



The Business Case for Reuse

Turning sustainability goals into ground level action and results

Stuart Chidley
Co-Founder



60 Years of 'innovation' in single

- use



- ▶ Investing in scaling
- ▶ Innovating in formats
- ▶ Reducing unit costs
- ▶ Investing in infrastructure
- ▶ Investing in alternative materials

LINEAR ECONOMY

"bad"



RECYCLING ECONOMY

"less bad"



“

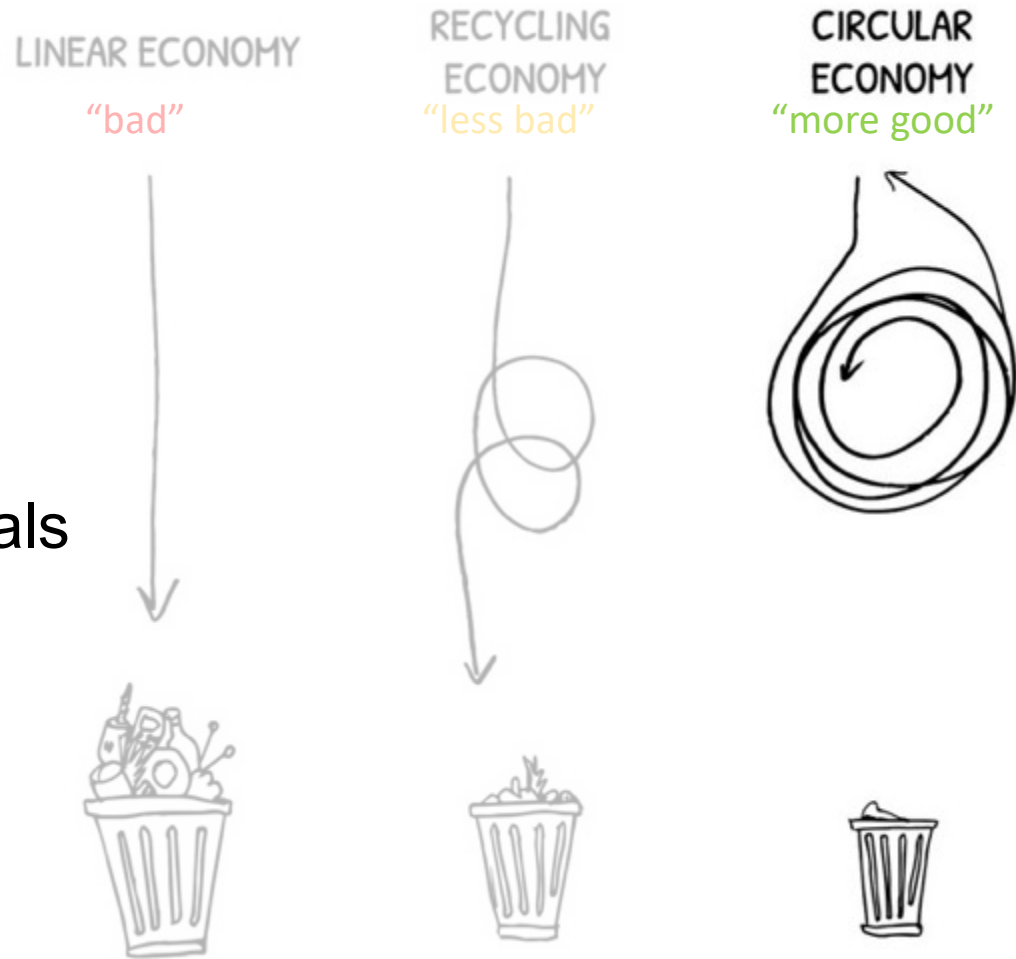
“It is the single - use nature of products that is the most problematic for the planet”

