



Hamburg Institute
of International
Economics



REPLACE
Interreg Europe



European Union
European Regional
Development Fund

The “Hamburg Bottle”

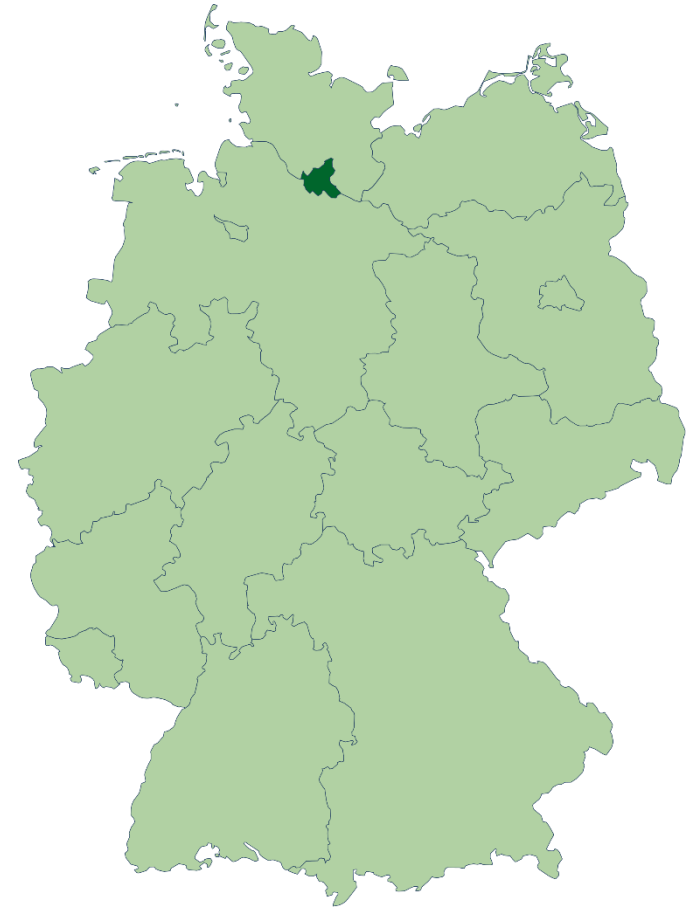
Mirko Kruse

Hamburg Institute of International Economics (HWWI)

