THE STORY OF STUFF PROJECT

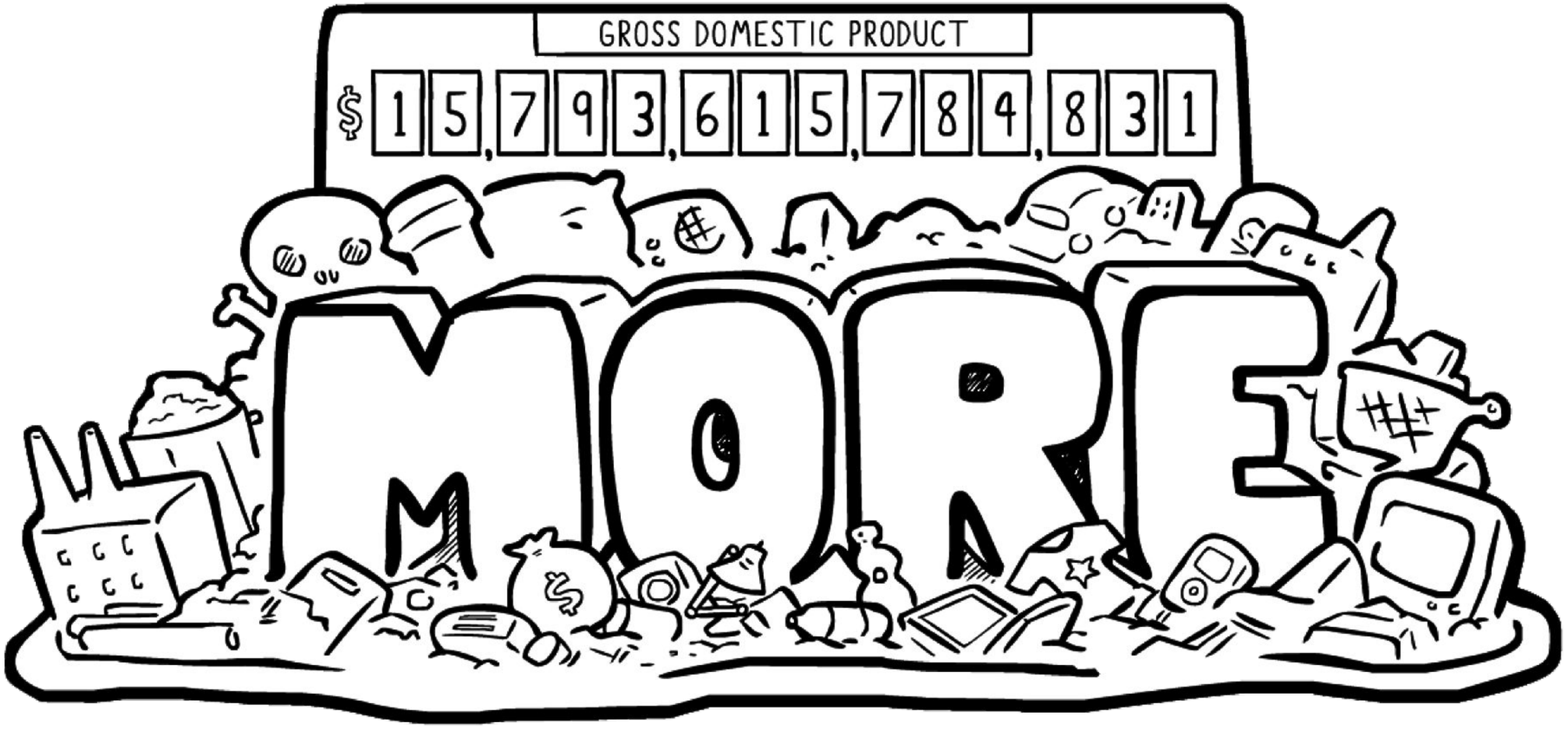
Serve Up Reuse:
a Climate and Single Use Plastic Solution



