April 2025

Let's return the world

Behaviour change toolkit for returnable packaging

A. About the behaviour change toolkit.

This toolkit aims to enable marketers and project leads tell the unique story of returnable packaging, giving guidance to optimise customer adoption and long-term engagement.

Brought to you by City to Sea, environmental charity and behaviour change experts and Reposit, pioneers of reusable packaging system, the report was written upon qualitative and quantitative research, building on interactions with more than 10,000 people about returnable packaging for 2+ years.

We recognise that there's no 'one-size-fits-all' when it comes to encouraging new consumer habits. Communication efforts should be adapted and tailored to brands' credentials, customer demographics and shopping destinations.

This playbook aims at outlining messaging considerations and use of language to drive new behaviours and maximise economic and environmental benefits for your organisation to drive the transition to circular economies.

> **"**
>
> Marketers have a significant role to play in the transition to the new reuse economy. Brands and retailers have a history of creating appealing messages and promotions to inspire consumers to try new products and repeat their purchases. Imagine if all that knowledge was used to power the circular economy?
>
> This behaviour change toolkit inspires marketing communications professionals to put their powers to good use… to reuse.
>
> **Jane Martin**, CEO of City to Sea

> **"**
>
> To deliver reuse at scale, we need to change the way we think about circular systems and how we market it. Our mission at Reposit is to make reuse a reality by helping our stakeholders accelerate their transition from single-use to reuse, and this behaviour change toolkit is doing just that.
>
> By sharing our combined knowledge, we're supporting stakeholders deliver their economic and environmental objectives for business sustainable growth.
>
> **Stuart Chidley**, Co-founder and CEO of Reposit

B. Table of Contents

C. How to use this document

The first section **introduces returnable packaging and how the system works** for those who aren't familiar with the Reposit solution. It outlines 3 key customer segmentations that are likely to interact with the system. Feel free to skip it if you're already a returnable expert!

The second section outlines the **main messaging and use of language considerations**, for readers who are at the early stages of designing the system and the communication efforts.

The third section delves into **the Reposit journey**, from awareness to repeat purchase and engagement. Following the user journey, the document provides **practical and specific intervention points to drive customer engagement.**

We hope this document will make it easy for you to talk about returnable packaging and embed meaningful and long-lasting behaviour change.

Let's return the world, together!

1

Returnable packaging and how the system works

2

Main messaging and use of language considerations

3

The Reposit journey: Practical intervention points to drive consideration and engagement
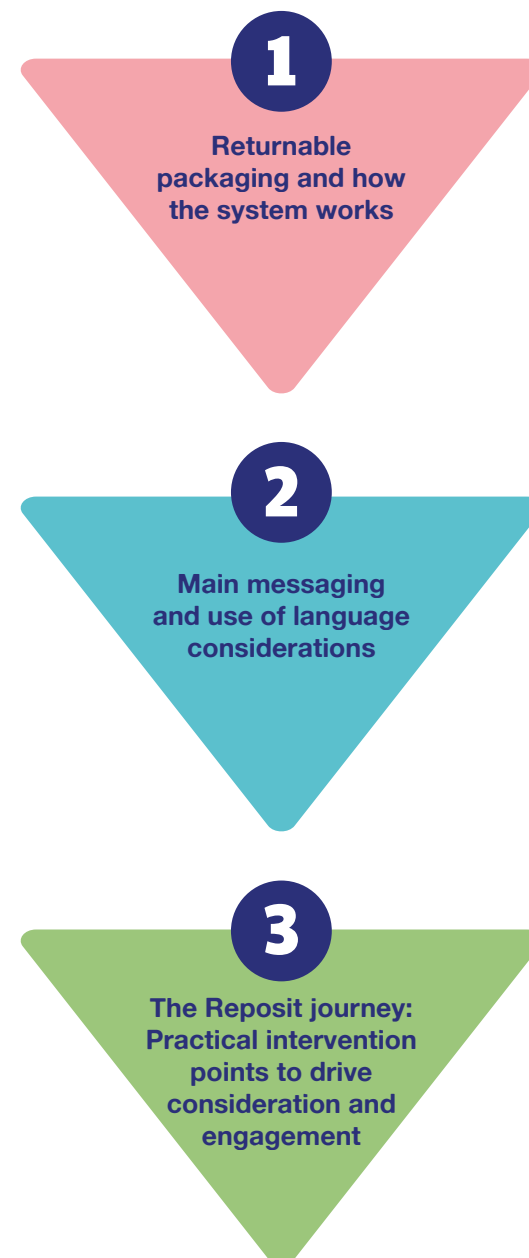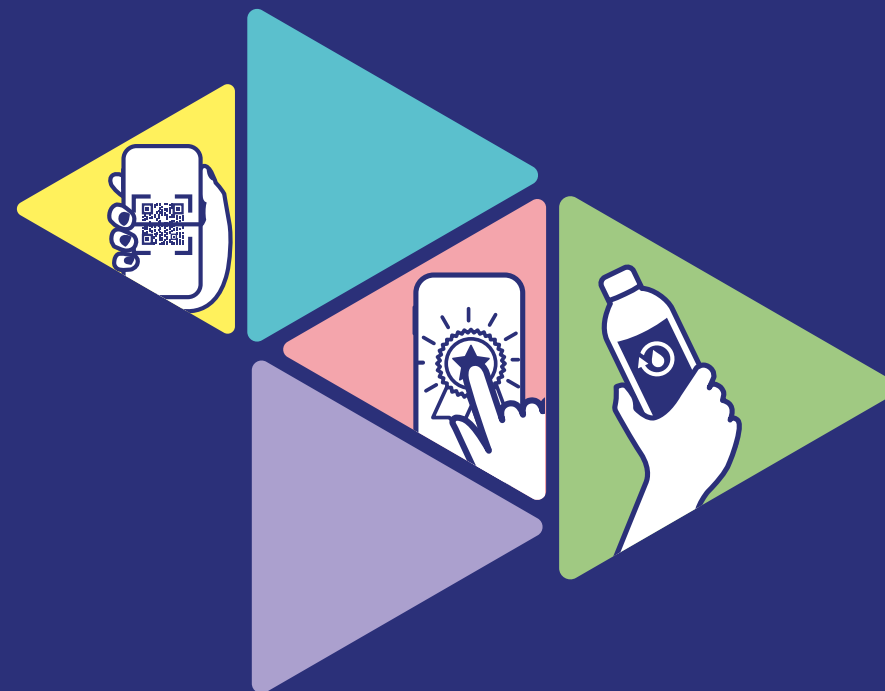
D. Executive Summary

The "Let's return the world" behaviour change toolkit, developed by City to Sea and Reposit, aims to help marketers and project leads effectively promote returnable packaging to drive customer adoption and long-term engagement.

Based on research involving over 10,000 people over 2+ years, this report offers actionable insights for brands and retailer to build messaging and strategies that align with their consumer behaviours, brand identity, and sustainability goals.

The Reposit returnable packaging solution involves consumers purchasing products in reusable, pre-filled packaging, which they can return after use for cleaning and redistribution. This system provides a sustainable alternative to single-use packaging, underpinned by reverse and forward logistics. The consumer journey is designed for simplicity, with easy return points and rewards for participation, ensuring convenience and loyalty-loop.

Three key customer segments—"Eco-actives," "Eco-ready," and "Eco-considerers"—represent 75% of the UK population. Research shows these groups are motivated to adopt returnable packaging, especially when incentivised with rewards and supported by a simple return processes.

Positive messaging that highlights ease, environmental benefits, and rewards plays a critical role in driving initial adoption and long-term engagement.

Following the customer journey, this document provides a list of messaging touchpoints to guide behaviours and minimise the effort for people to take part and return their empty packaging.

Consistent look and feel, using one colour code throughout all marketing materials, is crucial to lower cognitive load and instil new habits. Using clear, simple language that shares the positive impact in a relatable way will build emotional connection. Keeping a human presence in-store and making the rewards more tangible are foundational to success. Marketers should map out return behaviours and use the same tools they would for any other products to raise awareness. Ensure the return process is as effortless as possible, emphasising convenience and rewards.

By implementing these strategies, businesses, brands and retailers can effectively contribute to a circular economy, reduce packaging waste, and foster long-lasting loyalty!

1
RETURNABLE PACKAGING: A CLOSER LOOK

A. What is returnable packaging?

Returnable packaging, also called "prefilled returnable packaging" – falls under the "return-on-the-go" and "return from home" reuse category.

The Ellen MacArthur Foundation (EMF) identifies four reusable packaging systems, which can be broadly divided into two types: refill and return.[1]

Return: The packaging is owned and cleaned by a business. Consumers effectively borrow the packaging and return it after use to be cleaned, refilled and redistributed.

Refill: The consumer owns the container after the first purchase and refills it from a refill or auxiliary product (at home) or at an in-store refill station to be (on the go).

REFILL
Packaging refilled by user

RETURN
Packaging returned to business

AT HOME

REFILL AT HOME

RETURN FROM HOME

ON THE GO

REFILL ON THE GO

RETURN ON THE GO

1. https://ellenmacarthurfoundation.org/reuse-rethinking-packaging

B. How does it work in practice?

Returnable packaging platforms enable consumers to buy a product in a reusable packaging that's pre-filled and return the packaging when it is empty after use. The empty packaging is then collected, professionally cleaned and refilled to be put back into use.

