PRESS RELEASE | 20 October 2026

Tina Ajdič joins Reusable Packaging Europe as Head of Public Affairs

Reusable Packaging Europe (RPE) is pleased to announce the appointment of Tina Ajdič as Head of Public Affairs, effective 12 October 2026.

In this role, Tina will lead RPE's engagement with European policymakers, Member States, industry partners and other stakeholders, strengthening the association's voice at a pivotal moment for Europe's circular economy agenda. The appointment comes at a pivotal moment as the implementation of the Packaging and Packaging Waste Regulation gathers pace and the forthcoming Circular Economy Act presents new opportunities to advance circular business models, resource efficiency and European competitiveness.

Tina brings extensive experience in EU public affairs, with a strong focus on circular economy, packaging and waste policies. She has advised businesses across a broad range of sectors, NGOs and other organisations, helping them navigate complex regulatory developments, shape policy discussions and advance their sustainability objectives.

Looking ahead, Tina's appointment will support the next phase of RPE's development, strengthening the association's voice and its capacity to shape the policies affecting Europe's reusable transport packaging sector. Working closely with its members, RPE will continue to bring practical experience from established reusable transport packaging systems into policy discussions, helping ensure that future rules support investment, innovation and the expansion of these systems across the EU.

The forthcoming Circular Economy Act offers an important opportunity to advance these objectives. RPE will continue to advocate for a coherent European framework that recognises the frontrunner role of reusable transport packaging in pursuing competitiveness, resource efficiency and resilient supply chains in Europe. Key priorities include harmonising and simplifying Extended Producer Responsibility requirements and reporting for cross-border reuse systems, and ensuring that effective reuse is properly recognised and incentivised. With Tina leading its public affairs work, the association looks forward to strengthening cooperation with policymakers and partners to translate Europe's circular economy ambitions into practical measures that enable reuse to grow.

RPE Secretary Julie Guilbaud said: "We are thrilled to welcome Tina to take RPE to the next level. She will bring well-deserved visibility to our industry, which has been operating a proven, sustainable business model for decades. Her leadership is exactly what we need to secure the consistent and predictable regulatory framework required to guide investments and inspire Europe's circular transition."

Tina Ajdič said: **"**Circularity is a passion of mine, so I'm particularly excited to take on this role and represent a sector that truly embodies the EU's ambitions for a more circular and competitive European economy. Reusable transport packaging systems are a perfect example of established circular business models that work at scale across Europe and beyond. I look forward to working with RPE's members, EU policymakers, and other stakeholders to ensure that the regulatory framework recognises these proven

circular business models, removes unnecessary barriers and creates the right conditions for reuse to thrive and scale across the Single Market."

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About RPE

Reusable Packaging Europe represents closed-loop reusable transport packaging operators, working to make reusable packaging a mainstream part of Europe's circular economy. RPE promotes policy frameworks that enable reusable packaging to scale across sectors, reduce waste and resources, and deliver practical benefits for businesses and consumers.

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