its own proprietary system.

Implementation Insight

Deploying a refill system as a fully managed commercial service with on-site support to customers reduces complexity for the retailer, improves the efficiency of use for the customer and increases sales.



⁹ This case study description draws on the following sources: Barnes & Gihring (2025), Bizcommunity (2026), Foodstuff South Africa (2026) and Smartfill (n.d.).

¹⁰ TRANSFORM is an impact accelerator focusing on Africa and Asia. It is a joint initiative led by Unilever, the UK Government's Foreign, Commonwealth & Development Office (FCDO) and EY. TRANSFORM tests and scales new market-based solutions that can contribute to building inclusive, sustainable economies, empowering marginalised communities and driving climate-resilient growth.

Sonke's SKUBU¹¹ Refill Store

Chuma Mall, Diepsloot, Johannesburg | Supported by TRANSFORM impact accelerator and the Circular Economy Demonstration Fund¹²

How it works

SKUBU is a refill store that uses an automated, self-service refill format developed by Sonke. The Sonke refill system uses IoT-enabled technology for live sales tracking, automated replenishment alerts and real-time stock monitoring. This helps retailers to manage their inventory. To support uptake, there is on-site support from Sonke ambassadors who assist customers and encourage behaviour change. Sonke has previously participated in pilots with major retailers. In June 2025, it launched its first own automated refill store, branded SKUBU, at Chuma Mall in Diepsloot, Johannesburg. The store dispenses essential food products (such as cooking oil, maize meal and sugar) and homecare products (including Unilever brands enabled by support from TRANSFORM), allowing customers to buy at bulk prices. Customers can refill their own containers or use resealable plastic containers available at the store.

What it shows

- Cost savings of up to 60% against equivalent pre-packaged products have been reported.

Similar to Smartfill, Sonke (SKUBU) demonstrates that refill can work in lower-income and informal South African retail settings if it is built around affordability. Affordability is enabled by smaller purchase quantities and lower unit costs. SKUBU can offer lower unit costs because goods are dispensed from bulk.

IoT-enabled dispensing and tracking improve inventory management. The dispenser design enables better food safety and prevents counterfeiting.

The funding and support provided through TRANSFORM and the Department of Science, Technology and Innovation's Circular Economy Demonstration Fund highlights the role of funding and support in de-risking pilots.

Implementation Insight

Dispensing from bulk and in smaller quantities is a significant enabler of affordability and food security in the South African context. Brands can increase access to their products by participating in bulk reuse and refill supply chains.



¹¹ This case study description draws on the following sources: Barnes & Gihring (2025), Sonke (n.d.), TRANSFORM (2025) and TRANSFORM (n.d.)

¹² The South African Circular Economy Demonstration Fund is an initiative of the Department of Science, Technology and Innovation (DSTI). It is implemented through Circular Innovation South Africa (CISA), which is hosted by the Council for Scientific and Industrial Research (CSIR). The fund aims to support the adoption of proven circular interventions or innovative process improvements that have yet to be widely deployed in South Africa. It does this by partnering private-sector organisations with research institutions to support the private-sector organisation in de-risking, scaling, localising or demonstrating a circular intervention.

Gcwalisa¹³ Informal Social Franchise

Alexandra, Johannesburg | Supported by Wakanda NPC¹⁴ and Circular City Labs Project¹⁵

How it works

Gcwalisa (which means “fill up” or “refill” in isiZulu) provides weigh-and-pay reuse and refill options with products sourced directly from manufacturers. Gcwalisa is an informal retailer operating from upcycled shipping containers in low-income communities. Initial pilots relied on consumer-owned containers or single-use paper bags. A deposit-return pilot was launched in April 2025 through the Circular City Labs Project. The pilot used polypropylene jars and buckets (for dry goods) and polyethylene terephthalate (PET) bottles (for liquids such as cooking oil and detergents). All the containers carried individual QR codes for tracking. Gcwalisa handles the management, washing and distribution of the reusable containers. Consumers paid a refundable deposit and received cash back on container return. Gcwalisa operates as a social franchise. Wakanda provides the initial funding for infrastructure, supplier contracts, staff training and operational support for a store's first 12 months. Once the store achieves financial sustainability, the relationship transitions to a profit-sharing one. Wakanda then retains an oversight role to maintain performance and ensure brand integrity.

