



Partnering to Advance Circular and
Reusable Food Service Packaging

September 11, 2023



Pilot overview

The NextGen Consortium



A partnership of food-service industry leaders to identify innovations and investment opportunities for **sustainable foodservice packaging globally.**

Launched in 2018 in partnership with Starbucks and McDonald's.

MANAGING PARTNER



FOUNDING PARTNERS



SECTOR LEAD PARTNERS



SUPPORTING PARTNERS



ADVISORY PARTNER



NextGen has a multi-faceted approach to single-use cup waste



Market forces are driving brands to pursue reusable packaging solutions

SUSTAINABILITY COMMITMENTS

By 2025, **Starbucks** wants every customer to be able to **either bring their own cup or borrow a reusable cup** from their cafes.

Coca-Cola targets to deliver **25% of its beverages in refillable bottles** by 2030.

PepsiCo intends to double the percentage of all beverage servings it sells delivered through reusable models from **10 to 20 percent by 2030**.

REGULATION



City of Berkeley: Single-use foodware & litter reduction ordinance



New York City: "Skip the Stuff" bill to promote accessories only upon request



SB 545: Bill relating to reuse of containers; and declaring an emergency



SB 54: Plastic Pollution Prevention and Packaging Producer Responsibility Act

CONSUMER DEMAND

Boards, Policy & Regulation | Industry Insight | Boards | Circular Economy

Consumers keen, but big brands failing to buy in to refillable packaging

By Mike Scott

August 9, 2023 9:33 AM EDT - Updated a day ago



Industry Insight

August 04, 2023 08:20 AM



Reusable and refillable packaging sales to reach \$53.4 billion by 2027, says Smithers

The US-based consultancy firm has published a white paper giving an overview of the five main strategies global brands are deploying to achieve plastic reduction goals.

BEATRIZ SANTOS in

TWEET SHARE in SHARE EMAIL

PRINT



NextGen Brands are testing a system for reusable cups together

Brands struggle
piloting reuse alone

Consortium pilot
mitigates
reputational risks

Reduces costs and
efforts



NextGen's 2024 multi-brand pilot will test reusable cups in Petaluma, CA

The test can include a mix of 20-40 partner locations, independent coffee shops, quick-service restaurants, food trucks and convenience stores/gas stations.

1 REUSABLE CUPS ARE THE DEFAULT OPTION



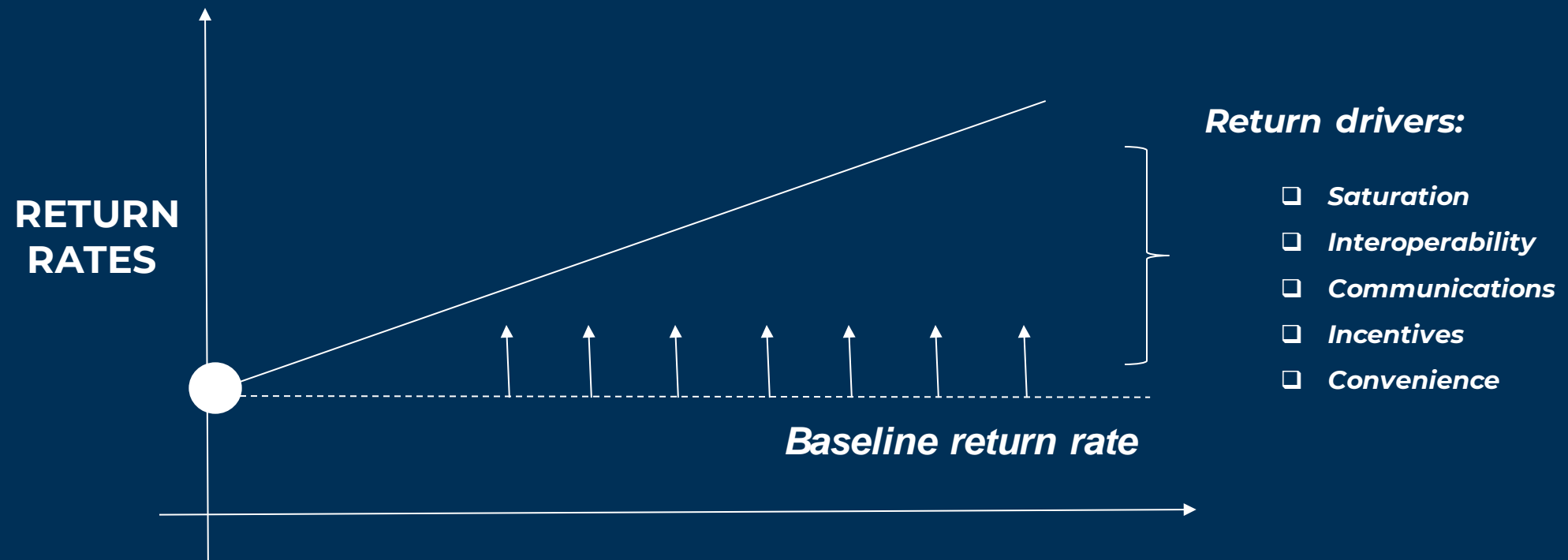
2 CUSTOMERS RETURN CUPS AT WIDESPREAD BINS



