

1:45 pm Pacific Time
October 2, 2024

NATIONAL
ZERO
WASTE
CONFERENCE

Plenary #3

Reuse Works Anywhere

Speakers:

Julie Wedge

Heather Watkins

Pat Kaufman

Moderator: Alec Cooley

Day 1 • Zero Waste Businesses & Institutions

Hosted by:



**1:45 pm Pacific Time
October 2, 2024**



Alec Cooley

Senior Advisor

**Busch Systems
(Moderator)**

Plenary #3 – Reuse Works Anywhere



National Zero Waste Conference 2024

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Pat Kaufman
Cities Reuse Specialist
PR3 Reuse Standards

Plenary #3 – Reuse Works Anywhere



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Julie Wedge

**California ReThink Program Director
Clean Water Fund**

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Heather Watkins

Co-founder and Chief Revenue Officer

Bold Reuse

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CLEAN
WATER
FUND

ReThink
Disposable
STOP TRASH BEFORE IT STARTS



OUR GOALS

The mission of ReThink Disposable is to stop trash before it starts. The program's vision is to see reduction and reuse automatically woven into how we dine, so that trash in our streets and water are eliminated, and people and the planet are protected.

OUR PROCESS

Outreach



Needs Assessment



Procurement



Deployment



WHEN A SMALL RESTAURANT SWITCHES TO REUSE FOR DINE-IN:

- Eliminate 115,000 disposable packaging items, every year
- Average \$3,000 - \$22,000 in annual net cost savings (labor and water expenses included)
- Average 4-month ROI
- Typically spend \$500 on reusables
- Prevent 1,300 pounds of waste
- 100% of the time, restaurants see savings



CALIFORNIA



- Oakland passed one of the strongest reusable foodware & plastic litter reduction ordinances in the Bay Area
- The Unity Council, owners of Oakland's historic Huarache Azteca restaurant, and ReThink Disposable partnered to target restaurants
- ReThink offered 5 restaurants an average of \$500 in incentive funding in the storied Fruitvale neighborhood to switch their dine-in foodware to reusable.



Emile's Burger & Breakfast

Single Use Disposable Reduction: 34,379

Pounds per Year: 700

Annual Savings: \$2,431



Hogar Latino Panaderia y Restaurant

Single Use Disposable Reduction: 24,120

Pounds per Year: 514

Annual Savings: \$2654.91



La Torta Loca

Single Use Disposable Reduction: 8,462

Pounds per Year: 249

Annual Savings: \$932.04



Parra's

Single Use Disposable Reduction: 15,817

Pounds per Year: 47

Annual Savings: \$122.81



Powderface

Single Use Disposable Reduction: 77,289

Pounds per Year: 1,553

Annual Savings: \$3,012.01



FRUITVALE COMMUNITY REUSE IMPACTS - ANNUAL



SUD REDUCTION

160,067 items



WASTE REDUCTION

3,531 LBS



SAVINGS

\$11,685.03

HOUSE OF DIM SUM

- \$429 upfront investment for reusable foodware
- \$33,561 in total annual net savings
- 2.2 million single-use items reduced per year
- 7.2 tons of yearly waste reduction
- ROI in 1.7 weeks

"I encourage other businesses to work with ReThink Disposable and the City for the cost savings and to eliminate disposable items."

— Ying Huang, Owner



JEAN'S CAFE

After switching from 100% disposable foodware to 100% reusable foodware, Jean's Café is saving **\$2,063** (accounts for increased labor and water expenses of **\$12,000**) and reducing **326,898 pieces** of single-use disposable foodware (**5,183 lbs!**) annually.





NATIONAL IMPACT

REDUCTION

**28M Single Use
Disposables /
278K Pounds**
of waste no longer
created every year

PARTNERS

**650 Businesses /
40 institutions**
have switched
to reuse

TOOLS

**52 Case Studies
U.S. Participant Map**

SAVINGS

\$744,774
**Annual cost
savings**
that help
businesses thrive



BOLD
REUSE

Large Scale Reuse Case Studies



How we help



Bold Reuse is a platform solution that **enables hospitality brands to implement reuse programs, quickly, easily and cost effectively**

