



## **Resources, sovereignty, industry: the reuse economy is emerging as a strategic lever for Europe**

*A collective publication identifies 10 levers to scale the reuse economy across Europe*

**Paris, April 7, 2026**

**In a context of geopolitical tensions and increasingly fragile supply chains, Europe's dependence on raw materials has become a major economic issue.** For certain critical materials, European reliance on imports exceeds 90%, directly exposing industries to geopolitical risks.

**What if Europe's strategic resources were already on its own soil, within the products, equipment, and materials it has already manufactured?** Reuse, repair, refurbishment, remanufacturing: are we capable of harnessing these domestic reserves to secure our industrial sovereignty? What mechanisms need to be put in place to achieve this?

**These strategic questions lie at the heart of a new collective publication, "Reuse Economy: 10 key levers for scaling up"** It proposes an operational framework to structure all the dimensions required for this emerging economy and to transform these untapped resources into a major economic opportunity for Europe.

### **Leveraging existing stock to secure the economy**

Until now, economic models have largely relied on the extraction of virgin resources. But how can we continue to produce in a world of constrained resources ?



The reuse economy aims to shift value creation toward the duration and intensity of use of what we have already produced.

Reuse, refurbishment, repair, and remanufacturing practices make it possible to:

- reduce dependence on imports
- secure supply chains
- stabilize material costs
- reshore industrial activities

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### **A framework to structure a new industrial economy**

**Led by Célia Rennesson, who originated the concept of the reuse economy and initiated this structuring framework for decision-makers, and Laura Barnac, Executive President of GS1 France**, this collective publication is available in both French and English. It draws on contributions from **27 European experts of five nationalities**, representing a wide range of economic, institutional, and academic stakeholders.

**Based on interviews, experiments, and feedback from public, private, and regional actors, the publication identifies 10 key levers for scaling:** eco-design, standardisation, infrastructure, access to resource pools, business models, and regulatory frameworks. **It thus provides a concrete decision-making tool** for companies, industries, public decision-makers, and regions seeking to integrate the reuse economy into their industrial and investment strategies.

**For Célia Rennesson, author of the publication and founder of REuse Economy Expo:**

*"By simultaneously addressing supply, demand, industrial capacity, and the rules of the game, our publication approaches the reuse economy not as a sectoral policy, but as a complete economy capable of operating, attracting investment, and scaling."*



**Embedding the reuse economy in economic debate**

Still often approached from an environmental or social perspective, **strategies aimed at increasing duration and intensity of use of the products and equipments, must now be considered a central** economic issue, at the heart of industrial policies and corporate strategies.

**Laura Barnac, Executive President of GS1 France, emphasizes**

*" Many companies have already taken up the issue and developed concrete initiatives. It is now essential to pool their feedback, co-build a collective consensus, and launch coordinated action at the European level, involving legislators, Member States, companies, industries, and regions"*



**A milestone event to drive action**

These issues will be at the heart of [REuse Economy Expo](#), on **May 19–20, 2026**, in Paris, bringing together more than 4,000 industrial players, public decision-makers, and solution providers to help structure this economy at the European scale.

**About**

*Reuse Economy: 10 key levers for scaling up*

A publication resulting from The Paris Call for the Reuse Economy, available in French and English