

Reusable Transport Packaging

Improving Business through Reuse



Maia Coladonato, P.E.
Leidos for StopWaste

Oakland, CA

STOPWASTE
at home • at work • at school

StopWaste



- Countywide public agency with 17 member agencies, 1.4 M pop.
- Mission is to reduce waste
- Programs in Business
Recycling/Composting, Green Building,
Bay-Friendly Landscaping,
Environmental Purchasing, proper
hazardous waste disposal
- Funded by per ton disposal fees

Reuse Comes into Play



ANG Newspapers, 2001

- Transitioned to reusable plastic pallets
- Prevents 37 tons of wood waste/year
- Cut labor costs by \$46,000

Reuse Comes into Play

Ghirardelli Chocolate Company, 2003

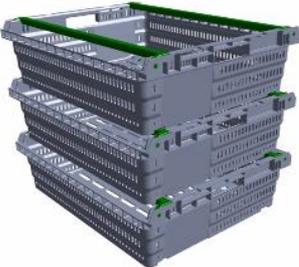
- Switched to reusable totes to move products “work-in-process”
- Prevents 350 tons/yr
- Cut disposal costs by \$2,700/yr
- 1,208 MTCE GHG reductions/yr



What We've Achieved (known)

- Workshops & Trainings – 25 in 4 states with 1,000+ attendees
- Technical Assistance – 200+ since 2010
- Waste Prevented: 3,416 tons
- GHG Reduction: 13,385 tons and growing
- Case Study Library: 16+ online w/ 5 printed, 1 video
- Funding Assistance - ~\$120K leveraging > \$1.4m total project value
- Resources for Other Agencies & Partners

Reusable Transport Packaging is...



How StopWaste can Help



- Workshops & Trainings
- Technical Assistance
- Cost Benefit Analysis
- Facilitate Vendor/Supplier Conversation
- Follow-up to monitor & assist
- Case Study Development
- Funding Assistance
- Web-based toolkit for other agencies & partners

www.UseReusables.com

- Reusables Basics
- Interactive Cost Comparison Calculator
- Case studies / videos
- Events calendar
- List of suppliers

The screenshot shows the homepage of UseReusables.com. At the top, there is a navigation menu with the logo and links for 'ABOUT REUSABLES', 'ARE REUSABLES RIGHT FOR ME?', 'SUCCESS STORIES', 'REUSABLES BY INDUSTRY', 'TYPES OF REUSABLES', and 'RESOURCES'. Below the navigation is a main banner with the headline 'Reusable Transport Packaging Saves Money and Resources' and a sub-headline 'Reusables are durable alternatives to limited-life transport packaging materials.' The main content area features a 'SUCCESS STORY' section for 'PepsiCo's Gatorade Plant' with a 'VIDEO LINK' and 'VIEW ALL SUCCESS STORIES' options. Below this are sections for 'Video' (with a play button icon), 'News & Events' (with a calendar icon), and 'Request Assistance' (with an information icon). There is also a 'Find A Vendor' section with a 'Zip code' input field and a 'SEARCH' button. A 'Subscribe to our Newsletter' form is located on the right side, with fields for 'Name', 'Organization', and 'Email address', and a 'SUBSCRIBE' button. At the bottom, there is a footer with a grid of sub-navigation links and a 'Brought to you by STOPWASTE' logo.