Bold Reuse



Traction

99% Retention Rate



Entertainment



Corporate



Partners

Portland Trail Blazers at Moda Center

ripcity
REUSE

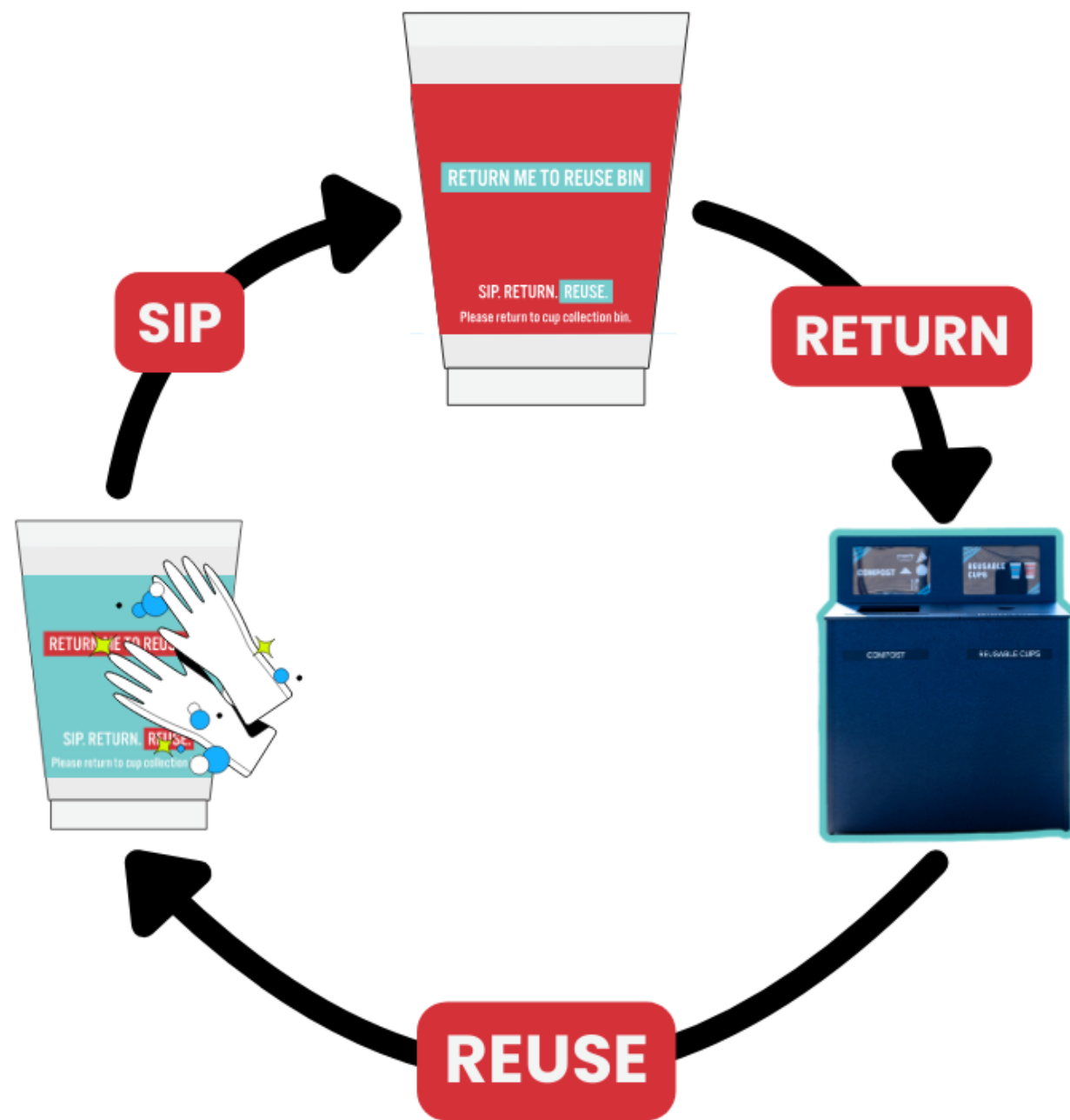




- Launched Reusable Tray Pilot Across Club Level in 2022.
- Launched Reusable Cups Arena Wide in 2023.
- First Pro Sports team to launch stadium-wide for 2023-24 season.
- 500,000+ Cups reused this season.

KC Current at CPKC Stadium





- Stadium wide launch for 2024–2025 season.
- First stadium in the world to open with reusables.
- All alcohol and sodas served in a reusable cup.
- 225k cups to be reused this season.



Return Bins



Diamondbacks x Pepsi



Arizona Diamondbacks Reuse





Diamondbacks Bar-S Suite



The Diamondbacks launched a reusable cup program in partnership with Pepsi for the remainder of the 2024 season. All drinks cups are durable and reusable in the suite area which has lead to reduced cup per attendee used!



