Reusable Transport Packaging
Improving Business through Reuse

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Leidos for StopWaste

Oakland, CA
StopWaste

- Countywide public agency with 17 member agencies, 1.4 M pop.
- Mission is to reduce waste
- Programs in Business
  Recycling/Composting, Green Building, Bay-Friendly Landscaping, Environmental Purchasing, proper hazardous waste disposal
- Funded by per ton disposal fees
Reuse Comes into Play

ANG Newspapers, 2001

- Transitioned to reusable plastic pallets
- Prevents 37 tons of wood waste/year
- Cut labor costs by $46,000
Reuse Comes into Play

Ghirardelli Chocolate Company, 2003

- Switched to reusable totes to move products “work-in-process”
- Prevents 350 tons/yr
- Cut disposal costs by $2,700/yr
- 1,208 MTCE GHG reductions/yr
What We’ve Achieved (known)

- Workshops & Trainings – 25 in 4 states with 1,000+ attendees
- Technical Assistance – 200+ since 2010
- Waste Prevented: 3,416 tons
- GHG Reduction: 13,385 tons and growing
- Case Study Library: 16+ online w/ 5 printed, 1 video
- Funding Assistance - ~$120K leveraging > $1.4m total project value
- Resources for Other Agencies & Partners
Reusable Transport Packaging is...
How StopWaste can Help

- Workshops & Trainings
- Technical Assistance
- Cost Benefit Analysis
- Facilitate Vendor/Supplier Conversation
- Follow-up to monitor & assist
- Case Study Development
- Funding Assistance
- Web-based toolkit for other agencies & partners
www.UseReusables.com

- Reusables Basics
- Interactive Cost Comparison Calculator
- Case studies / videos
- Events calendar
- List of suppliers
Reusables 101 & 102

Think Outside the Box:

Think Reusable

Reusable transport packaging saves your company money and resources

A cost comparison model for Reusable Transport Packaging

How Businesses Have Successfully Switched to Reusable Transport Packaging
Reusables in Action

Tesla, Inc. & Veritable Vegetable

http://www.usereusables.com
THANK YOU!

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Path Forward

2013
- Develop target list - Done
- Begin website redesign / toolkit project
- Begin strategy roadmap for life after the EPA grant (incl. research add'l funding opps.)

2014
- Complete baseline survey and industry research – early 2014
- Re-launch [www.UseReusables.org](http://www.UseReusables.org)
- Pilot new marketing approaches
- Analyze baseline data to inform outreach approach and identify gaps in existing tools / resources
- Outreach to top priority targets begins

2015
- Final round of grants distributed ($60k remains)
- EPA funding ends – outreach efforts focus back to Alameda County
- Fully-implement new marketing tactics to drive participation

2016
- Re-survey, measure progress, recalibrate
- Engage tier II outreach list, focus on education and adoption
- Mid-course adjustments as appropriate

2020 – 90% of businesses in Alameda County with appropriate shipping and receiving circumstances are utilizing reusable transport packaging when economically advantageous.
Benefits of Reusables

- Reduce costs (waste & material)
- Improve efficiency
- Improve worker safety/ergonomics
- Improve product protection
- Lasting operational change
- Corporate responsibility