



Reduce and Reuse- we CAN do this!

Mass DEP Working Group- October 28th



Miriam Gordon
Policy Director
miriam@upstreamsolutions.org

A (very) brief history of UPSTREAM...

The Product Policy Institute

- 2003-2011: **Support & scale Extended Producer Responsibility for many materials**
- 2012-2015: **EPR for packaging**

UPSTREAM

- 2015-2018- **Convene, support & scale US plastic pollution movement** - helped to launch BREAK FREE FROM PLASTIC
- 2018- present - **Support and scale reuse movement**



Macro- Ocean Plastic Pollution is Mostly Foodware

- 80% plastic entering the ocean is from land-based sources.
- The majority - 8 out of top 10- is foodware.

USA International Coastal Cleanup Results

Top 10 Items Collected



Most Policy Solutions to Date

Focus on Waste Management or Plastic Bans

1. **Recyclable or compostable single-use products**
2. **Circular economy** - increase recovery/ recycling, **OR** reuse
3. **Plastic bans**- result in other single use materials



Recyclable and Compostable: Unveiling the Myths

Recycling foodware

- Better for the environment 56% of the time
- Foodware is too dirty
- China ban unveiled the myth

Compostables

- **Contaminates** commercial compost & anaerobic digesters

Oregon Commercial Composters Say NO!



A Message from Composters Serving Oregon:

Why We Don't Want Compostable Packaging and Serviceware

1. They don't always compost
2. Contamination happens
3. They hurt resale quality
4. We can't sell to organic farmers
5. They may threaten human health and environment
6. It increases our costs and makes our jobs harder
7. Just because something is compostable doesn't mean it's better for the environment
8. In some cases the benefits of recycling surpass those of compost
9. Good intentions aren't being realized



Single-Use Alternatives to Plastic: Regrettable substitutes


1. Paper

1. Bioplastic (corn)

1. Fibers (sugarcane)

1. Aluminum

1. Wood



**We're never going to be able to recycle or compost
our way to a sustainable future.**

**We have to work upstream to redesign
the systems generating the waste in the first place.**

**The real culprit isn't just single-use plastic
...it's "single-use" itself.**

UPSTREAM'S PRESCRIPTION



1. REDUCE, REUSE, REFILL

Getting people what they want without all the waste

- Reusable bags, cups, food containers,
- Refill stations for consumer goods
- Unpackaging products
- Reduce unnecessary stuff



1. STOP THE STUPID STUFF

- Get rid of the unnecessary bad actors - foam

1. DESIGN CHANGE

- Products we want
- No ban, reduce, reuse option



Policies that focus on source reduction

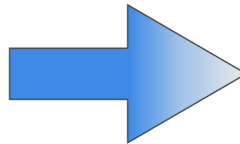
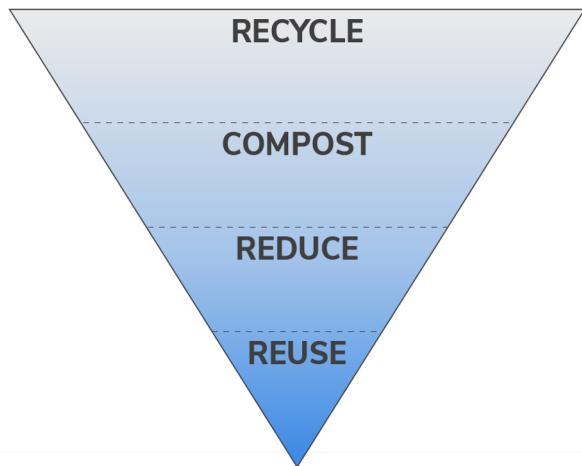
Change How Products are Delivered to Consumers