7,000+ Cups
washed so far



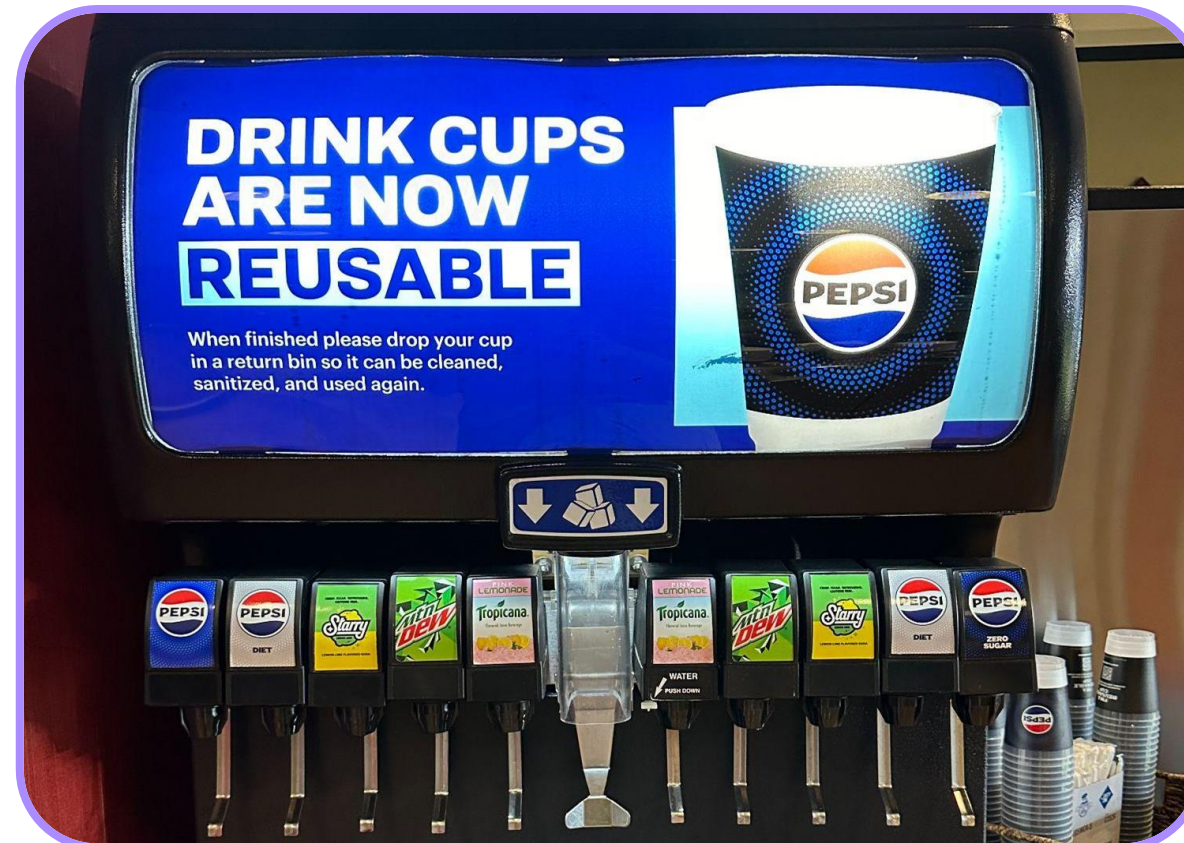
80%+ Return
Rates



Marketing

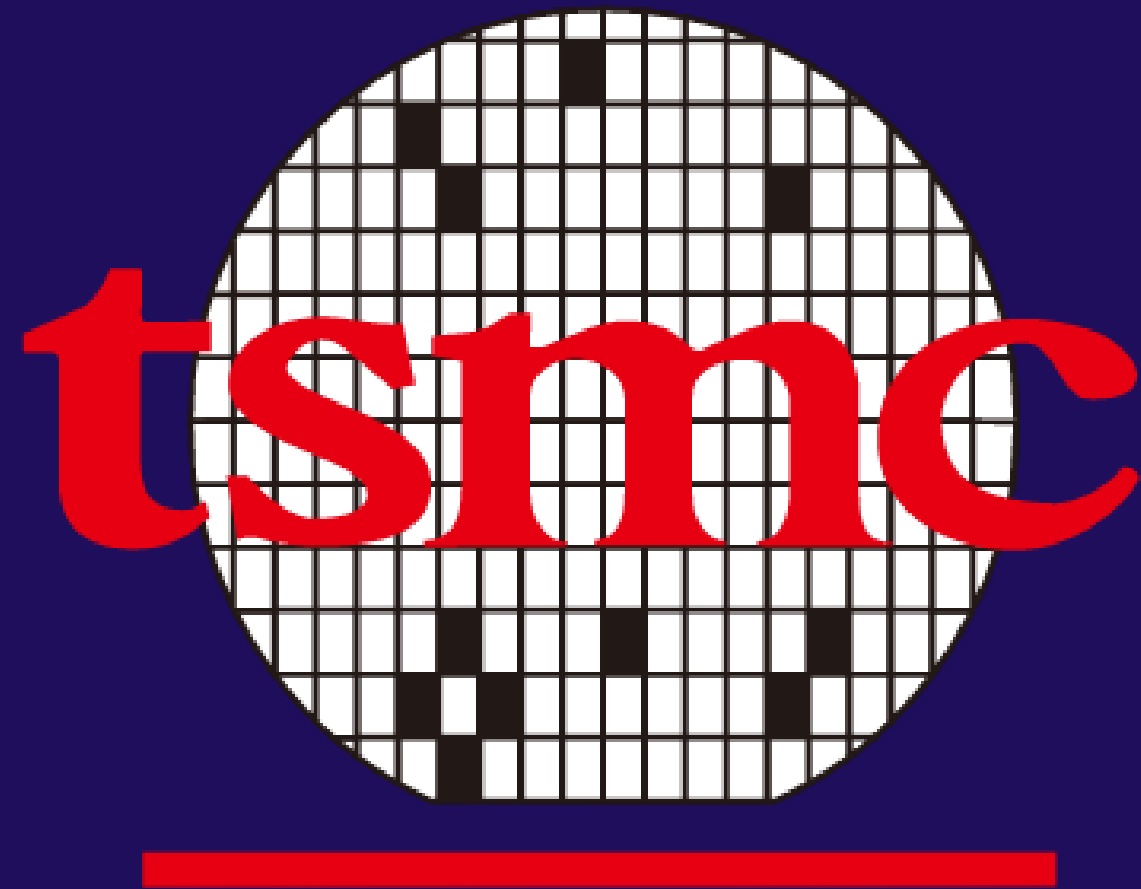


Signage



Return Bins and Signage







- TSMC Camas, WA campus made the switch to reusable cups, saving over 400,000 styrofoam cups from entering landfills annually.
- After introducing reusable cold cups for water in clean rooms, TSMC decided to make the push to also switch to reusable hot cups.



Key Learnings for Success



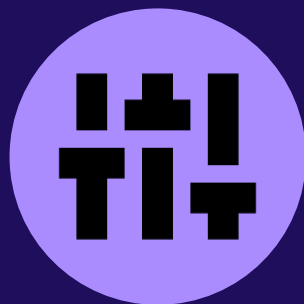
Affordability is Critical

Product selection, return rates, and model are very important inputs.



