
suppli.

Reuse for Stadiums: How to upgrade your venue to zero waste

March 2025



Intro to Suppli

- Provider of reusable containers in Toronto since 2020
- Integrated with largest food delivery providers
- Created reuse systems that work for individual takeout orders and large-event catering
- Designed a material-agnostic program

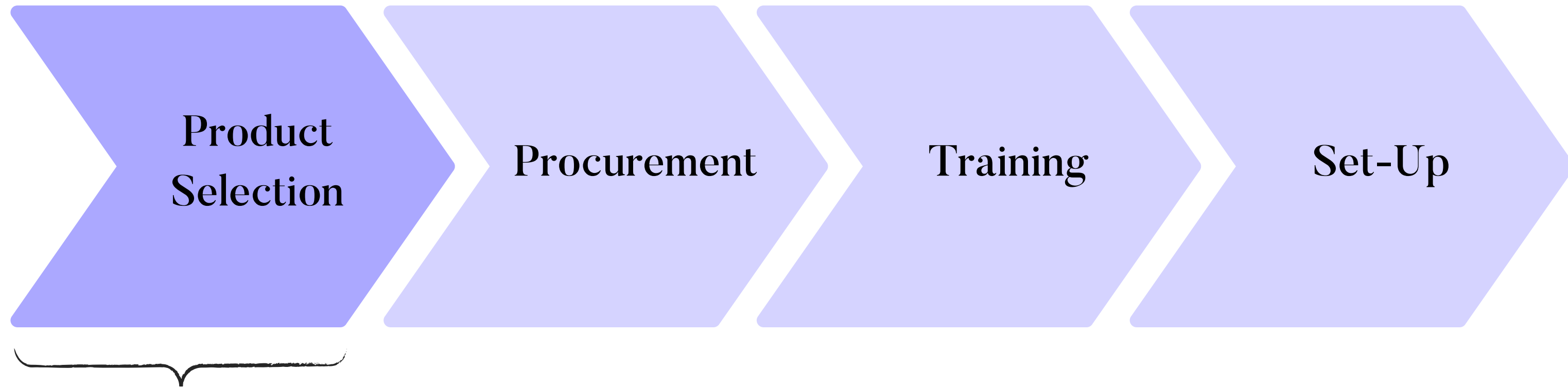
foodee



hungerhub



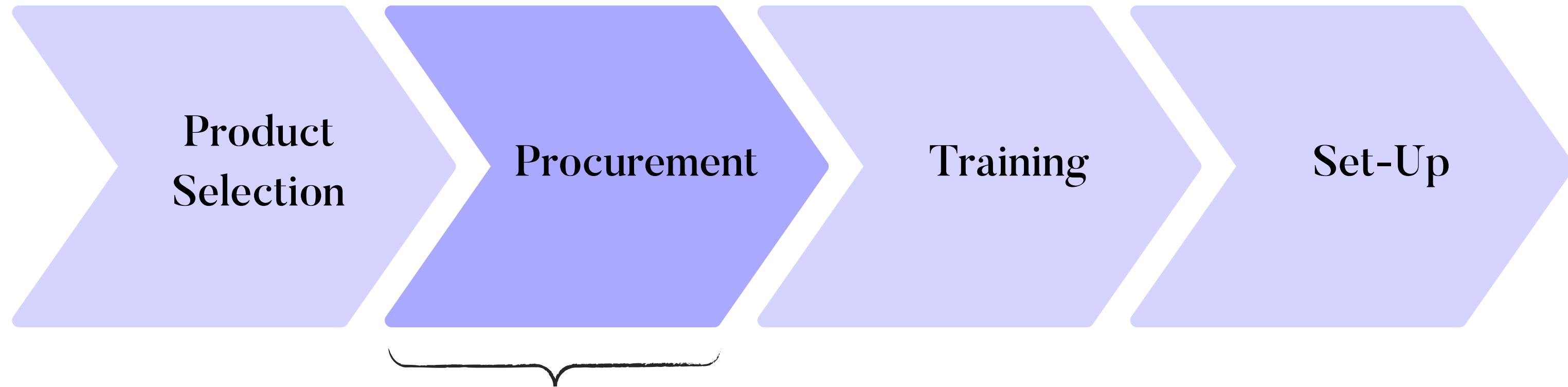
How we work - Planning



- Our goal in product selection is to anticipate and eliminate any potential user friction (from venue staff, to fans, to logistics operators)