Such schemes aim to provide a convenient solution to reduce packaging waste at scale across various product categories, providing an alternative to single-use plastics.

How the Reposit system works

SHOP

Consumers buys a product in a returnable packaging. They pay and use as normal.

RETURN

Once it's empty, consumers returns the empty packaging to any Reposit return point or by freepost.

REWARD

After scanning and dropping the empty packaging, consumers get a reward by email to use on their next purchase.

The empty packaging gets collected, professionally cleaned, refilled with new products, and put back into use to be reused again by new consumers!

The reuse infrastructure:

▶ Bottles are asset-tracked using QR codes, allowing full traceability, enabling product compliance and accurate data on the number of reuses.

▶ All bottles are standardised and made from 100% recycled aluminium, for lower carbon footprint.

▶ Reposit manages the logistics infrastructure, maximising efficiencies by back hauling empty packaging in vehicles used to deliver products to store.

▶ Reposit's innovative technology removes the labels and washes the bottles using just water and heat, eliminating the need for any additional chemicals.

▶ Customer automatically receives a voucher issued by the Reposit web app.

C. Main benefits of returnable packaging for consumers

▶ Returnable packaging is an easy way to reduce waste, providing an alternative to single-use plastics.

▶ No behaviour change needed pre-purchase.

▶ Products are prefilled, guaranteeing hygiene and freshness.

▶ No cumbersome refilling process. Consumers do not need to refill their own bottles.

▶ The reward incentivises people to return their empty packaging e.g. I can get a voucher of £x towards my next purchase, so it makes sense for me to return.

D. Key customer segments

Our research revealed 5 demographics, and how likely each of them is to use returnable, provided a deeper understanding of their needs and motivations.

Out of the 5 groups, the 3 customer segments most likely to engage with returnable packaging represent 3/4 of the UK population.

Key demographics

- Eco-actives 16%
- Eco-ready 25%
- Eco-considerers 35%
- Need Convincing 11%
- Disengaged 13%
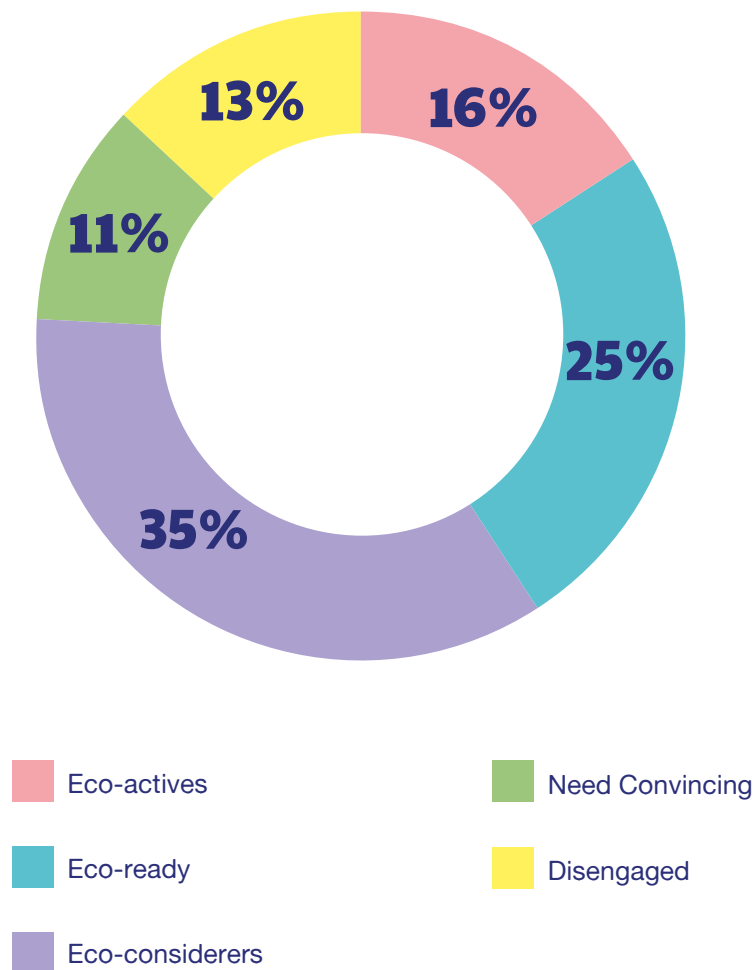
Eco-actives

16% of respondents are Eco-actives. **They have already embraced reuse as much as possible and have the highest levels of motivation, knowledge and experience of returnable products.**

75% have previously used a refill station and 72% have used a product in prefilled returnable packaging. They're keen to try products in returnable packaging, with 80% very likely and 20% likely to buy if these products were available where they already shop – even at a higher cost. But, 41% indicate that the lack of availability of their favourite brands in returnable packaging is an issue.

Eco-ready

Those in the Eco-ready group (25% of respondents) have many of the same characteristics as Eco-actives, but they have not used refill stores or supermarket refill aisles as often.

47% of this group have used a refill station, whereas 25% have bought a product in returnable packaging. The majority (70%) want to try products in returnable packaging, but are less enthusiastic than the Eco-actives.

Making returns easy will be key for this audience. Clear, upfront messaging about rewards will also work well with them.

Eco-considerers

This is the biggest group, **making up over a third (35%) of the research sample. They're environmentally conscious and enthusiastic about the idea of returnable packaging; 94% would be willing to try it.** Tending to shop in traditional stores rather than online, they have had very little experience of either refill models or returnable packaging.

As savvy shoppers, they want to be sure they're getting value for money. Discounts and incentives coupled with a clear explanation of how any return scheme works will encourage them to try it out.

	Eco-actives	Eco-ready	Eco-considerers
Beliefs	▶ 85% say reducing waste is quite or very important to them	▶ 75% say reducing waste is quite or very important to them	▶ 85% say reducing waste is quite or very important to them
Previous experience of reuse	▶ 75% have previously used a refill store or supermarket refill aisle ▶ Actively use refill where possible and have a good understanding of different schemes and what's available ▶ Very satisfied with the refill experience ▶ Can pay a premium for products in reusable packaging	▶ 47% have previously used a refill store or supermarket refill aisle ▶ Aware of where they could buy products in returnable packaging ▶ Moderately satisfied with the refill experience (but see room for improvement)	▶ 13% have previously used a refill store or supermarket refill aisle ▶ Adopted some reuse behaviours, like carry a reusable water bottle, but unlikely to know where they can buy products in returnable packaging ▶ Have had mixed experiences with refill when able to trial it ▶ Need convincing to pay more for products in returnable packaging
Motives for trialling returnable packaging	▶ Opportunity to reduce waste ▶ Being an early adopter (although novelty is not an enduring motivator) ▶ Reward and incentives to take part: monetary, loyalty points ▶ Opportunity to buy products with good sustainability credentials	▶ Opportunity to reduce waste ▶ Convenience ▶ Reward and incentives to take part: monetary, loyalty points ▶ Availability of products in attractive, well-designed returnable packaging	▶ Value for money ▶ Opportunity to reduce waste ▶ Knowledge that they're making a difference and helping the environment ▶ Reward and incentives to take part: monetary, loyalty points
Barriers to trialling returnable packaging	▶ Lack of availability of favourite brands	▶ Lack of availability of favourite brands ▶ Lack of knowledge about how return schemes work	▶ Not available where they currently shop ▶ Lack of knowledge about how return schemes work
Attitudes to returning packaging	▶ Keen to bring back returnable packaging and happy to go out of their way to find a return point	▶ Likely to forget to bring back returnable packing without prompts ▶ Would be happy to go out of their way to find a return point	▶ Very keen to return packaging if they can return it to where they shop

E. People are ready for returnable packaging!

Consumer behaviour and engagement play a critical role in the programme.

Our consumer research conducted with 2,000 UK respondents, shows that people are embracing returnable products, showing positive acceptance of the overall concept, the material choice of aluminium packaging and the return system in place.

1. Intention to buy is there: 69%* of respondents indicated they are likely or very likely to try products in returnable packaging if they are available where they shop.

2. Returnables remove many of the barriers experienced with refill: buying products in returnable packaging is seen as more familiar (than bringing their own container), easier, more convenient and helps ease concerns about hygiene.

3. People embrace the concept of returnables: 72%* feel positive or very positive about standardised packaging in supermarkets, even when multiple brands using the same aluminium packaging.

4. Packaging isn't a blocker (in fact, very much the opposite!): 89%* of people surveyed liked the material of aluminium and 84%* agree it looks "higher quality".

5. High preference for reusable packaging: 86%* would prefer buying in reusable packaging, given a choice. The material is valued by consumers and returnable packaging can even elevate brand perception with new audiences!

6. People are ready to switch! Returnable appeals to a new audience: 62%* people would even switch brand to buy in returnable!