1. **REDUCE- Unpackage-**

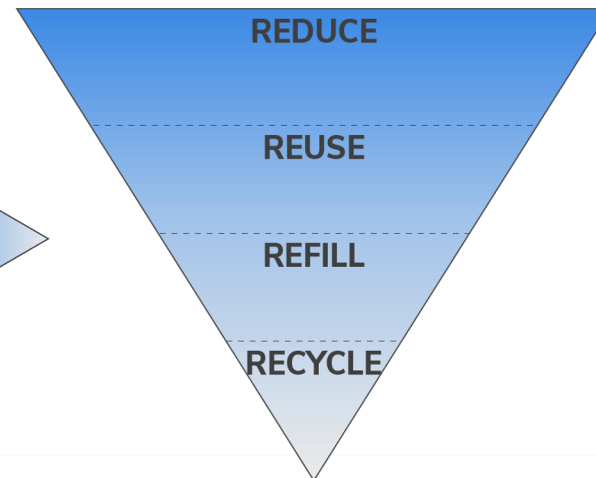
2. **REUSE/ REFILL**

- Single-Use cost more than reusable
- Mandates that require % reusable and refillable

WHAT WE DO NOW



LET'S DO THIS!



A NOTE ABOUT EPR for Plastics and Packaging

- Has not achieved source reduction anywhere
- Weight-based measures can incentivize plastic
- Will producers generate less if they have control?

NEW APPROACH NEEDED:

- Set industry-specific targets for source reduction-
- Add consequences for failure/ like disposables charges
- Example: 25% reusable/ refillable by 2030
 - Beverage bottles
 - Take-out / delivery meals
 - Consumer products like coffee pods, household cleaning products, personal care products
 - Hotel toiletries

How we are achieving reduce/ reuse in food service

2019: Berkeley Disposable Free Dining

- 1st ban disposables for on-site dining
- 1st single-use cup fee
- Applied “reality test” to disposables



Building Since Berkeley

PRE-COVID:

- **Cup fee:** enacted in 6 CA jurisdictions*
- **Container fee:** enacted in 1 CA jurisdiction
- **Ban on disposables for on-site-** 3 CA jurisdictions

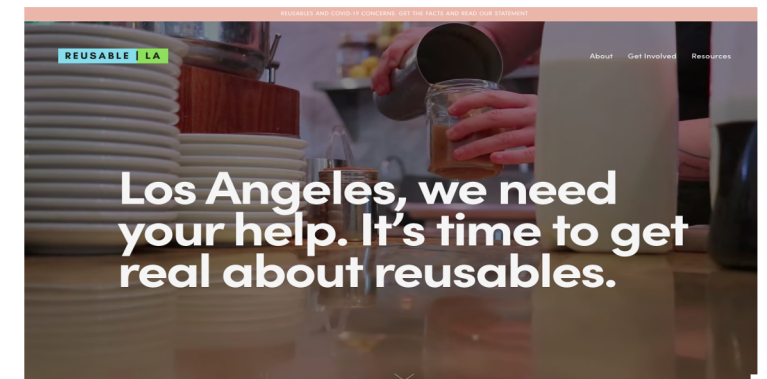
NOW:

- **Defending Re-use during COVID**
 - Reversing bans on BYO bags, BYO cups
 - Restaurant re-opening orders
- **Opt-in for accessories**
- **Disposable free on-site dining for NEW restaurants**
- **Cup and container charges**
- **Reuse targets built into EPR**