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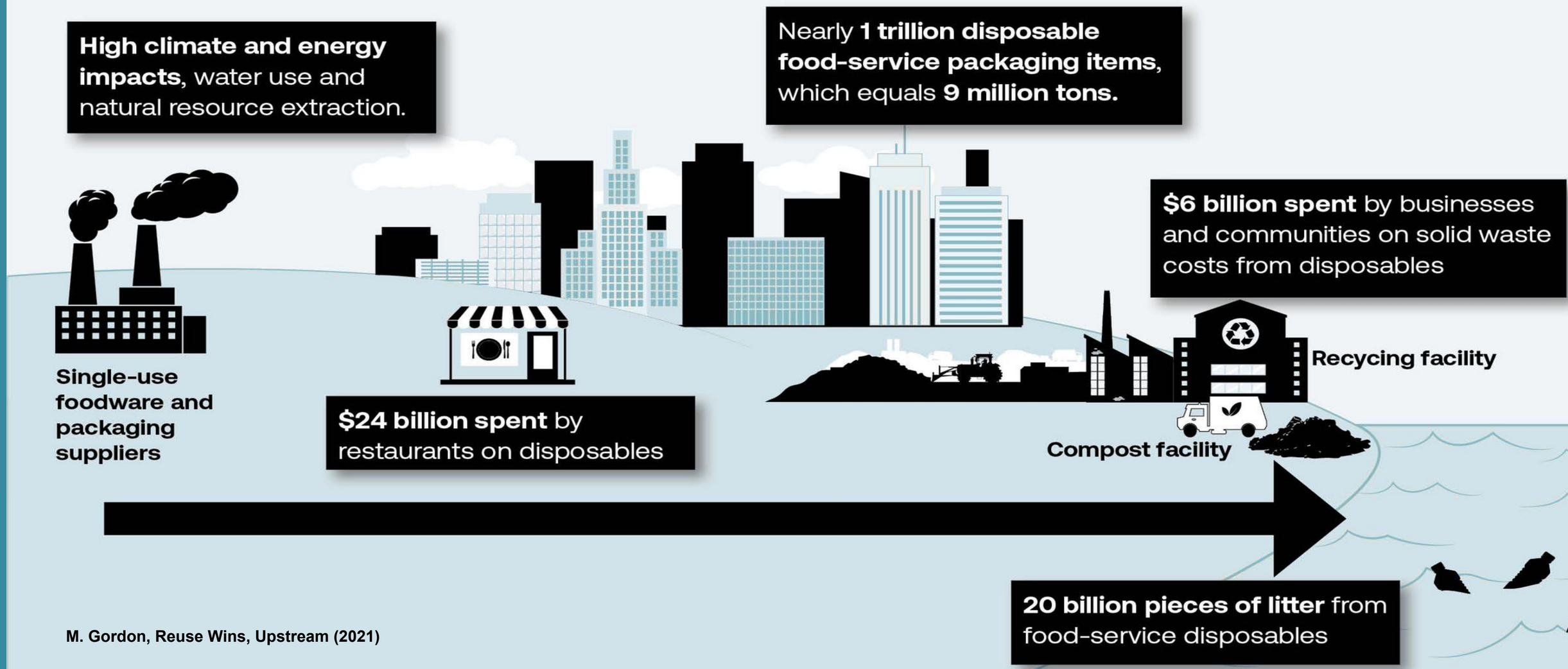
The Story of Stuff Project





