

#consumer

#distributor

## REGIONAL GLASS CONTAINER REUSE PROGRAM

Structure : Reverredire



### New Aquitaine

Development of a regional glass container reuse network through the collaboration of three local organizations: - La Consigne Bordelaise (Gironde) - L'Attache Rapide (Dordogne) - Les Retournées (Pyrénées-Atlantiques and Landes)

Reverredire NA was founded on May 31, 2021, by the three associations dedicated to the reuse of glass packaging currently active in Nouvelle-Aquitaine: Les Retournées, La Consigne Bordelaise, and L'Attache Rapide.

We sought to create an association (a precursor to a SCIC) to formalize, under a common name, the launch of a cooperation project between the sectors in the various regions of Nouvelle-Aquitaine.

Reverredire raises public awareness about the challenges of reuse. It serves as a sector coordinator: it standardizes best practices and implements the technical aspects of reuse (collection, washing).

You are:

- **Producer:** I want to secure my supply of dry goods and reduce the environmental impact of my production by nearly 50%
- **Retailer:** I want to offer returnable products to my customers and drive more foot traffic

to my store

- **Consumer:** I want to shop responsibly and prioritize returnable beverages

## Liens

<https://www.reverredire.fr/>

## Galerie d'images

