



# Building the Infrastructure, Platform, and Movement for the Reuse Economy



# Our Impact

33+ YEARS OF SUSTAINABILITY LEGACY

**MILLIONS OF SINGLE-USE ITEMS  
DIVERTED FROM LANDFILLS**

100 CITIES, 35 STATES, 12 COUNTRIES

**THOUSANDS OF EVENTS**

**70K POUNDS OF WASTE DIVERTED ... 190 TONS**

**CO2 ELIMINATED ... 1.5 MILLION+ GALLONS OF**

**WATER SAVED ... 275K+ GALLONS OF CRUDE OIL SAVED**

**... 850K+ KILOWATT HOURS OF ENERGY SAVED ...**

**... AND WE'RE JUST GETTING STARTED**

# The Planet's Single-Use Waste Crisis Must Be Solved!

## By the numbers...

1 TRILLION+ single-use items tossed annually<sup>1</sup>

120 BILLION+ disposable cups every year (US) = 363 single-use cups per person<sup>2</sup>

16 BILLION+ single-use coffee cups are thrown out annually<sup>3</sup>

4 BILLION+ single-use cups are thrown out at live events each year (in the US alone)<sup>4</sup>

Only 9% of plastic is recycled annually

*Single-Use waste is a meaningful contributor to Co2 emissions*



Most single-use plastic, aluminum, compostable, and fiber cups end up in landfills, incinerators, or the environment.



We can't recycle or compost our way out of this.





# The Demand for Reuse is Growing Rapidly

- **Reuse** is a powerful climate change solution.
- **Consumers** are demanding an end to the single-use crisis.
- **Corporations** are scrambling to embrace reuse to reduce emissions to meet their committed Scope 1 and 3 carbon reduction goals and ESG goals.
- **Policy** changes at **local, state, and federal levels** are requiring reuse. **Cities, like San Francisco, Denver, and Seattle** are creating penalties for single-use waste and/or incentives for reuse.
- **Subsidies | Grants** are increasing to accelerate reuse solutions.
- **The Global Plastics Treaty** negotiations are pushing all countries to grow reuse capabilities.
- **Globally**, reuse has been implemented as an essential solution to the single-use waste crises. The US is behind. **We're here to help.**

# Reuse Is the Solution to Eliminate Single-Use Waste

See us in action



r.World is leading the way.



# r.World Provides Ease of Implementation and Operation.



You Get  
Zero Waste  
with Zero  
Hassle.

# How To Build a Movement...

## ARTISTS

Bon Jovi  
Billie Eilish  
Dave Matthews Band  
Jack Johnson  
Maggie Rogers  
Mumford & Sons  
Pearl Jam  
Radiohead  
Rod Stewart  
Roger Waters  
Rolling Stones  
U2

## VENUES

Chase Center  
Dodger Stadium  
First Avenue  
Greek Theatre  
Hard Rock Stadium  
Hollywood Bowl  
Levi's Stadium  
Madison Square Garden  
Soldier Field  
US Bank Stadium

## CONCESSIONAIRES

Aramark  
BBC  
DLS  
Legends  
Levy  
Savor  
Sodexo  
Spectra  
Spectrum  
SSA Group

## STRATEGIC PARTNERS

AEG  
ASM  
Coca Cola  
EPA  
Pollstar  
White House-CEQ  
Upstream

## OFFICIAL PARTNERS

Green Biz  
Green Sports Alliance  
Honeycomb Strategies  
Music Sustainability Assoc.  
NIVA

## PRODUCERS

AEG  
Gen Con  
Kevin Lyman Group  
Live Nation  
OVG  
IMP, and many more





# What Sets r.World Apart From Other Reuse Companies?

*We're the #1 reuse company in the nation, and the only one focused on building the requisite infrastructure, platform, and movement for the reuse economy.*

- Event sustainability innovators since 1990
- US-based and US-produced
- QR and RFID Technology platform
- Thousands of successful activations
- Cultural influencers: Artist ownership
- Experienced, mature leadership
- AI Quality Assurance System
- Advanced environmental impact reporting
- Collaborators and movement makers
- First in US and 5 year head start on any other reuse company
- Founder agreed to donate 10% of the company at time of formation to nonprofits tackling the single-use waste crisis



r.World is recognized globally as the best solution.