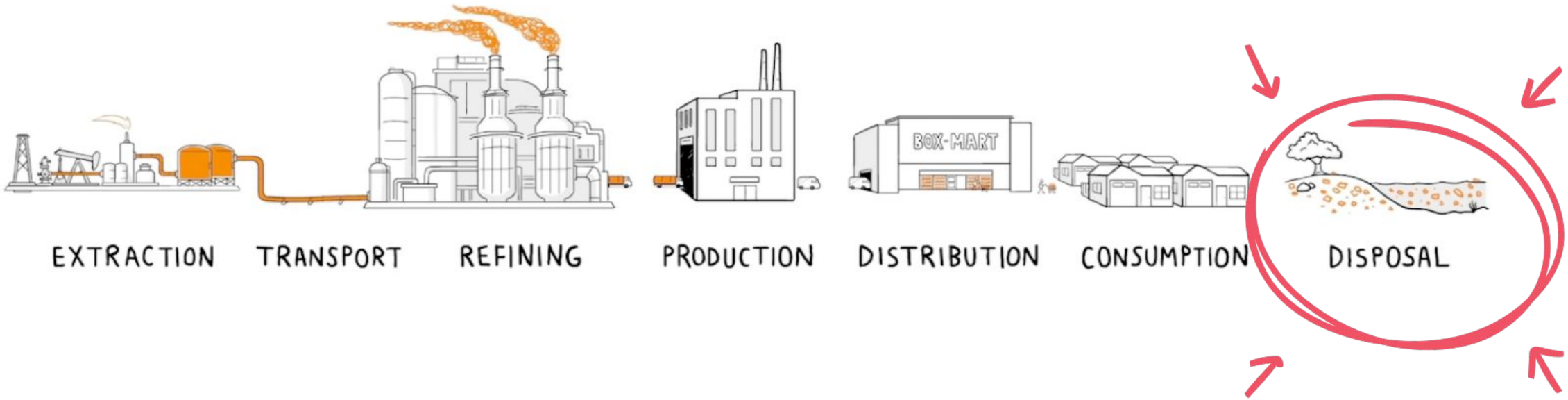
THE PROBLEM

Today's "one-way throw-away" food service model



M. Gordon, Reuse Wins, Upstream (2021)

the lifecycle of a single use product



producers tell us we need to stop littering and recycle more

U.S. companies invented disposable packaging







disposable planet











disposable people?







the plastic crisis

- 2 garbage loads of plastic per minute dumped into the ocean
- 40% of plastic produced is used for packaging
- we eat, breathe, drink plastic
  - 10 grams of micro and nano plastics in the human brain
  - linked to heart attacks and stroke
  - accumulating in all major organs & crosses the placenta



The beverage industry produces 580 billion plastic bottles per year

- 1 million per minute
- #2 source of ocean plastic pollution



the climate crisis

TIPPING POINT- we have met the 1.5 degrees celsius increase

PLASTIC:

- 99% of plastic made from fossil fuels
- 4X more GHG emissions than the airline industry
- 600 coal-fired power plants

PAPER:

- a tree absorbs 50 lbs of CO2/year (average)
- trees are the BEST carbon sink
- nearly all paper packaging contains plastic





food packaging chemicals

- over 14,000 chemicals used
- only 25% tested for safety
- many are known to harm human health:
  - *cancer,*
  - *reproductive harm developmental harm, and*
  - *chronic disease.*
- 1800 known to migrate out of the packaging- 26% threaten health