Claudia Giacobelli
UNEP

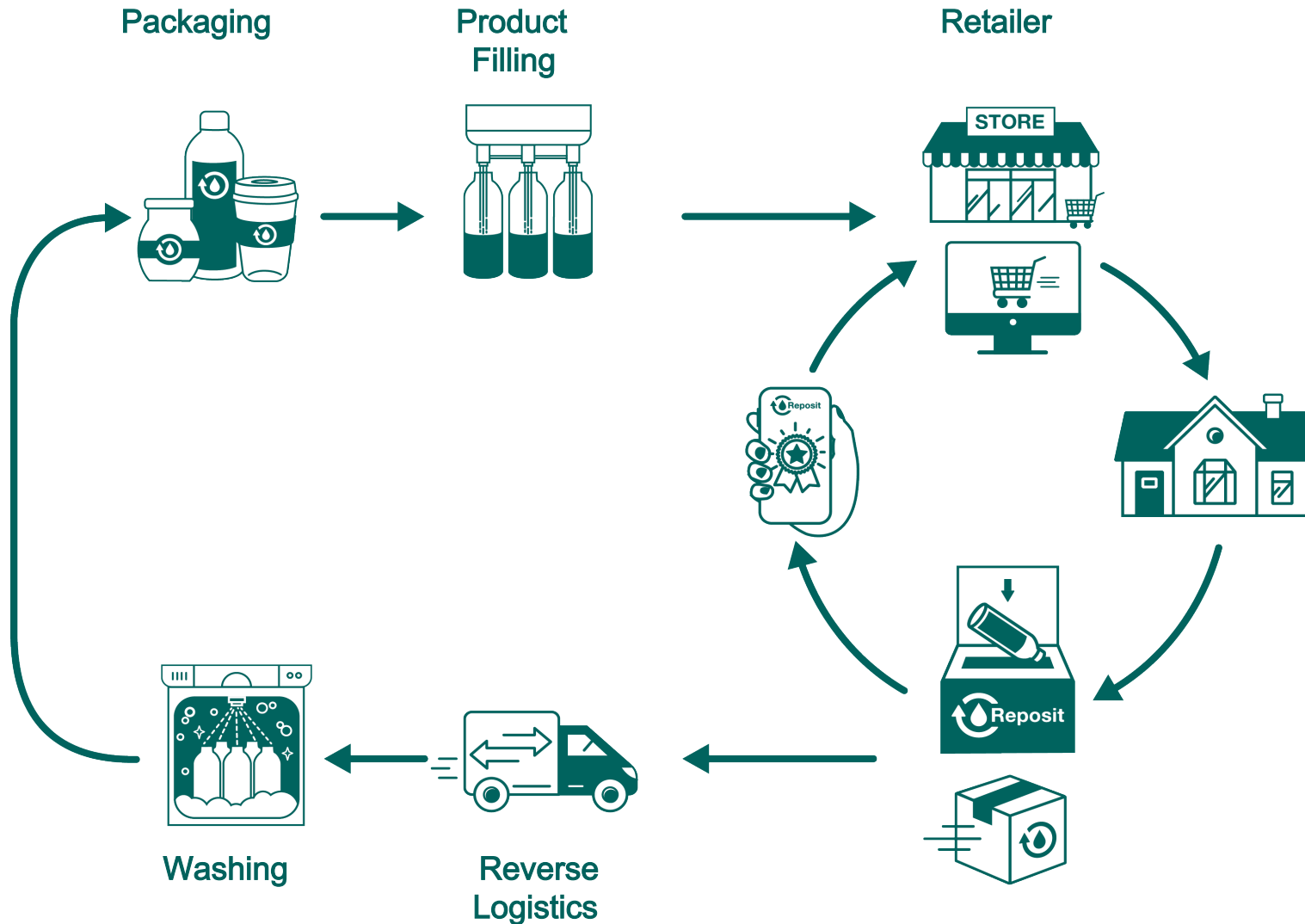
The 'innovation' that's needed



- ▶ Investing in scaling
- ▶ Innovating in formats
- ▶ Reducing unit costs
- ▶ Investing in infrastructure
- ▶ Investing in alternative materials



So why isn't this happening?