7. We heard people say: *"This is aesthetically smooth and prettier…", or "Modern, and I'd say unique…" "It's, you know, good from an environmental point of view, but also from a cost point of view going forward."*

*Scaling Returnable Packaging - Key Insights - City to Sea

72% feel positive or very positive about standardised packaging in supermarkets

89% of people surveyed liked the material of aluminium

86% would prefer buying in reusable packaging

62% people would even switch brand to buy in returnable

F. Key takeaways

▶ **Return is the key behaviour:** Returnable packaging involves consumers purchasing products in reusable, pre-filled packaging, which they return after use for cleaning, refilling, and redistribution. It offers an alternative to single-use plastics and is supported by reverse and forward logistics.

▶ **Consumer convenience:** The process is simple for consumers. Shop for products, return empty packaging to designated points, and receive rewards for their returns. This system eliminates the need for consumers to refill containers themselves, ensuring hygiene and convenience.

▶ **3 key customer segments:** Research identified key consumer groups which represent ¾ of the UK population: "Eco-actives," "Eco-ready," and "Eco-considerers." Whilst they may have different previous experience with refill and reuse systems, they all seem keen and ready to give returnable packaging a go, with incentives like rewards and easy return processes being critical to early adoption.

▶ **The key benefits of the Reposit solution:** It is an easy way to reduce packaging waste, which provides consumers with a simple alternative to single-use plastics. The "return for reward" system incentivises people to return and drive long lasting engagement.

2
MESSAGING FRAMEWORK CONSIDERATIONS

A. Key messaging principles

Consumer behaviours can be hard to change, so **understanding what influences their decisions and actions will make a significant impact on reducing packaging waste.**

Overall, our research showed that there isn't one dominant and exclusive factor for making people take part. It varies by demographic and by psychological availability, time and other external factors. The same person may also have different motivations depending on where they are in the user journey.

Environmental motivators and prompts about value for money both have a role to play in communication efforts.

The following are principles for messaging and use of language to be considered when designing campaigns and POS materials.

Make it easy

- ▶ **Show how easy it is:** Communication should focus on how returnable packaging is an easy way to reduce single-use packaging waste.

- ▶ **Use simple and consistent messaging:** The more people see and hear about returnable packaging, the more attractive it will be to them. Break down the journey in simple steps to make it less intimidating.

- ▶ **Make reusability clear:** Keep messaging focussed on the key behaviour change of returning.

- ▶ **Optimise return:** Making the return experience as frictionless as possible will create a positive experience that consumers will repeat.

Make it attractive

- ▶ **Grab attention:** Campaigns need to make products in returnable packaging stand out to maximise awareness and overcome assumptions.

- ▶ **Focus on the benefits:** People need to understand what's in it for them. Depending on your audience, it can be:

  - A financial benefit e.g. "Return your empty bottle to get a voucher towards your next purchase",

  - A logical benefit e.g. "It's so easy it's a no brainer." "It's a win-win for me."

  - An environmental benefit e.g. "I'm willing to do what it takes to reduce waste."

- ▶ **Emphasise value for money:** There's no denying that the cost of living affects all regions and all customer segments, including the eco-actives. Messaging must come through with value in mind. Being upfront about benefits (whether that's a discount, loyalty points, free items, donation) is key to drive initial trial.

- ▶ **Tap into positive emotions:** Humans are wired to avoid negative feelings. Sharing how purchases benefit the consumer, environment or a charity can be a significant motivator.

Make it social

- ▶ **Use reliable messengers on the ground**: Training and engaging with staff on the ground is key for the successful launch of the system. Not only can they support customers, but also they can be ambassadors for positive change.

- ▶ **Provide social endorsement:** Showing how many other people have purchased and returned the products creates social proof that new shopping patterns are socially acceptable.

- ▶ **Make it relatable:** Focus messages on features that shoppers will relate to:

  - How much time it takes to return (time restraints for busy people),

  - How using returnable products can help them to reduce single-use plastic waste.

B. Use of language considerations

Our brains undertake a cost-benefit risk analysis when considering new behaviours: What's in it for me? What effort is involved? What will other people think about me?

To overcome these barriers, consider the following elements when crafting your messaging.

Be specific

Minimise the effort

The environmental factor

Create a community

Keep it simple

Activate reciprocity

Be specific

✔ **Use the word "return"** to differentiate the system from "refill" and "reuse". Research shows that there's a common misconception between reuse concepts, especially between "return" and "refill". Consistency of messaging will help awareness and education.

✔ **Return vs refill:** Even though the container gets refilled under the Reposit solution to be sold again, this can lead consumers to confusion with refill in store system. We recommend avoiding the word *"refill"* in communication campaigns.

✔ **Return vs reuse:** You can use *"return"* with *"reuse"* as long as we keep the message simple to avoid any confusion. E.g. *"Return me. I'm reusable!"*

The environmental factor

Communicate that you're reducing packaging waste in terms that resonate with people.

Making people understand they are making a difference will encourage trial, whether that's reducing waste or avoiding buying single-use equivalents. The impact should be practical and relevant for your audience.

✖ Avoid using vague concepts like *"End plastic pollution"*, or non-customer centric metrics like *"this bottle uses 75% less plastic"*.

✔ Instead use metrics that feel more tangible to consumers, e.g. *"Together, we're saving x bottles from landfill"* or *"x tonnes of plastic avoided, that's the equivalent of x buses"*.

Be specific · Minimise the effort · The environmental factor · Create a community · Keep it simple · Activate reciprocity

Keep it simple

Less is often more when it comes to shifting behaviours: *"Returnable"* is easier to understand than the industry term *"Prefilled returnable packaging."*

✔ We recommend using *"returnable packaging"* to talk about the Reposit solution.

✔ We found that people tend to refer to the product by saying *"bottle"* or *product"* rather than *"packaging"*. We recommend using specific words such as *"bottle"* or *"jar"* or *"cup"*, and use *"product"* when it's filled with liquid.

Minimise the effort

Giving clear, direct, easy to find messages, and breaking down the return journey in simple steps is the most effective way to influence behaviour.

✖ Avoid words like: *must, have to, should, long, slow,* or any sense of complexity.

✔ Focus on *"feel-good"* words: *easy, quick, short, simple.*

Create a community

✔ Phrases like *"Join thousands of returners"* can help tap into positive and inclusive emotions. It invites people to be part of something bigger.

✔ Campaigns targeting primarily Eco-actives can be an effective way to drive adoption. Eco-actives will act as your trusted messengers with the Eco-ready and Eco-considerers. It will help minimise the effort and the perceived risk to take part e.g. *"I'm part of the community, I see people like me doing it".*

Activate reciprocity

Recognising consumers as change makers and acknowledging your own limitation as a business is the first step towards encouraging a positive view of reducing waste and reusing materials.

✖ Avoid saying *"We're helping our customers reduce plastic pollution by providing a return in store scheme."*

✔ Instead try *"Our customers are helping us reduce our plastic waste by using our returnable packaging scheme."*

C. Key takeaways

▶ **Consumer readiness & motivation:** Consumers are willing to adopt returnable packaging if supported
by clear messaging, incentives, and upfront environmental benefits.

▶ **Positive messaging focused on benefits:** Messaging should emphasize simplicity, ease of use, and call out clearly the reusability to create a positive connection with consumers. Highlighting the benefits (financial, logical, environmental) is critical to driving adoption and lasting engagement, including easy return points and attractive rewards.

▶ **Social influence & relatability:** Engaging with staff, leveraging social proof, and focusing on relatable features (time savings, ease of use) can boost engagement and adoption of returnable packaging, fostering a sense of community.

▶ **Effective use of language:** Use simple, clear terms like *"returnable packaging"* and avoid complex phrases or jargon. As much as possible, use tangible and relatable impact metrics (e.g. *"saving X bottles from landfill"*) and make the process feel effortless.

3

HOW TO DRIVE BEHAVIOUR CHANGE

A. Introducing the "Return for Reward" programme

Return for Reward is the name of Reposit system with consumers. It's associated with our step-by-step process *"Shop" "Return" "Reward"* to drive behaviours. Whether it's online or in store, people follow similar steps. We've broken down the Reposit consumer journey to identify motivations and potential pain points at each stage, to better drive trial, returns and repeat purchase.

Considering the user experience can make a significant difference in driving trial and customer adoptions.

B. Guidance for in-store experience

Awareness

How will customers find out about returnable packaging?

What trusted messengers can inspire them?

Is it available where they shop?

Purchase in-store

How do you disrupt the customer journey?

What value proposition is important for your customer?

Do they understand the benefit of returning?

Use at home

Do they know where to return?

What nudges can you use to remind them to return?

Which incentives/ language can drive return?

Post-Return

How to build rewards to make customers choose returnables, over and over again?

Do customers feel good about the experience?

Return

Is the process crystal clear?

Where are the friction paints and can you help them overcome them?

I. Awareness

Awareness of reusable and returnable products is growing but we still need to build awareness.

The first purchase journey is similar to conventional single-use packaging.

The marketing tools are the same as for any other products or services. Brands and retailers have a history of creating appealing stories to consumers on their shopping needs, use the first purchase to show how easy it is for consumers to swap to returnable packaging.

The behaviour we want to encourage:

▶ Prompting them to discover something new.

▶ Making them understand the overall concept easily.

▶ Showing how easy it is to do the first purchase.

Messaging elements to consider

▶ **Explain the concept in simple words**, and in an inclusive way to make them feel part of a community.