What it shows

Between April and June 2025, the following was recorded across four outlets in Alexandra:

- Over 2 400 reuse transactions
- 1 194 container returns
- Approximately 78% of participants were women.
- Four local women were employed as reuse ambassadors.

Cashback was indicated as the primary motivator for container returns. The QR-code tracking system produces verified per-container return data.

The financial and practical support provided by Wakanda NPC demonstrates the importance of enterprise development, funding, knowledge transfer and access to supplier relationships. These are critical enablers that allow community-based entrepreneurs in low-income communities to establish, grow and sustain reuse and refill businesses.

Implementation Insight

Build the direct financial incentive into the system from the outset. Cost reduction is a powerful driver of adoption and, together with the affordability of small quantities, an enabler of food security. A deposit-return system provides a financial incentive for container return and enables effective closed-loop reuse.



¹³ In addition to information provided directly by the organisation, this case study description draws on the following sources: Barnes and Gihring (2025), Gcwalisa (n.d.b) and Southern African Polymer Technology (n.d.).

¹⁴ [Wakanda NPC](#) is an independent business accelerator for foodpreneurs driving disruptive solutions for the future of food in South Africa.

¹⁵ The [Circular City Labs project](#) is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ. In South Africa the project was delivered in partnership with Plastics SA.

Nude Foods¹⁶ Zero-Waste Retail

Zonnebloem, Cape Town

How it works

Nude Foods eliminates single-use packaging on dry goods, spices, oils and cleaning products in consumer retail. The company sells products by weight, allowing customers to bring their own containers or buy reusable jars in-store. Dry goods can also be dispensed into paper bags. Nude Foods provides fresh produce and a range of food and beverage, homecare and personal care, and wellness and health products. About half of small-quantity sales are made via refillable containers, and the other half in paper bags. The store currently stocks over 900 stock-keeping units (SKUs) and supports over 100 suppliers, many of whom are small-scale, local producers. The company was established with independent funding and has been self-sustaining since opening. Paul Rubin, Managing Director and Founder, plans to expand through franchising, with a particular emphasis on supporting women-led entrepreneurship.

What it shows

Nude Foods demonstrates that zero-waste, bring-your-own-container retail is commercially viable in the specialist retail sector in South Africa. The operational knowledge gained from more than eight years of trading, including the product mix, hygiene protocols, inventory management and dispenser designs, is a transferable asset for other operators.

Implementation Insight

Specialist zero-waste retail works in a committed, sustainability-oriented consumer segment. Scaling to mainstream retail is expected to require standardised containers and provider-managed systems, rather than expanding consumer-managed container formats.



¹⁶ In addition to information provided directly by the organisation, this case study description draws on the following sources: Nude Foods (n.d.) and Sustainable Packaging News (2024).

Pick n Pay Constantia¹⁷ Plastic-Packaging-Free Zone

Constantia, Cape Town

How it works

Pick n Pay Constantia reduces single-use packaging on dry grocery products in a conventional large-format retail environment. In 2019, Pick n Pay started piloting a plastic-packaging-free zone with 88 dry grocery products across 15 categories. Customers brought their own containers, bought one of the range of containers in-store or could use free paper bags. A conventional supermarket such as Pick n Pay has a broad customer base rather than one that consciously opts for the most sustainable choice. The pilot was designed to identify top products and inform roll-out to additional stores. The Pick n Pay pilot has been instructive because it tests refills in a retail environment where packaging-free products traditionally sit on the shelf alongside single-use alternatives. Over time, pre-packed goods in paper bags have been added to the refill area to offer customers plastic-free and reduced-plastic packaging alongside refill options.

What it shows

This case study demonstrates that large-format retailers in South Africa can integrate plastic-packaging-free zones into conventional stores. However, if single-use alternatives remain available in-store, behaviour change is often limited because consumers naturally default to habit and convenience.

Pick n Pay has not extended the plastic-packaging zone to other stores. In France, scale-up at mainstream retailer level was unlocked by introducing prefill options and effective return networks for reusable containers.¹⁷

Implementation Insight

Large-format retailers can operate plastic-packaging-free zones. The constraint is operational complexity at scale and the continued availability of single-use alternatives in the store or in close proximity on the shelves. Removing single-use options would be a stronger mechanism to drive adoption than providing refill options alongside them. Internationally, success in conventional retail has been enabled by introducing prefilled reusable containers and establishing effective return networks.