- ▶ Consumers won't do it
- ▶ You can't wash it
- ▶ Unit cost is too high
- ▶ It's worse for Net Zero
- ▶ No legislation driver
- ▶ Infrastructure cost high
- ▶ We tried it
- ▶ It's a Systemic issue
- ▶ No clear business case
- ▶ The status quo is profitable



Develop and test a cross category, collaborative, returnable packaging platform that is feasibly **commercially**, **operationally**, and **environmentally** scalable across Canada and internationally.



L'ORÉAL



P&G

Loblaw
Companies
Limited

Walmart 

RETURN
packaging returned to business

Return
from home

Return
on the go

Objectives & outcomes of project



The Reuse City, a large - scale, multi - brand, multi - retailer program , must address the next challenges in scaling up the use of reusable packaging in the consumer goods sector by launching a trial program in Ottawa, Canada, with the ambition to expand nationally and globally if successful. This program has four primary objectives:



Summary project output:

Proven consumer demand uptake, return compliance and repeat rates that drive the volumes in a pooled packaging - as - a - service system that tests operational and financial and environmental viability of such a system. This will create a blueprint to enable the appropriate investment decisions to be made to inform scale up in Canada and internationally.

Initial Category Focus

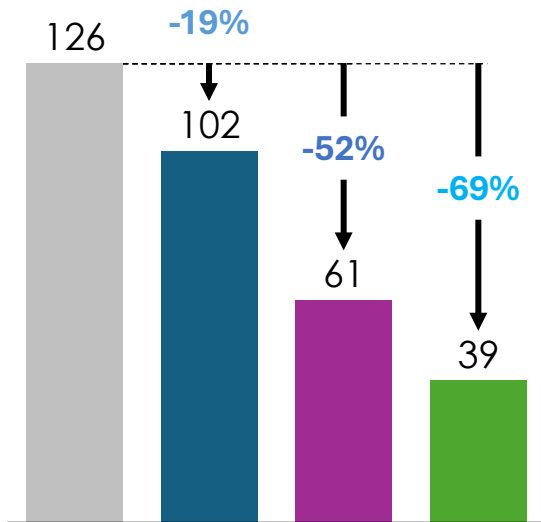


kg CO₂ e/ 1000 use cycles

■ Fragmented Effort ■ Collaborative Approach ■ System Change

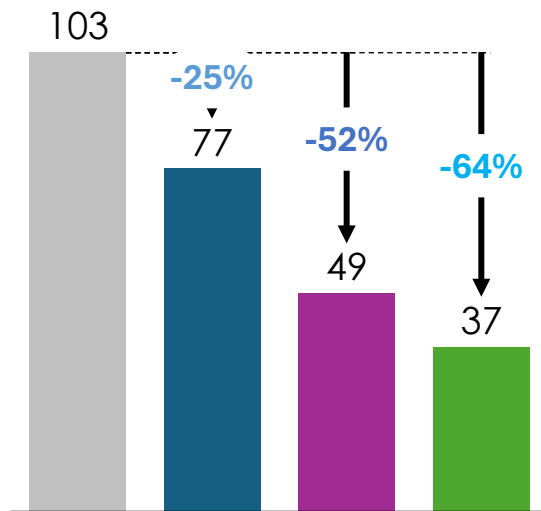


Beverage bottles

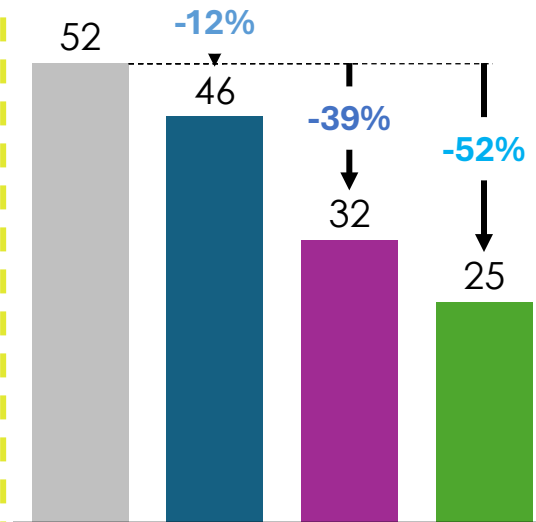


Personal care

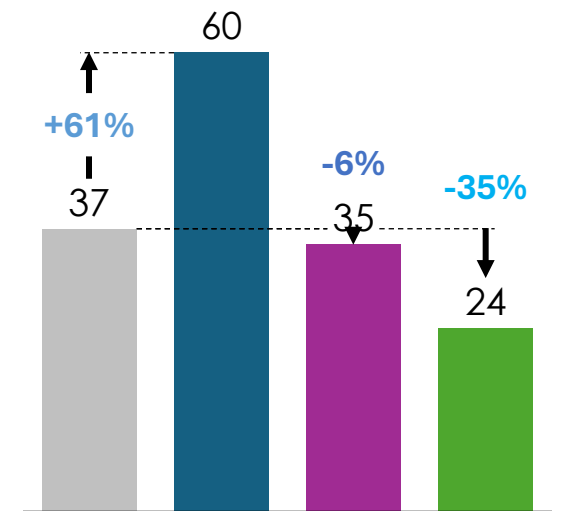
(Home care results would be similar)



Fresh food



Food cupboard



Project focus

A broad range of market - leading products



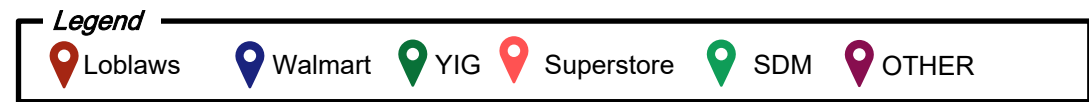
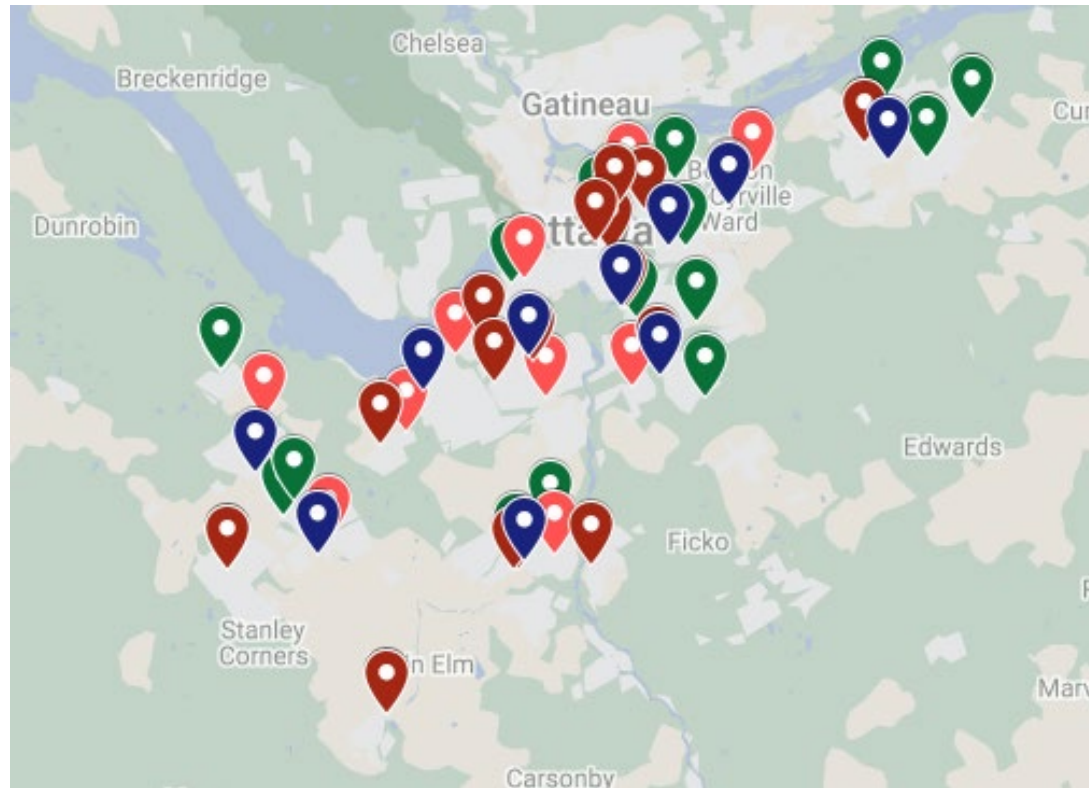
		Returnable Products										Possible TOTAL	
		Current TOTAL	L'Oreal	Unilever	P&G	LCL	Eco- Max	Nature Clean	Online only	ColPal	Reckitt	OTHER TBC	Possible TOTAL
Personal care	Hand Soap	6											15
	Body Wash	10											13
	Hand & Body Lotion	8											11
	Shampoo (inc 2in1)	6											8
	Conditioner & Treatment	6											9
	Skincare	0											8
Home care	Laundry Liquids	2											6
	Home cleaning	11											11
	Dish Soap	13											19
	TOTAL	62											100