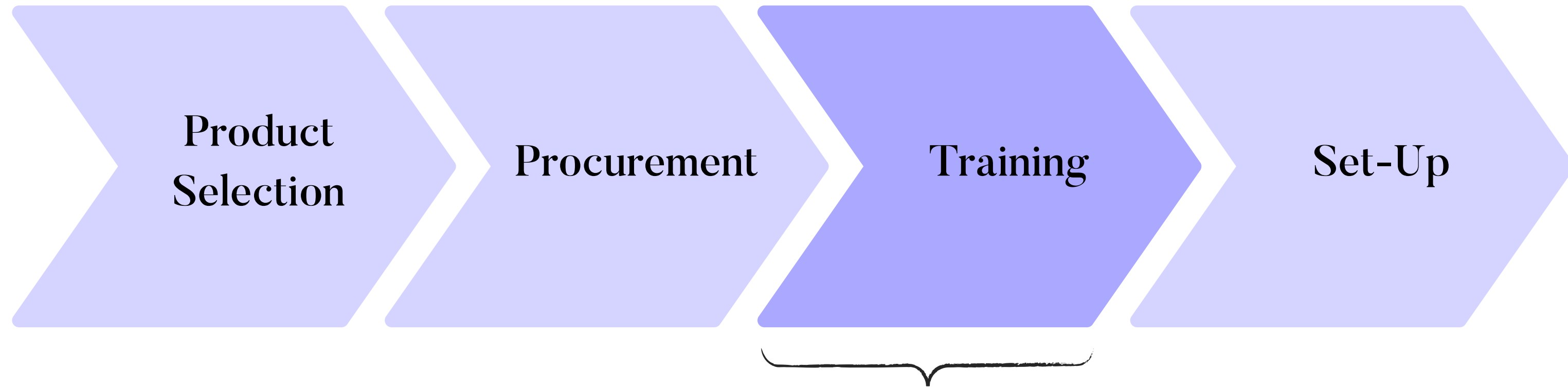
How we work - Planning



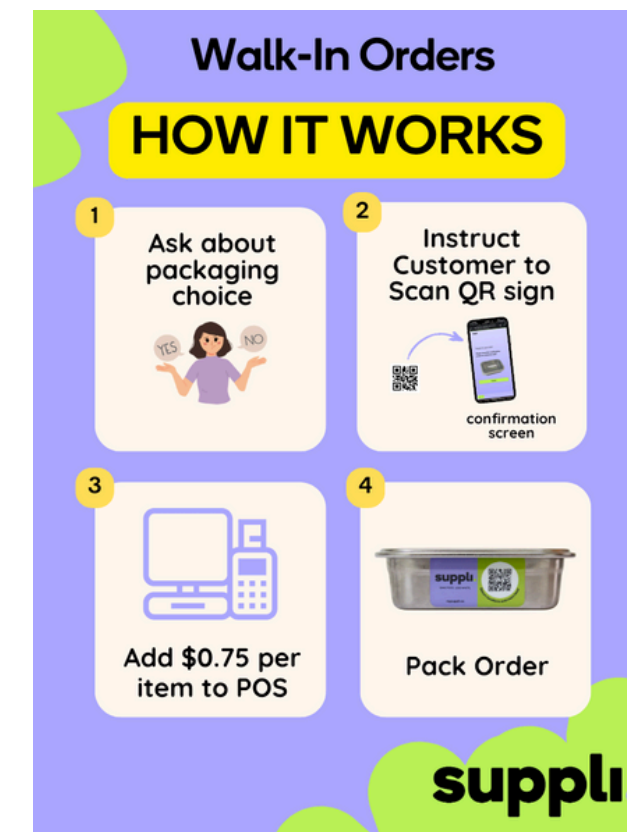
- Quarterback procurement based on an aligned goal
- Partner with stakeholders to determine the ideal product cost/ownership model