Hamburg and Circularity

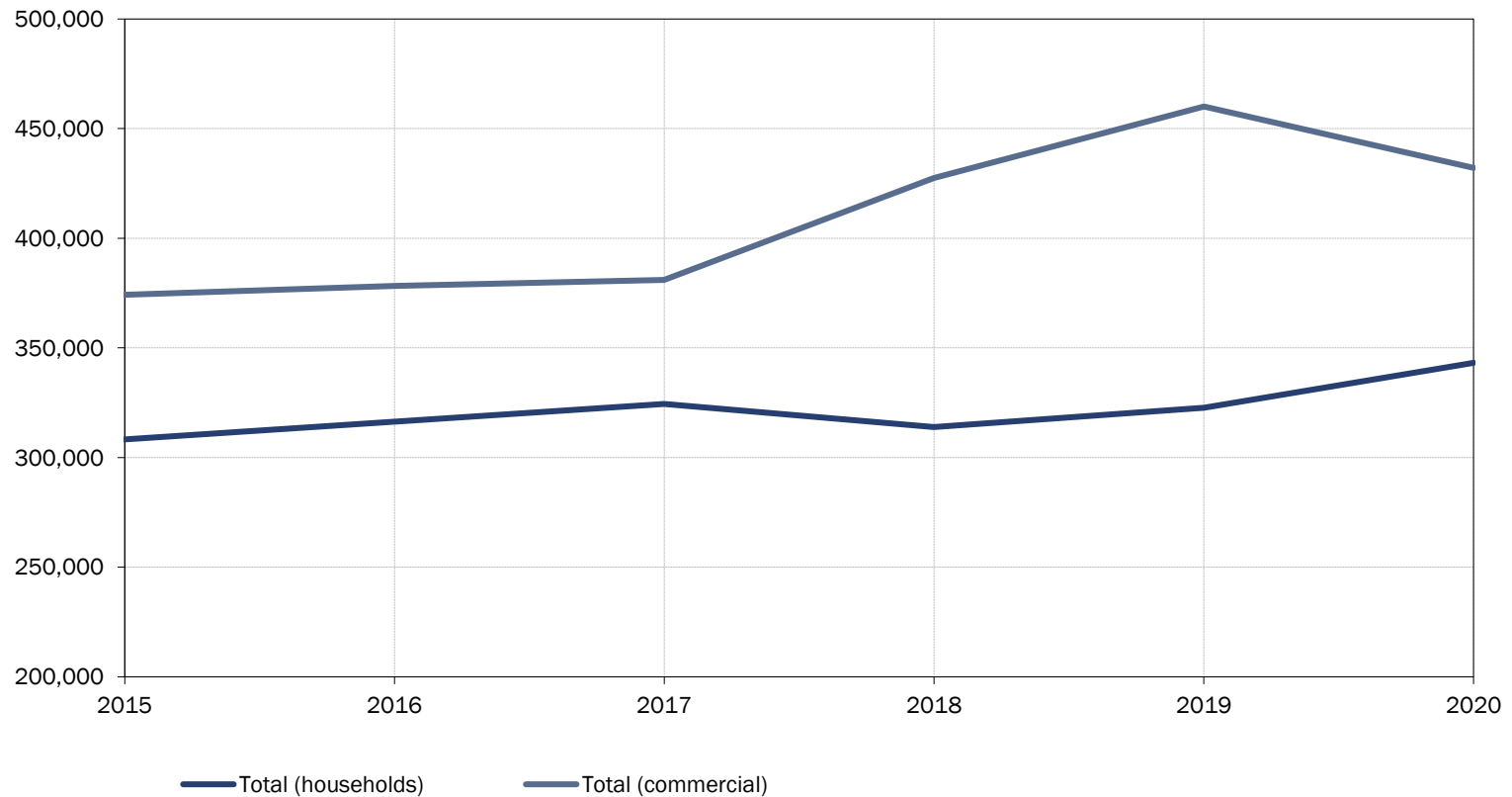
- Hamburg is Germany's second largest city
- Independent federal state
- Has been declared European Green Capital in 2011

- Circular Economy (CE) justified ecologically, economically, socially, politically
- Particularly relevant for urban areas