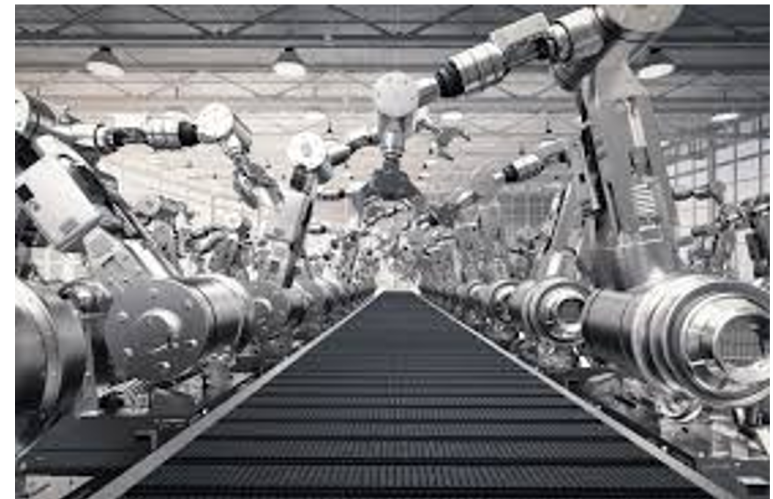
Growing the Reuse Movement

Strategy: Lead, Seed, and Feed Policy

- **Lead Local Coalitions**
 - San Francisco
 - More planned for Bay Area (Marin, Alameda, Santa Clara counties.)
- **Seed Reuse Coalitions (lead by others)**
 - Los Angeles
 - NYC
 - Honolulu
 - New England:
 - Boston, Providence, Portland, VT
- **Feed - NGOs and GOV**
 - National Reuse Network- 130 NGOs
 - Government Reuse Forum- 60 agencies