3 OPERATORS COLLECT, WASH, AND RESELL CUPS



What we will learn



Why are these learnings important?

1

Guide
reuse system
design

2

Inform
policymakers

3

Build a
pathway for
brands to
scale reuse

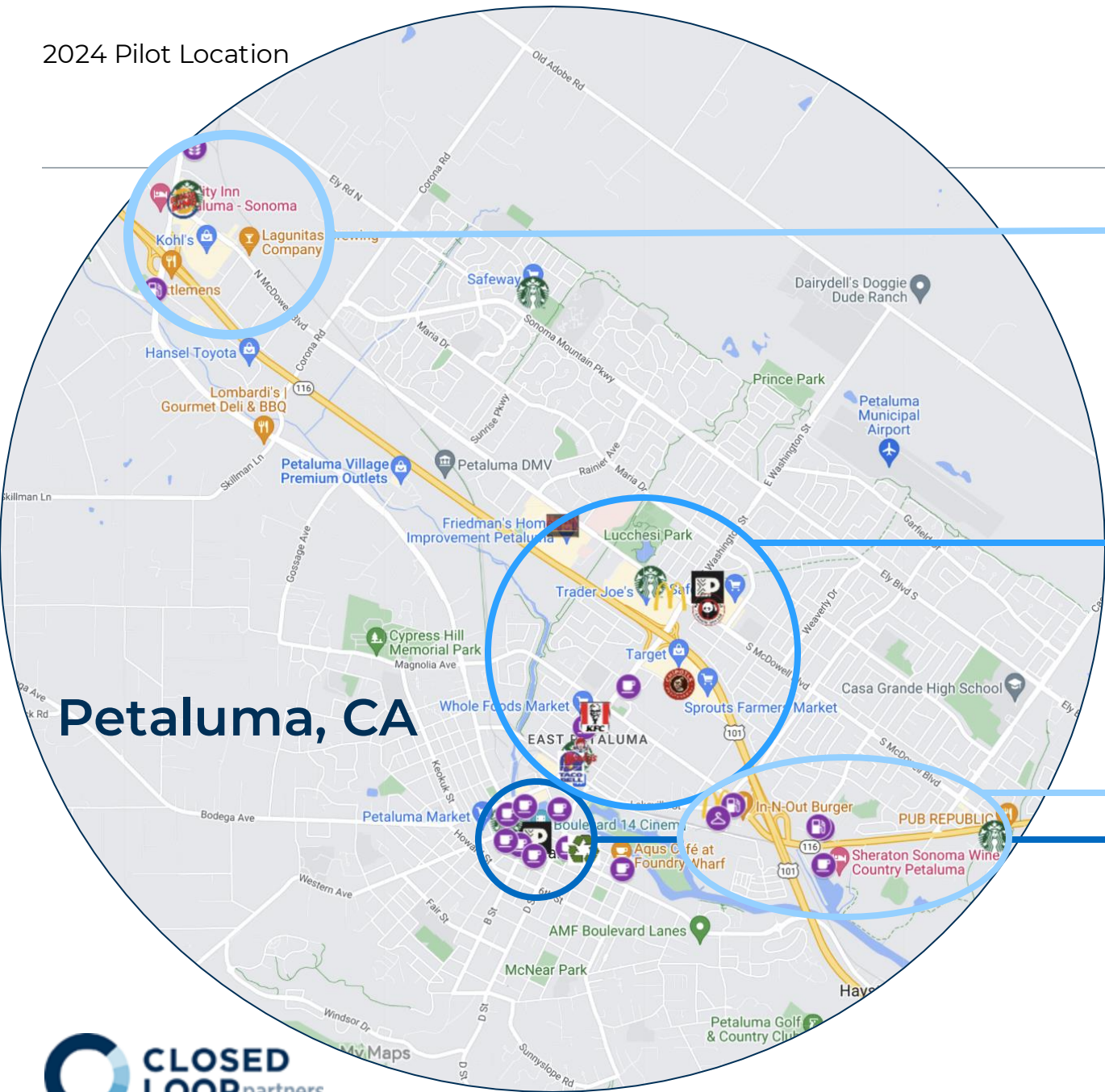
Why Petaluma & how you might engage

Our reuse community will allow saturation within a 1-3 mile radius



Pilot City: Petaluma, CA

- ✓ Primed market for reusables, with favorable legislative policy
- ✓ Small, dense, and interoperable community with 20-40 restaurants to pilot
- ✓ Mix of small and large restaurants or cafes selling to-go drinks
- ✓ Various means of transportation (walkable, rural, suburban, etc.)



Petaluma, CA

3 Distinct Testing “Zones”

3 Satellite Returns & Home Collection
North & South Petaluma

2 On-the-Go
East Petaluma

1 Walk & Mingle
West Petaluma

We will test in-market for 3 months in Summer 2024



Key Engagement Points for the City of Petaluma

- **Fall 2023:** Help with recruiting independent restaurants to participate and identification of key areas for bin placement
- **Fall 2023 and Spring 2024:** Communications to local businesses, associations, and citizens and support in citizen engagement programming

How might the **City of Petaluma** engage in this pilot

- **Bin Placement:** identifying and approving reusable collection bins across the city*