FAST COMPANY



2020  
Fast Company  
World Most  
Innovative  
Company

FAST COMPANY



2021  
Fast Company  
World  
Changing  
Idea



2021  
Reusies  
Most Innovative  
Reuse Company  
Nominee



2022  
Reusies  
Most Innovative  
Reuse Company  
(Food & Beverage)



2022  
Summit Awards  
(Green Program,  
Collaborative Program,  
Logistical Achievement)





Ready to make  
a difference?

When you  
partner  
with r.World,  
here's what  
you get...

**r.cup**  
**r.ware**  
**r.turn**



- Multiple products, styles & sizes.
- BPA-free polypropylene.
- Made in North America.
- The most durable.
- The best for sterilization.
- The least energy & resources to make.
- The best for upcycling (into new reusable products!) once they wear out.



**r.turn™**

- Deliveries
- Pick ups
- Sanitization services
- Warehousing
- Inventory controls
- Inventory management

**r.cup™**

Sizes: 5 oz, 7oz,  
9oz, 10/12 oz,  
16 oz, 20/24 oz,  
32 oz



**r.ware™**



Sizes: 16 oz Bowl  
Boat: 10x5.5  
Clamshells: 5x5,  
9x6, 9x9



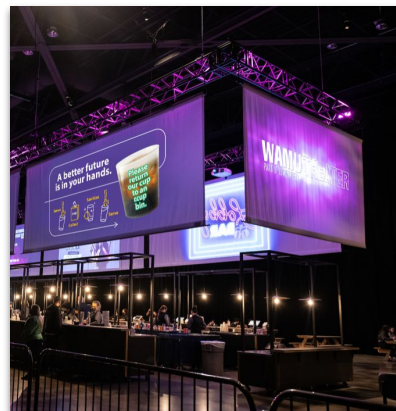


## Seamless delivery & setup.

- Pickup & delivery 365 days/year.
- 24-hour helpline.
- Personal support.

# Everything you need for high returns rates.

- 1:1 Staff training
- Signage
- Bins
- Video training
- Social Media support
- Custom website content
- Custom FAQ content
- Staff on site for launch week or if return rate drops