Confidential & evolving

76 market leading stores



Store distribution within Ottawa



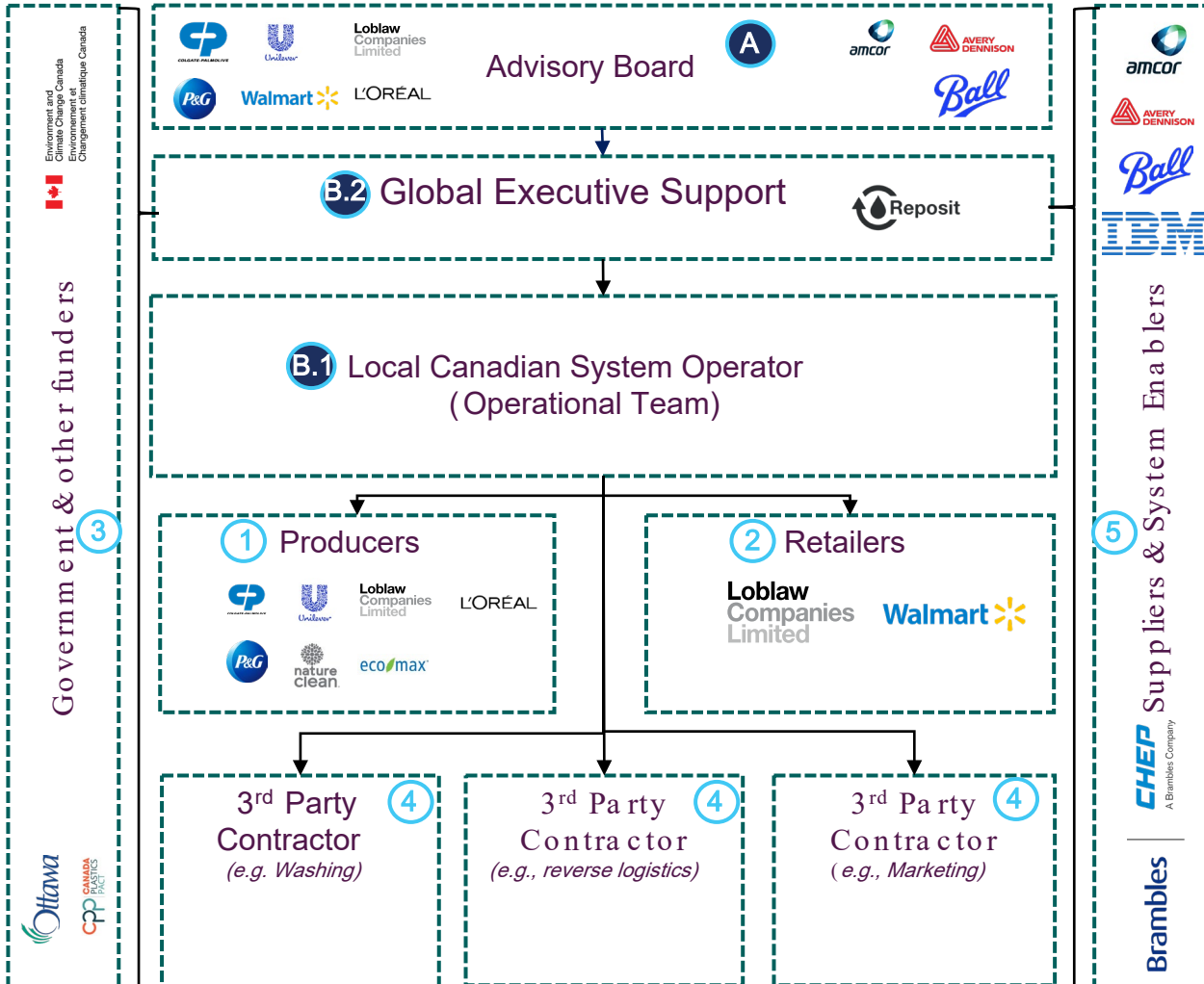
Target store count

Stores	Number of stores
Loblaws	11
Walmart	10
Your Independent Grocer	10
Real Canadian Superstore	3
Shoppers Drug Mart	42
Other (TBC)	10
TOTAL	86

Collective action with clear governance



Governance Structure



Stakeholder Roles: Detail

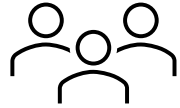
- A** Provide system oversight, and operational alignment. Includes all retailer, brand and system enabler partners. Reposit hold final decision authority.

- 1** Producers central to system shaping. Eligible to join governance based on strategic or delivery contribution.
- 2** Retailers central to system shaping. Eligible to join governance based on strategic or delivery contribution.
- 3** Government & other non-profit bodies (Ottawa City Gov't, CPP, ECCC) have strong advisory role, in addition to providing funding and other strategic support.

- B.1** Reposit will set up a Canadian entity as the System Operator to apply for Canadian government grants, administer funds and operate the local system with support from Reposit UK.
- B.2** Reposit UK will provide expertise, resources and operating processes to the local entity. Reposit holds decision authority.

- 4** Local Canadian System Operator will subcontract and manage with support from Reposit UK out to various 3rd parties, including washing, reverse logistics, and marketing
- 5** Suppliers & system enablers continue to support as independent advisors

Why is this project different



① Collaboration across many retailers, categories and brands



② Standardized supply chain, where possible



③ Pooled packaging as a service



④ Merchandising in-category



⑤ All items asset tracked, focused on data & insight



⑥ Deposit return PLUS reward: to nudge and create value



⑦ Designed with scale-up in mind

A system designed with stakeholders to deliver the project objectives for the benefit of stakeholders

