

>>> NEWSLETTER <<<

#4



BePacMan
BETTER PAPER PACKAGING MANAGEMENT

Interreg
South Baltic



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BePacMan Newsletter #4 May / June 2026 edition

The last months have brought important progress across the BePacMan project — from new stakeholder events and cross-border cooperation activities to the publication of our latest regional report on reusable paper packaging systems.

In this issue, we share key findings from the new BePacMan report, invite you to upcoming stakeholder workshops, and look back at recent knowledge-sharing activities focused on circular packaging solutions in the South Baltic region.

The transition toward reusable paper packaging is accelerating — and collaboration between businesses, researchers, policymakers and local communities remains more important than ever.

[What's Really Blocking Reusable Packaging Systems?](#)

NEW REPORT

A new BePacMan report explores the readiness of the South Baltic region for reusable paper packaging systems and highlights the practical

challenges slowing down implementation across the market.

The study analysed stakeholder perspectives from Germany, Poland, Lithuania and Denmark — including consumers, e-commerce companies, packaging businesses and logistics actors.

The report shows that consumers are significantly more open to reusable packaging than many companies expect. At the same time, businesses continue to face operational and regulatory barriers linked to return logistics, standardisation and implementation costs.

The findings will support future pilot activities, stakeholder cooperation and policy recommendations developed within the BePacMan project.

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BePacMan
BETTER PACKAGING INCLUDING REUSABLE

2026

PROJECT DELIVERABLE

2.1 Report from policy frameworks analysis in the SBS Region, stakeholder needs and challenges



www.bepacman.eu

[Read report](#)

Cross-border dialogue on circular paper packaging

STAKEHOLDER LEARNING SESSION

On 20 May 2026, the BePacMan project organised a hybrid Stakeholder Learning Session bringing together SMEs, innovation stakeholders and project partners from across the South Baltic region.

The session combined expert presentations with an interactive roundtable discussion focused on reusable paper packaging systems, logistics, sustainability and practical implementation challenges.

Participants discussed:

- barriers related to PPWR implementation,
- operational and cost-related challenges,
- opportunities for reuse systems,
- and the need for stronger cross-sector cooperation.

The event also enabled online participation through MS Teams, helping broaden stakeholder involvement across different countries and sectors.



Read more



The poster for the BePacMan Project Workshop features the project logo at the top left, followed by the Interreg South Baltic logo and the European Union flag with the text 'Co-funded by the European Union'. The main title 'BEPACMAN PROJECT WORKSHOP' is in large bold letters, with the subtitle 'BEST PRACTICES FOR EXTENDING THE LIFECYCLE OF PAPER PACKAGING' below it. A central image shows a stack of cardboard boxes with a green circular arrow icon. Below this, a section titled 'MORE INFO & REGISTRATION' includes a QR code and the text 'Scan me!'. At the bottom, a row of icons represents various activities: expert presentations, interactive sessions, hands-on labs, business potential, and a study visit. Logos for partner organizations like Starter, envimv, and Clean Packbridge are at the very bottom.

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BEPACMAN PROJECT WORKSHOP
BEST PRACTICES FOR EXTENDING
THE LIFECYCLE OF PAPER
PACKAGING

DATE
2-3 JUNE 2026
2 days of knowledge
collaboration and innovation

LOCATION
WEJHEROWO
& GDAŃSK, POLAND
European Innovation
& Digital University
of Technology

HOST
GDAŃSK UNIVERSITY
OF TECHNOLOGY

MORE INFO & REGISTRATION

Scan me!

EXPERT PRESENTATIONS
Key trends, best practices
and legal frameworks

INTERACTIVE SESSIONS
Ideation spirit and
concept development

HANDS-ON LABS
Paper experimentation
& reuse exploration

BUSINESS POTENTIAL
From ideas to viable
circular solutions

STUDY VISIT
EkoFabryka Wejherowo –
insight into material recovery
and circular processes

STARTER **envimv** **EUROPEAN INNOVATION & DIGITAL UNIVERSITY OF TECHNOLOGY** **SR** **Clean Packbridge**

Join the BePacMan Project Workshop in
Gdańsk & Wejherowo

UPCOMING WORKSHOP

On 2–3 June 2026, project partners and stakeholders will meet for the BePacMan Project Workshop focused on practical circular packaging solutions and cross-border collaboration.

The workshop will include:

- expert presentations,
- hands-on labs,
- ideation and concept development sessions,
- networking activities,
- and a study visit to EkoFabryka Wejherowo.

The event aims to strengthen cooperation between businesses, researchers and innovation stakeholders working on circular paper packaging systems in the South Baltic region.

Register

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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