the problem isn't just plastic, it's ALL single-use







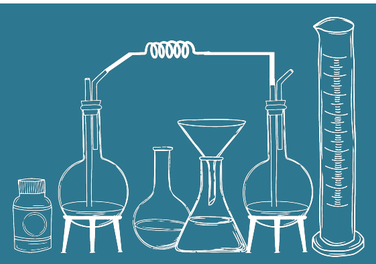




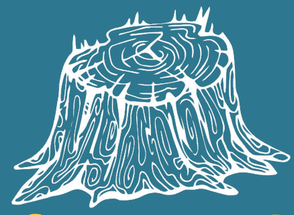
pollution



resource



chemicals



deforestation

can’t recycle our way out

recyclable packaging

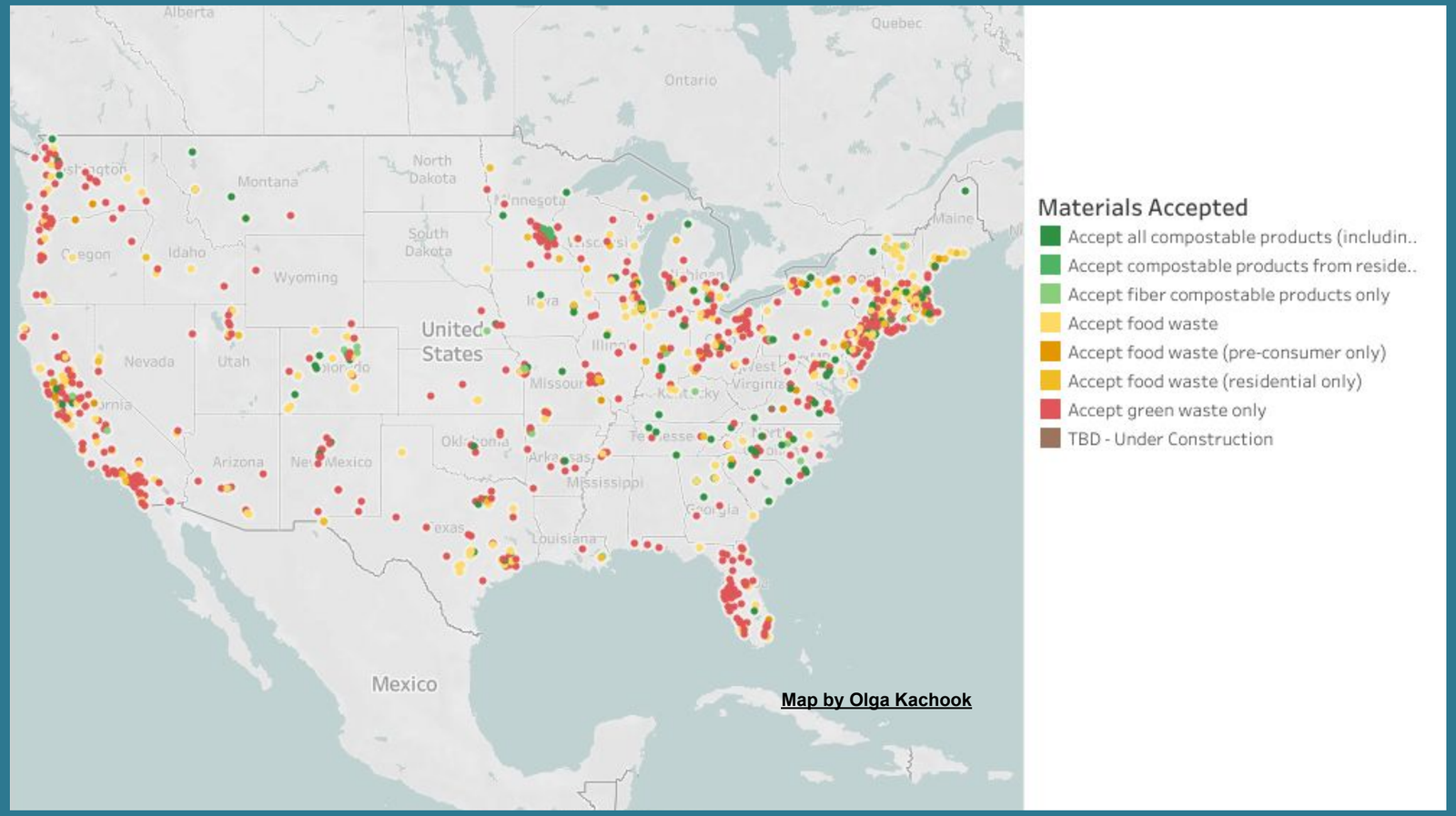
- mostly down-cycled
- too dirty to recycle
- recyclable better only 56% of the time (OR DEQ)



can’t compost our way out

compostable packaging

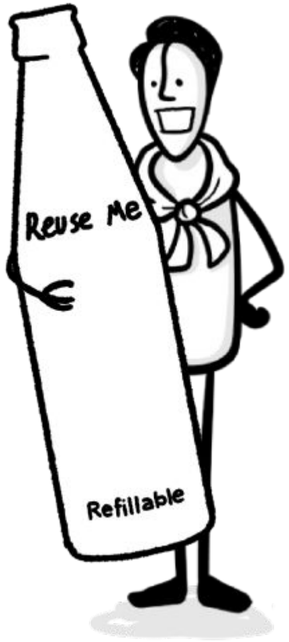
- lowers compost quality and value
- adds toxic chemicals to compost
- often landfilled resulting in 30X more GHG impact