(Plastic) Waste in HH

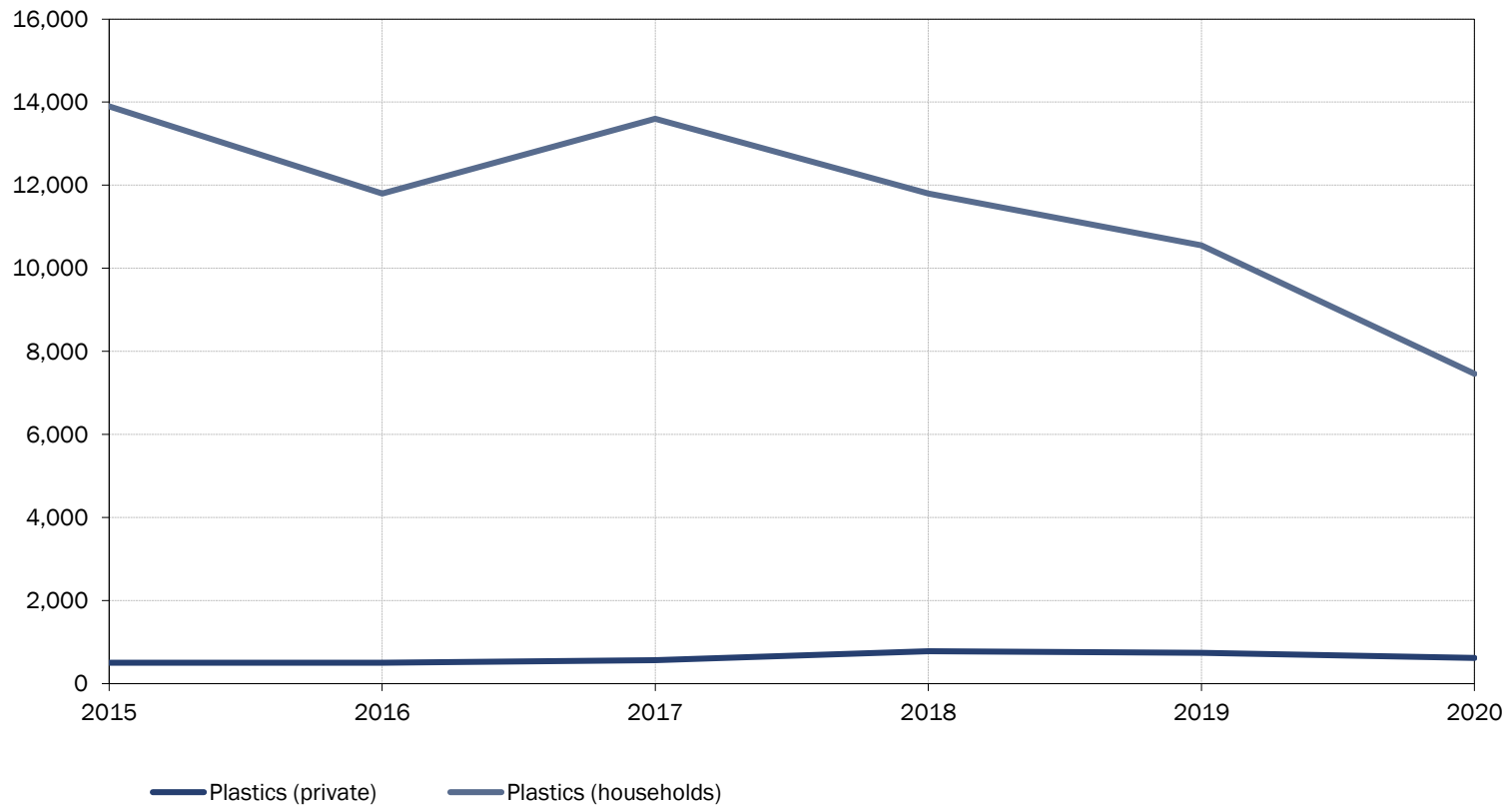
Development of Total Waste [Mg/a] in Hamburg, 2015-2020



- Urbanisation further increases waste volume

(Plastic) Waste in HH

Development of Plastic Waste [Mg/a] in Hamburg, 2015-2020



- Different kinds of plastics complicate recycling
- Downcycling to be overcome by establishing a local cycle

