

»»» NEWSLETTER «««

#2



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♻️ BePacMan Newsletter #2

The past weeks brought new energy to the BePacMan project – from partner meetings and site visits to powerful exchanges of knowledge. In this issue, we're sharing highlights from Rostock, calling for best practices, and launching a new mini-series featuring real-life examples of smarter cardboard use. Change is already happening – and we're proud to be part of it.

We Met in Rostock!

**Cross-border ideas,
cardboard innovation, and
three days of real
collaboration**

□ From June 25-27, 2025, BePacMan partners gathered in Rostock for the project's 2nd Steering Group Meeting – and it was a truly energizing few days!



Highlights included:

Study visits to innovative paper packaging companies like Smurfit Westrock Wellpappenwerk and Yamaton Paper GmbH,

Strategic updates and planning sessions on the project's next steps,

A full-day conference with inspiring talks from Retail Reloops and Grüne Projektmanufaktur UG,

Insightful discussion on packaging system challenges in Germany led by Yvonne Wittig,

And most importantly – strong cross-border networking and collaboration ☕

♻ BePacMan on the move

We Want Your Input

BePacMan is collecting feedback from **consumers across the South Baltic region** about their habits, perceptions, and experiences with **reusing and recycling cardboard and paper packaging**.

- ☐ The survey takes **no more than 5 minutes**
- ☐ Available in **multiple languages**, including Polish
- ☐ Your answers will help shape smarter, more user-focused circular packaging solutions
- ☐ Whether you're an eco-enthusiast or just starting your journey – we want to hear from you!

☐ Take the survey now:

<https://forms.cloud.microsoft/Pages/ResponsePage.aspx?id=ZIN8UF6zh0aMn3Z0eZH2JosJPH9yGGdNq-DpjGjYRdUQ0s2RTBDWTQ1SDVRWEw0RzINUTE1NUhUVi4u>

♥ Thank you in advance for your support – every response matters!

Take survey now



 BePacMan
BETTER PAPER PACKAGING MANAGEMENT

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Cardboard Case Files - Real-Life Good Practices

Every newsletter, we'll unpack 2 inspiring examples of circular packaging solutions from across the South Baltic region and beyond. From pilot programs to large-scale rollouts — here's what's already working, in real life.



Poland

InPost EcoBox - Reuse Made Easy

Polish logistics leader **InPost** launched *EcoBox*, a pilot encouraging business customers to use **second-hand cardboard boxes** for shipping.

Some users were even rewarded for reusing packaging – a small change with a big message.

☐ **Reuse doesn't need to be complicated** – just made visible, convenient, and slightly incentivized.

☐ inpost.pl/ekobox



Germany/Finland

RePack - Reusable Delivery, Made Easy

Operating across Europe, **RePack** offers **reusable e-commerce packaging** made from recycled cardboard.

Customers return it free of charge, and the same packaging can be reused up to **20 times**.

Bonus? Users often receive **discounts** for sending it back. ☐ A smart system that's reducing waste *and* building brand loyalty.

☐ originalrepack.com



Share Your Best Practice - We're Collecting Stories!

☐ Is your company or city doing something smart with **reusable or recycled paper packaging**? Do you know a project that helps reduce waste, improve logistics, or build awareness?

We're looking for **good practices** from across the South Baltic region – and we'd love to hear from you!

Examples can include:

- **Reuse or return systems** for packaging (e.g., RePack, Nemlig.dk, InPost EcoBox),
- **Upcycling initiatives** (like Deko Eko or The Upcycl),

- **Retail and logistics solutions** (e.g., reusable shipping boxes, second-life packaging),
- **Municipal or educational programs** that promote circular thinking.

Send us your example (1-2 paragraphs + link/photo if possible)
to: bepacmanproject@gmail.com or via [LinkedIn](#)

Let's showcase what's already working and inspire others to take action!

Contact us!

Stay tuned for more updates from the BePacMan project!
Follow us on [LinkedIn](#) to stay connected and see how we're driving
circular change across the South Baltic region. ☺



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