



Let's Recycle Better, Together.

FINDING THE PATH FROM SINGLE USE TO REUSE

Emerging programs that replace single use packaging with closed loop reusables.

WEDNESDAY OCTOBER 12TH 1:00 - 2:30 P.M. EDT.



Today's Panelists



Michael Martin

Founder & CEO

r.Cup and r.Ware



Pat Kaufman

*Commercial Program Manager,
Recycle/ Compost/ Reuse*

Seattle Public Utilities



Melanie Conti

Administrative Analyst

Town of Truckee, CA

Join the Discussion

From your toolbar:



Share your experience
& opinions

Look for links
to resources

Type direct questions
for panelists

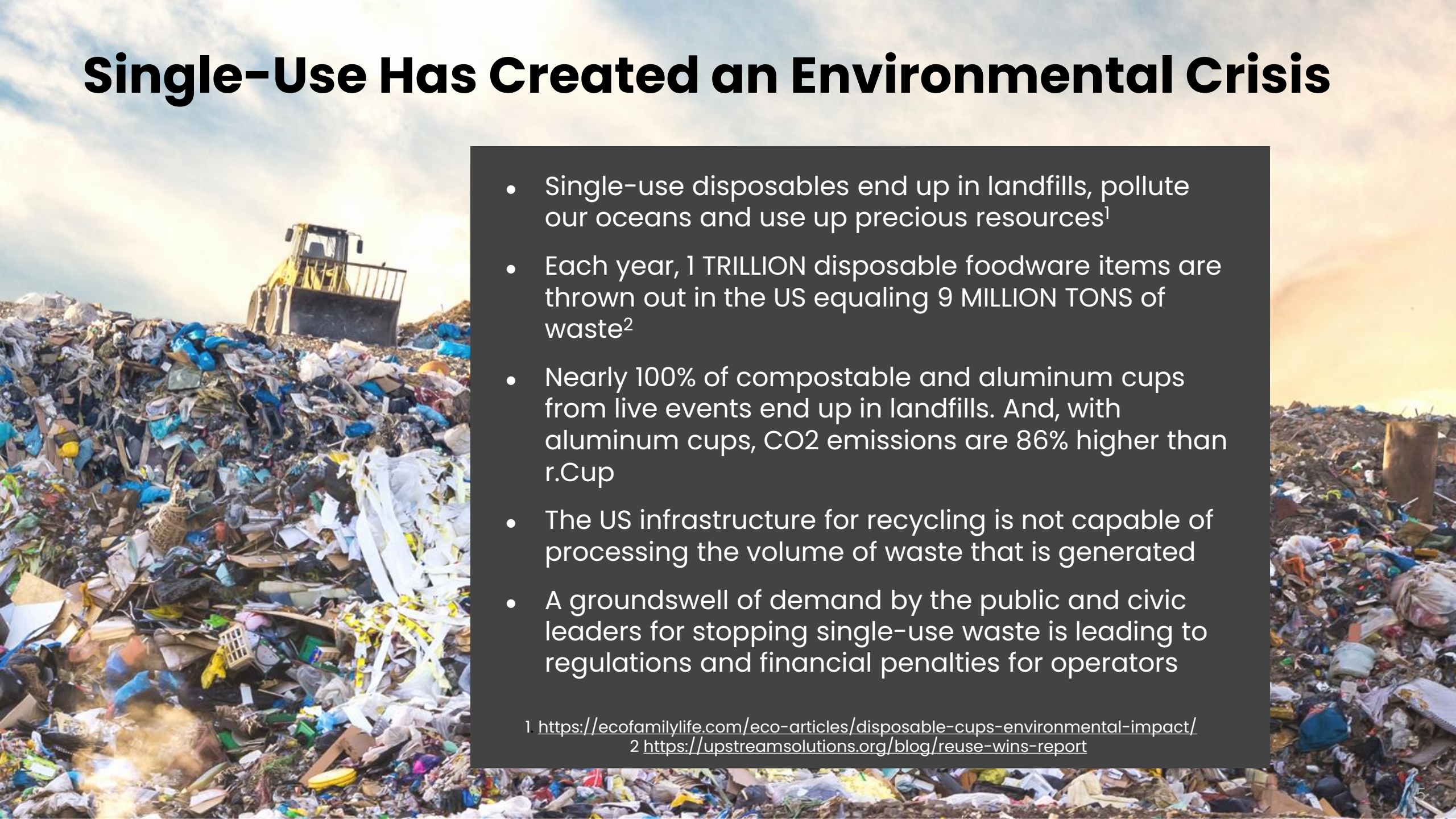
Prioritizing Upstream Solutions



Single-Use Has Created an Environmental Crisis

- Single-use disposables end up in landfills, pollute our oceans and use up precious resources¹
- Each year, 1 TRILLION disposable foodware items are thrown out in the US equaling 9 MILLION TONS of waste²
- Nearly 100% of compostable and aluminum cups from live events end up in landfills. And, with aluminum cups, CO2 emissions are 86% higher than r.Cup
- The US infrastructure for recycling is not capable of processing the volume of waste that is generated
- A groundswell of demand by the public and civic leaders for stopping single-use waste is leading to regulations and financial penalties for operators

1. <https://ecofamilylife.com/eco-articles/disposable-cups-environmental-impact/>
2. <https://upstreamolutions.org/blog/reuse-wins-report>



Reuse Is The Solution



"Most Americans know the chasing arrows symbol – Reduce, Reuse, Recycle. But we've spent most of our time, energy and money focused on recycling, and we forgot that reduce and reuse are way more important for the environment."