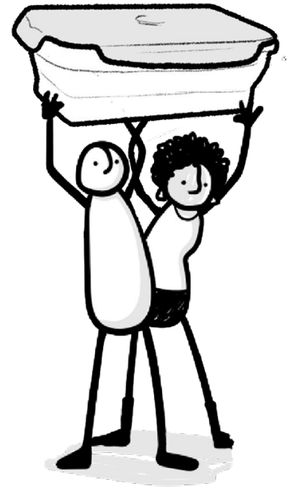






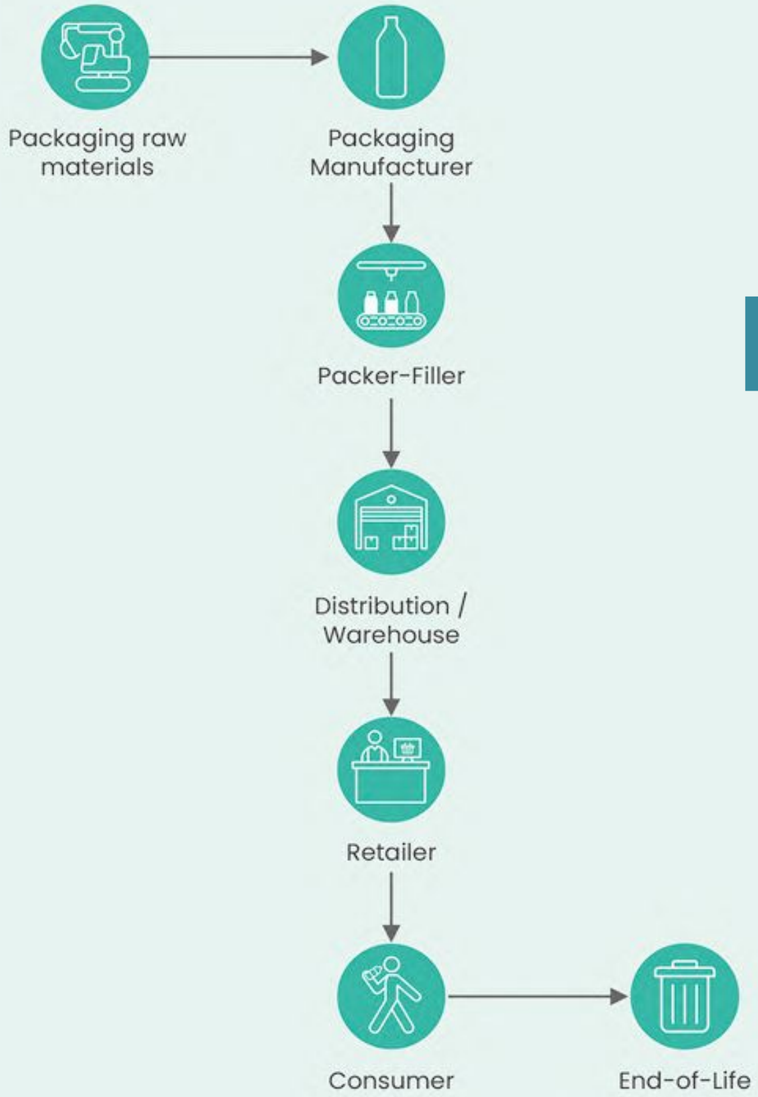






the solution

THE SINGLE-USE MODEL



PAST

VS.