¹⁷ In addition to information provided directly by the organisation, this case study draws on Pick n Pay's launch press release featured in BusinessTech (2019), Engineering News (2019) and Supermarket & Retailer (2019).

¹⁸ Loop provides an international example of the implementation of reuse at commercial scale in a retailer environment. Key enablers have been clear regulatory requirements, targeted financial support via PRO allocations to reuse; long-term partnerships with retailers, brand participation, the use of prefilled products, and a network of return points. For more details, see Loop (n.d.) and Sustainable Packaging News (2025).

Gender and Social Inclusion Benefits

The case studies (Smartfill, Sonke/SKUBU, Gcwalisa) demonstrate the benefits of reuse and refill to improve access to affordable food and household products, particularly in low-income communities. By reducing costs and enabling consumers to purchase products in quantities that match their available finances and needs, reuse and refill can contribute to improved food affordability and food security.

The case studies also highlight an important gender and social inclusion dimension. Both Smartfill and Gcwalisa reported that women make up the largest proportion of their customer base. This reflects broader trends observed both in South Africa and internationally, where women continue to undertake a significant share of household purchasing and caregiving responsibilities.¹⁹

When designing reuse and refill systems, it is important to consider both the benefits and the potential burdens for women. Systems that require

consumers to clean, store and return containers may introduce additional household tasks. In low-income communities, the cost savings, convenience of local access and improved availability of essential products can provide significant benefits for women who often manage household budgets and food provision.

Gcwalisa also illustrates how reuse and refill models can create opportunities for the economic empowerment of women through entrepreneurship and highly localised employment.²⁰ While particularly relevant in low-income communities, women-led reuse and refill enterprises have emerged, and continue to do so, in other socio-economic contexts.²¹

Beyond reducing virgin plastic use and preventing plastic leakage into the environment, reuse and refill systems can deliver wider social benefits by supporting food affordability, strengthening local economies and creating opportunities for women's economic participation.



¹⁹ See, for example, Palm et al. (2024), who have done a systematic literature review to explore how gender dynamics intersect with the circular economy.

²⁰ The empowerment benefits of Gcwalisa for women and the broader community are captured in a video developed for the GIZ Circular City Labs South Africa project shared by Plastics SA (2025): https://www.youtube.com/watch?v=FuJRR_IJE_E

²¹ See ICLEI Africa (2024) for examples of women who are reuse and refill entrepreneurs in the South African context.

Secondary Packaging: Reducing Packaging Intensity in Grouping, Distribution and Handling

Secondary packaging reuse is the most commercially established tier in South Africa, with returnable and reusable distribution packaging already operating across multiple brand owners and retailers. The commercial case for secondary packaging is well established, and is supported by local suppliers of reusable liquid containers, plastic pallets, crates and boxes. To optimise return logistics, some suppliers offer foldable crates and boxes.

WHAT IS WELL ESTABLISHED

Reusable secondary packaging applications by members of the South African Plastics Pact and other businesses in the food and beverage value chain include items such as:

- Pallets
- Layer boards
- Slip sheets
- Crates
- Boxes
- Lugs
- Large-volume liquid containers.

South African Plastics Pact brand-owner members who report the highest return rates of reusable packaging manage the packaging themselves in a closed loop and/or have a deposit-return system for business-to-business packaging. These models are backed by well-established return-logistics and asset-tracking mechanisms.

Beyond adopting such closed-loop systems, other opportunities for reuse and optimisation can be explored to optimise efficiencies and further reduce secondary plastic-packaging intensity. These include:

- Standardising secondary packaging by brands and suppliers. This could be enabled by, among others, retailers aligning specifications. Standardisation of this nature is expected to reduce unit costs through economies of scale. It might unlock the more extensive uptake of reusable lugs (rather than

single-use wraps) and may also improve supply-chain efficiencies through better stackability, improved load stabilisation and faster handling.

- Pooling standardised secondary packaging. This may reduce costs through shared logistics and cleaning infrastructure.
- Outsourcing to a service provider. This could enable pooled systems where companies are reluctant to co-invest because they are concerned about sharing their operational data.
- Overcoming brand owners' resistance to standardised or shared secondary packaging for high-visibility items (such as beverage crates delivered to retailers and the food services sector) to protect their unique brand identity. Standardised secondary packaging can be designed with readily replaceable features, such as interchangeable attachable branded blocks, to allow for custom branding.
- Promoting coordination and shared-cost models between brands, suppliers and retailers where reusable secondary packaging is not yet used.
- Exploring packaging-as-a-service business models that use reusable packaging. This could create new business opportunities for entrepreneurs and may introduce cost savings along the full food and beverage value chain.