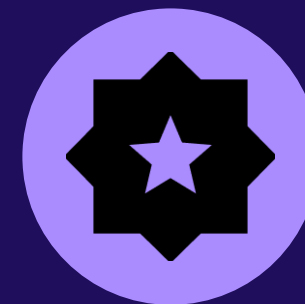
1:1 Reuse to Waste

Every waste station needs to have a reuse station.



Make it Frictionless

Easy and fast for guests and staff to participate



Reuse is a Team Sport

Bring janitorial, operations, sustainability, F&B, marketing, partnerships into the plan.

PR3

The Global Alliance to Advance Reuse
www.PR3standards.org

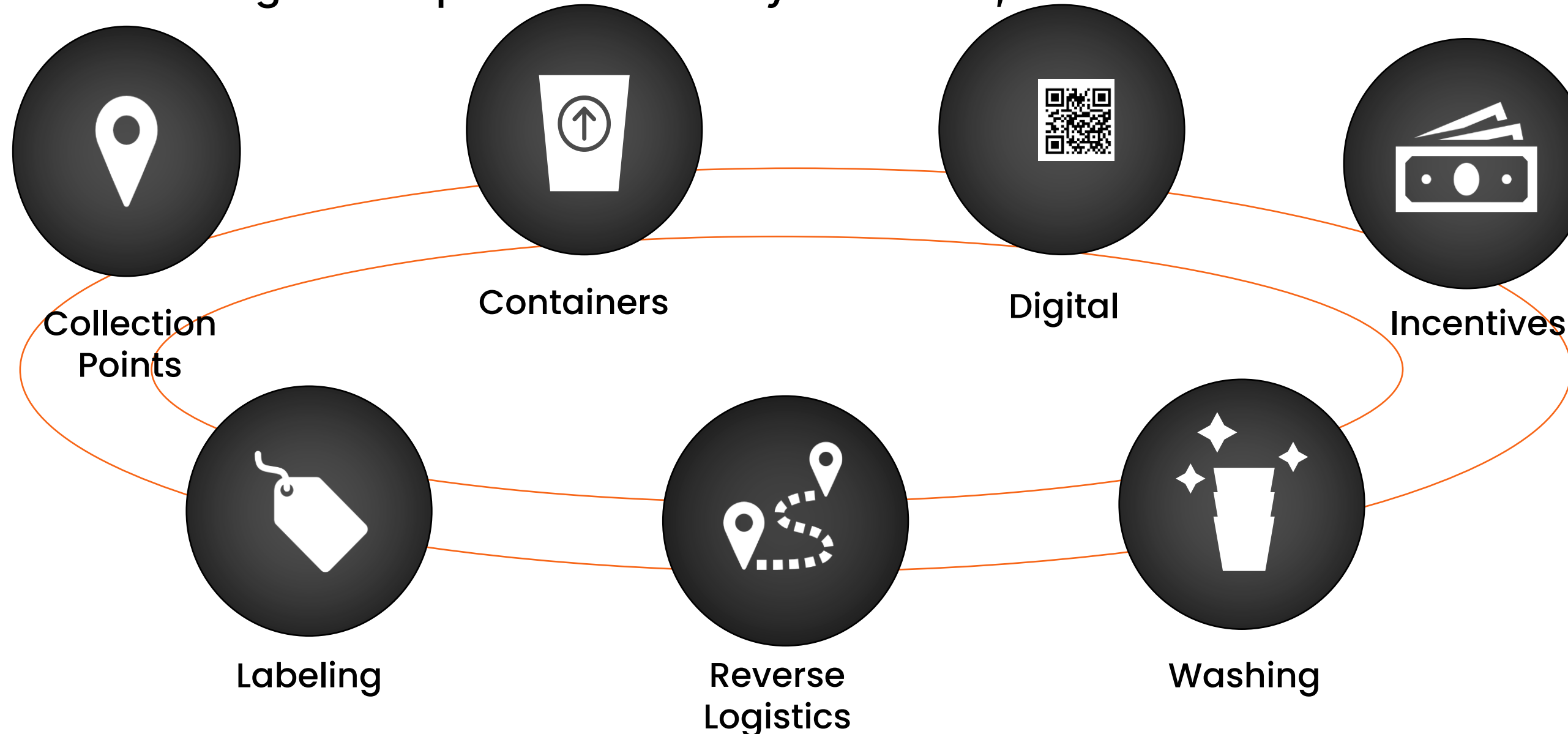
A PROJECT OF RESOLVE



PR3 is creating the only global reuse standards

RESOLVE is accredited by the American National Standards Institute, the U.S. member of ISO.

Standards being developed bi-nationally with CSA, Canadian Standards Association.





PR3 is the global alliance to advance reuse.