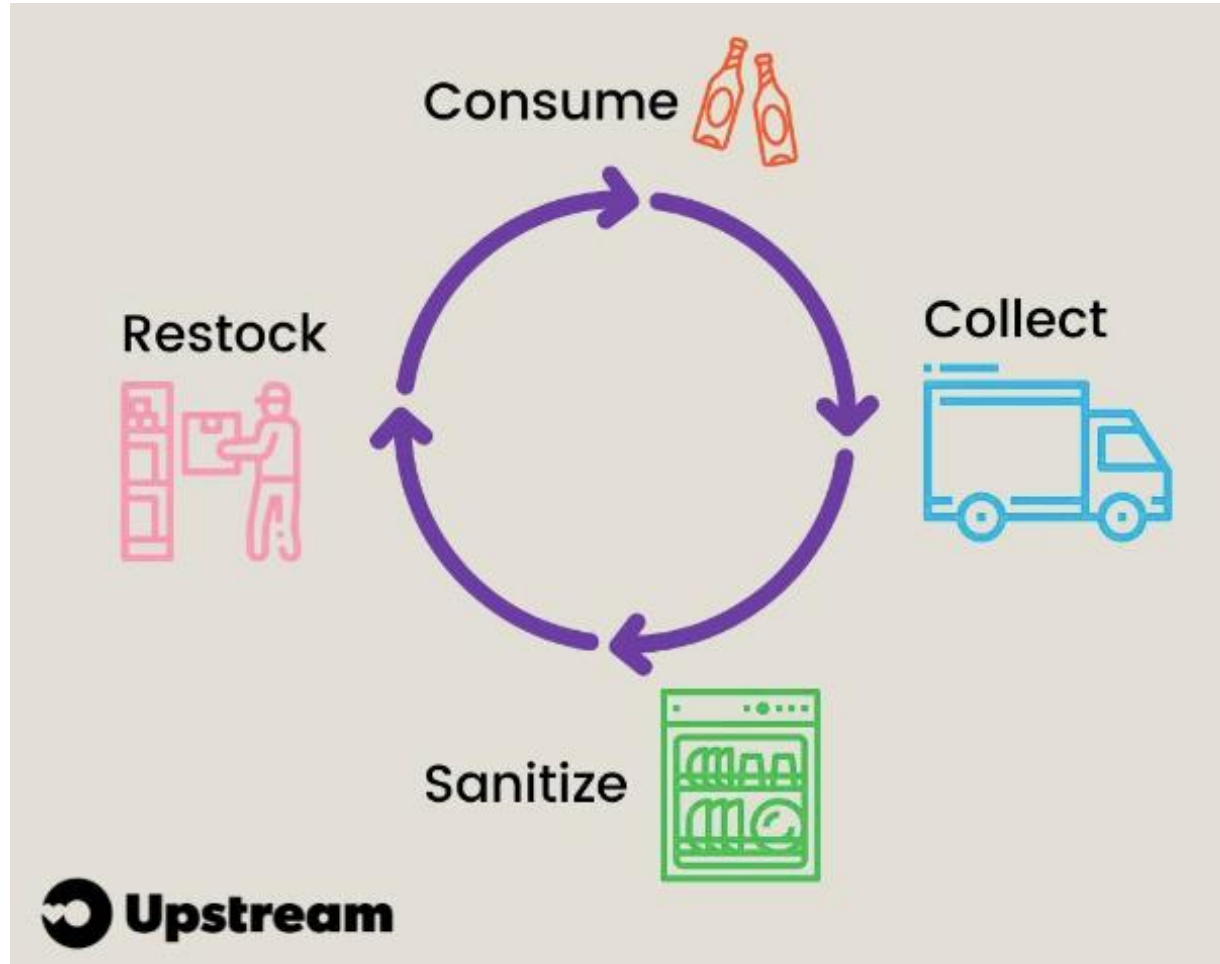
– Matt Prindiville, UPSTREAM



 **Upstream**

"Reuse Wins"
Report (2021)

How Reuse Works



Reuse Systems

Closed System

- Concert Venues
- Sports Venues

Hybrid System

- Festivals
- Movie Theaters
- Aquariums/Zoos
- Airport
- Universities
- Food Courts

Open System

- Take-Out/Delivery
- Coffee Shops
- QSR

Reuse Models

Deposit

No Deposit

Subscription

Penalty

Sustainability Fee

Client Pays

City Pays



Why is Reuse at Scale So Important?