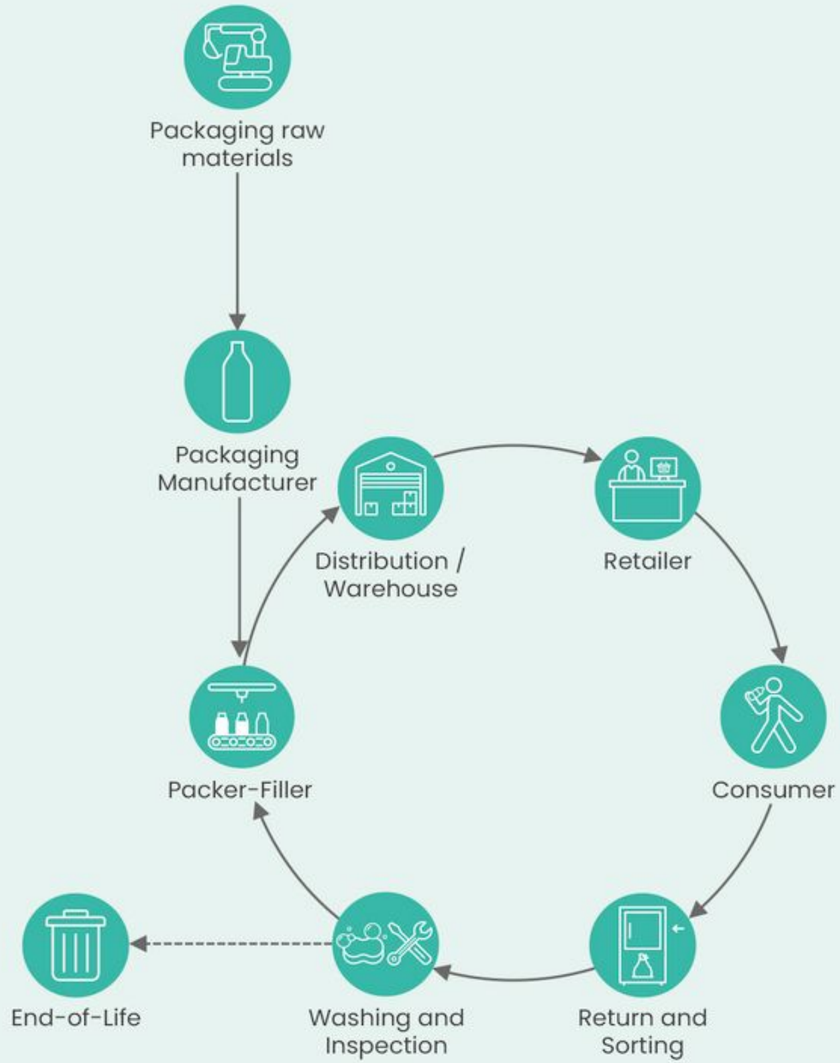
FUTURE

better for climate...

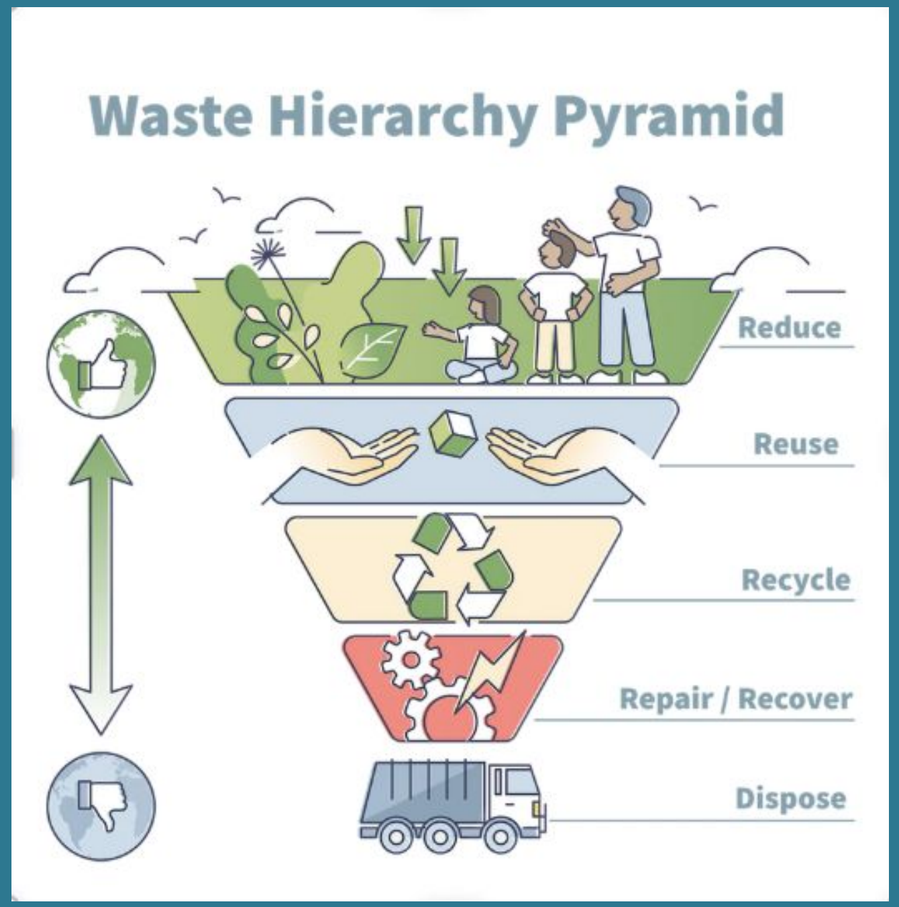
better for water...