▶ **Using the word *'Return'*** in some capacity to maximise exposure of the new behaviour required.

▶ **Create an emotional connection** with the packaging to change perception of disposable packaging (e.g. Take, Use and Waste).

Primary messaging for consideration	▶ Shop. Return. Reward. ▶ Return for Reward. ▶ Reducing waste just got easier. ▶ Return me! I'm reusable.
Secondary messaging for consideration	▶ A simple alternative to single-use plastic. ▶ Every bottle you return will be reused again and again. ▶ Together, we can save x pieces of plastic from landfill. ▶ No time to waste. ▶ The easy way to reduce waste. ▶ Help us reduce waste. ▶ Return your empty item after use and get a reward to use on your next purchase! ▶ And just like that, you've earned a reward! ▶ A reward for doing the right thing.

Can't decide just yet? City to Sea can help test your messaging and concept. Get in touch with us!

II. At purchase point

The behaviour we want to encourage:

- ▶ Breaking out of the autopilot shopping mode.
- ▶ Understanding the process: focusing only on the general concept.
- ▶ Understanding the benefits of taking part.
- ▶ Taking part.

Messaging elements to consider:

Key words and suggested text to describe the concept and the platform

▶ Explaining the platform: **"Return for Reward"**

We are a return for reward platform – rewarding customers every time they return their empty packaging

▶ Explaining the concept: 3 steps "Shop, Return, Reward"

"Return for Reward
1. Shop: Buy a product in a returnable bottle.
2. Return: Return empty bottle after use.
3. Reward: We'll send your reward by email*."

*Note: On the third step, we recommend highlighting the exact reward returning customers will get e.g. Loyalty points, voucher towards their shopping, £2 off next purchase, a free item.

Touchpoints Applications

We've created generic Reposit communication materials to show messaging applications in store.

The following elements are inspiration that can be adapted to your brand look and feel.

Signage of the returnable packaging in fixture.

Location matters! As much as possible, the returnable packaging products should be located close to their single-use equivalent to drive swaps from single-use to returnable packaging.

Stand out: consider shelf header, frame, drop banners to make sure people understand which products are part of the system and explain the environmental benefits of the range.

How to instructions: as for any other products, we know people have limited attention when shopping. Explaining the process in 3 steps, using icons should help break it down. The more exposure people get with the process, the more likely they will be to take part.

Calling out reusability: shoppers need to understand from the get-go what returnable packaging means. The reusability can be called out via shelf strip, neck tag on products, or wobblers, or on-shelf frames. A simple message like "Return me! I'm reusable" would do the trick!

What's in it for them? Make it clear which reward they will get when they return their empties. Our research showed that receiving discount vouchers towards the next purchase was one of the key factors to encourage returns, after "doing the right thing". A signage highlighting the repeat purchase price can be compelling to drive trial.

Signage examples in fixture

Stand-out header to be customised by brand

Aisle Fin with 'how to' instructions

Aisle Fin calling out reusability

Return for REWARD
In partnership with Reposit

NEW

A simple alternative to single-use plastic

Return for REWARD

Return for REWARD
1 Shop
Buy a product in a returnable bottle.
2 Return
Return empty bottle after use.
3 Reward
A reward every time you return.
Reposit Return point

In-fixture box with 'How to' instructions
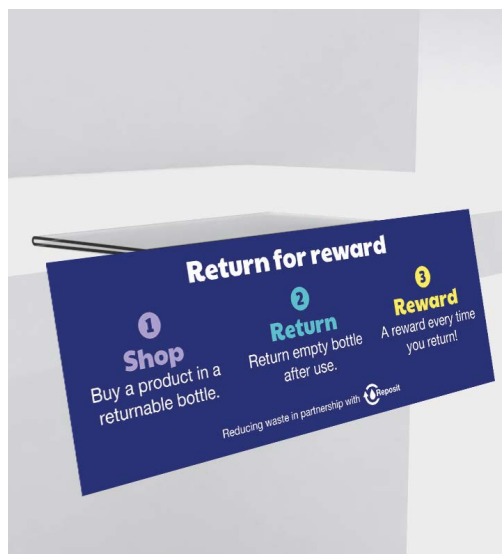
Barker with 'How to' instructions

Aisle fin with 'How to' instructions
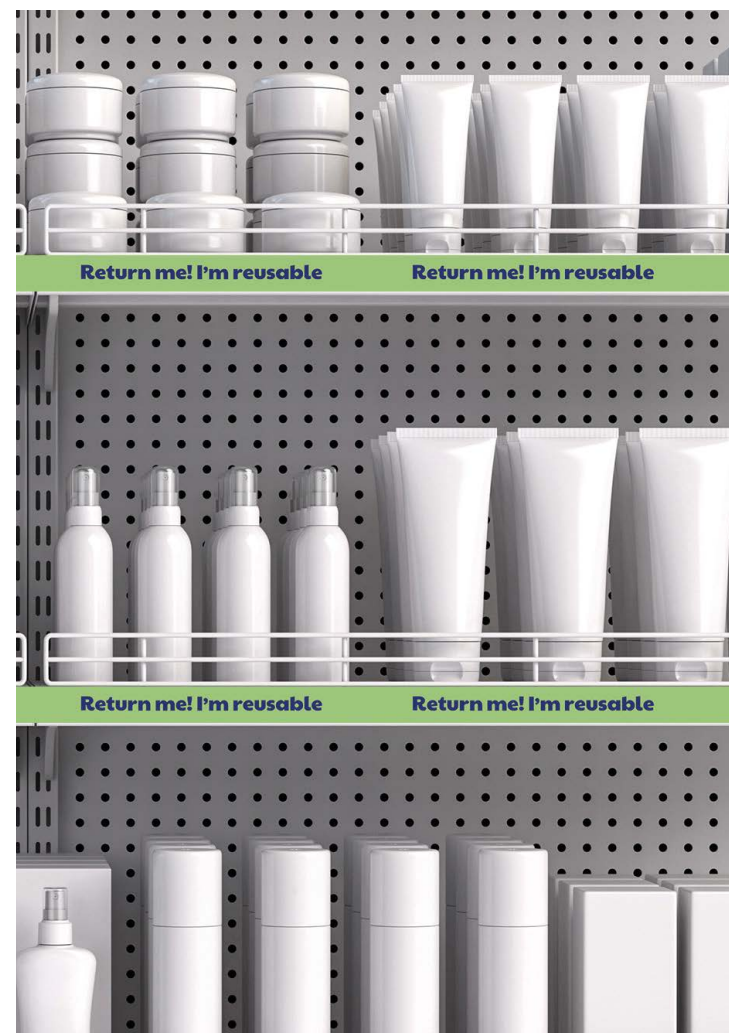
Shelf strip calling out reusability

Additional signage beyond the fixture

Signage on the single-use equivalent shelf: This would help bring additional disruption to trigger adoption.

Shelf wobbler

Video display: Explaining the concept with a clear and concise video, reproducing the shopping journey helps minimise the risk to try something new as they see clearly how the system works.

Elsewhere in the store: You could use a poster at the entrance for return points to encourage people to bring back their Reposit containers.

Aisle poster, window poster and sticker

Must haves	Best
✔ 'How to' instructions via barker, A4 display, drop banners,	✔ How to' instructions via barker, A4 display, drop banners,
✔ 'Header or Frame to clearly indicate which products are part of the returnable packaging system.	✔ Header or Frame to clearly indicate which products are part of the returnable packaging system.
✔ Make it clear that the products need to be returned after use. Via wobbler, neck tag of shelf strip	✔ Make it clear that the products need to be returned after use. Via wobbler, neck tag of shelf strip
	✔ Encourage swaps from single-use to returnable packaging on the SUP shelf
	✔ Creating a video display explaining the concept easily.
	✔ Increasing awareness outside the aisle (at till, at the entrance)
	✔ Add another barker that will call out the benefits specifically.

Get in touch with the Reposit team to access go-to-market assets that can be adapted to your brand look and feel and correct dimensions: Header, Aisle fins, barkers, Shelf strip, A4 display, FSDU, In fixture box, etc..

III. Use at home

The behaviour we want to encourage:

▶ Feeling an emotional connection with the packaging and the environmental credentials of the solution.

▶ Preventing disposal of the bottle.

▶ Understanding the need to scan the product to return.

Note: the person at home who's using it might not be the one who bought it! Re-explain the context and purpose of returnable packaging.

At home, we have an opportunity to engage in a deeper way with people. At this stage, we want people to know they can find out more about the concept, and learn how and where to return the bottle.

Returning the empty packaging is the main behaviour change in this system, so it's worth thinking about how to prompt people to return and make it clear that this is the next step of the journey.

A way to encourage them to return is to highlight the reward they will get after they return their empty packaging.

Messaging elements to consider:

▶ **On-pack messaging** should drive people to scan the bottle. We created a standard CTA Reposit icon to use. (Various formats available)

▶ **Calling out reusability on the label** is critical to prevent people from disposing their bottle after use. Having consistent and clear messaging front of pack and back of pack is recommended.

▶ **Opportunity to give more information** about the system, highlighting its environmental benefits, and the reward to incentivise people to return.

