



## WCEF: Accelerator Session: Cities tackle single-use and promote reusable packaging

**Date:** Thursday, 15 May 2025

**Time:** 11:00 to 12:30 GMT-3 (Brazil) / 9:00 to 10:30 GMT-5 (Colombia) / 16:00 to 17:30 CEST (Germany, Albania & South Africa)

**Venue for in-person participation:** [Faculdade Getúlio Vargas, located at Rua Itapeva, 474 – Bela Vista, São Paulo, Room 403](#)

**Language:** English

**Registration link for in-person and online participation:**

[https://docs.google.com/forms/d/e/1FAIpQLSdyUMMMnGdljsQrCbGpNaYaNyfGc\\_hOIUKnwrArLJMbAz6-EA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdyUMMMnGdljsQrCbGpNaYaNyfGc_hOIUKnwrArLJMbAz6-EA/viewform)

### Description

The growing waste management and pollution challenges demand urgent action, particularly in the food and beverage sectors, where single-use packaging contributes significantly to local waste streams. The transition to reusable cups, dishes, and takeout containers is not only an environmental necessity but also a key opportunity for innovation and collaboration as well as local economic opportunities. Cities play a central role, using tools like regulatory measures, financial incentives, procurement and city-wide programs to spur the reuse transition and empower their local business community to adopt reusables.

This hybrid session, featuring insights from the project 'Circular City Labs – Testing reusable packaging systems in cities', convenes international and Latin American cities and business representatives to showcase measures that effectively enable the shift to reuse and critically examine which require further adjustment.

Join us for this exchange of ideas and strategies to advance the circular economy and tackle the pressing waste crisis.





## Agenda as of 09 May 2025

| Timing        | Agenda item   | Presenter   |
|---------------|---|---|
| 11:00 - 11:10 | Opening & Welcome   | Paola Castañeda Rodriguez, ICLEI WS - Confirmed   |
| 11:10 - 11:20 | Introducing the CCL project<br>Publication launch   | Camilo Herrera, GIZ Colombia - Confirmed  |
| 11:20 - 11:25 | Setting the scene<br>Interactive quiz   | Paola Castañeda Rodriguez, ICLEI WS - Confirmed   |
| 11:25 - 11:35 | Overview of city action levers to support reusable packaging systems  |   |
| 11:35 - 11:45 | Insights from frontrunner city on their tried and tested city action levers   | Minna Arve, Mayor of Turku City (Virtually) -Confirmed  |
| 11:45 - 12:05 | Spotlight on CCL Medellín<br>Questions  | Camila Ramírez Puerta, City of Medellín - Confirmed   |
| 12:05 - 12:30 | Facilitated panel discussion / Q&A with LGs and SMEs to assess barriers and reflect on suitable city action levers<br>Wrap-up and Closure | <p>Moderator:<br/>Stephania Alexis<br/>ICLEI SAMS - Confirmed</p> <p>LGs:<br/>Camila Ramírez Puerta, City of Medellín - Confirmed</p> <p>SMEs/industry association:<br/><br/>Ana María Villegas, Xiclo, (Virtually) - Confirmed</p> <p>Dr. Léa Gejer Struchiner, ICLEI SAMS - Confirmed</p> |



### About Circular City Labs

The project [Circular City Labs \(CCL\) – Testing reusable packaging systems in cities](#) aims to reduce greenhouse gas emissions through waste prevention by promoting reusable packaging systems and strengthening women participation in local circular economies. For this challenge, the cities Tirana in Albania, Tbilisi in Georgia, and Medellín in Colombia as well as South Africa have been selected.

The project is carried out by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in collaboration with ICLEI - Local Governments for Sustainability on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). It is funded through the BMZ Initiative for Climate and Environmental Protection (IKU).



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