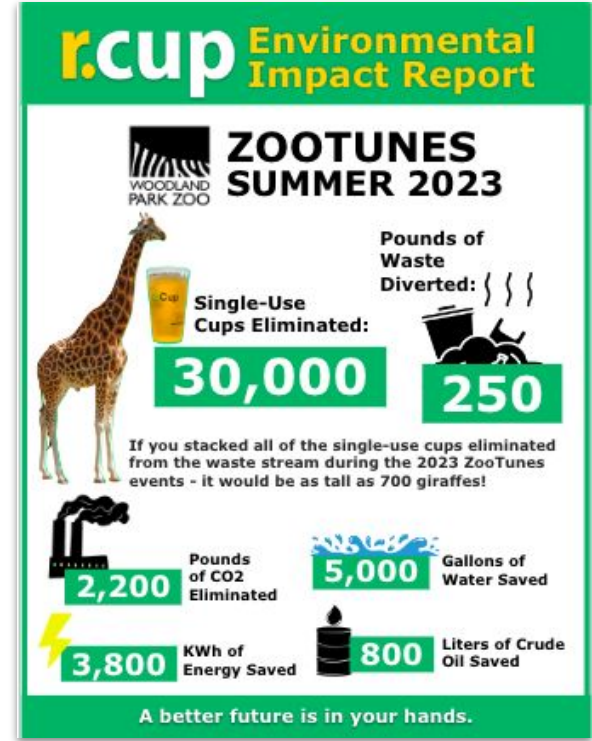
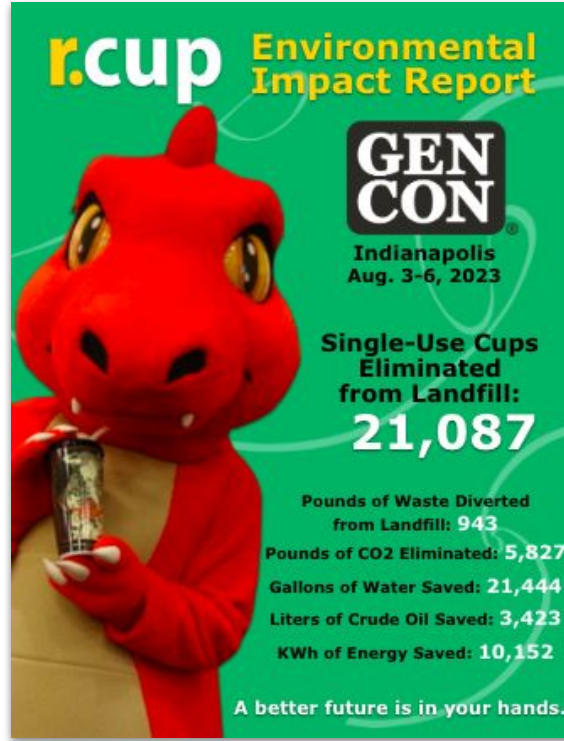
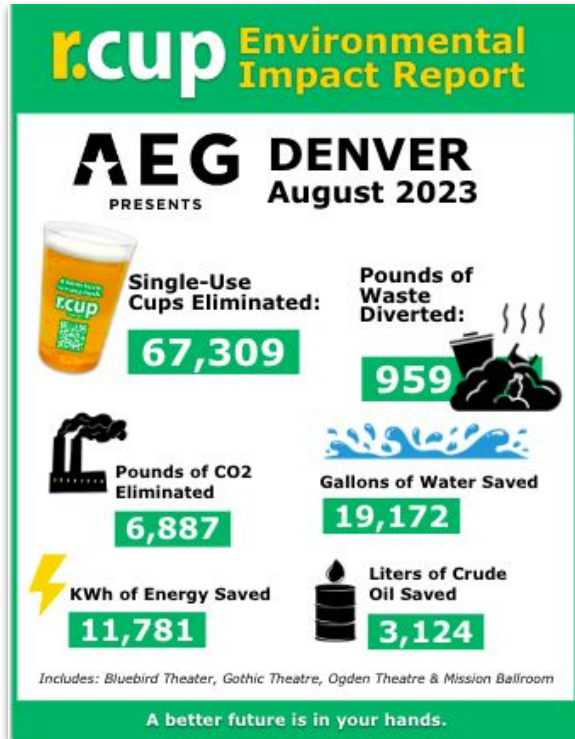
## World-class sanitization & quality control.

- Sanitization hub located near local venues.
- Powered by Ecolab® wash technology.
- Service 365 days/year.





# Monthly Client Impact Reports That Tell the Story.



# All from global experts committed to being your local partner.

Our approach is:

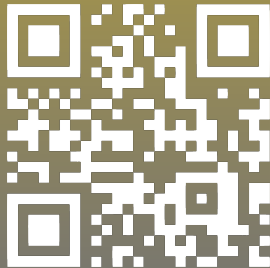
- Share profits with nonprofits working to stop single-use waste.
- Build in a development zone.
- Offer second-chance employment.
- Share the sanitization hub with other reuse providers.
- Support city leaders with reuse initiatives.
- Be a great neighbor.
- In it for the long run.





Beau Myers

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# Ease of Implementation: Ordering & Delivery **Appendix**

## **Step 1** Place Your Order via Our Simple Online Form

Your Venue Name Here

Bluebird Theater

Cases of Clear - Bluebird	Cases of White - Bluebird	Total Bluebird Cases
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
<small>Clear 16oz Alcohol Cups (240 cups per case)</small>	<small>White 16oz Soda Cups (240 cups per case)</small>	

[Notes, Questions, Feedback?](#)

Let us know about any special requests, questions, or feedback.