better for bottom line

THE RE-USE MODEL



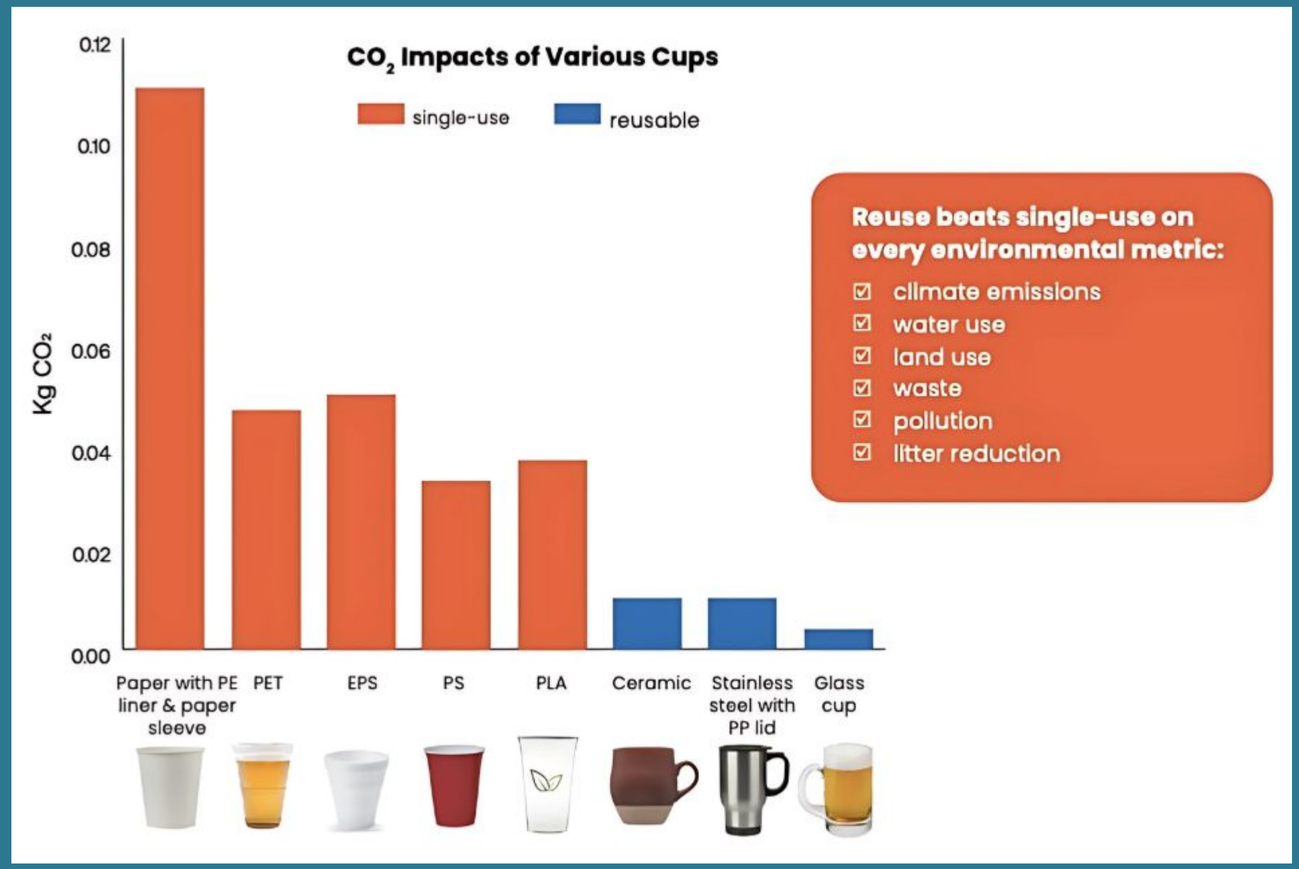
from managing to prevent waste?