Touchpoints Applications

Product label

The below artwork is an example for inspiration. Both wording and look and feel can be adapted to your brand's tone of voice and credentials. Only the return for reward icon is standardised.
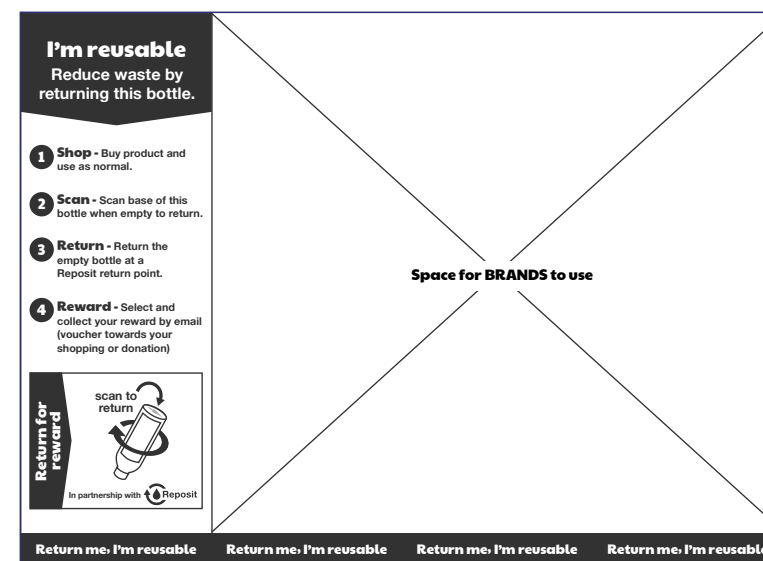
Return for reward icon
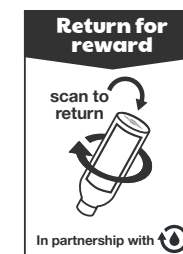
Suggested content, brand can customise

Return for reward icon

Return message around the outside of the bottle

Label mock-up

Base sticker

This is standard and common for all. It will be located at the base of the packaging.

Must haves	Best
✔ Return for reward icon	✔ Return for reward icon
✔ Adding a reusability message front of pack and back of pack of the label	✔ Adding a reusability message front of pack and back of pack of the label
✔ Being specific about the reward they will get.	✔ Being specific about the reward they will get.
	✔ Explaining step by step process on back of pack
	✔ Reinforcing the reusability with a neck tag
	✔ Highlighting the main benefits of returnable packaging

IV. Returning after use

The return point is a critical part of the process. Ensuring that the first returning experience is frictionless is key to driving long lasting engagement.

The behaviour we want to encourage:

▶ A sense of reassurance that it's quick and easy.

▶ Following the step-by-step before dropping the empty packaging.

▶ Understanding that support is available if needed.

▶ Preventing other items being returned other than the Reposit packaging.

Messaging elements to consider:

Whether that's an on-shelf return point or a portable one (FSDU), please consider the following:

▶ **Minimise the effort for people to scan**

  • Check that the QR code is large enough and accessible enough to be scanned, especially on low shelving.
  • Add pre-emptive message if they can't scan by giving free Wi-Fi details or reassurance that they can ask in store colleagues for help.
  • Make use of the icons created for each step of the return process.

▶ **Use *'Reposit Return Point'* logo as the main header.**

▶ There are 4 steps to explain the return process

  • **Scan:** Scan QR code to start process.
  • **Scan:** Scan base of the bottle.
  • **Return:** Return the empty bottle here.
  • **Reward:** We'll send your reward by email. We recommend being specific about the reward people will get after they return.

Touchpoint application

The artwork is an example for inspiration to visualise return points options, as an on-shelf return point, or a portable one (FSDU). These show how to use QR code and step by step. Fixture, dimensions and branding will be discussed with Reposit's team according to your needs.

Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable

Return for reward

❶ Shop
Buy a product in a returnable bottle.

❷ Return
Return empty bottle after use.

❸ Reward
A reward every time you return!

Reducing waste in partnership with Reposit

Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable

Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable   Return me! I'm reusable

I'm not a bin
We collect and sanitise the bottles to reuse them.

Reposit
Return point

Return your empty bottle and get a reward

Thank you for helping us reduce waste

Scan to return

Can't scan? Connect to our free WiFi, or ask our friendly staff for help.

❶ Scan
QR code to start process

❷ Scan
base of the bottle

❸ Return
the empty bottle here

❹ Reward
Choose and collect your reward by email

Bottle drop-off

Step-by-step instructions

Additional signage to guide behaviours

▶ Adding a sticker around the return point will make sure people don't think it's a bin. It's an opportunity to nudge about the reuse process.

▶ Make it clear which packaging can be returned. Either by mentioning the product range, by showing a picture of the return label or by using photography of the products. This is particularly important in case the return point isn't located next to the product shelves.

I'm not a bin

We collect and professionally clean the bottles to reuse them.

Sticker indicating that this isn't a bin, but a collection point

Packshot showing bottle to return

Must haves	Best
✔ Using step-by-step instructions (text and icons)	✔ Using step-by-step instructions (text and icons)
✔ Reposit Return Point name for the return point using Reposit logo.	✔ Reposit Return Point name or the return point using Reposit logo.
✔ Big QR code that's easily scannable.	✔ Big QR code that's easily scannable.
✔ Have a contingency message if people can't scan the QR code (via Wi-Fi or store colleagues)	✔ Have a contingency message if people can't scan the QR code (via Wi-Fi store colleagues)
	✔ Adding video with return step-by-step
	✔ Explaining what can be returned here or not
	✔ Using a byproduct to add to the return point to clearly show the packaging

V. Reward and repeat

The Reposit system enables people to be rewarded in exchange for returning their empty packaging.

This is made possible through the Reposit web app.

How it works?

▶ After following the step-by-step process and return the empty item, customers enter their details and receive the reward by email.

▶ Reward emails are sent by Reposit and can be designed to the brand's language.

The behaviour we want to encourage:

▶ Give the option to find out more about the system.

▶ Making people feel like they've made a positive contribution to reducing waste.

▶ Encouraging people to use their voucher.

Messaging elements to consider:

▶ Opportunity to add a messaging encouraging people to repeat purchase.

▶ Reinforce the environmental benefits of the system in a positive and inclusive way, e.g. "Thank you for helping us reduce waste. We'll collect and professionally clean the empty packaging to reuse them!"

▶ Add a link for those interested in learning more about the system.

Your logo

Thank you
for returning your item!

Here is your £X voucher,
valid to use on your next reusable purchase.

If the barcode won't scan, try increasing your screen brightness.

8 6 4 7 9 9 2 4 4 3

Expires DD/MM/YYYY

Thank you for helping us reduce waste!

