

# >>> NEWSLETTER <<<

## #3



## BePacMan Newsletter #3

The last months have brought momentum to BePacMan — new events, fresh data, and real progress across the South Baltic Region. In this issue, we're inviting you to our upcoming webinar, sharing updates from partner activities, and continuing our spotlight on smart cardboard solutions. Change is happening — and together we're driving it forward.

Good practices for reusable paper packaging in the South Baltic Region

### Join Our Next Webinar!

We're excited to invite you to **BePacMan Webinar #2**, where partners from Denmark, Lithuania, Poland, Sweden, and Germany will share hands-on experiences with **reusable paper-based packaging** in logistics and e-commerce.

**When:** 9 December 2025, 11:00-13:00 (UTC+1)

What to expect:

- Real examples of reusable paper packaging from across the region



- Key success factors for companies planning reusable systems
- Barriers, enablers, and practical tips from ongoing initiatives
- Opportunities for collaboration and future pilots

Register via QR code or click



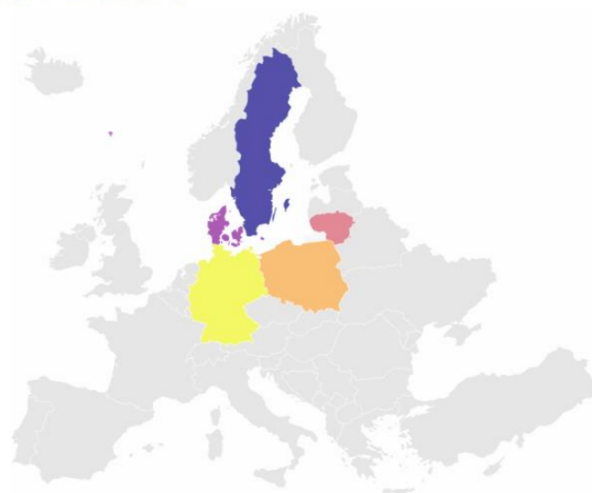
**BePacMan**  
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**Interreg**  
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## BePacManwebinar #2 Good practices for reusable paper packaging in the South Baltic Region



### About the webinar

This BePacMan webinar, part of Activity 2.5 in Work Package 2, addresses the growing packaging waste from online commerce in the EU, focusing on the reuse potential of paper and cardboard. Partners from Denmark, Lithuania, Poland, Sweden, and Germany will share practical experiences and best practices for reusable paper-based packaging in logistics and e-commerce.

### Date and Time

**Tuesday, 9 December 2025**

**11:00 - 13:00 (UTC+1)**

### Registration



### Who should attend?

- Logistics and delivery companies
- E-commerce and retail businesses
- Packaging, circular economy and sustainability experts
- Public authorities and organisations in the South Baltic Region

### Objective

- Practical experiences from partner countries implementing reusable paper-based packaging in logistics and e-commerce
- Key success factors for a company using reusable paper packaging (what you need to know for a business plan)
- BePacMan findings on best practices and integration points for reuse across the South Baltic Region
- How to overcome barriers and make use of enablers for reusable packaging systems
- Opportunities for future pilots and long-term cross-border cooperation



Clean



STARTER



KLAIPĖDA SCIENCE AND  
TECHNOLOGY PARK



## Your Input Still Matters — Consumer Survey Extended

We are continuing to collect feedback from consumers across the South Baltic Region on their habits, perceptions, and experiences with **reusing and recycling cardboard and paper packaging**.

The survey takes just a few minutes and is available in multiple languages.

Your participation helps us shape more user-friendly, circular solutions in the project.

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



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[Take survey now](#)

## Cardboard Case Files - Real-Life Good Practices

In this edition, we're highlighting two inspiring examples of how companies across Europe are rethinking paper and cardboard to reduce waste and strengthen circular packaging systems. From smart upcycling to pioneering material innovation, these cases show what's possible when creativity meets sustainability.



Denmark / International

**Paboco - Developing the  
Next Generation of**

MODELL 1  
ALTKARTONAGEN  
UPCYCLEN LASSEN



Germany

**KAROPACK - Upcycling  
Cardboard into Smart**



## Paper Bottles

Paboco, founded in 2019 as a joint venture between Carlsberg Group, EcoXpac, BillerudKorsnäs and ALPLA, is developing paper bottles made from around 85% FSC-certified paper. A thin barrier layer ensures strength while the company works towards fully bio-based solutions.

### Why it matters:

- Designed for recyclability within paper streams, supporting circular material flows
- Reduces fossil-based plastics by integrating renewable fibres at scale
- Distinct haptic qualities that differentiate paper bottles from conventional packaging
- Flexible design options including embossing, debossing, shaping and branding

### Learn more:

<https://www.paboco.com>

## Packaging Material

Instead of discarding used cardboard boxes, KAROPACK transforms them into high-quality padding and filling material using its “Karocycler” machines. This approach keeps cardboard in circulation longer and replaces plastic-based foams and bubble wrap with fibre-based alternatives.

### Why it matters:

- Up to 95% reduction in shipping waste by converting cartons into cushioning
- Around 40% cost savings for companies compared to single-use disposables
- Local, decentralised production helps reduce transport emissions
- Collaboration with social enterprises employing people with disabilities strengthens social impact

### Learn more:

[https://lnkd.in/e\\_zp5Smp](https://lnkd.in/e_zp5Smp)

## GOT A SMART PACKAGING SOLUTION?

We want to hear it!



## Share Your Best Practice - We're Collecting Stories!

Do you know a company, municipality, or organisation doing something smart with **reusable or recycled paper packaging**? We're collecting stories from across the South Baltic Region.

We especially welcome:

- Reuse or return systems for paper packaging
- Upcycling initiatives
- Retail or logistics solutions reducing packaging waste
- Educational or municipal circular campaigns

Send your example (1-2 paragraphs + link/photo) to:

[bepacmanproject@gmail.com](mailto: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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### **BePacMan Project**

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