Implementation Insight

The commercial case for secondary reuse in South Africa is well established. Closed-loop and deposit-return systems have been key enablers of high return rates to date. Standardisation, pooling and packaging-as-a-service models merit further exploration to optimise secondary packaging and further reduce secondary plastic-packaging intensity.

Tertiary Packaging: Reducing Packaging Intensity in Transport and Storage

Tertiary packaging reuse for pallets, bulk containers and other transport packaging is South Africa's most mature reuse tier. South African Plastics Pact members identified tertiary packaging as an area with great potential for scaling reuse because of existing business-to-business (B2B) infrastructure and the substantial opportunity to reduce plastic intensity.

WHAT IS WELL ESTABLISHED

Reusable pallet pooling and bulk containers are used by multiple retail and food and beverage manufacturing businesses in South Africa.

The enabling conditions for successful tertiary reuse include standardised formats, B2B return contracts, centralised handling, and integration into existing logistics routes. In the case of pallets, wooden pallets currently dominate. Plastic pallets are available on the market, including some containing recycled content. However, except in specialised environments requiring strict control of contamination or hygiene, the industry questions the business case for plastic pallets

compared to wooden pallets for general use.

This is because of relative cost, mass, load-bearing capacity, durability and hence lifespan, and the relative environmental impact on a life-cycle basis.²²

Further opportunities for optimising and reducing plastic intensity in tertiary packaging include the following:

- A considerable amount of single-use pallet wrap is still used to secure products for transport. This is typically collected and recycled. However, there is an opportunity to reduce tertiary packaging intensity through the more extensive use of alternative containment measures. International examples of reusable alternatives include reusable pallet wrap, insulated waterproof pallet covers, load containment belts and straps, and safety netting.²³
- The adoption of standardised formats could enable economies of scale and local production.
- Depending on the nature of the transport and storage needs, different packaging-as-a-service models could be implemented, such as pay-per-use (defined routes), renting (seasonal or variable need) and service contracts (with or without ownership).

Implementation Insight

For logistics companies and businesses in the food and beverage value chain that handle their own logistics, the simplest reuse models involve defined, closed-loop delivery routes with established return logistics. Conversely, more complex transport routes can benefit from packaging-as-a-service models, which offer greater operational flexibility and cost savings.

²² International life-cycle assessment studies indicate that the relative merits of wood and plastic pallets (with or without recycled content) depend considerably on a number of factors, including the design and treatment (e.g. phytosanitation chemicals), type of application and any associated hygiene requirements, transport distances, cleaning methods, the number of reuse cycles, closed-loop versus pooled systems, and end-of-life management.

²³ Further details are available in the Plastic Reboot Programme *Refill and Reuse Systems Handbook* (Perpetual & World Wildlife Fund (WWF) 2026).

Practical Starting Points for Businesses in the Food and Beverage Value Chain

Based on international and local case studies and input from local food and beverage value-chain businesses, a number of practical entry points to leverage reuse and refill in this value chain are proposed. The most effective starting point is opportunities with the lowest

operational risk and the clearest commercial case. These optimisation opportunities differ for different businesses in the value chain (see Table 4) and depend on the availability of existing logistics and infrastructure.²⁴

Table 4: Reuse and refill starting points for businesses in the food and beverage value chain

RETAILERS	
Packaging optimisation opportunity	• Reduce primary packaging intensity on high-frequency products. • Eliminate single-trip secondary packaging from the distribution chain.
Lowest-risk entry point	• Replace a limited number of SKUs in one store with dispensers for low-risk dry goods. • Implement a returnable crate or box system on one distribution route with well-established return logistics.
Key implementation considerations	• Align with local consumer needs and behaviour. • Use a dedicated area rather than using isolated products alongside single-use alternatives. • Leverage the benefits of systems with IoT-enabled inventory management support. • Use refill-as-a-service contracts with refill ambassadors to reduce the operational burden on existing store staff and to promote uptake by customers. • Support the refill initiative with a strong communications campaign and customer incentives (e.g. reduced costs, deposit-return systems).
Main implementation risks	• Primary: Low consumer uptake because of a preference for convenience, time pressures on shopping trips, and hygiene or product integrity concerns. (Mitigation: Provide dispensing support or prefill returnable containers.) • Secondary: Return rates are below the break-even cycle count. (Mitigation: Provide staff incentives and tracking systems for retailer-owned systems and deposit-return systems for B2B.)