We'll collect and professionally clean the empty packaging to reuse them.
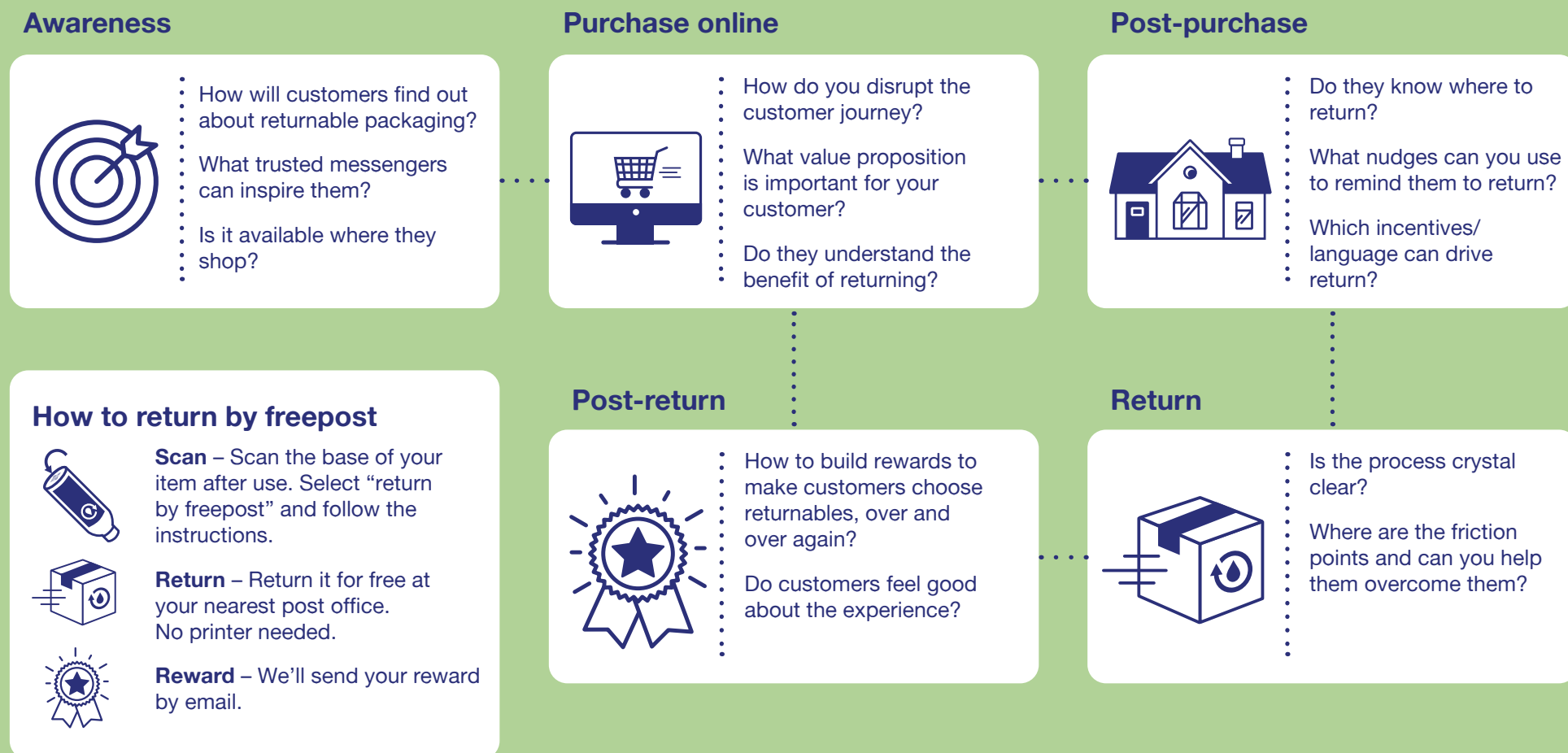
Find out more
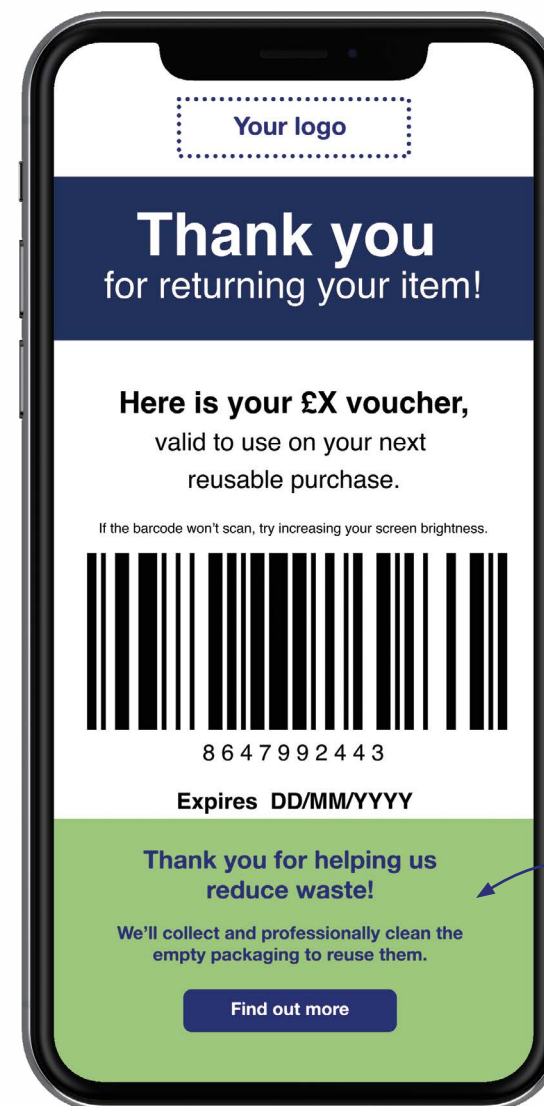
Banner celebrating the return and alluding to next steps that will happen

C. Guidance for online experience

Reposit system works across multiple channels, including online shopping. This is made possible by a return by freepost system.

The 'Return for Reward' programme applies to both in store and online purchases.

The messaging framework **"Shop. Return. Reward"** is still applicable to e-commerce journeys, with a few variations to explain the return process.

Awareness

- How will customers find out about returnable packaging?
- What trusted messengers can inspire them?
- Is it available where they shop?

Purchase online

- How do you disrupt the customer journey?
- What value proposition is important for your customer?
- Do they understand the benefit of returning?

Post-purchase

- Do they know where to return?
- What nudges can you use to remind them to return?
- Which incentives/language can drive return?

Post-return

- How to build rewards to make customers choose returnables, over and over again?
- Do customers feel good about the experience?

Return

- Is the process crystal clear?
- Where are the friction points and can you help them overcome them?

How to return by freepost

Scan – Scan the base of your item after use. Select "return by freepost" and follow the instructions.

Return – Return it for free at your nearest post office. No printer needed.

Reward – We'll send your reward by email.

I. Awareness

Driving first trial

Compared to in-store physical spaces, e-commerce platforms provide way more opportunities to engage with returnable packaging.

You can share more about the benefits of the service, provide 'how to' video tutorials, display shopper reviews or even show a personalised impact calculator. This will enhance the brand credentials.

The following details are elements for consideration throughout the online shopping journey.

The behaviour we want to encourage:

▶ Understanding that the product is returnable.

▶ Knowing where to find more information about the initiative.

▶ Understanding how it works.

Homepage

To raise awareness about the new returnable initiative, consider adding a banner on your homepage, that links to a specific landing page.
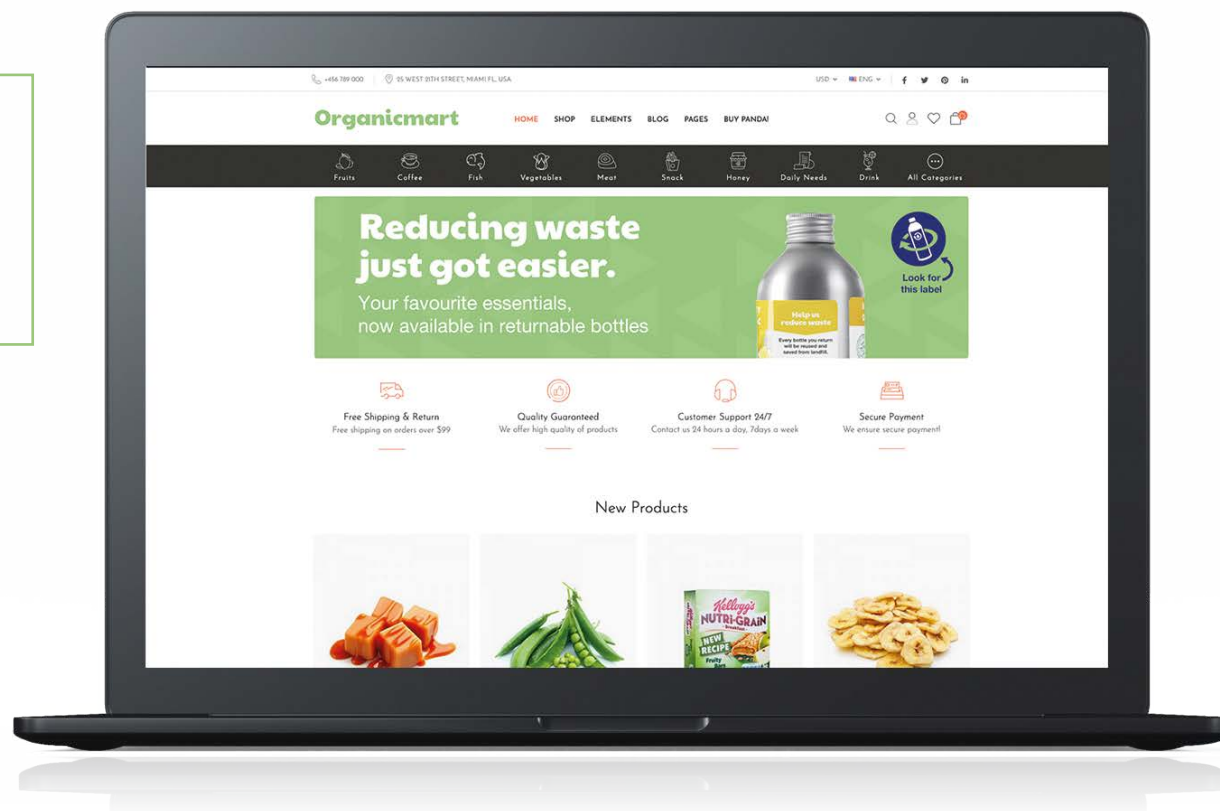
II. Purchase online

Landing page

Creating a landing page is beneficial for customers interested in learning more about the system and understanding what happens to the item after they return it.

Messaging elements to consider:

▶ **The value proposition in one sentence**: *"Return for Reward. Return your empty item after use and get [insert specific reward] to use on your next purchase."*

▶ **More details about the partnership** with Reposit and how the solution is a way to reduce waste.

▶ **The benefits of the system** for consumers to drive trial.

▶ **How it works** system in simple steps using icons or videos.

