

# Enabling Reuse For Public Events



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## High -Quality User Experince

"Nice to eat on a real plate!"

"Was easy and so much better! Hate using paper for the waste and feel."

"Makes it so easy. Vendors have it readily available at stations for customers to use"

*~Toronto Environmental Alliance  
Survey Respondent*

"The Muuse program allows us to educate our customers on the importance of reducing waste while actually reducing waste! "

*~ Chantal Stepa, Evergreen Canada*

## Durability

- High number of rotations (up to 1000 or more)
- Designed for high -heat commercial dishwashers
- Designed to withstand sustained heat of 180F / 82C
- Food Contact EU, Repeat Use and/or PR3 developing standards here
- Not Residential Dishwashers!
  - Some manufacturers call their items "reusable" but tested for residential use only

## Leading Tech Platform

- Logistics Management for Track and Trace Across Value Chain
- QR Based Systems Interact w Consumers (30+ Starbucks, Banff Borrowers, Toronto Events)
- RFID Based Systems for Inventory Tracking in Partnership with Avery - Denison

## Broad Deployment

- Municipal Programs in Petaluma CA, and Banff, Canmore AB
- Event Tracking in GTA with open street festivals (Caribana, City of Mississauga, Garlic Fest, etc)
- Closed Loop Venue Ops in Swire Properties HK, Evergreen Brick Works TO

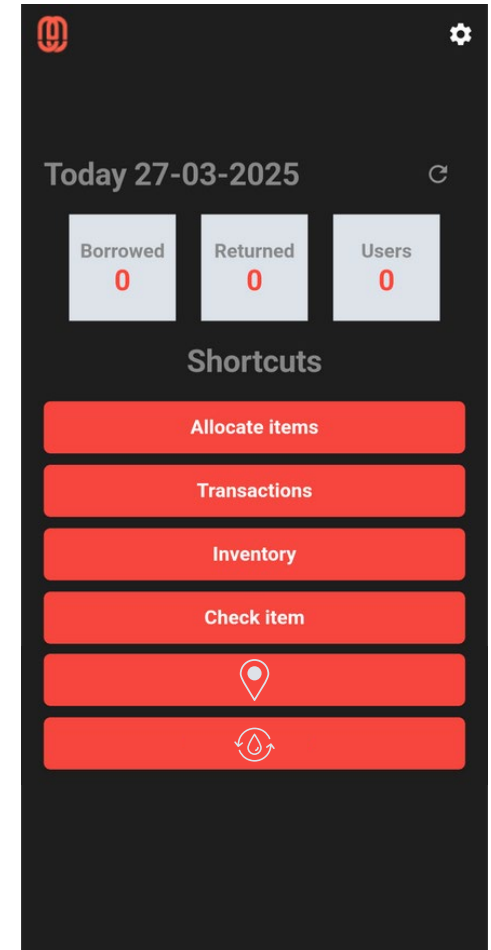
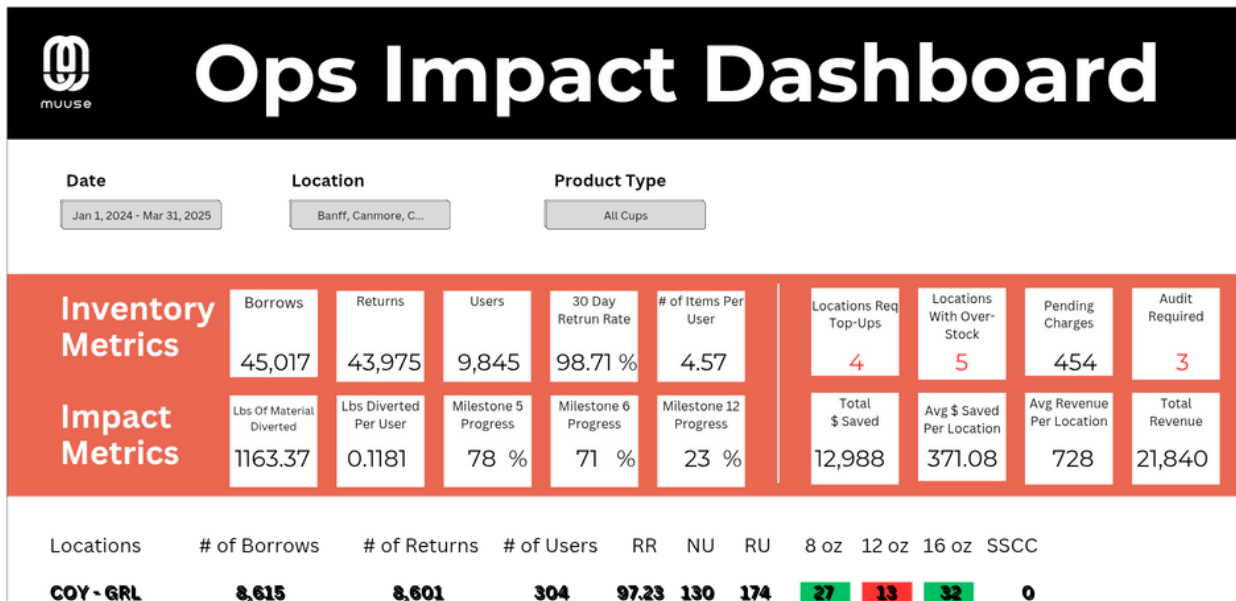
## FIFA & Beyond