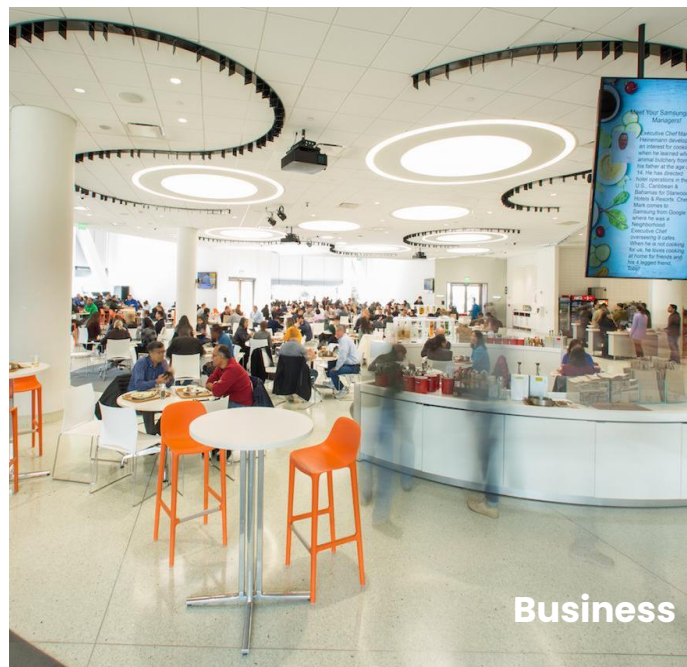
- Reduces pollution
- Conserves energy
- Reduces greenhouse gas emissions that contribute to climate change
- Reduces the toxicity of our waste
- Addresses Environmental Justice
- Job Creation
- Saves money for consumers and businesses

Reuse economic development has the potential to radically shift cities from deeply unsustainable approaches towards environmentally transformative and socially just pathways