Reuse reduces climate impact





A glass bottle reused 25 times reduces emissions of single-use

Reloop and Zero Waste Europe (2020) Reusable vs. Single-Use Packaging

500 disposable cups: 3-10X greater GHG emissions than reusables

Gordon, M. (2021) Upstream, Reuse Wins

our priorities and campaigns

SERVE UP REUSE

Reuse in foodservice



SERVE UP
REUSE

BRING BACK REFILL

Reuse in the beverage industry



Reusable Foodware Policies



Taking Disposables off the Table

- Reuse for on premises dining- real plates, cups, utensils
- You can get a returnable takeout reusable when you order to go, or
  - BYO reusable, or
  - pay 25 cent disposable cup charge
- Gov’t facilities, events, venues all serve drinks in reusable cups

Reuse in the Beverage Industry

- 23% of beverages sold globally are refillable
- 170 countries have refill systems

Country	Market share refillable 1999	Market share refillable 2019	Change 1999-2019
Mainland China	52%	22%	-30%
Germany	73%	54%	-19%
Mexico	53%	27%	-26%
India	87%	34%	-52%
Philippines	86%	59%	-27%
Brazil	40%	24%	-16%
Colombia	91%	54%	-37%
Nigeria	87%	43%	-44%
Vietnam	52%	31%	-21%
Thailand	51%	20%	-31%
Total Top 10	**60%**	**29%**	**-31%**

Produced by Reloop using data and insights from GlobalData PLC.

The Path to Creating a Reusable Community













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HOW YOU CAN TAKE ACTION



GET A REUSE POLICY ENACTED IN YOUR COMMUNITY

Join the Serve Up Reuse campaign and unlock our toolkit full of templates, resources, and insider strategies to pass bold reuse policies and take action locally.

GET THE TOOLKIT



BECOME A REUSE CHANGEMAKER

Are you ready to train your Citizen Muscle? We're inviting you to join our Changemaker Bootcamp—a virtual training series designed to help you build a better future rooted in reuse.

REUSE CHANGEMAKER BOOTCAMP



BRING BACK REFILLABLE BEVERAGES

Bringing back returnable reusable beverage containers is the best way to reduce single-use plastic bottles that are filling our oceans and litter our streets with plastic. We're telling Coca-Cola, the number #1 plastic polluter, to bring back refillables and deliver their products the old-fashioned way- without all the waste!

LET'S BRING BACK REFILL



MCDONALD'S: STOP HAMBURGLARING REUSE!

McDonald's, the world's biggest fast-food chain, an icon of consumption and disposable packaging, spent two years derailing an EU-wide legislation requiring restaurants to serve on-site diners with reusables and introducing reusable packaging in takeout. Sign the petition and tell McDonalds to stop hamburglaring reuse!

SIGN THE PETITION