▶ **A short FAQ** to inform and troubleshoot potential issues

Mockup of a landing page
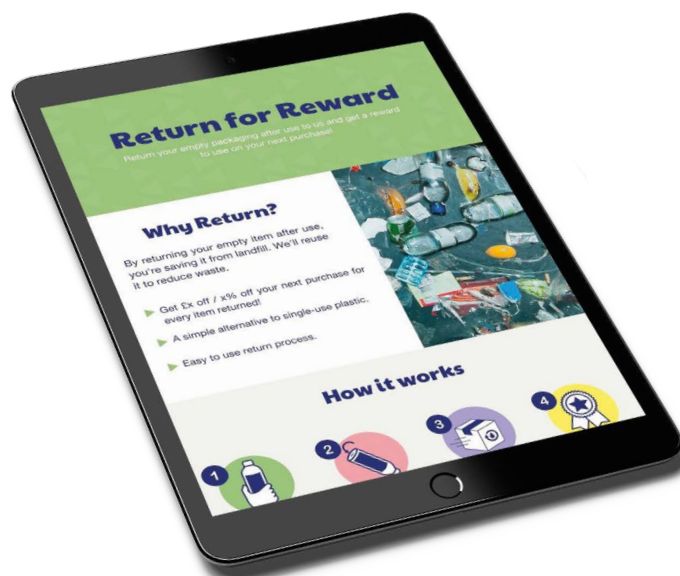
Value proposition

The benefits of the system

How it works

Details about the partnership

Return for Reward

Return your empty packaging after use to us and get a reward to use on your next purchase!

Why Return?

By returning your empty item after use, you're saving it from landfill. We'll reuse it to reduce waste.

▶ Get £x off / x% off your next purchase for every item returned!

▶ A simple alternative to single-use plastic.

▶ Easy to use return process.

How it works

1. **Shop** — Buy a product in a returnable bottle
2. **Scan** — After use, scan the QR code at the base of your empty bottle.
3. **Return** — Follow the web page to return it by freepost.
4. **Reward** — Get £x off your next purchase for every item returned!

Let's return the world, together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Powered by Reposit

Learn more about Reposit here.

FAQ's

▼ Which products are part of Return for Reward?

All of our NEW Bath & Body products come in returnable packaging, if you aren't sure look for the little bottle with the green arrow icon on our product page!

▶ What reward will I receive?

Result page

To build exposure, we suggest including a small icon on the product image, and add "returnable bottle" in the product description title on the result page.

If you have multiple returnable products, consider adding a product filter (returnable) for better discovery of the products.

Generic icon available in the toolkit

Calling out reusability
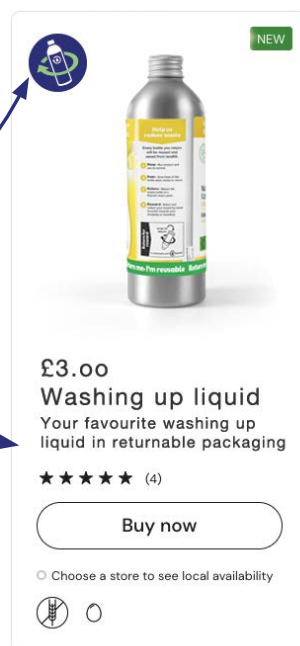
Product page

On the product page, there are a few ways to highlight the solution and the reward, so they are encouraged to take part.

Example of a product page

How it works instructions as an image

Return for reward

1. **Scan**
   Scan the base of your item after use. Select "return by freepost" and follow the instructions.
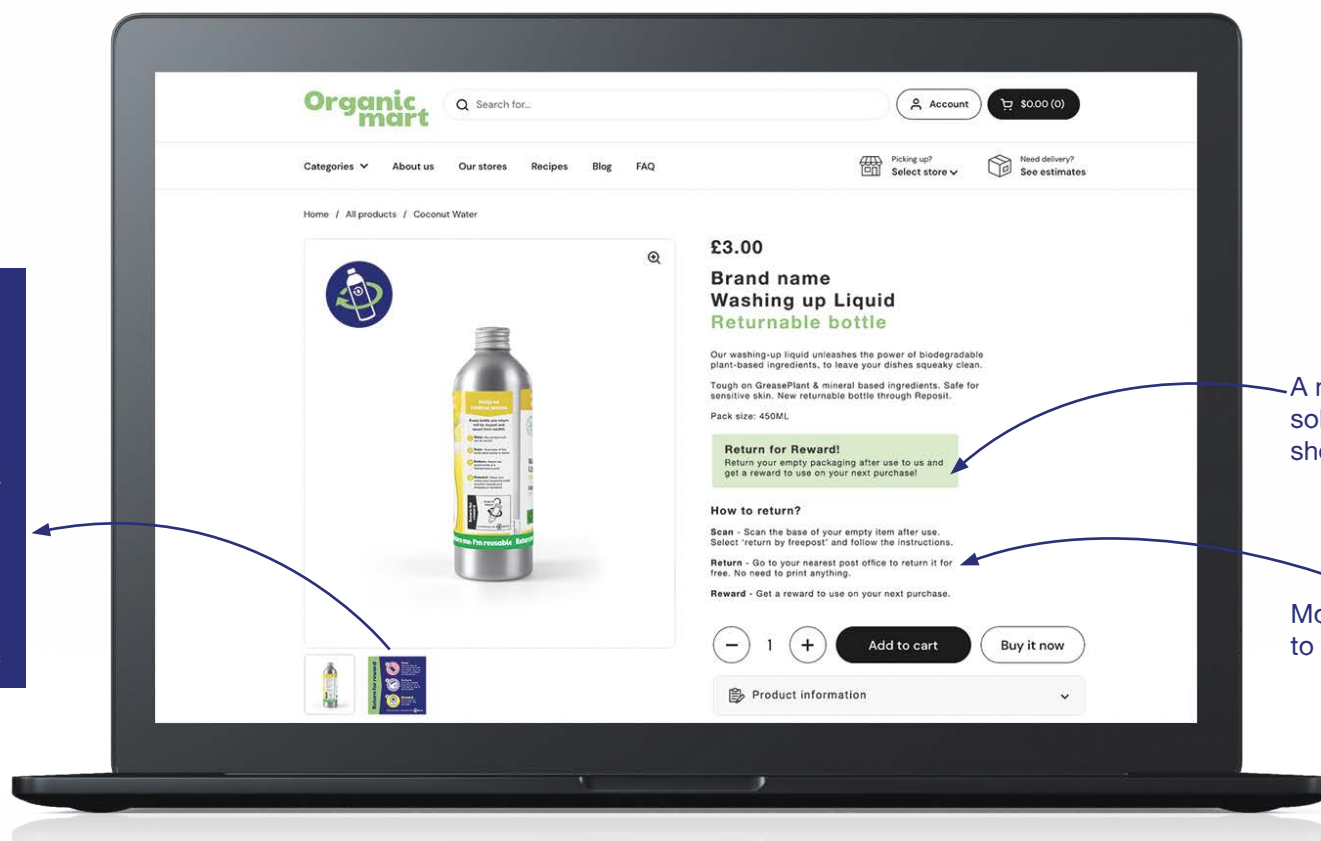
2. **Return**
   Return it for free at your nearest post office. No printer needed.

3. **Reward**
   We'll send your reward by email.

Reducing waste in partnership with Reposit

Organic mart

Search for...   Account $0.00 (0)

Categories ∨   About us   Our stores   Recipes   Blog   FAQ

Picking up? Select store ∨   Need delivery? See estimates

Home / All products / Coconut Water

£3.00

Brand name
Washing up Liquid
Returnable bottle

Our washing-up liquid unleashes the power of biodegradable plant-based ingredients, to leave your dishes squeaky clean.

Tough on GreasePlant & mineral based ingredients. Safe for sensitive skin. New returnable bottle through Reposit.

Pack size: 450ML

Return for Reward!
Return your empty packaging after use to us and get a reward to use on your next purchase!

How to return?

Scan - Scan the base of your empty item after use. Select 'return by freepost' and follow the instructions.

Return - Go to your nearest post office to return it for free. No need to print anything.

Reward - Get a reward to use on your next purchase.

− 1 +   Add to cart   Buy it now

Product information ∨

A mention of the solution in the short description

More info about how to return by freepost

III. Post-purchase

Purchase confirmation email

Celebrating shoppers for picking a product in returnable packaging is an easy way to make them feel good about doing the right thing. Adding even a short acknowledgement in the purchase confirmation email could do the trick! *"Thank you for shopping in returnable packaging and helping us reduce waste!"*

Nudging people to return their empty packaging

If you have email automations options after purchase, they can be a good opportunity to gently "nudge" shoppers that their item is returnable. Whether that's reviews email, and repeat purchase automations, adding a banner at the end of an email can invite people to learn more.

