

WHY REUSE?

Reuse systems are gaining momentum in Canada. Their appeal rests on the many benefits they potentially offer. Reuse **reduces waste** sent for disposal; can offer **cost savings**; and **drives down energy and resource use** by displacing the need to manufacture new items from raw materials. Reuse includes both refill and return systems. Return involves a business-run system where containers are returned, washed and reused for the same purpose. Refill refers to consumer-owned and managed containers, such as bring-your-own programs.

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Friendlier – FOOD & BEVERAGE CONTAINERS



PARTNERS

A partnership with **Compass Group Canada** helps Friendlier scale nationally. Additional partners include universities, colleges, and suppliers such as Omni Packaging, and corporations such as Coca-Cola. Friendlier is a partner of the **Canada Plastics Pact (CPP)**.



PILOT LOCATIONS

Universities and colleges in Southern Ontario, including the Universities of Guelph and Ottawa



SECTOR

Food Services



PRODUCT CATEGORY

Food and Beverage



THE COMPANY

Friendlier is a Canadian reusable food and beverage container company that focuses on helping businesses and communities eliminate single-use packaging through reusable takeout packaging. Since 2019, their services are offered in over 200 food service locations and have saved over 200,000kg of GHG emissions. Their business solution aims to minimize disruption to existing procedures by taking care of container collection, sanitization, and deposit return to customers. This solution further allows for logistics and impact tracking.

75% return rate, on average going up to **90%** in some locations.

Available at **20% of universities and colleges** in Southern Ontario with a goal of **50%**

• **235,200kg** GHG emissions avoided
• **11 million litres** of water saved

Calculations are third-party verified

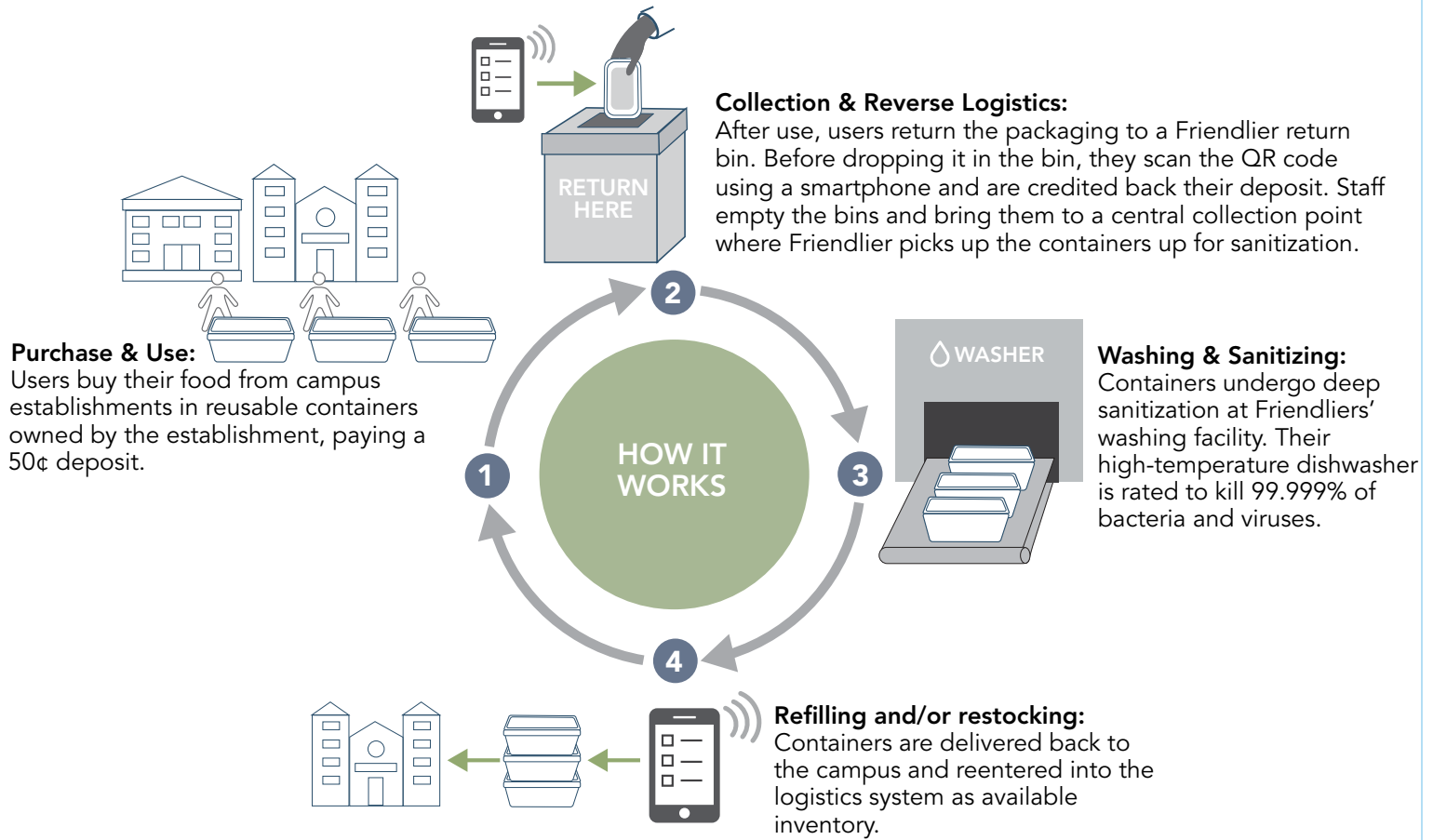
• **1.4 million packages** reused and recirculated
• **81,200kg** waste avoided
• **235,200kg** GHG emissions avoided