²⁴ The Global Plastic Reboot Programme's five-part primer on refill and reuse systems (Perpetual & World Wildlife Fund (WWF) 2026) further expands on the identification and implementation of reuse and refill opportunities. A more detailed step-by-step guidance for the implementation of reuse and refill systems is expected to be launched by the global Plastic Reboot programme later in 2026. This provides structured guidance for designing and implementing reuse and refill interventions from initial concept to ultimate launch (Perpetual & World Wildlife Fund (WWF) forthcoming).

Table 4: Reuse and refill starting points for businesses in the food and beverage value chain (continued)

BRAND OWNERS AND FOOD AND BEVERAGE MANUFACTURERS	
Packaging optimisation opportunity	Reduce virgin plastic intensity for high-volume liquid and dry goods SKUs through prefilling returnable packaging or providing concentrates and refill packs.
Lowest-risk entry point	- Provide a concentrate or large-format refill on an existing product line. (No return logistics are required and no consumer return behaviour is needed.) - Prefill reusable packaging for beverages.
Key implementation considerations	- Assess product suitability before investing in concentrates to ensure that the product tolerates dilution. - Build the EPR compliance saving into the internal business case. - Improve the return rates of reusable prefill beverage packaging by implementing closed-loop and deposit-return systems.
Main implementation risks	- High upfront infrastructure and systems change costs. - Consumer acceptance of concentrates; affordability of large-format refills. - Food-safety liability. (Mitigation: Refill-at-home format.) - Introduction of non-recyclable concentrate packaging. (Mitigation: Careful selection of packaging materials.)
HOSPITALITY AND FOOD SERVICES	
Packaging optimisation opportunity	Eliminate single-use primary packaging in controlled environments and for food services with established return logistics.
Lowest-risk entry point	Implement a reusable cup or container system with a refundable deposit at venues with managed exits (e.g. markets, events) or in controlled environments (e.g. offices, campuses).²⁵
Key implementation considerations	- The deposit amount must cover replacement cost without deterring participation. - Integrate collection points into normal flow cycles rather than separate ones to enable effective collection. - Ensure that customer communication is clear and strategically placed to support return of cups/containers. - Train hospitality staff to facilitate returns and train waste management staff to avoid losses of reusable items through disposal. - Evaluate the business case for on-site versus off-site washing.
Main implementation risks	- Non-return of reusable items. (Mitigation: Deposit-return systems.) - Low staff compliance with collections. (Mitigation: Integrate return into an existing touchpoint, till payment or tray collection, rather than making it a separate process.) - Operational disruption during peak periods. (Mitigation: Scale of inventory and/or efficient on-site logistics and washing systems.)



²⁵ For a local example, see the South African Plastics Pact (2023). For international case studies, see the ICLEI Europe portfolio of case studies developed under the Circular City Labs project (ICLEI 2025). Plastic Reboot – South Africa has a dedicated workstream for reuse in the food services and hospitality sector, commencing in the 2026/27 project year, hence the limited coverage of reuse in these sectors in this report.

Table 4: Reuse and refill starting points for businesses in the food and beverage value chain (continued)

LOGISTICS PROVIDERS	
Packaging optimisation opportunity	Reduce single-trip secondary and tertiary packaging on defined distribution routes.
Lowest-risk entry point	Implement reusable transport packaging on one defined closed-loop delivery route between a manufacturer and a retailer or a distributor, ideally with existing return logistics or established operational responsibilities.
Key implementation considerations	Select existing delivery routes to minimise the cost of return logistics.
Main implementation risks	Low return rates and loss of assets. (Mitigation: Provide staff incentives and set up tracking systems.)