Live Events



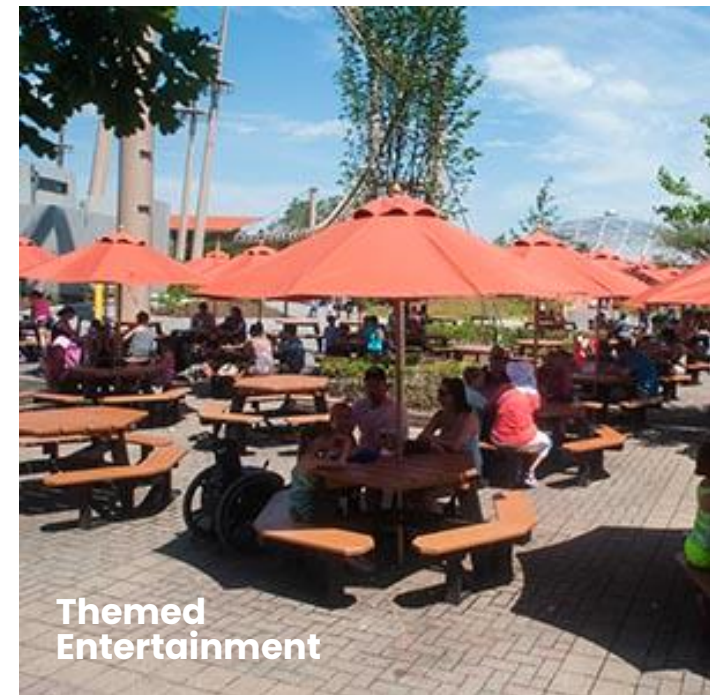
Business



Education



Restaurants



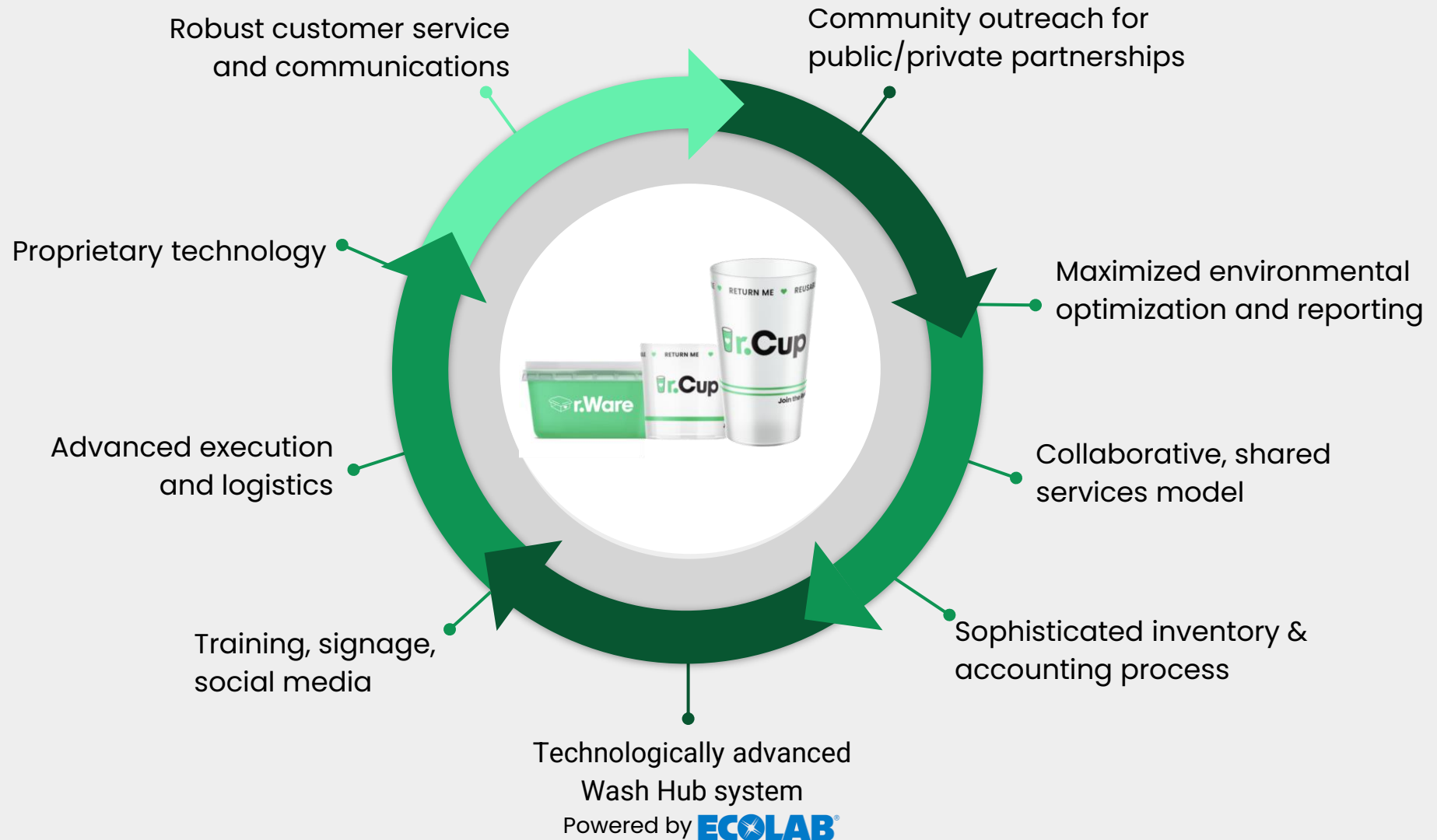
Themed Entertainment

Our Mission: Eliminate Single-Use Food & Beverage Packaging Waste by Developing the Leading Platform for the Reuse Economy

- A 30+ year legacy developing global environmental campaigns that become movements
- Helping build the global standards for reuse
- Immersed in city, county, state, and national sustainability ordinances and legislation
- Working with local health departments to meet standards for health and safety
- Diverted millions of single-use waste items from landfills over the past five years
- 100% American made concept, leadership and products
- Activations in over 90 venues, 70 Cities, 35 States, 12 Countries



r.Cup Turnkey Platform & Services Provided



Reuse In Action



Join the Discussion!

From your toolbar:



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Look for links to resources

Type direct questions for panelists



A PARTNERSHIP FOR THE FUTURE

Pat Kaufman

Commercial Program Recycle/Compost/Reuse

Seattle Public Utilities

Busch Systems Reuse Panel - October 12, 2022



**Seattle
Public
Utilities**



**WASHINGTON
ENVIRONMENTAL
COUNCIL**

The shift from single-use to reuse is underway...

West Coast cities* are adopting reuse ordinances with one or more of the following provisions:

- Reusables only for on-premise dining
- Reusables/Compostables only for takeout
- \$0.25 charge for single-use cups