- Reuse is a crucial solution to both the plastic and climate crises.
- PR3's mission is to empower and accelerate reuse systems around the world.
- PR3 developed the only global standards to undergird reuse systems and infrastructure.
- PR3 now convenes a multi-sectoral Panel to maintain and revise the Standards.

www.PR3standards.org

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Reuse Seattle Vision: Aligned & Shared Reuse Systems

- Accessible
- Affordable
- Equitable
- Easy
- Scalable
- Interconnected
- Everywhere



The City's Role

**Create the
conditions for
reuse solutions
to flourish**

- Recruiting **PARTNERS**
- Connecting **CLIMATE**
- Offering **INCENTIVES**
- Establishing **STANDARDS**
- Coordinating **SYSTEMS**
- Promoting **REUSE CULTURE**

The City's Role

Create the conditions for reuse solutions to flourish

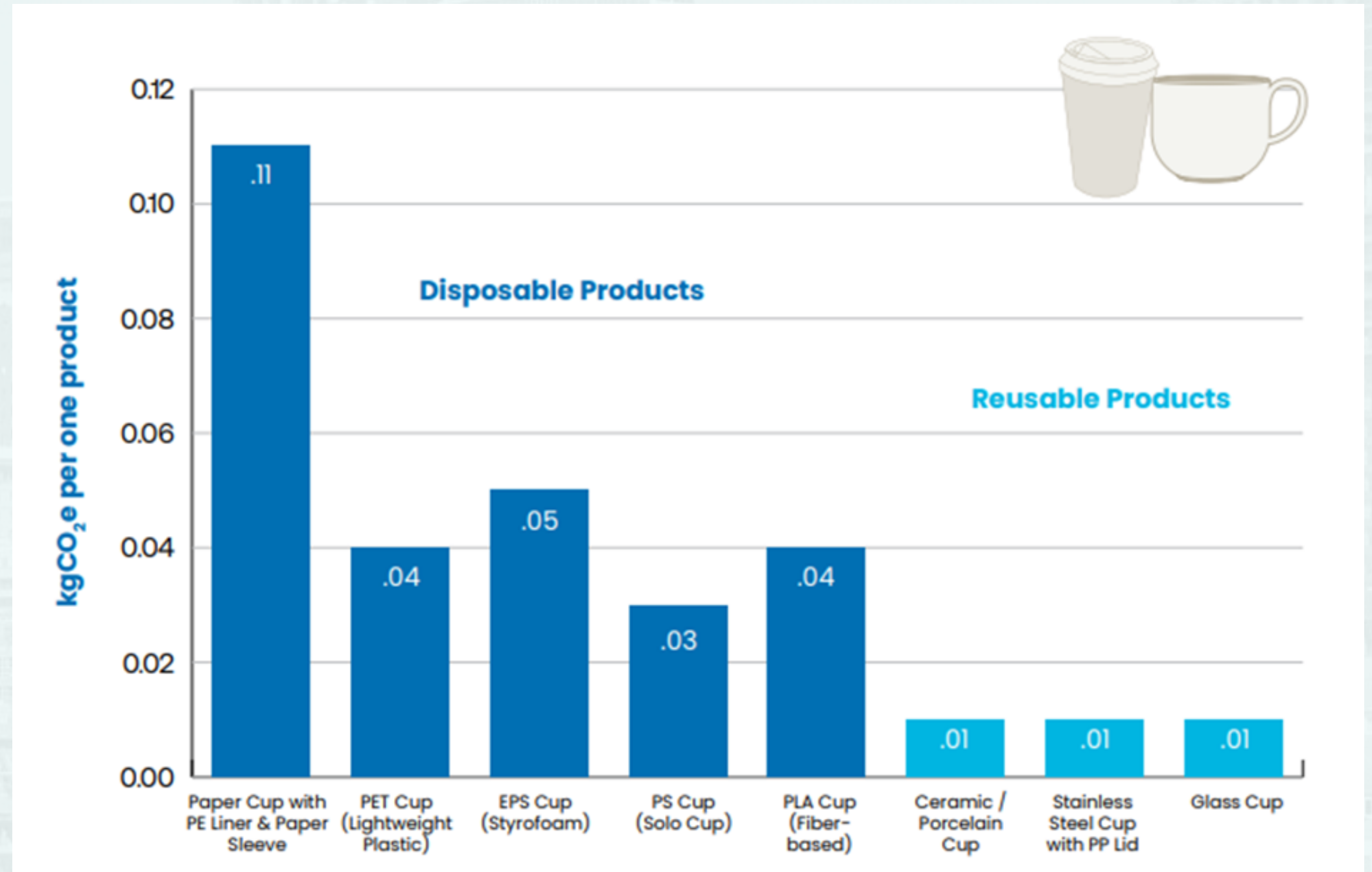
- Recruiting **PARTNERS**



The City's Role

Create the conditions for reuse solutions to flourish

- Connecting **CLIMATE**



CO₂e Impacts: Disposables Vs. Reusables

- Offering **INCENTIVES**

The City's Role

Create the conditions for reuse solutions to flourish

RECEIVE A REBATE OF UP TO \$500

To switch single-use cups and serviceware to reusables.



CUPS AND SERVICE WARE



BUS CARTS & BINS



BORROW A CUP SERVICES

Swapping single-use for reusable cups, plates, and utensils at your business can result in significant cost savings over time. Protect your business against rising costs for single-use products and waste disposal.

