

# reducing the amount of on-the-go food packaging ending up as waste

## make it end up anywhere else

## reduce the amount of packaging

### non original form

### original form (reuse)

### reduce the weight of individual packaging (change the product)

### reduce the number of individual packaging (do not produce/sell the package)

#### same molecules (recycle)

#### molecule changing reaction

#### facilitate recyclability

#### behaviour change

#### different function

#### same function

#### leave away package

#### change material

#### minimize used material

#### avoid food spoilage in store

#### behaviour change

#### don't make it available

mono - material

easy seperatable material combi

easy seperatable from stream

difference in magnetic, color, density, .. etc.

applied code

electric (chip)

visual (barcode)

consumer self recycling

keep till separation

seperation on location /on-the go

seperation elsewhere

chemical

nuclear

biological proces (bio degradable)

non biological process

on location

elsewhere

deposit system

wash and refill on location

consumer brings own

consume direct from display

consume directly from bulk packaging

change the product

make product smaller

reduce air

do it yourself

remove water

make packaging superfluous

at home

seperate packaging functionalities

on location

optimization

leave away superfluous packaging

optimize design

recycleable

bio-degradable

lighter/ other properties

product change: fresh for longer

smaller portion size

better protection by packaging

looks fresh for longer by packaging

don't sell at all

sell under conditions

prerequisite before buying

certain people

certain time