Return for Reward



Shop
Buy a product in a
returnable bottle



Return
To any
participating store



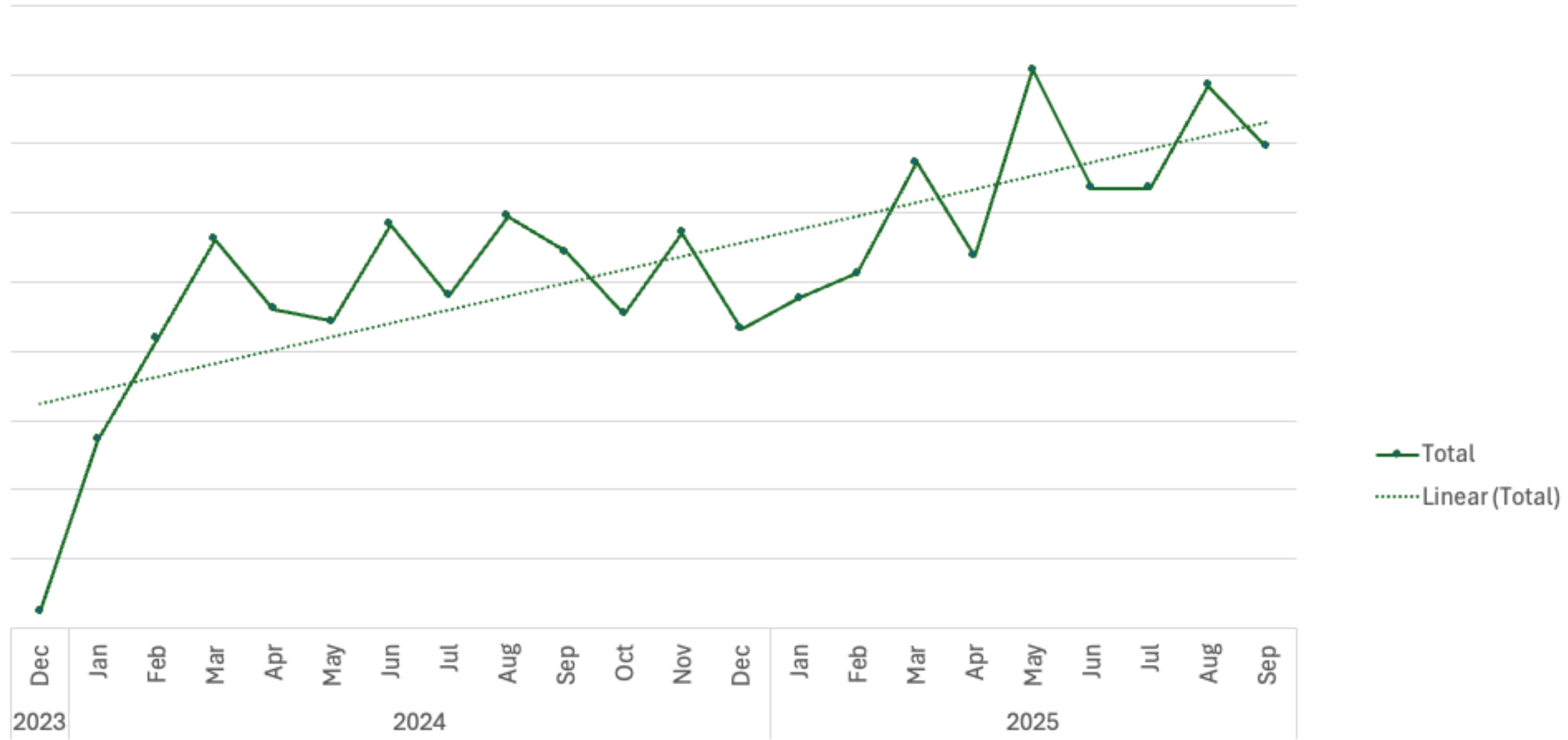
Reward
Get your Deposit
PLUS a REWARD



54% LFL sales growth over 18 months



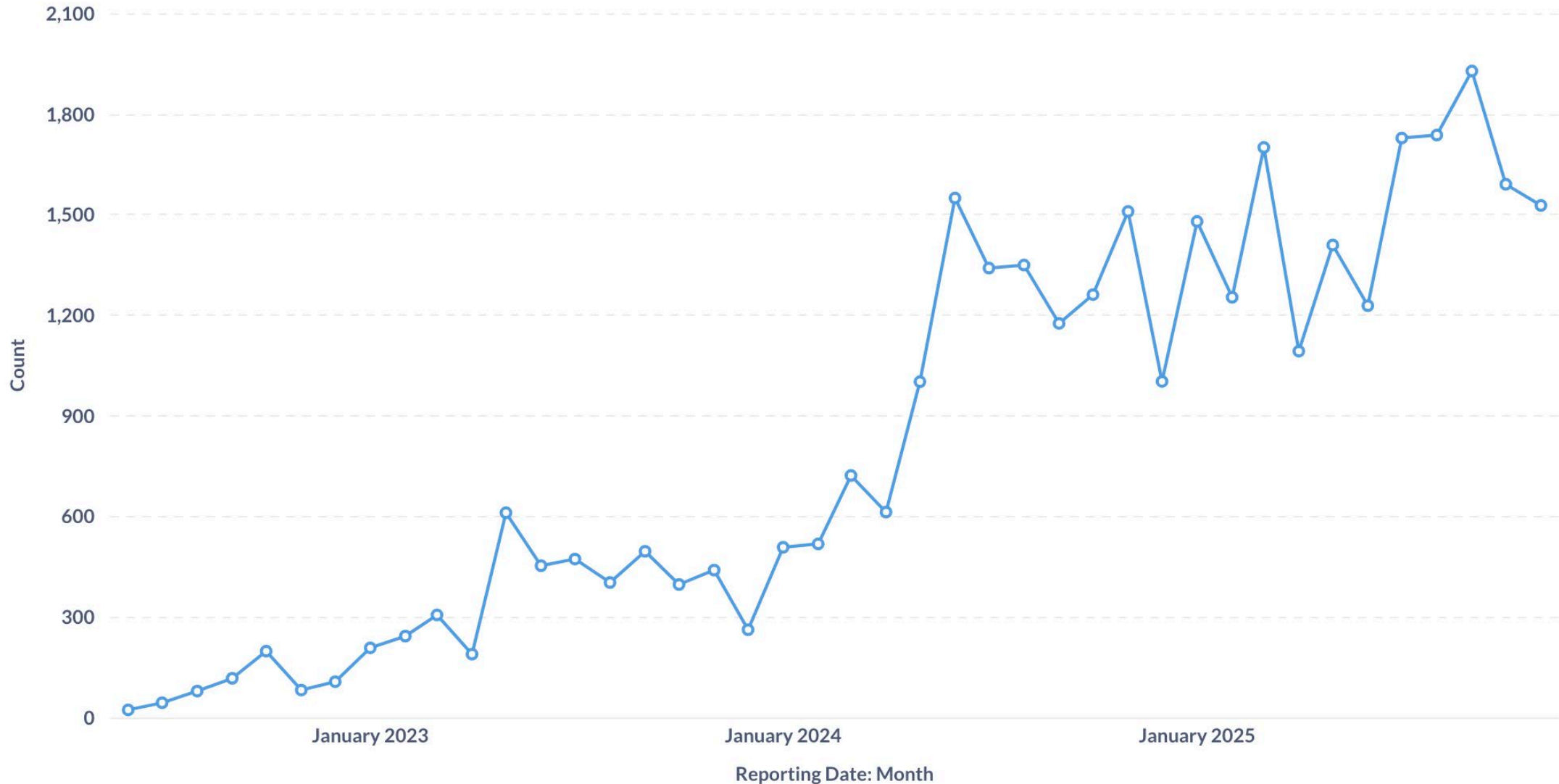
Returnables Monthly Unit Sales



Return rate between 64% and 76%



Total returns by month



Your call - to - ACTION



- ▶ If you helped iterate and improve the single-use value chain
- ▶ If you're part of the single-use value chain
- ▶ If you've tried reuse or refill
- ▶ If you talk about collaboration
- ▶ If you struggle turning talk into action
- ▶ If you think you could be doing more working together with others.....

“

'The best time to plant a tree was 7 years ago... the second best time is today'

Get in Touch

*“Let’s return the world by
making reuse work for all,
together”*

stuart@reposit.world

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