CHOOSE REUSE TO REDUCE WASTE, SAVE MONEY AND THE ENVIRONMENT. *#ChooseReuse*

To apply or learn more, scan the QR code on the right or visit:
reusesattle.org/reuse-rebate



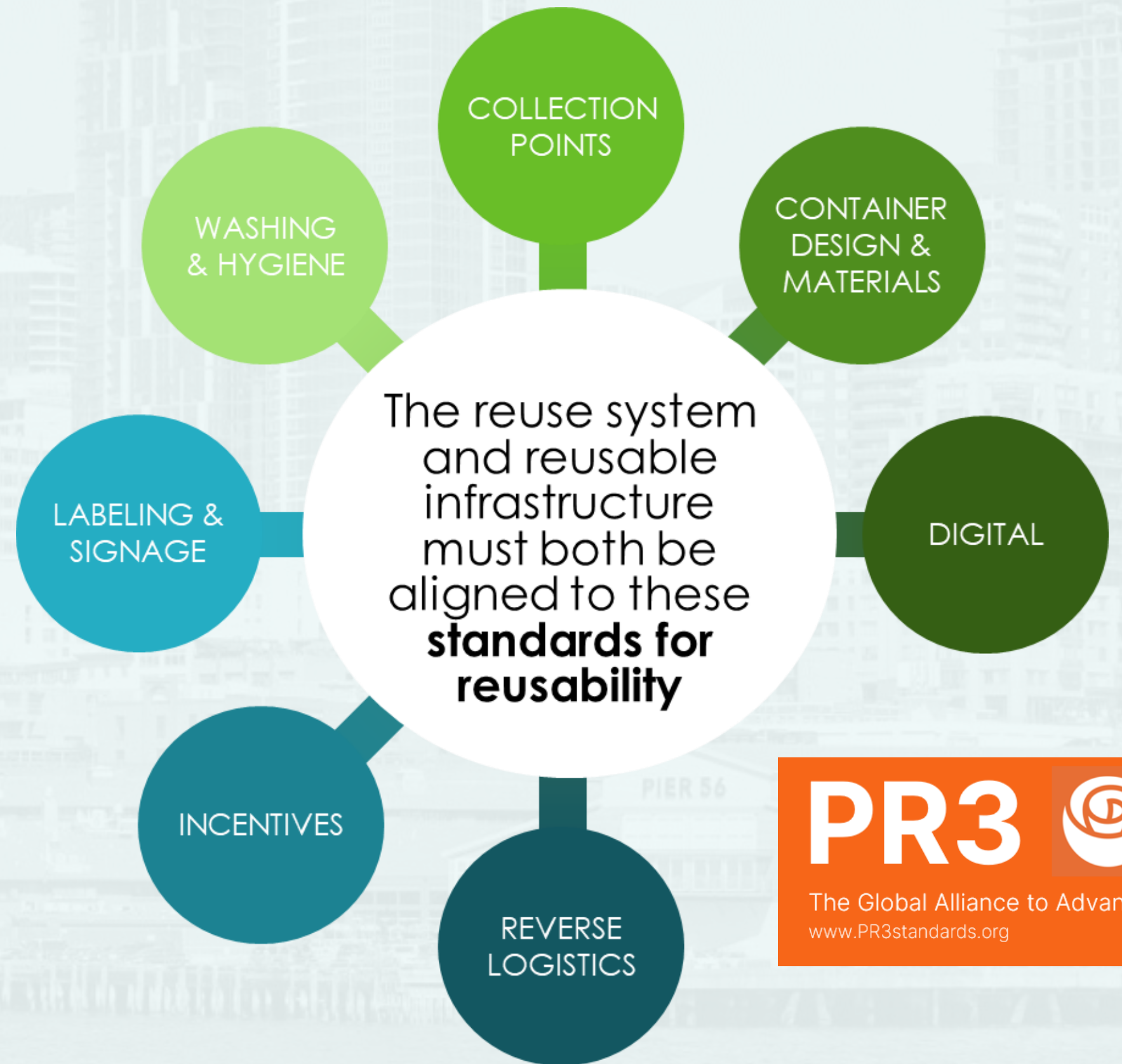