- Avoid Single -Use, Waste costs downloaded to communities
- Improved Consumer experience
- Meet and exceed municipal, provincial, federal and industry targets
- Create a legacy solutions that can scale across future events

## Needed To Succeed

- Clear logistics
- Improved Consumer Experience
- Proof of Use -Cycles, including the sanitation confirmation tickets (SKU:Timestamps), delivery, receiving, deployment, returns and the locational info
- Trustworthy metrics to report to cities, sponsors and the public

## You Can't Manage What You Don't Measure

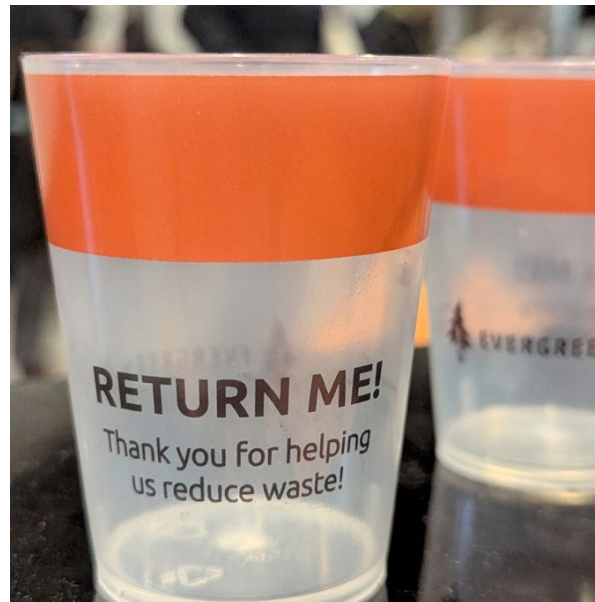


Saving a rhino's weight in trash:  
how Evergreen ditched disposables in 2024



**EVERGREEN  
BRICK WORKS**

- Reusables provided by default
- Over 147 served in 2024
- Prevented 3,883 lbs of waste