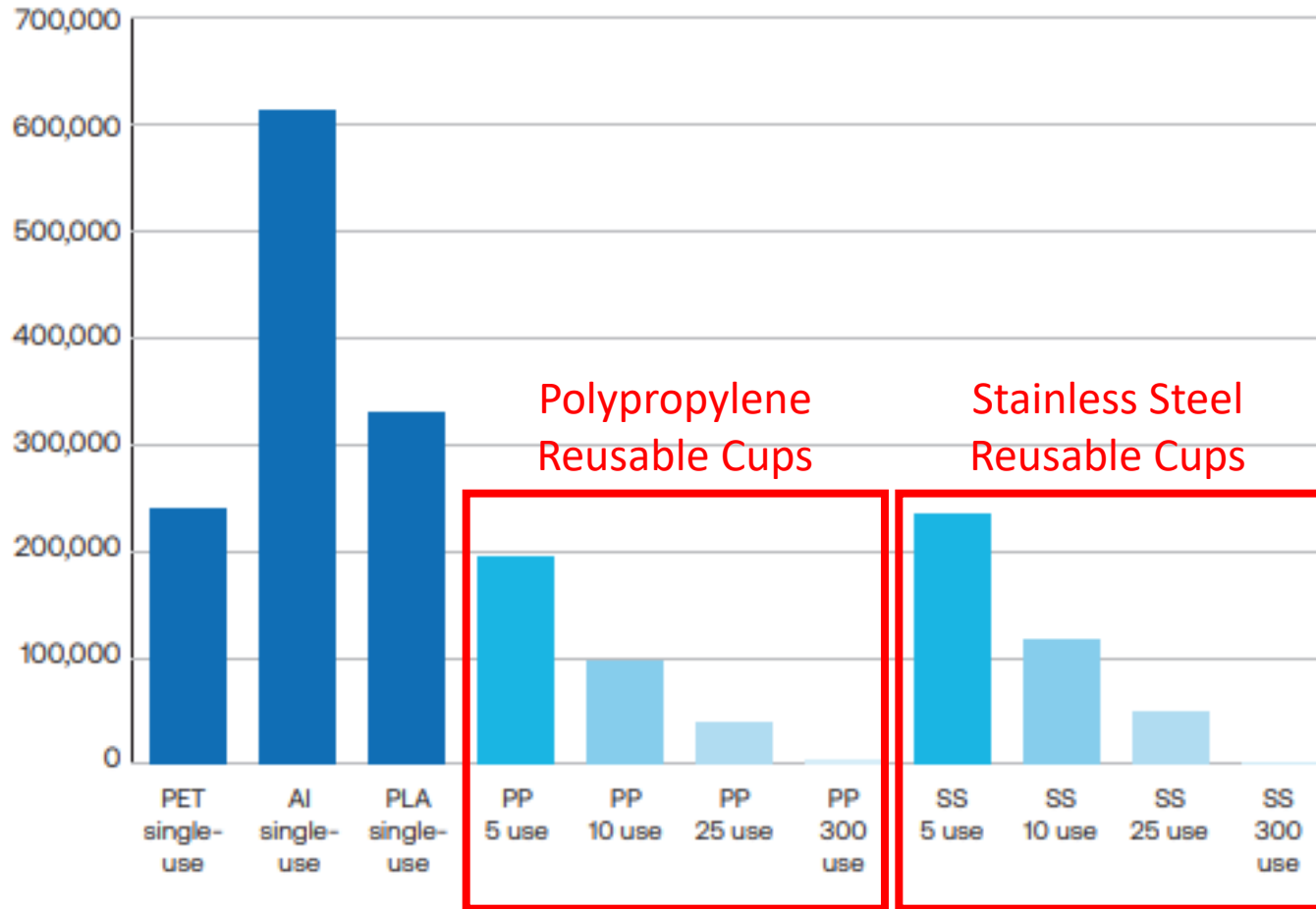
*Jurisdictions in other regions are also adopting, including France, Germany, Ireland, Chile, Taiwan; Seoul (South Korea), Quezon City (Philippines)



Vancouver, BC
Bainbridge Island, WA
Bellingham, WA
Alameda, CA
Arcata, CA
Berkeley, CA
Cupertino, CA
Culver City, CA
Fairfax, CA
Los Angeles, CA
Palm Springs, CA
Palo Alto, CA
San Anselmo, CA
Santa Rosa, CA

Reuse in food service: a critical climate solution

Total CO₂ (Kg)



**CO₂e Impacts:
Disposable vs.
Reusable Cups**

The shift from single-use to reuse is underway...

Reuse services are a fast-growing business opportunity, with participation from both start-ups and big brands on the West Coast



Addressing barriers: SPU channels for action

Promote BYO



Promote/Facilitate Reusables for Dine-In



Foster and Enable Integrated Reuse Systems



ReuseSeattle VISION

Create a **STANDARDIZED, CITYWIDE** reusable food and beverage container system that is:

- **SCALABLE**
- **AFFORDABLE**
- **EQUITABLE**
- **EVERYWHERE**

Start with a reusable cup at your favorite Seattle spot...