You can also create a dedicated mailer after a few weeks/months (depending on the lifecycle of the product) to encourage return and explain the return process: *"Almost finished? Return the empty item to us and get a reward!"*
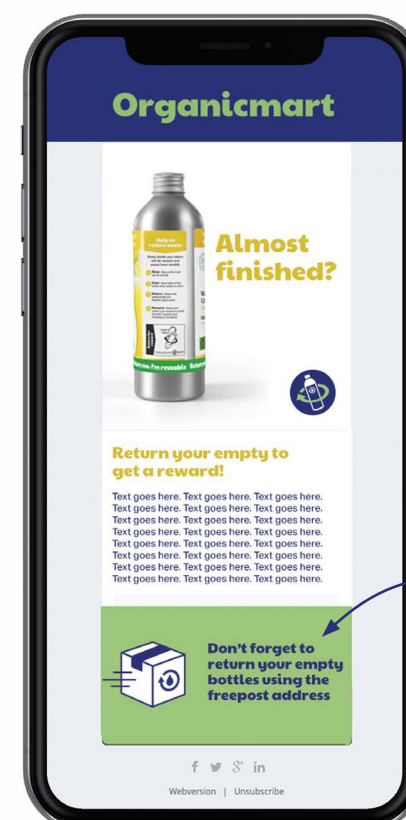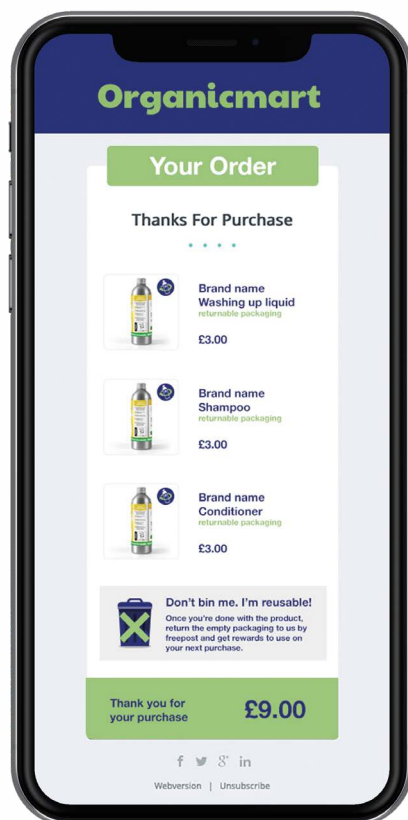
Call out reusability

IV. Returning after use

Insert inside a delivery box

Adding a card in the parcel will also remind people to return their empty packaging.

How to return by freepost

Scan – Scan the base of your item after use. Select "return by freepost" and follow the instructions.

Return – Return it for free at your nearest post office. No printer needed.

Reward – We'll send your reward by email.

Return me. I'm reusable

Return your empty bottle after use and get a reward to use on your next purchase!

How to return - in 3 easy steps

1 **Scan** Scan the base of your item after use. Select "return by freepost" and follow the instructions..

2 **Return** Return it for free at your nearest post office. No printer needed.

3 **Reward** We'll send your reward by email.

Post Service

We'll professionally sanitise the empty items to put them back to use and reduce waste.

Find out more about returnable packaging and how to return.

Let's return the world

Reposit

V. Reward and repeat

Refer back to page 29 to see messaging framework and touchpoints for Reward and Repeat behaviour.

| Must haves	Best
✔ Product page calling out reusability and how it works.	✔ Product page calling out reusability and how it works.
✔ Landing Page to add more info about the initiative and the partnership with Reposit.	✔ Landing Page to add more info about the initiative and the partnership with Reposit.
✔ Adding "returnable packaging" in the product name and description	✔ Adding "returnable packaging" in the product name and description.
✔ Email confirmation that celebrates people for shopping in returnable packaging.	✔ Email confirmation that celebrates people for shopping in returnable packaging.
✔ Dedicated email to nudge people to return.	✔ Dedicated email to nudge people to return.
	✔ Inserting a leaflet in the parcel to explain the process.
	✔ Creating a video with the step by step process to return by freepost.

D. Key takeaways

▶ **Map it out!** Lead communications with the return behaviours, implementing relevant touchpoints in the user journey to nudge or remind people to return.

▶ **Raise awareness.** Same as for any other product, communication effort should raise awareness, and craft a compelling value proposition focused on the benefits to catch attention and consideration. It is the same marketing strategy and tools, applied to return systems!

▶ **Go-to-Market Assets.** The in-store and online systems are providing the "Return for Reward" programme. We created a generic toolkit to help navigate the customer journey. Get in touch with Reposit to download the assets and adapt them to your brand identity.

▶ **Make the return process feel like a breeze.** Singular, repetitive call-to-action all focused on the main behaviour ask: RETURN. Communicate ease and convenience and capitalise on the reward to encourage returns. The positive user experience of that first loop will be the key driver that will help returns and loyalty!

A. To go further
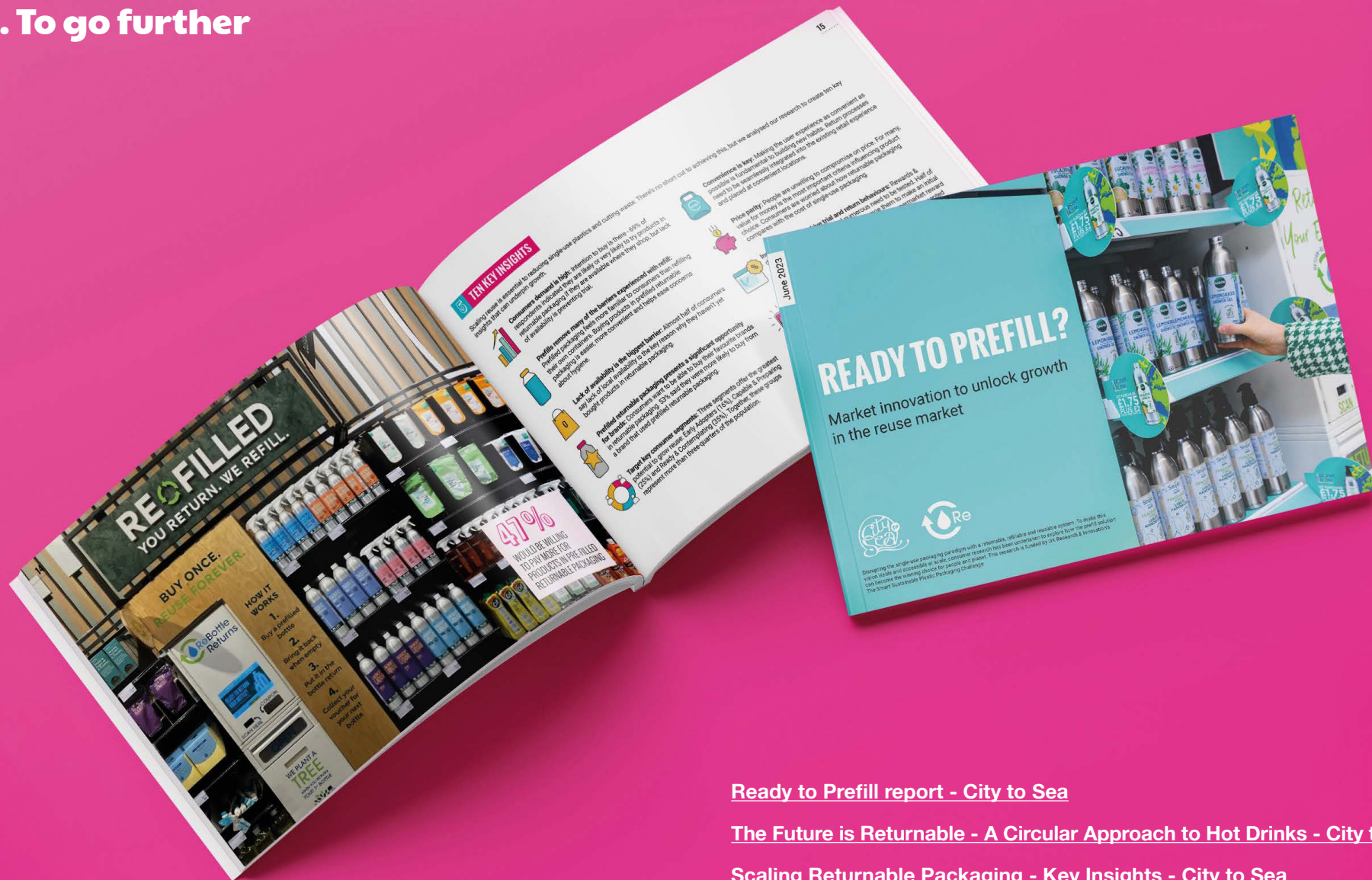
Ready to Prefill report - City to Sea

The Future is Returnable - A Circular Approach to Hot Drinks - City to Sea

Scaling Returnable Packaging - Key Insights - City to Sea

HERE TO HELP

If you'd like more information about the toolkit, the research methodology or understand how City to Sea can support your organisation to navigate refill, reuse and return into your operations, please get in touch with us.

B. About & Acknowledgements

Reposit created by Beauty Kitchen which is one of the world's highest-scoring B Corporations, are pioneering a returnable packaging platform that works for all stakeholders to accelerate the transition to reuse. They remove the barriers that brands, retailers and industry partners face switching to reuse by using asset-tracked, standardised, packaging-as-service system.

City to Sea is a not-for-profit organisation, on a mission to prevent plastic pollution at source. Their award-winning campaigns are tackling the single-use plastic items most found on our beaches and in our rivers and oceans by providing practical solutions and championing reuse over single-use. They bring about systems and behaviour change by designing, developing and promoting the transition away from single-use materials.

UKRI Innovate UK

The Innovate Smart Sustainable Plastic Packaging Challenge (SSPP) is contributing to the UK's drive for clean growth and industrial decarbonisation by funding ground-breaking research and innovation to make plastic packaging fit for a sustainable future.

With a portfolio of over 70 funded projects, the SSPP challenge is the largest and most ambitious UK government investment to date in sustainable plastics research and innovation, driving cleaner growth across the UK's plastics, packaging and retail supply chains.