- **Local Business Outreach:** Support for local business outreach to participate as restaurant outlets or drop-off locations
- **Local Communications:** Support in communications to residents (especially as we recruit potential interview partners); *i.e., Cool Petaluma*
- **Local Collection:** Support informal collection of cups *i.e., Downtown Streets Team* – *note: NextGen to fund any initiatives*
- **Pilot Liaison:** Identify and assign dedicated liaison from waste management or other relevant office to partner with our team during pilot prep and launch

**We are not seeking budget or operational support (e.g., city cleaning up bins)*

Join Us!

Because reuse doesn't happen alone.



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Appendix: Pilot Overview Recap

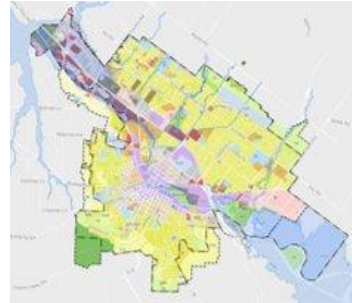
This test will be a first of its kind "reuse by default" test at scale

What?



- Multi-brand returnable cup test for **hot and cold cups** that optimizes for returns
- **Default reusable cups** across channels with widespread return (including from home)

Where?



- **Petaluma, California** (~50 miles north of San Francisco)
- Small, dense, and **interoperable** community
- **20-40 small to large restaurants** and cafes selling to-go drinks across channels
- **Primed market** for reusables, with favorable legislative policy

Who?



- **NextGen Brands**
- Independent restaurants and cafes
- Community organizations