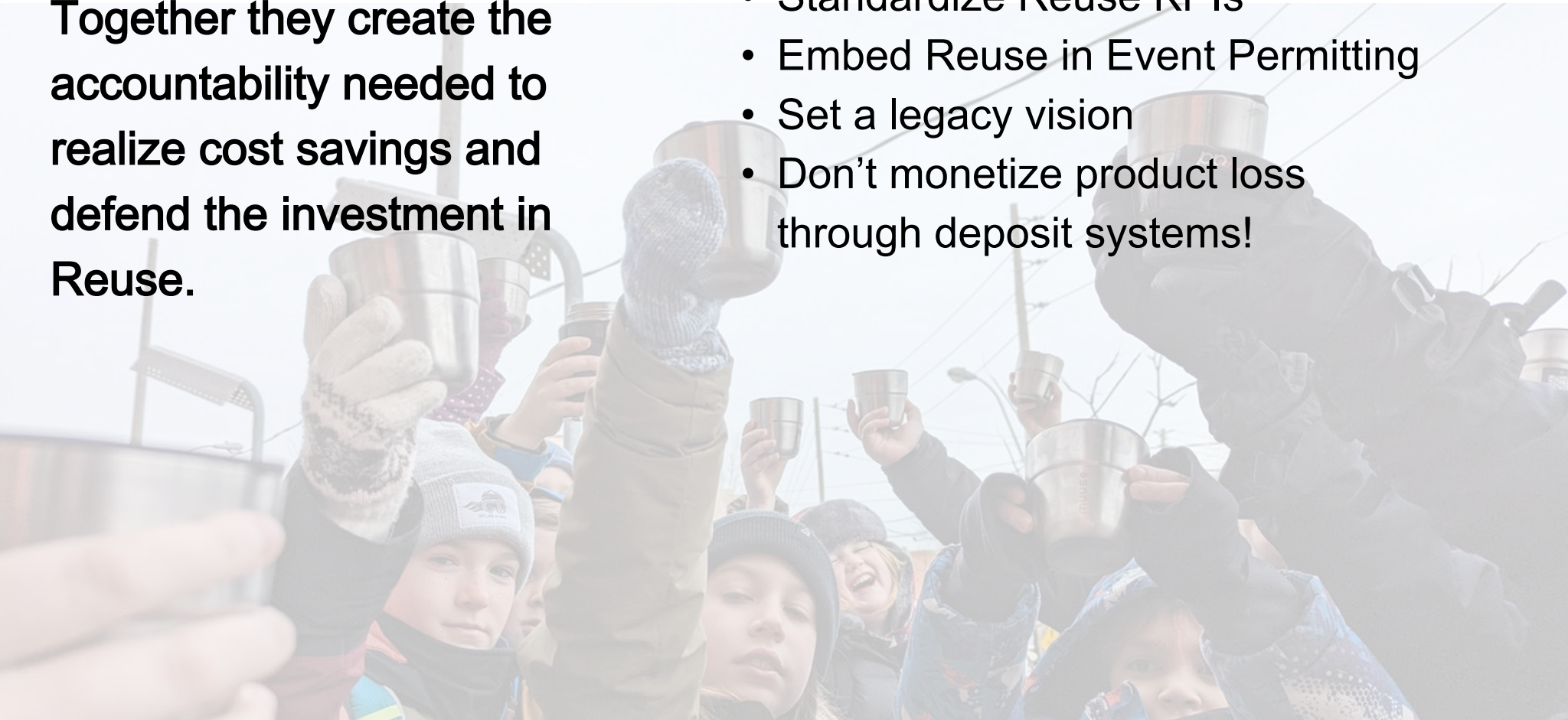


- Provides washing services to Event Management Companies, Reuse Providers, Grocery and more...
- Recieves a mix stream of reusable products and separates, tracks, washes and redistributes using Muuse software



**Durability gives a reusable item the potential to last. Tracking proves it. Together they create the accountability needed to realize cost savings and defend the investment in Reuse.**

- Mandate durability (>100 uses)
- Require Chain of Custody Visibility
- Require 95%+ Return Rate
- Standardize Reuse KPIs
- Embed Reuse in Event Permitting
- Set a legacy vision
- Don't monetize product loss through deposit systems!





Come See It In Action!



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