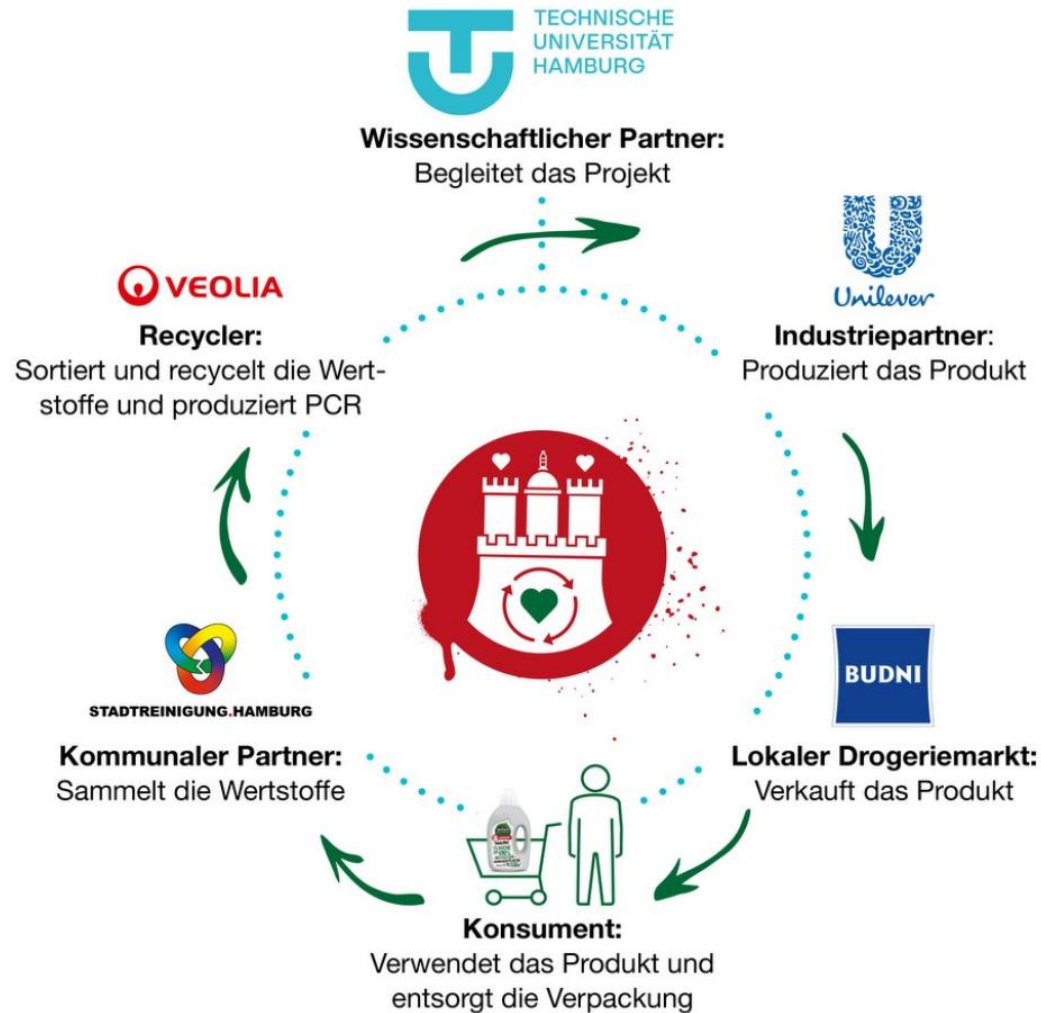
Hamburg bottle – The Idea

- Make a complete product, not just part of it
- Establish a regional cycle for polyethylen
- Prove regional CE opportunities



- Packaging for an already existing detergent
- No greenwashing but fact finding
- Product 100% made from Hamburg waste & distributed exclusively in Hamburg
- Lasting project, transfer of experience

Hamburg Bottle – The Partners



Hamburg bottle – The Benefits

- Activate consumers and improve visibility of regional loops
- Improve consumption and sorting behaviour
- Increase the use of post-consumer-recyclates and increase demand for recycled plastics

- Convenience, make circularity mainstream
- 5-6 million bottles produced from waste
- Awarded a sustainability award from a German journal; finalist of Plastics Recycling Awards Europe 2021
- Several requests from producers and recyclers

Further Activities on Plastic Reduction

- Direction and kind of scale-up is under discussion after the particularly good experience
- Incentives for design and recycling are required from a regulatory point of view
- Interregional effort also in REPLACE

**HIER STECKT
HAMBURG
DRIN!**



**WIR & IHR.
#DAUERHAMBURG**





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Thank you!

Mirko Kruse

Hamburg Institute of International Economics (HWWI)

Mail: m-kruse@hwwi.org

-> <https://hamburgs-wertstoff-innovative.de/>

-> <https://www.interregeurope.eu/replace/>