

Interreg



Co-funded by
the European Union

North-West Europe

INTERPOOL

Shattering bottlenecks in the circularity of glass

Remember the milkman? He was the original “circular economy”. While today’s society has shifted towards a disposable mindset, circularity still lives in every beer crate returned to the supermarket.

Yet, huge amounts of glass needlessly get broken, even while many bottles and jars are perfectly fit for reuse. That is why INTERPOOL’s goal is to scale up the reuse of glass across borders. By uniting frontrunners from Belgium, Germany, France and the Netherlands, we are building a system that benefits entrepreneurs, consumers AND the planet.

Lead partner:

Fair Resource Foundation (NL)



interpool.nweurope.eu

Photo ©: Fost Plus