Launch Sector: Music & Entertainment

Current Activity

Music venues:

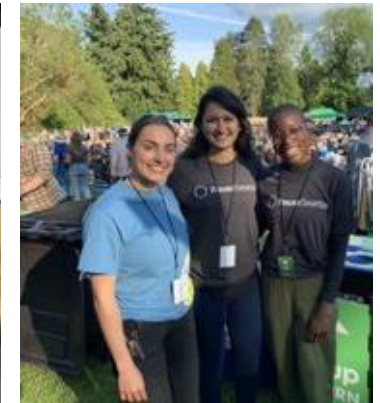
- Zoo Tunes (12 concert series)
- Showbox & Showbox Sodo

Theaters:

- Paramount, Moore, McCaw Hall

Service Provider:

- rCup



2022/23 Focus Sectors

Coffee Shops



Food Take-Out



Campus/Institution



Sector Focus: Coffee

*Iconic Seattle sector with high volume of single-use cups;
multiple reuse options; gateway to public place collection*

Vision

- BYO Cup awareness, acceptance
- Durable Cups for in-house (washed onsite)
- Reusable Cups for to-go (store return or third-party collection)

Current Activity

- PNW Coffee Fest September 2022
- BYO campaign launch in Q4



Additional Exploration (2023 and beyond)

Stadiums/Arenas



School District



Outdoor Events



Business Districts



Tourist areas



Movie Theaters



2023 Focus: Public Place Collection



Join Reuse Seattle

Start with a reusable cup at your favorite Seattle spot...



Thank you!

Pat Kaufman
Commercial Program Recycle/Compost/Reuse
Seattle Public Utilities
Pat.Kaufman@seattle.gov

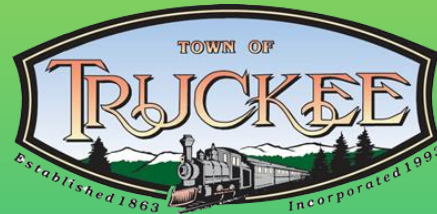
Live Poll Question

Has your organization implemented initiative(s) to replace single use items with reusables? *(check any that apply)*

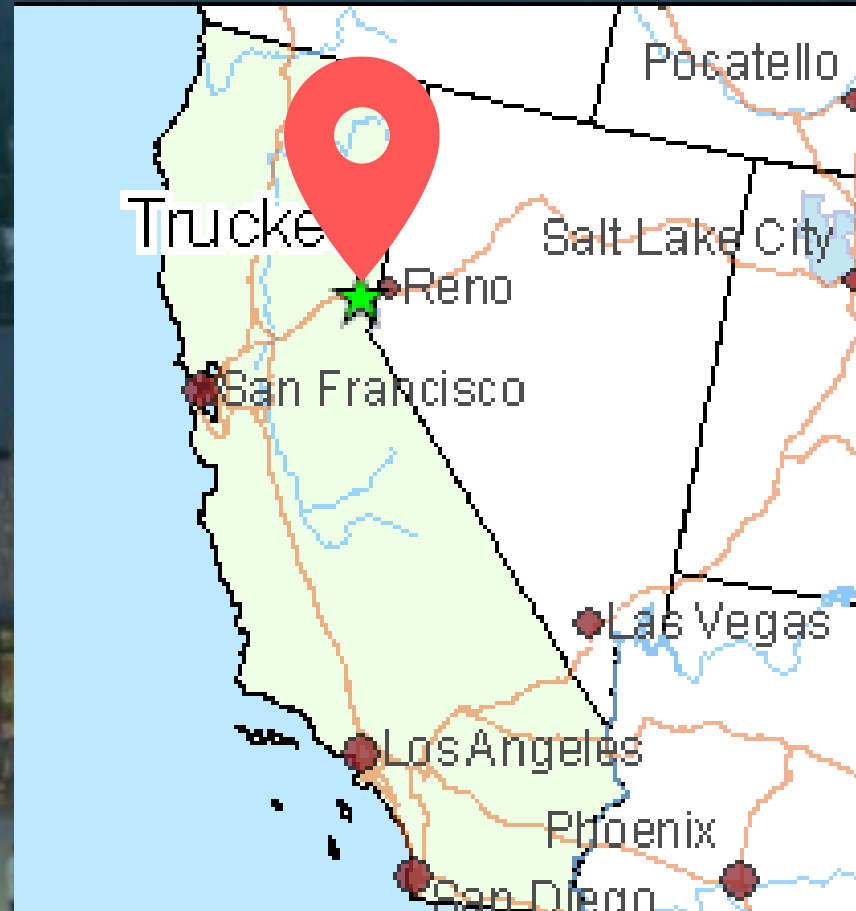
- Encourage / incentivize people to reuse their own mugs, containers, etc.
- “Closed” reusable systems -Used & returned within facility (ies)
- “Open” reusable systems – To-go, user returns at later point
- Ban / restrict single use bags, packaging
- Other: *Share details in chat*

SINGLE-USE FOODWARE REDUCTION

Melanie Conti
Program Analyst
Town of Truckee



Truckee, CA



RECYCLE & COMPOST LIMITATIONS



WASTE REDUCTION GOALS



THERE IS NO "BEST" SINGLE-USE OPTION

- Reduce all single-use
- Shift towards reusables

CHOOSE REFILLS OVER LANDFILLS

ORDER IN A REUSABLE GREEN BOX.
BECAUSE WE CAN'T ORDER ANOTHER PLANET.



Accepted at any
participating restaurant!