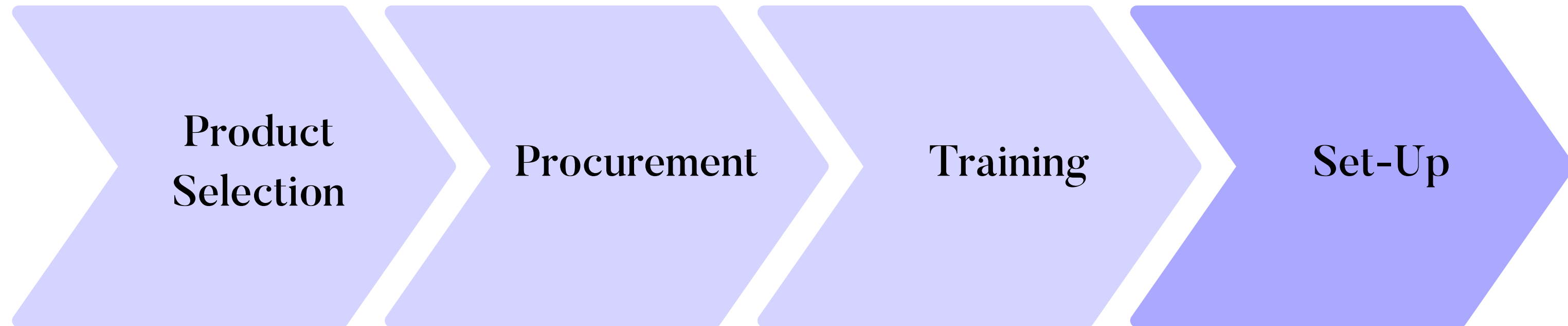
How we work - Planning



- Provide staff training to raise awareness of the reuse program
- Upfront (in-person) staff training is critical
- Ongoing “quick reference guides” ensure staff (new and existing) feel supported