Submit Form

Powered by Formstack Create your own form >

*Easy ordering - order cups whenever you need them.*

## **Step 2** We Deliver, Then Help With Set Up ...



- Customized delivery schedule that fit your needs
- Stackable delivery tubs save space
- High quality cups stack easily, don't stick together and don't tip over

# Ease of Implementation: Set Up & Training

## Appendix

### Step 2 Our Staff Manages the Set Up

#### ... Signage & Bins



#### ... Staff Training





# Ease of Implementation: Serve & Return

## Appendix

### Step 3 You Serve



*r.Cups prevent foaming which positively impacts speed of service.*

### Step 4 Customers Return Cups and Containers to our clearly marked Bins





# Ease of Implementation: Wash & Repeat

## Appendix

**Step 5** We Pick Up Cups and Containers For Washing



*We can pick-up used cups and containers every day, reducing the amount of space needed for dumpsters.*

**Step 6** We Wash, Sanitize & Redeliver. Our Cups And Containers Are Used Again & Again & Again



# Sample Collection & Delivery Bins

## Prioritizing Ease of Use



**r.World  
Standard  
Slim Bin**

20" x 11" x 30"



**r.World  
Slim Bin  
with Black  
Cover**

20" x 11" x 30"



**r.World  
Cero Bin**

23" x 21.5" x 35.5"



**Used Cup and  
Container Receptacle**

63" x 47" x 47"



**Delivery Tubs**

27" x 17" x 12"

# Reuse Wins: Upstream Life Cycle Analysis (LCA)

See full scientific study [here](#)

Reusable polypropylene (PP) cups are the most sustainable option while single-use aluminum cups are the worst option. Even though we do not like using plastic, we have designed a solution that dramatically reduces plastic via reuse and we maximize return rates to reduce loss going into recycling.

Environmental Attribute	r.cup	Bio-Plastics & “Compostable”	Souvenir Cup	Single-Use Plastic & Aluminum Cups	Packaged Beverages
Reusable at multiple events	✓	X	X	X	X
Can be recycled	✓	X	Maybe*	✓	✓
Percent waste properly processed	99%	0%	10-15%	10-15%	10-15%
Can be sanitized and reused	✓	X	✓	X	X
How long it takes to decompose	Doesn’t go to landfill**	Centuries	Centuries	Centuries	Centuries
Generates revenue	✓	X	✓	X	X

\*Some Souvenir Cups can be recycled but not in all cases given the wide variety of compositions in the marketplace.

\*\*The purpose of r.Cup is to be reused over and over, avoiding the landfill entirely.

## Study Fact

Single-use Ball aluminum cups use **47% more energy** over their life-cycle and **create 86% more carbon dioxide**, making it the least sustainable of all the materials analyzed.

## Study Recommendation

Venues and event companies should begin the process of shifting away from ALL single-use cups, not just single-use plastic.

## Study Support

Backed by 20+ environmental groups, including 5 Gyres Institute, Oceanic Global, Sierra Club, Music Sustainability Association, and many more.



# A Closer Look: Materials Analysis

## Appendix

*“At live events, unless hand-sorting is done, the recycling rate for single-use cups is anywhere from 0 - 20%.”*

### Aluminum Cups:

- Uses 47% more energy over their life cycle and creates 86% more carbon dioxide than other single-use options
- Higher cost/cup
- Use more energy to produce than other options
- Use more energy to recycle, if recycled
- Mining process creates water contamination
- Releases pollutants from smelting processes
- Almost all go to landfill rather than recycle
- Have a coating that washes off, exposing aluminum

[Learn more from  
Environmental International](#)

### Compostable Cups:

- Nearly 100% end up in landfills
- Use more energy to produce than plastic
- Release more pollutants from growing and processing the ingredients
- Deplete more ozone than most plastics
- Require more land use
- Use resources that could potentially be used for food
- If mixed with recycling, will contaminate the entire load
- In landfills, does not decompose for a century or more
- Releases methane - which is 23 times more potent than CO2

[Learn more  
from Beyond Plastics](#)