 **ReuseSeattle**



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PR3 

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The City's Role

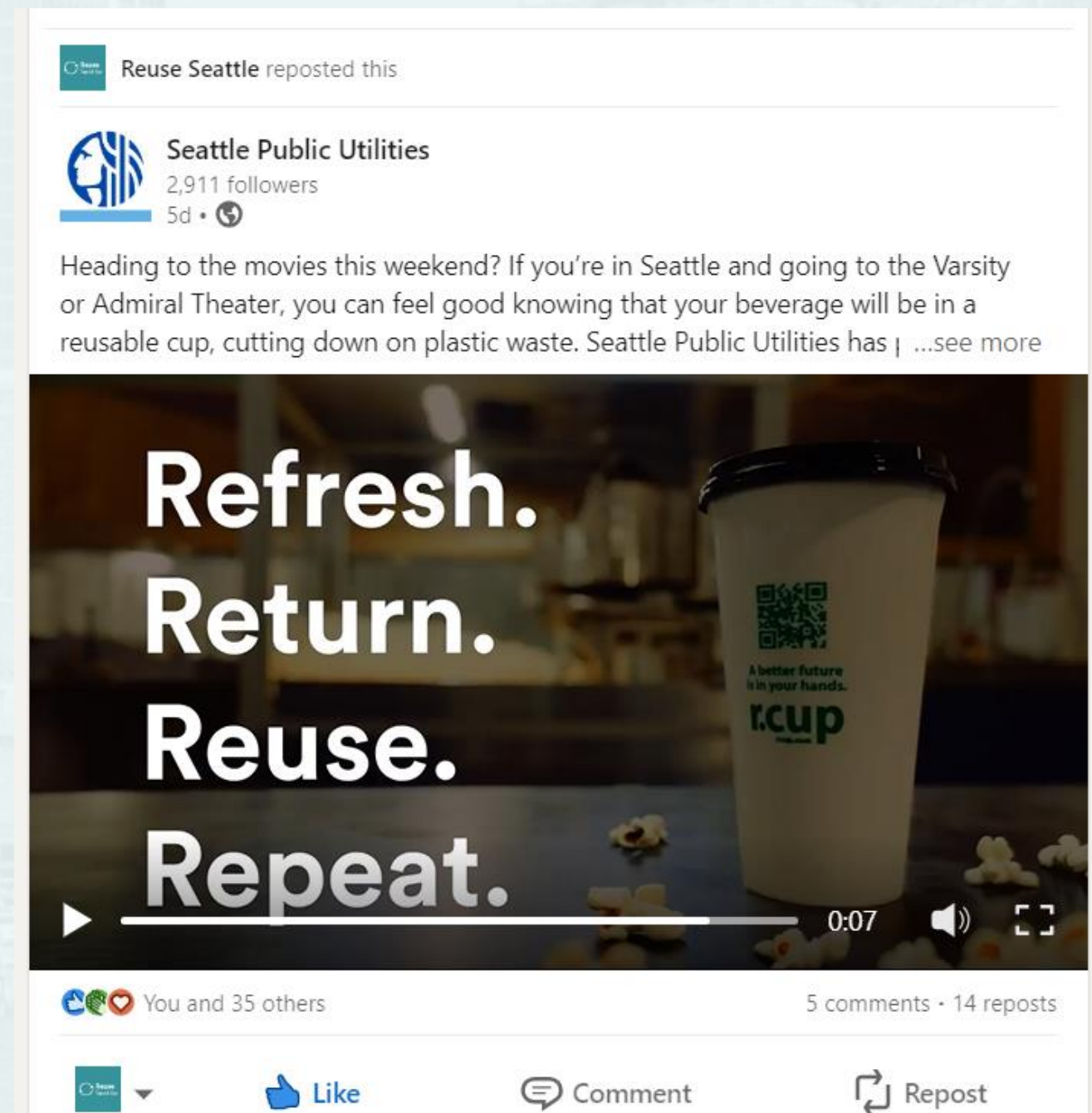
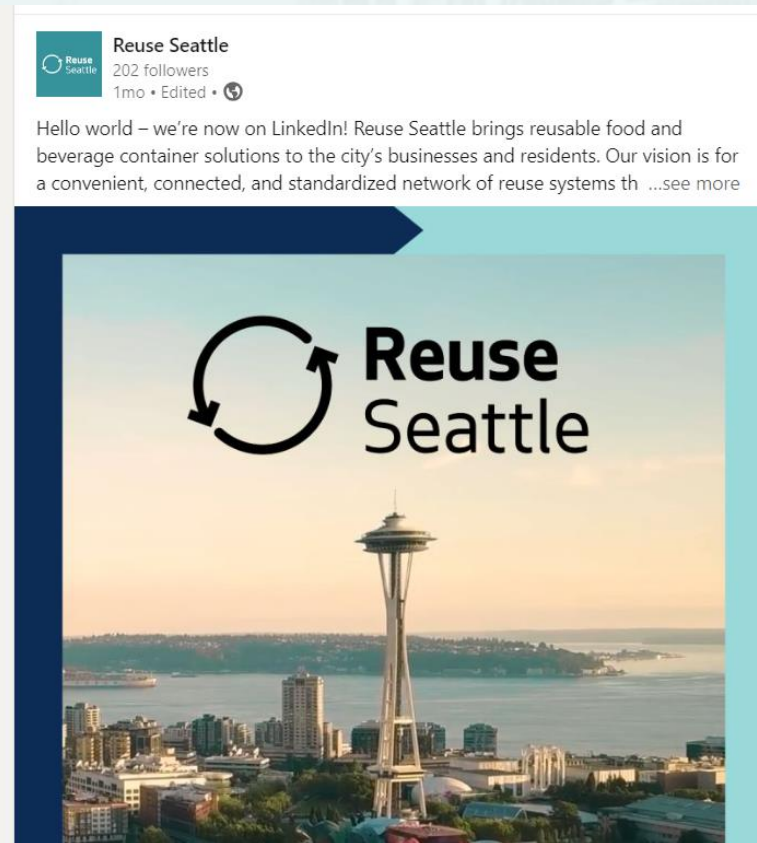
Create the conditions for reuse solutions to flourish