Sergey Ryzhov © iStock

Outlook: From Pilots to Scalable Systems

Reuse and refill systems are already operational across all three packaging tiers in South Africa. The case studies and examples show that it works when the system is designed around the right conditions, i.e. when:

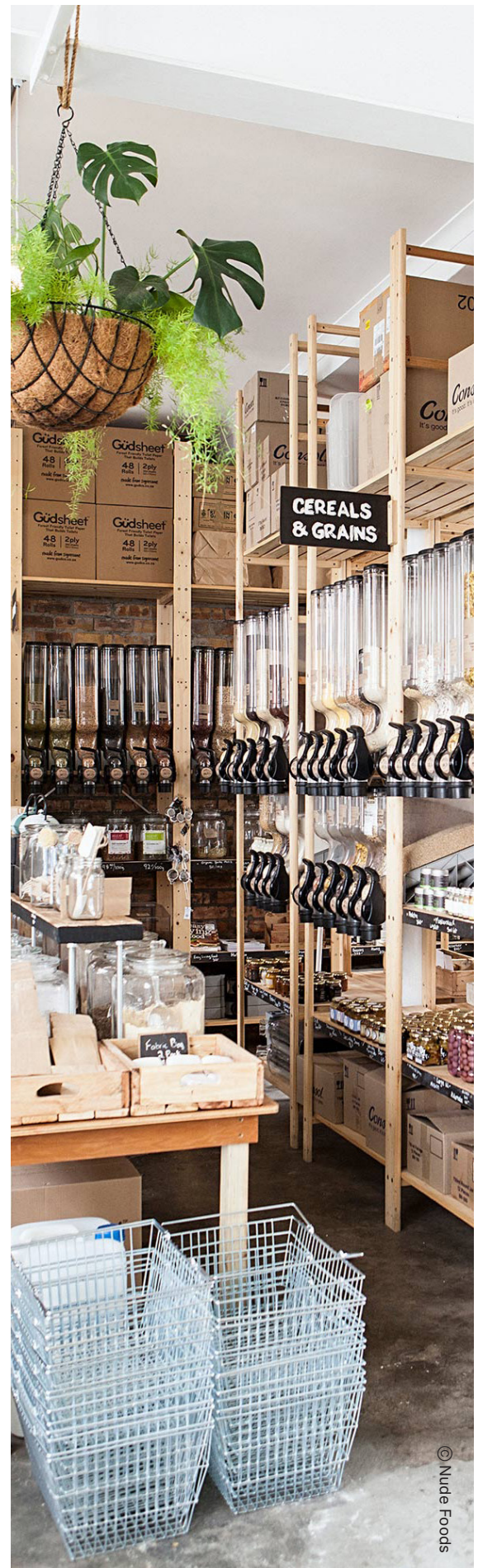
- Reuse saves the consumer or business money
- The reusable assets are managed by the provider
- The environment is controlled
- The infrastructure is shared rather than duplicated.

The following conditions consistently improve implementation outcomes:

- Start with a cost-reduction proposition, not a sustainability one. Where reuse saves the consumer or business money, adoption follows. Build cost saving into the system design from the outset.
- Start with a controlled system. For primary packaging, provider-managed, closed-loop container systems are consistently better utilised and more successful commercially in the local context than bring-your-own container models. Beginning here removes the food-safety liability barrier and builds return-logistics capability that can be leveraged as compliance pressures increase.
- For secondary and tertiary packaging, standardisation is a key enabler of reuse. It enables economies of scale and could promote local production and business opportunities for entrepreneurs (including through packaging-as-a-service models).
- Collective effort has greater benefits than individual action. The South African Plastics Pact connects value-chain members who have already resolved parts of the operational challenge. Accessing this platform provides opportunities for knowledge sharing, collaboration and coordination that can catalyse system-wide change and unlock circular economy benefits for South Africa: reducing the use of virgin fossil-based plastic, the amount of waste to landfill, and plastic leakage into the environment.