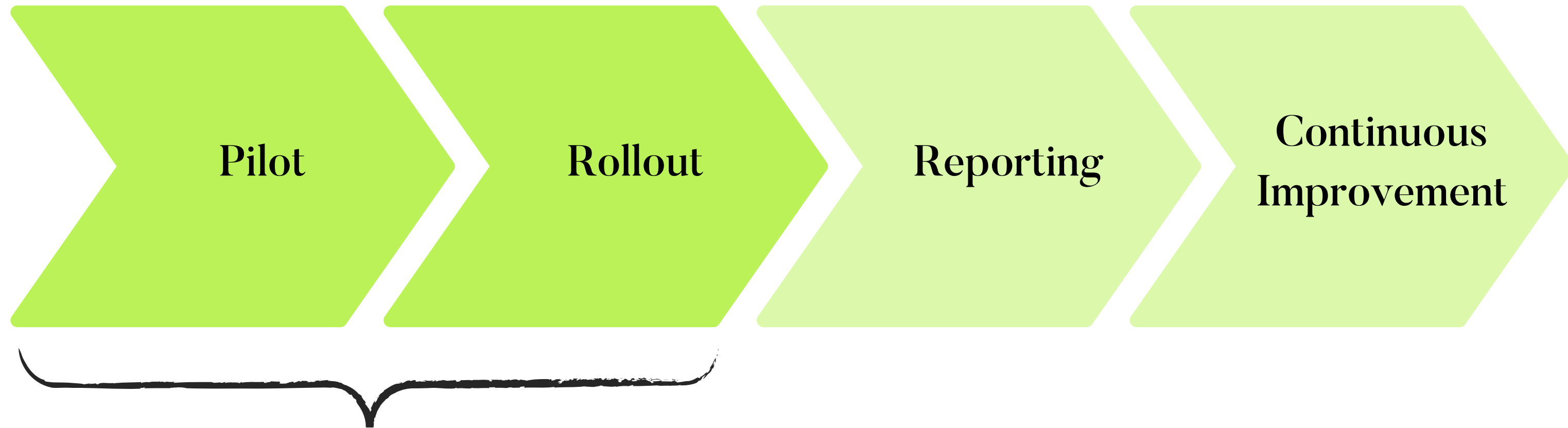
How we work - Planning



- Design signage to bring awareness to returnables process both consciously (return here!) and subconsciously (shape of bin openings, colour scheme of bins)
- Ensure returns are as seamless as possible (no need to download or scan anything)



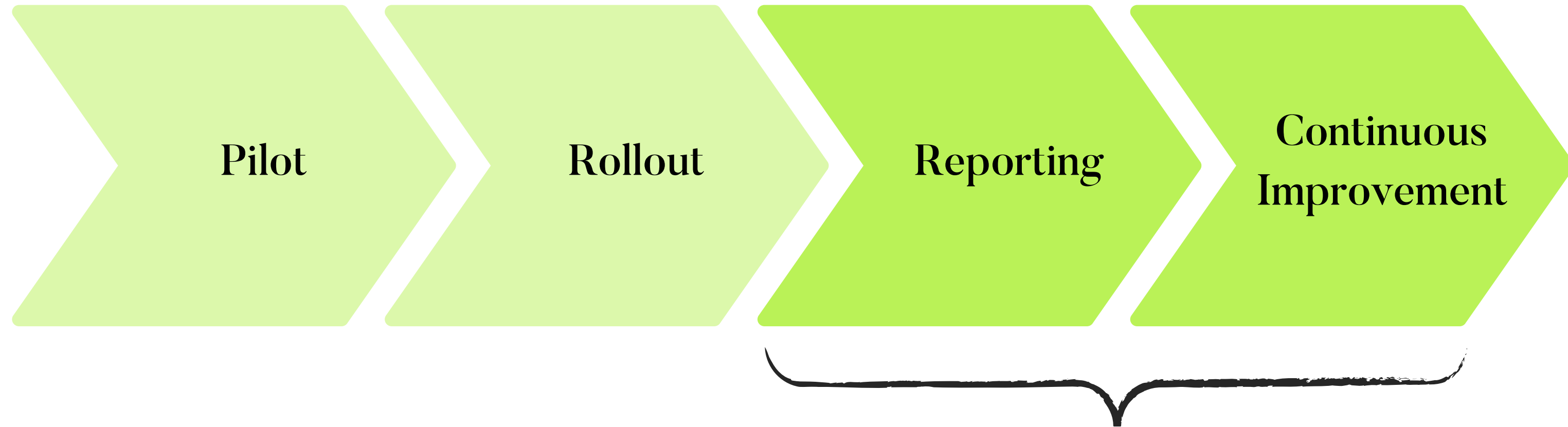
How we work - Implementation



- Select one location or group of SKUs to start
- Rollout more broadly upon achieving agreed-upon goals



How we work - Implementation



- Report regularly on sustainability metrics
- Create bespoke reports that align to overall mission statement and ESG reporting goals
- Conduct fan engagement surveys
- Improve return rates and other critical metrics



Financial Considerations

Cost Savings

- No single-use purchases
- Reduce waste disposal costs
- Optimize storage
- Gain cost efficiencies as more venues partner

Cost Coverage+

- Sell sponsorships for cups, return bins, QR codes on cups, signage, delivery vehicles, etc...
- Build into pricing

Risk Mitigation

- Get ahead of regulatory changes
- Avoid greenwashing
- Protect against supply chain disruption & price volatility

Thank you!



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