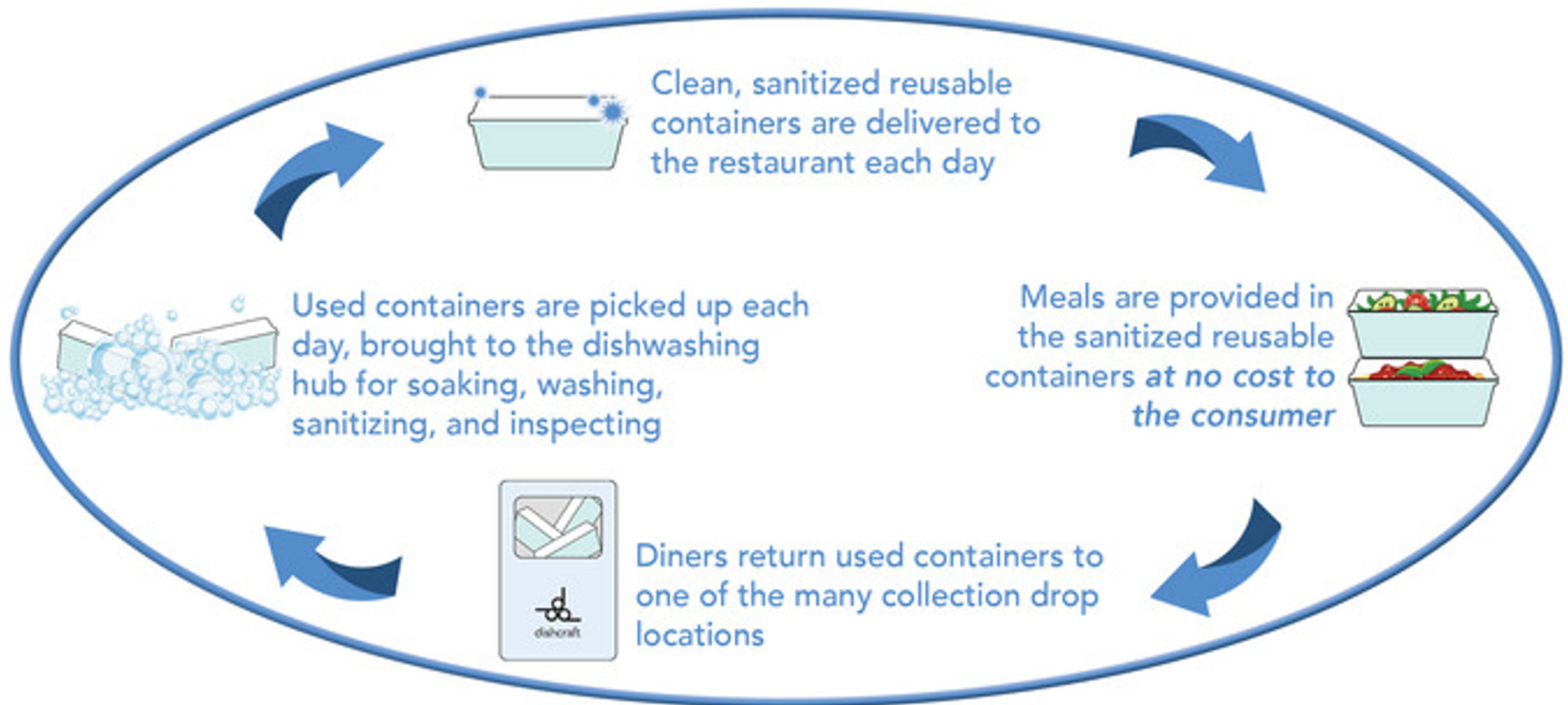


Cross Pollinating: Policy + Reuse Business Acceleration



Launching Pilot Programs in Take-out and Delivery

Policies + Innovative Businesses + Successful Storytelling= CULTURE CHANGE!



BOSTON BREWS AVAILABLE IN REUSE

CONSUME BETTER.

ORDER. USE. RETURN.

We want to make it sustainable, practical, and convenient to take drinks with you, wherever you go - without the disposable cup!

Get a cup



USEFULL
formerly Coffee Cup Collective

containers

take-out, delivery, events,
and closed systems like
institutional dining and
airports



- GreenToGo
- Dispatch
- Sparkl
- Dishcraft
- DeliverZero
- GoBox
- Just Salad

cups

take-out, delivery, events,
and closed systems like
institutional dining and
airports



- Vessel
- r.Cup
- Globelet
- CupZero
- Muuse
- Meiko

refill

grocery and consumer
products



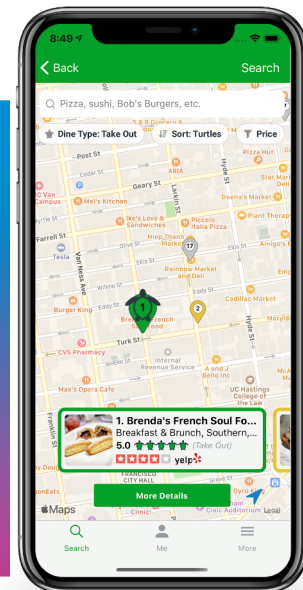
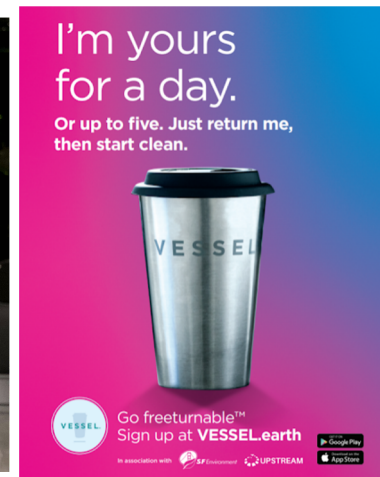
- LOOP
- MudLab
- JoyFill
- Re-up Refill Shop
- GoGo Refill
- Strauss Family Creamery
- Zero Grocery

apps

consumer reviews drive
business change and
diners find businesses
with reusables



- PlasticScore
- Remark.eco
- JYBE
- Fill It Forward



UPSTREAM: Become a “Solutioneer”



WE ARE ALL INFLUENCERS IN OUR COMMUNITIES. Here are a few things to help you stay updated and become a “Solutioneer” with us.

- SIGN UP FOR OUR WEEKLY EMAIL @: upstreamsolutions.org/stay-updated
- FOLLOW US ON SOCIAL: [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#)
- TUNE IN: to the [Indisposable Podcast](#)
- SUBSCRIBE: to our [YouTube Channel](#) to hear from our heroes of the reuse movement and get inspired about what's possible with us!
- JOIN THE NATIONAL REUSE NETWORK / NGOs
- JOIN THE GOVERNMENT REUSE FORUM/ Gov Staff
- VISIT OUR WEBSITE: upstreamsolutions.org ...