We heart reuse.

2021 Impact Report
Dear Solutioneers,

We’re thrilled to celebrate the growth of the reuse movement and the new reuse economy with all of you. Perhaps what’s most exciting is that 2021 marked a huge shift in public positions by big brands. Consumer goods, beverage, and fast food companies have been feeling the pressure from campaigns targeting their role in plastic pollution, overconsumption and waste. While previously content to advocate for more government-funded recycling as their central strategy, they have begun to shift their positions – recently embracing extended producer responsibility (EPR) and container deposit laws – both of which place the responsibility and cost for recycling (and soon reuse/refill) on their shoulders.

In addition, several of these companies have publicly shared that more recycling by itself is not enough to lead to their Environment and Sustainability goals around waste, plastics and the circular economy. Privately, these companies have also agreed with Upstream’s position that EPR and deposits should be tools to achieve a circular economy for packaging that prioritizes the waste reduction hierarchy – reduce and reuse before recycling.

But the central problem is that brands in these major sectors – beverage, food service, and consumer packaged goods – have invested in one-way packaging and supply chains for the last 60–70 years. Virtually all of the refillable packaging infrastructure – which used to be the norm – has been dismantled and replaced by single-use packaging.

And one of the central obstacles to the new reuse economy is a lack of vision. For most people within these companies, the future is defined by how things are today. Ideating and implementing the new reuse economy at scale across these sectors will require the central players coming together to learn and grow their belief in what is possible. And then collectively develop strategies and begin taking action to leverage public and private investment to build the infrastructure necessary to transform how we consume. To be clear, our position is that we cannot do reuse at scale without the willing participation, engagement and investment from these companies.

We see our job as being conveners, catalysts and supporters of a community of “Solutioneers” to help five core business sectors (food service, beverage, consumer packaged goods, e-commerce, and waste management) transform to make reusable packaging the new normal for how we consume. The shift will view packaging as a service instead of a product – and will shrink massive supply chains for single-use products down to regional reuse and refill supply chains for collecting, washing, refilling, and restocking consumable products like food, beverages, personal care and cleaning products. We’re literally bringing back the milkman and expanding the idea to incorporate more of what you buy on a regular basis.

The coming year marks the beginning of a new three-year plan for Upstream. We are so excited about what we’ve co-created with all of you over the last three years, and could not be more excited about our plans for the future. Thank you for being our partners, our co-conspirators and our community in this journey. Let’s do this!

Warmly,

Matt Prindiville, Chief Solutioneer & CEO
**Reuse Wins Report** Findings

Last year, we published Reuse Wins, which garnered over 148 million media impressions to date. The paper, filled with new data, makes the case for reuse over single-use for not just environmental but also economic reasons. The report was the result of nearly a year of research into life-cycle analyses of single-use and reusable food service foodware and industry data.

If we transition on-site dining across the U.S. from single-use to reuse and if we transition take-out and food delivery from single-use to reuse in U.S. metro areas where 82% of the U.S. population resides, then we will create a new reuse economy for food service resulting in:

- **841 billion disposable food packaging items avoided** (86%) and 7.5 million tons of materials averted – reducing climate impacts, water use and natural resource extraction;
- **$5 billion saved** by food service businesses by no longer procuring disposables for on-site dining;
- **$5.1 billion saved** by businesses and communities from avoided solid waste costs from no longer using disposables;
- **193,000 new jobs created** regionally in collections, washing, logistics, delivery, etc.;
- **17 billion pieces of litter prevented** through new reuse systems.

---

**Upstream by the numbers - 2021**

2 major reports with over **300M** media impressions

**The Reusies® Media Impressions:** **538M**

Submissions for 4 awards for The Reusies: **1213**

Email list following: **11,957**

Indisposable Podcast episodes: **20**

Campaigns launched: **2** (#SkipTheStuff & Reusable Blitz)

Videos produced: **17**  Livestreams held: **4** (average 500 registrants per event)

Blog posts created: **37**

Reuse heroes profiled: **50**

Reuse Learning Hub resources: **150+** across 18 categories
Policies Passed: **33**

Americans impacted by these policies: **61,951,000**

Members in the National Reuse Network: **344**

Members in the Government Reuse Forum: **174**

Total number of Reuse City Coalitions working together: **12**

---

**Chart Reuse™:** *software platform developed to support food service businesses*

Multinational corporations involved in Chart Reuse: **6**

Major brands committed to reuse targets for packaging: **1**

Businesses in the Reuse Business Directory: **165**
Thank you to our donors
These individuals, businesses and foundations made our work possible in 2021. We send along a heartfelt thanks from everyone at Upstream.

