

Circular logistics
Reusable packaging
Behavioural nudges

Developed by :



Project by :



Reusable Packaging for E-commerce

Lyon Living Lab



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101147942

Technologies

Your profile

Solutions



Reusable Packaging for E-commerce

Circular logistics
Reusable packaging
Behavioural nudges

Green
Turn



WHAT IS THE REUSABLE PACKAGING SOLUTION?

E-commerce and re-commerce deliveries generate large quantities of single-use packaging. Providing packaging that can be reused across multiple shipments can help reduce this waste.

The Lyon pilot introduces reusable packaging into existing consumer-to-consumer (C2C) parcel flows. Rather than requiring recipients to return the empty packaging to a designated pickup location, which could generate an additional trip, customers are encouraged to keep and reuse it for a future shipment.

Digital tracking records the circulation and reuse of each package, while customer communication and behavioral nudges encourage continued reuse.



URBAN LOGISTICS RELEVANCE

Reusable packaging can circulate through existing C2C parcel flows without requiring a dedicated trip to return empty packaging. By encouraging customers to keep and reuse the packaging for subsequent shipments, the solution supports circular logistics while avoiding unnecessary return movements. The solution can therefore:

- Extend the useful life of packaging across multiple shipments
- Integrate packaging reuse into existing C2C parcel flows
- Avoid dedicated trips for returning empty packaging
- Reduce waste generated by urban e-commerce activities

Main Beneficiaries:

E-commerce and re-commerce platforms, parcel operators, PUDO networks, retailers, logistics providers, and cities.



Technology readiness level :
Implementation stage :
Pilot

Technologies

Your profile

Solutions



Reusable Packaging for E-commerce

Circular logistics
Reusable packaging
Behavioural nudges



THE PILOT IN LYON, FRANCE

Pilot period: September 2026 – February 2027

The pilot tests reusable packaging within existing C2C parcel flows supported by the Pick & Smile network. Packages are tracked using QR-based digital tools to follow their circulation and reuse.

Customer communication and behavioral nudges are tested to understand how different messages and touchpoints influence packaging adoption and encourage customers to reuse the packaging for subsequent shipments.

**Take a photo of this slide and
get in touch to learn more
about the Reusable Packaging
used for e-commerce in Lyon**

Scan to know more
about Green Turn



Connect with GreenTurn
on LinkedIn!



**Would you like to know more?
Take contact :**



Sebastien Horemans
Chief Executive Officer



Pick & Smile
5 rue des Indes Noires, 80440 Boves,
France



shoremans@smilepickup.com



+33 3 65 89 02 84

<https://green-turn.eu/>

Technologies

Your profile

Solutions