PILOT PROGRAM



HOW IT WORKS: FRONT END



**THANK YOU FOR
HELPING US
CHOOSE REFILLS
OVER LANDFILLS.**

HOW IT WORKS

- 1** Pay \$5 for your first green box when you order takeout.
- 2** Rinse your green box before returning.
- 3** Bring your box back to trade for a new one with your next order.



HOW IT WORKS: BACK END

- Town purchases box for about \$4 each
- To start, business is provided 100 boxes for free
- Town splits cost per box with business
- Business sells boxes for \$5.00/box
- Business washes boxes and tracks number sold and exchanged
- Usage data reported to Town



ADVERTISING

HOW IT WORKS

- 1 Pay \$5 for your first green box when you order takeout.
- 2 Rinse your green box before returning.
- 3 Bring your box back to trade for a new one with your next order.

ACCEPTED AT ANY PARTICIPATING RESTAURANT!



CHOOSE REFILLS OVER LANDFILLS.

Order in a reusable green box. Because we can't order another planet.



HOW IT WORKS

- 1 Pay \$5 for your first green box when you order takeout.
- 2 Rinse your green box before returning.
- 3 Bring your box back to trade for a new one with your next order.

For more info, visit:
keeptruckeegreen.org



**WELCOME TO
THE GREEN
BOX PROGRAM,
RMU TRUCKEE**

PROGRAM STATS

- 9 participating businesses
- 1,800 green boxes in circulation
- ~70,000 single-use boxes saved from landfill
- \$8,500 spent by Town on boxes



SINGLE-USE FOODWARE REDUCTION

ORDINANCE



BACKGROUND



Business Workshop

August 2019



Public Workshop

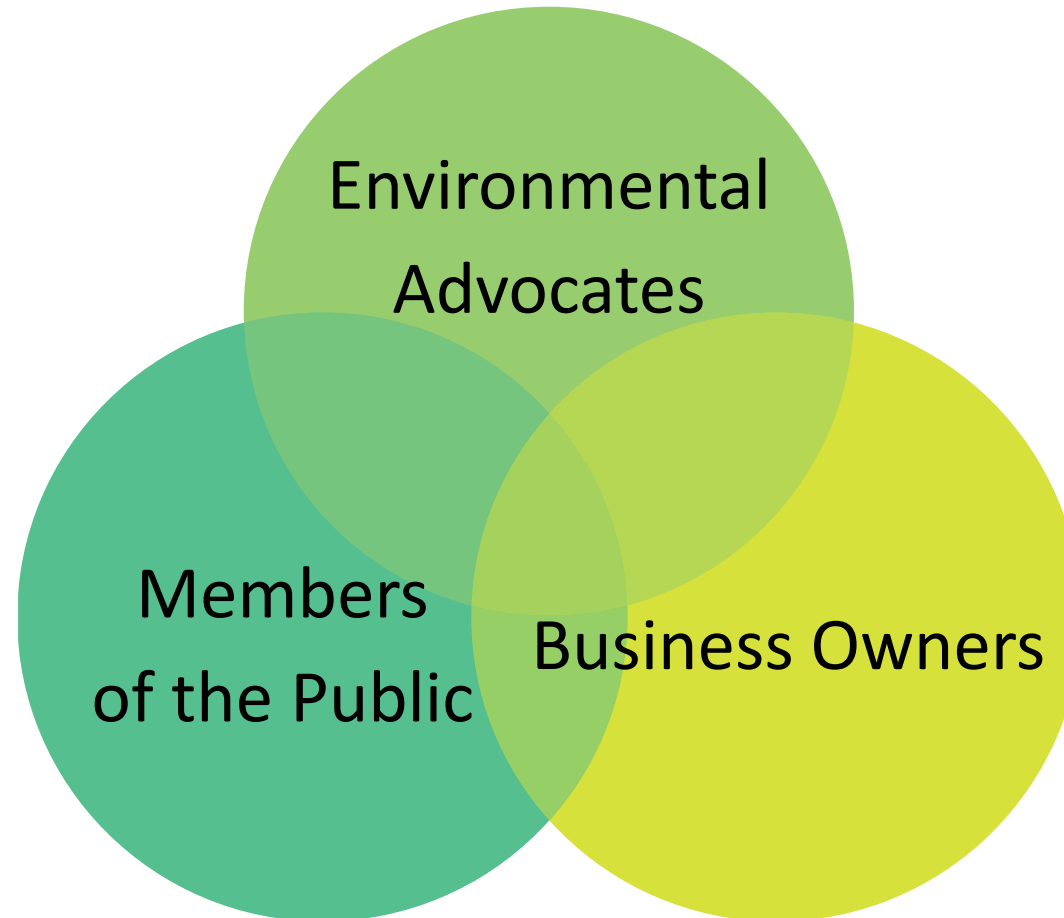
October 2019



Town Council

February 2020

WORKING GROUP



RECOMMENDED POLICIES

- 1 Ban the sale and distribution of expanded polystyrene
- 2 Require reusable foodware items for in-house dining
- 3 Require restaurants to charge a fee on disposable cups and takeout containers