Abby Jones
Alisann & Terry Collins Foundation
Andres Abreu
Andy Amend
Ann Short
Ashely & Robert Craig
B & Julia Wardlaw
Barb Demere
Barbara E Ochota
Benjamin & Christina Bullock
Bieler Family Foundation
Bill Hillman
Bill Sheehan
The Blossom Fund
Brendan Ruddy
Bridget Lee
Christine Wyman
City of Seattle
Clayton Kyle
Closed Loop Partners & The Center for the Circular Economy
Cornell Douglas Foundation
Courtney Hull
Daisy Fong
Damon Family Fund
Danie Coote
Dawn Erlandson
Donna Lennard
Dylan & Dorlon Simonds
Edith & Fred Allen
Edna Wardlaw Trust
Elbaz Family Foundation
Eleanor Hart Kinney
Elizabeth Coker
Ellen Hamingson
Ellen Jahoda
Ellen Weinreb
Emily Faulkner
Emily Newburn
Emilyn & Mark Feldberg
Ennis C Baker
Eric Krauss & Elisabeth Archer
Forsythia Foundation
Georgia Rockwell
Hart Fund
Helen Freilich
Henry N Tracey
Hull Family Foundation
Island Foundation
Ittleson Foundation
Jaco ten Hove
James Rhodes
Janice Kaplan
Janine Salvador
Jean Ellen Rosenberg
Jennifer Melisa Diaz
Jessica Rose Weaver
Joan Matlack
Jodi Breau
Jodi Tucker
Johnson Ohana Foundation
Jon Hinck
Julie Lamy
Kara Allen
Karen E Kroeger
Kate Bailey
Kate Bermingham
Kit Sang Boos
The Larry & Helayne Jones Family Fund
Laura Vigliano
Laurel & David Stitzhal
Lauren Daniluk & Bill Tung
Lavey Family Fund
LeeAnn Jarrell
Leslie Mintz Tamminen
Letise LaFeir
Linda Corrado
Lisa & Douglas Goldman Fund
Louise Bowditch
Lynette Holtz
Madeline Hope
Manuela S. Zoninsein
Margaret Spring
Marion Hunt
Marisa Foundation
Mark Hays
Marta Tabares
Mary McGee
Matt Prindiville
Mental Insight Foundation
Meredith Smith
Michele Ann Erle
Michele Girard
Morning Dew Farm
Munson Foundation
Nandini Checko
Nic Arp
Nikki Ardalan
Ocean Grants
Ocean Protection Council
Open Road Alliance
Park Foundation
Patricia Thomas & Scott Atthowe
Paul Faulstich
Plaine Products
Plastic Solutions Fund
The Pond Hill Circle Fund
Ra Mc
Rebecca Winsor
Ressa by Crosswater London
Robert & Stephanie Nelson
Robyn Lewis
Rose Stephens-Booker
Roy A. Hunt Foundation
Salesforce
Sally Liu
Sandra Lebeck
Sandy Leonard
Sara Walbridge
Scott Clark & Holly Tate
Sean M Ellsworth
Seattle Foundation
Seattle Public Utilities
Shirley Freriks
Shumaker Family Foundation
Sierra Garcia
Skylar Harris
Social Catalyst Charitable Foundation
Sue Schwartz
Susan Green
Tandem Coffee Roasters
Tanya Torres
Tortuga Foundation
Walbridge Family Foundation
Weeden Foundation
William H. Donner Foundation
William Talbott Hillman Foundation
Zina Glazebrook
2021 Staff

Erin Covey-Smith • Communications & Operations Assistant
Alexandrea Davis • Content Marketing Specialist
Brooking Gatewood • Podcast Host & Collaboration Maven
Miriam Gordon • Policy Director
Eva Holman • Policy Coordinator
Marcel Howard • Policy Analyst & Coordinator
Julie Lamy • Chief Friendmaker & COO
Matt Prindiville • Chief Solutioneer & CEO
Samantha Sommer • Business Innovation Director
Vanessa Tiongson • Marketing & Communications Director

2021 Board

Clayton Kyle • President • Freeport, ME
Marion Hunt • Vice-President • New York, NY
Steve Sherman • Treasurer • Berkeley, CA
David Stitzhal • Secretary • Seattle, WA
Linda Corrado • Mill Valley, CA
Ashley Craig • Manhattan Beach, CA
Lauren Daniluk • Palo Alto, CA

Dawn Erlandson • Minneapolis, MN
Mark Hays • Washington, DC
John Hinck • Portland, ME
Rose Stephens-Booker • Alexandria, VA
Leslie Tamminen • Santa Monica, CA
Daniel Velez • Tempe, AZ

Bill Sheehan, PhD • Founder & Strategic Advisor