



Bringing Reuse to City Scale

Reusable foodware delivers economic, environmental, and functional benefits.

Efficient reuse systems reduce GHG emissions, water use, and plastic pollution compared to disposable options, while creating local jobs and providing users with a superior experience.

We are on the cusp of the reuse revolution.

There are 75 reusable cup or container programs in the US and Europe currently, companies like McDonald's and Burger King are piloting reusables, and brands such as Starbucks, Pepsi, and Coke are making commitments to increase their use of reuse and refill systems.

To pass the tipping point, people need to experience *immersive reuse*.

Pilot tests and small-scale programs have revealed user demand, tested innovative technology, and demonstrated that reuse systems work – but they can't show us what efficiencies might be gained nor what reuse as the norm at city-scale feels like. We need places where people can experience reuse at scale to overcome the 'imagination gap' and demonstrate reuse at scale.

Cities have a critical role to play.

Cities can bring the vision and leadership to make reuse the new reality. Efficient reuse requires system-level design that cities have the authority to direct. As conveners, city leaders can engage businesses and community members together with experts like Perpetual, who support the process.

Cities Adopt Reusable Foodware to...

- Demonstrate leadership on addressing plastic pollution and GHG emissions.
- Provide citizens, visitors, and businesses with cleaner public spaces.
- Create local jobs and bring investment through reusable foodware systems.
- Reduce litter and the cost of cleaning streets, storm drains, and waterways.
- Contribute to meeting Zero Waste, Climate or similar goals.
- Support local businesses in achieving their environmental impact goals





Seeking City Partners

Perpetual partners with cities to implement reusable foodware systems by providing expertise in reuse, stakeholder engagement and project management.

Support for City Leadership and Engagement

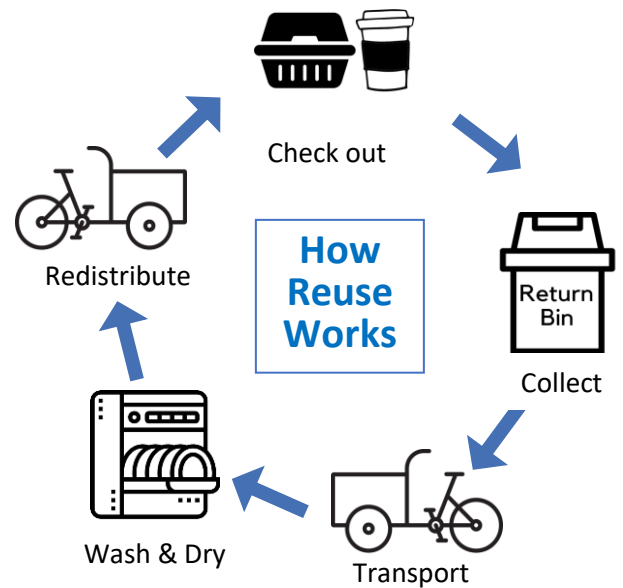
Identify and enroll stakeholders & partners
Help secure funding for implementation
Build local team with on-the-ground staff

Inclusive System Design

Develop Reuse System Plan for city using best available insights, technologies, and best practices, and use as the basis for vendor proposals (via RFP)

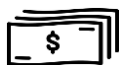
Implementation Support

Manage RFP process to choose vendor(s)
Provide hands-on support, from logistics to messaging
Facilitate working group of participating cities



Key Considerations in Reuse System Design

Economics



- Cost neutral for users
- Comparable cost for businesses
- Self-sustaining program

Environment



- Minimize GHG and water impacts
- High efficiency washing
- High return rates

Health and Safety



- Safe containers / cups
- High quality assurance washing systems
- Well managed operations

City Planning



- Coordinate across agencies
- Place bins where people work, live and play
- Manage shared resources

Equity & Accessibility



- Design system for everyone
- Options to use without a smartphone, credit card or bank account

Perpetual is your reuse system partner:

helping design and implement an economically viable and environmentally superior city-scale reuse system that serves all members of your community.



Seeking City Partners

Target characteristics of cities to partner with Perpetual for city-scale implementation:

- Population of ~50,000 – 120,000 people, but seen a credible example of reuse in action for larger cities
- Geographically contained (not part of a larger metro area)
- Racially, ethnically, socio-economically and politically diverse
- Presence of potential institutional partners (colleges, large companies, etc.)
- High level of awareness of plastic pollution; may have completed litter/pollution studies
- Enabling policies or commitments, such as a Zero Waste goal, plastic bag bans, Styrofoam foodware bans or similar, are a bonus but not required

Cities looking to partner with Perpetual should be willing to support a successful reuse program by providing:

- Leadership and willingness to publicly champion the reuse work
- Assign an existing city employee to act as Reuse Champion and liaise with Perpetual
- Dedicate a minimum amount of time and/or funding, and support Perpetual's efforts to secure funding on behalf of the city/program
- Facilitate collaboration across relevant agencies (sanitation, public health, urban planning)

Perpetual is looking to engage with cities excited to make reuse a reality for their citizens, businesses, and public institutions.