Implementation Insight

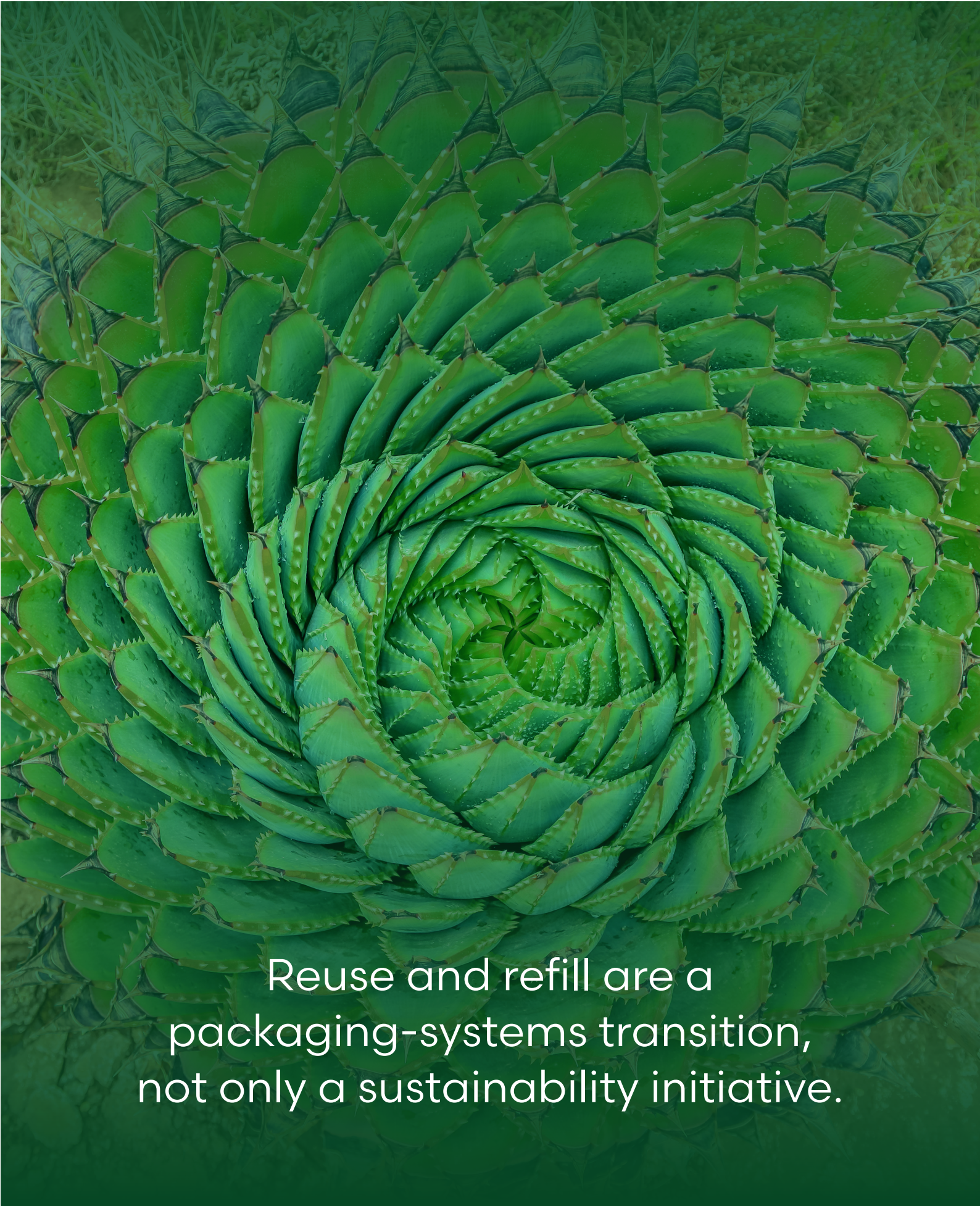
The opportunity is to move from isolated pilots to coordinated, scalable systems adapted to South African realities.