The City's Role

Create the conditions for reuse solutions to flourish

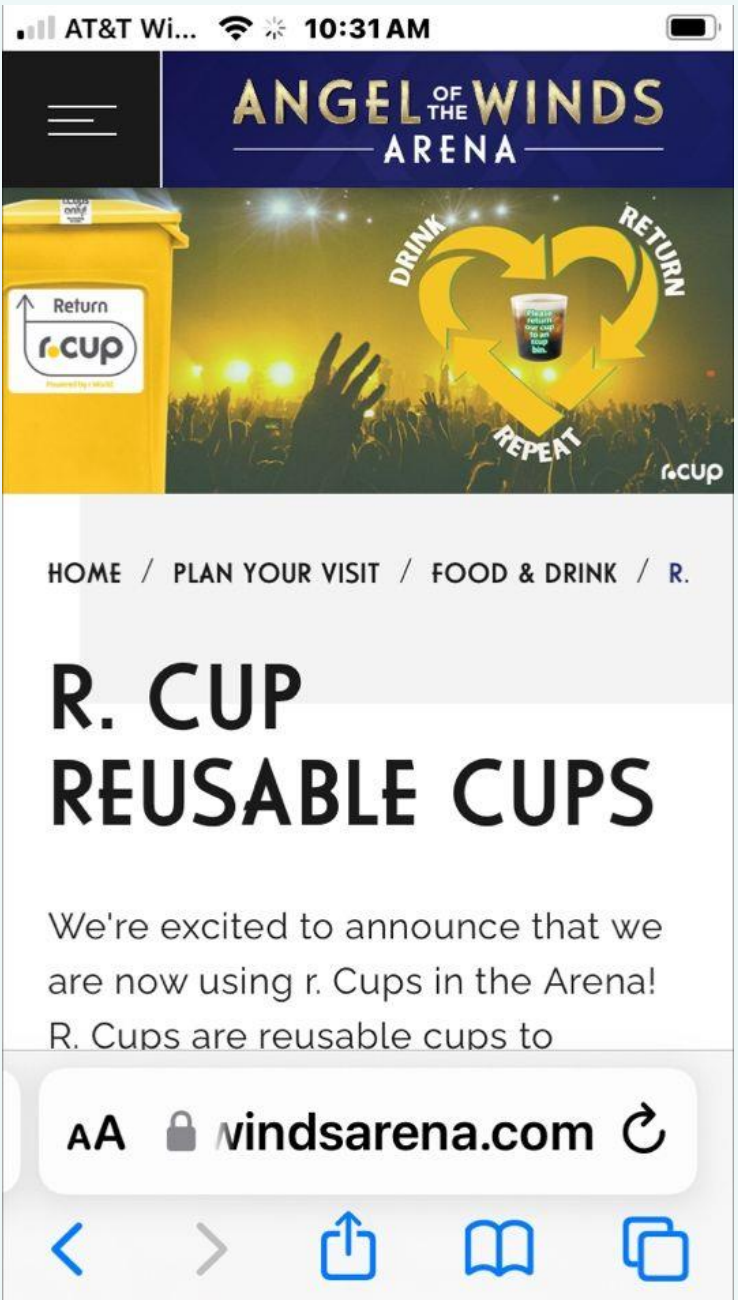
- Promoting **REUSE CULTURE**



Reuse in Action – outdoor concert



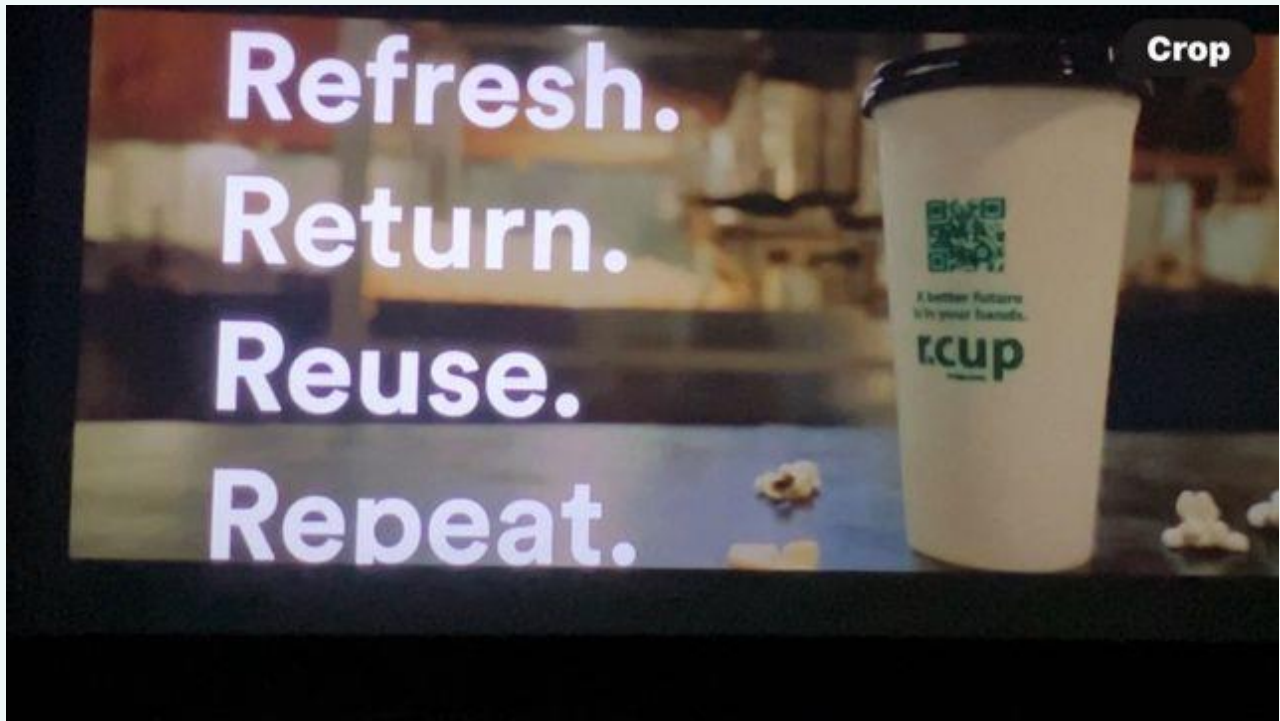
Reuse in Action - hockey arena



Reuse in Action – beer garden



Reuse in Action - movie theaters



Reuse is happening in Cities!



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