



VivaGreen®



Circular Business Model: Refillable Packaging Products

VivaGreen is an Irish company that have been pioneers in sustainable practices and products over the past 25 years. By formulating products from natural and sustainable sources, VivaGreen products are biodegradable, plastic-free and chemical-free.

In 2020, VivaGreen launched its Tru Eco range, a refillable range of household cleaning products developed to address plastic pollution and harmful chemical use. Replacing conventional products with plant-based, refillable, recyclable alternatives made from 100% recycled plastic, the initiative has prevented over 500,000 bottles from going to landfill since its launch.

VivaGreen featured as a ‘Local Circular Solutions’ organisation at the EPA Circular Economy Conference in 2021.

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