BUSINESS ASSISTANCE

OUTREACH & EDUCATION



Require reusable foodware items for in-house dining



- Town to provide grant funding for businesses to switch to reusables (purchase reusable foodware and dishwashing equipment)



- Hardship exemption: one-year waiver application due to hardship reaching compliance (i.e. labor, dishwasher)



- New prepared food businesses must show capacity to comply (zoning clearance and new building permits)

Require a \$0.25 fee for disposable cups and takeout containers

- Encourages customer to bring reusable
- Fees have larger impact on behavior change than a discount; fees paired with discount have highest impact
- Businesses keep fee revenue; must be itemized on receipt



Require a \$0.25 fee for disposable cups and takeout containers

Exemptions

- Customers on WIC, EBT, or MediCal are exempt from fee
- Fee and discount does not apply to containers provided for leftovers when dining-in
- Fee does not apply to foil wraps or paper sleeves; or pizza boxes as there is no reusable alternative available



ACCESSORY ITEMS UPON REQUEST

- AB 1276 added in comprehensive local foodware ordinance
- Add napkins to list of accessory items



COST & WASTE ASSESSMENT TOOL

- Developed by Reusable San Mateo
- Estimate city or county-wide cost & waste savings for policies requiring:
 - Plastics to compostable conversion
 - Takeout accessories upon request
 - Dine-in reusable



COST & WASTE ASSESSMENT TOOL

- Dine-in reusable will:
 - eliminate 8,291,925 disposable foodware items/year
 - save restaurants an average of \$4,568/year
 - avert 4.78 metric tons CO₂ each year (equal to one gas-powered vehicle off the road)

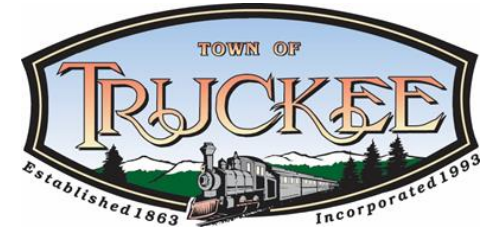


THANK YOU!

Melanie Conti

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keeptruckeegreen.org



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Busch Systems Resources

Program Resources

- Download presentation slides
- View today's recording
- Reuse resources from panelists, other sources

Archived Webinar Recordings

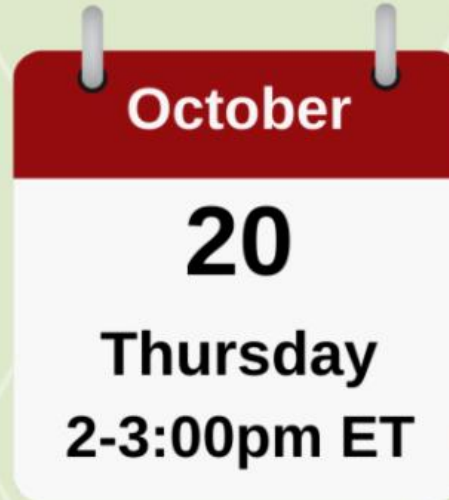
- Waste Recovery from Venues
- K-12 Waste Reduction
- Outdoor Litter & Contamination
- Collecting Food Waste at Institutional Settings
- Hard to Recover Waste from Healthcare

Visit: buschsystems.com/blog

CURC
webinar
2022 SERIES

Successful Surplus Programs

Panelists from:



Next Up...

In partnership with:



- Mid-November
- Theme: ? (*hint: involves bins*)
- Agenda:
 - Case study presentation
 - Group discussion
 - Focus group on bin design
- Stay tuned for details!



Busch Systems participating with networking session:

Tuesday, October 18 | 4:00pm ET

“Bin Infrastructure Planning – Placement & Design Standards”

Co-hosts

- Anya Dale, University of Michigan
- Travis Wagner, University of Wisconsin

Wednesday, October 26 | 1:00pm ET

“Rebuilding Confidence in Recycling”

Co-hosts

- Corey Berman, University of Vermont
- Julie Cahillane, Northwestern University



VIRTUAL
**NATIONAL
RECYCLING
CONGRESS**

*Two full,
virtual days of
learning & networking!*

November 9-10, 2022

Session topics include:

- National Recycling Strategy
- Reuse, Repair & Share Economy
- Organics Policies for Communities
- Multi-family Recycling
- College & University – Town/ Gown Issues

Busch Systems participating with:

Closing plenary:

“Rebuilding Confidence in Recycling”

November 10 | 4pm ET

Panel discussion w/ local & national recycling & behavior experts

Thank You to Our Panelists!



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Need Credit for CEU's?

Email Marissa Caldwell
to request a
Certificate of Attendance

marissac@buschsystems.com

Please Share Feedback to Presenters

Post-Webinar Survey:

- Prompt at end of program, or
- Look for Email tomorrow

Stay Tuned for Product Demonstration