© Nude Foods

References

- Barnes, K. and Gihring, K. 2025. *Scaling Reuse-Refill in South Africa: Learnings from Local Experience*. African Circular Economy Network (ACEN), Circular City Labs South Africa, GIZ and Plastics SA. Available from: <https://acen.africa/publication/case-studies-on-re-usable-packaging-in-south-africa-learnings-and-guidelines>
- Bizcommunity. 2026. *Smartfill Open-Sources Refill Technology to Accelerate Reuse Across Global South Markets*. Available from: <https://www.bizcommunity.com/article/smartfill-open-sources-refill-technology-to-accelerate-reuse-across-global-south-markets-844523a>
- BusinessTech. 2019. *Pick n Pay Launches New 'No Packaging' Zone*. Available from: <https://businesstech.co.za/news/business/359300/pick-n-pay-launches-new-no-packaging-zone>
- Engineering News. 2019. *Pick n Pay Introduces Packaging-Free Zone, Expands its 'Nude' Produce Wall*. Available from: <https://www.engineeringnews.co.za/article/pick-n-pay-introduces-packaging-free-zone-expands-its-nude-produce-wall-2019-12-04>
- Foodstuff South Africa. 2026. *Smartfill Open-Sources Refill Technology to Accelerate Uptake*. Available from: <https://www.foodstuffsa.co.za/smartfill-open-sources-refill-technology-to-accelerate-uptake>
- Gcwalisa. n.d.a. *Poverty Tax: Being Poor is Expensive*. Available from: <https://www.gcwalisa.com>
- Gcwalisa. n.d.b. *Website*. Available from: <https://www.gcwalisa.com>
- GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit). 2025. *Gcwalisa, Rethinking Food Savings: Cutting Costs and Waste with Reusable Packaging for Local Communities*. Available from: <https://www.giz.de/en/regions/africa/south-africa/news/gcwalisa-rethinking-food-savings-cutting-costs-and-waste-reusable>
- ICLEI Africa. 2024. *Circular Economy in South Africa: Opportunities for Reusable Packaging Systems and Women's Participation*. Available from: <https://circulars.iclei.org/resource/circular-economy-in-south-africa-opportunities-for-reusable-packaging-systems-and-womens-participation>
- ICLEI Europe. 2025. *Packaging Reuse at Events: Portfolio of Case Studies*. Available from: <https://circulars.iclei.org/resource/packing-reuse-at-events-portfolio-of-case-studies>
- Loop. n.d. *Website*. Available from: <https://exploreloop.com/en>
- Nude Foods. n.d. *Website*. Available from: <https://nudefoods.co>
- Palm, J., Lazoroska, D., Valencia, M., Bocken, N. and Södergren, K. 2024. A Gender Perspective on the Circular Economy: A Literature Review and Research Agenda. *Journal of Industrial Ecology*, 28(6): 1670–1683. Available from: <https://doi.org/10.1111/jiec.13554>
- Perpetual & World Wildlife Fund (WWF). 2026. *From Start to Success: The Refill & Reuse Systems Handbook*. Plastic Reboot Programme. Available from: <https://plastic-reboot.org/en/resources/refill-and-reuse-systems-handbook>
- Perpetual & World Wildlife Fund (WWF). Forthcoming. *Step-by-Step Guide*. Plastic Reboot Programme. To be made available via: <https://plastic-reboot.org/en/resources>
- Plastics SA. 2025. *Gcwalisa – Empowering Women, One Container at a Time*. Video developed for Circular City Labs South Africa, by GIZ and Plastics SA. Available from: https://www.youtube.com/watch?v=FuJRR_IJE_E
- SANS Standards South Africa. 2026. *SANS Standards for Food and Beverage*. Available from: <https://sansstandards.co.za/sans-by-industry/food-and-beverage>
- Smartfill. n.d. *Website (including press releases and videos)*. Available from: <https://smartfill.store>
- Sonke. n.d. *Website*. Available from: <https://sonke.org>
- South African Plastics Pact. 2023. *Reusable Cup Pilot Project at the Oranjezicht City Farm Market*. Available from: <https://www.saplasticspact.org.za/project-report-reusable-cup-pilot-project-at-the-oranjezicht-city-farm-market>
- Southern African Polymer Technology. n.d. *How Gcwalisa is Redefining Reuse in Alexandra*. Available from: <https://sapt.co.za/how-gcwalisa-is-redefining-reuse-in-alexandra>
- Sustainable Packaging News. 2024. *Nude Foods Goes Nuts for Smartfill*. Available from: <https://spnews.com/nude-foods-goes-nuts-for-smartfill>
- Sustainable Packaging News. 2025. *Loop Reaches Commercial Scale in France: A Key Milestone in the Global Transition from a Linear to a Circular Economy*. Available from: <https://spnews.com/loop-reaches>
- Supermarket & Retailer. 2019. *Pick n Pay Introduces a Packaging-Free Zone with Nearly 90 Products and Expands its Nude Produce Wall*. Available from: <https://supermarket.co.za/index.php/going-green/4502-pick-n-pay-introduces-a-packaging-free-zone-with-nearly-90-products-&-expands-its-nude-produce-wall>
- TRANSFORM. 2025. *South African Startup Sonke Collaborates with Unilever, the UK Government and EY to Drive Circular Economy Through Automated Refill Store SKUBU*. Available from: <https://www.transform.global/news-and-events/south-african-startup-sonke-collaborates-with-unilever.html>
- TRANSFORM. n.d. *Enterprise Projects: Sonke*. Available from: <https://www.transform.global/enterprise-projects/sonke.html>



Reuse and refill are a
packaging-systems transition,
not only a sustainability initiative.