Calculations are third-party verified

DID YOU KNOW?

- There is clear evidence that shifting to reusable products is preferable to disposable, compostable, and recyclable single-use items for realizing a circular economy, mitigating environmental harm, and reducing emissions and waste.
- When materials are reused, the manufacturing and transportation of a new product is avoided, leading to a significant reduction in energy use and associated GHG emissions that is not achieved through recycling or composting.
- Using reusable food service ware is one way that food and beverage service providers can reduce their single-use packaging waste and save money on purchasing costs.
- Reuse for on-site dining policies reduce waste generation from single-use items while saving businesses money in the long run.

KEY CHARACTERISTICS: FOOD CONTAINERS



FROM SOLUTION TO PRACTICE

- To educate clients, Friendlier offers a change management plan to communicate its ideas to staff and stakeholders. It includes marketing materials and communications to deploy the program and align stakeholders with adopting Friendlier's solution.
- Campuses** who collaborated with Friendlier on a detailed change management plan saw 85 to 95% return rates, while those without a change management plan see between 50 to 60% return rates. Focus areas include the technical setup, logistical procedures, training and awareness-raising campaigns.
- Consumers** are critical to program success and need to understand their personal role which includes getting the app, paying the deposit, scanning, and returning the packaging.
- Consumer-facing staff need to be trained to raise awareness, promote the program, and answer basic questions upon introduction of the program. Communication of the sustainability benefits of the program increases both user and staff engagement.
- Facility and waste-management staff** need to know Friendlier's collection and replenishing schedules and be able to support local campus logistics.
- Friendlier is expanding to cover the full spectrum of packaging needs at campuses, including coffee mugs and pizza boxes.



POLICY CONTEXT

- Friendlier received \$500,000 from the Federal Economic Development Agency for Southern Ontario to standardize its reusable takeout packaging system through a network of businesses across Canada
- Under Canada's **Single-use Plastics Prohibition Regulations**, manufacturing, importing, selling, and distributing various types of single-use food packaging in Canada is banned. The ban includes check-out bags, cutlery, foodservice ware made from problematic plastics, stir sticks and straws, which were banned from sale starting December 20, 2023.
- In some Canadian Provinces, producers of packaged products are responsible for the recovery of their packaging through extended producer responsibility frameworks, costs that can be avoided by switching to reusable packaging

See **Reuse Policy Tracker** hosted by Upstream for more policy examples from Canada/US.

OTHER COMPANIES TO CHECK OUT

- Reusables:** A subscription-based reusable take-out container loaning system. Request to have your food delivered in the designated reusables container operating in Greater Vancouver
- Muuse:** Makes smart, reusable to-go coffee cups and food containers available for users to borrow for free for up to 30 days in Singapore, Hong Kong, and Canada.
- Inwit:** An online food ordering app for reusable takeout containers and cups in Toronto