

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.

www.nzwc.ca

TURN Systems – CUP & BEVERAGE CONTAINERS



PARTNERS

Live Nation Entertainment, a producer of live entertainment events and owner and operator of entertainment venues



LOCATION

TURN Systems has over 3,000 customers and has been deployed in venues and festivals in the US, Australia, and New Zealand



SECTOR

Entertainment, Catering



PRODUCT CATEGORY

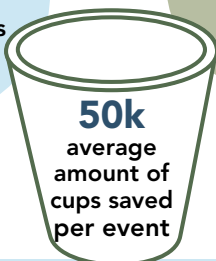
Beverages



THE COMPANY

TURN's capture-and-reuse system started in Australia and New Zealand in 2012 and is now scaling operations in the US. Their system is optimized for large-scale events like music festivals, sports matches, and venues like airports and stadiums. Their solutions include software, cups, bins, and washing units for mass on-site cleaning. The software includes a consumer app and comprehensive reporting and analytics, providing insight into system performance, consumer engagement, sustainability metrics, and inventory tracking. All system components can be branded by businesses deploying TURN.

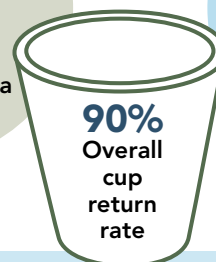
\$5M
invested by
LiveNation in
TURN Systems
in 2022



82%
of live concert
goers report
pursuing
sustainable
lifestyles

**120
times**
average re-use
rate before
needing to
be recycled

In 2023, Live Nation
**successfully
tried**
the system at
major events
eg. Lollapalooza



1.2 million
single-use cups
displaced by LiveNation
and TURN Systems,
across 11 major festivals
in 2022

DID YOU KNOW?

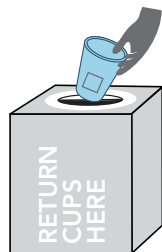
- Multiple studies show that reusable products provide significant environmental benefits over the single-use products they replace.¹
- Reusable cups are more durable and, therefore, a little heavier than single-use cups. However, as they are used multiple times, reusables have lower greenhouse gas emissions than disposable alternatives.
- 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.

¹ The Significance of Environmental Attributes as Indicators of the Life Cycle Environmental Impacts of Packaging and Food Service Ware. (2018) State of Oregon Department of Environmental Quality. Portland, Oregon. Retrieved from: <https://www.oregon.gov/deq/FilterDocs/MaterialAttributes.pdf>

KEY CHARACTERISTICS: CUP AND BEVERAGE SYSTEMS

Collection & Reverse Logistics:

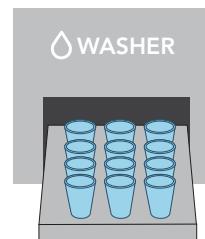
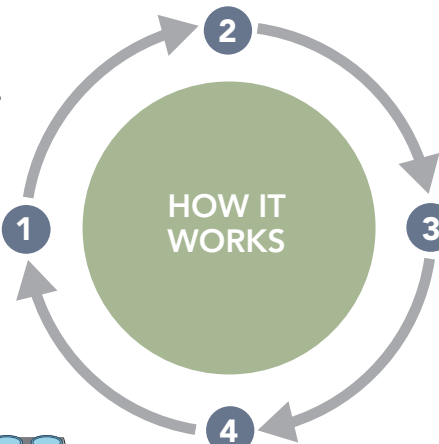
Collection bins are custom-branded and positioned conveniently throughout the venue. An event organizer's reward system can be developed uniquely for the event, or an existing reward system can be used.



A scannable code at the bottom of the cup opens a slot at the top of custom-branded collection bins. By downloading the TURN app, consumers can access the event organizer's reward system.

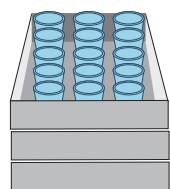


Purchase & Use:
no deposit required



Washing & Sanitizing:

Cups are cleaned up to or beyond commercial dishwashers' sanitary standards.



Refilling and/or restocking:

Event organizers order smart cups and smart bins (including cups, bins, washer, and software) for use on the day of the event.



FROM SOLUTION TO PRACTICE

Lifecycle impacts: TURN uses polypropylene cups. According to the non-profit **Upstream**, this is the most sustainable option, assuming they are reused at least six times. To enable high return rates, which drives both economic and environmental outcomes, consider:

- **Ease of return:** While TURN made design choices that ensure the bins are easy to see, the bins must be conveniently located to enable high return rates.
- **Return incentives:** The app enables the event organizer (or other business using the system) to give out rewards to users, such as discounts, prize draws, or points. Great rewards incentivize customers to return cups—their own or others found—thereby increasing returns.
- **Customer awareness:** Social media outreach and signage at the venue or event are needed to raise awareness and encourage attendees to download the app. The outreach can also help promote the event and its sustainability performance.



POLICY CONTEXT

Canadian cities such as Toronto, Edmonton, Banff, and US cities such as Denver, Seattle, San Francisco, Chicago and Atlanta, encourage venues and businesses to make the switch from single use cups or foodware to reusables. Support for the switch is provided through grants, rebates, single-use cup bans or by-laws requiring the provision of reusable cups/foodware for dine-in services, or an 'ask first/by-request' requirement for single use items.

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



OTHER COMPANIES TO CHECK OUT

ShareWares Vancouver-based reusable container borrowing platform with a similar business model as TURN systems. ShareWares supports events by providing food and beverage containers. After the event, the ShareWares team will collect containers to sanitize at their own washing facility.