About Reusables	Are Reusables Right for Me?	Success Stories	Reusables by Type	Reusables by Industry	Resources
Subnav 01	Subnav 01	Subnav 01	Subnav 01	Subnav 01	Subnav 01
Subnav 02	Subnav 02	Subnav 02	Subnav 02	Subnav 02	Subnav 02
Subnav 03	Subnav 03	Subnav 03	Subnav 03	Subnav 03	Subnav 03



Reusables 101 & 102

REUSABLES 101

Think Outside the Box:
Think Reusable

Reusable transport packaging saves your company money and resources

REUSABLES 102

A cost comparison model for
Reusable Transport Packaging

How Businesses Have Successfully Switched to Reusable Transport Packaging

Reusables in Action

Tesla, Inc. & Veritable Vegetable

<http://www.usereusables.com>

Use Reusables - Case Studies - Windows Internet Explorer provided by StopWaste.Org
http://www.usereusables.com/casestudies/index.html

Use Reusables

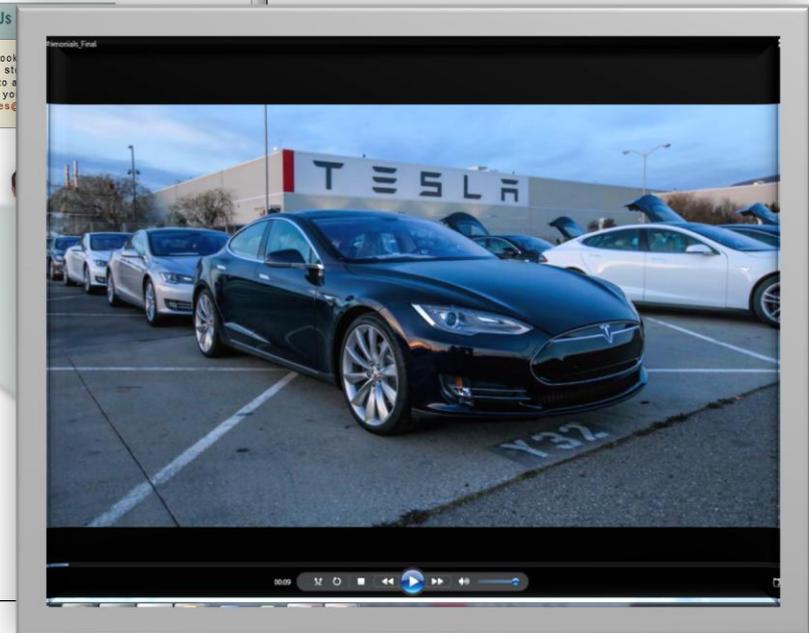
Reusable Transport Packaging Saves Your Company Money and Resources

Home | About Us | Reusables Basics | Cost Comparison | **Case Studies** | Resources | Events & Workshops | Contact

Case Studies

Many companies are realizing the benefits of reusable transport packaging already. Here are some case studies highlighting different applications for reusables.

- Pepsico Gatorade Plant: Reusable Pallets**
Pepsico's switch to more durable reusable pallets was cost-neutral, and brought numerous product protection, safety, and labor benefits to an Oakland bottling plant. [Download case study \(pdf\)](#). [View video \(6:55\)](#)
- Savoy Spinach: Driving down costs with returnables**
Switching from wooden bushel baskets to returnable, nestable and stackable HDPE containers has helped drive costs out of the supply chain for the Savoy Spinach industry. [View case study](#)
- StopWaste.Org: Reusable Moving Crates**
When StopWaste.Org moved to a new office, staff wanted to avoid generating the mountain of cardboard waste typical of a traditional move. By choosing reusable moving crates they reduced waste, cut back on labor, and improved the efficiency of the move. [Download case study \(pdf\)](#). [View a video](#)
- ANG Newspapers: Efficiencies from plastic pallets**
ANG Newspapers worked with the StopWaste Partnership to identify how they might further improve their environmental performance. StopWaste assessed the situation and determined that ANG had the ideal distribution system for reusable plastic pallets. [Download case study \(pdf\)](#)



THANK YOU!

Maia Coladonato, P.E. | Leidos

coladonatom@leidos.com

www.UseReusables.com

STOPWASTE
at home • at work • at school

Path Forward

2013

- Develop target list - Done
- Begin website redesign / toolkit project
- Begin strategy roadmap for life after the EPA grant (incl. research add'l funding opps.)

2014

- Complete baseline survey and industry research – early 2014
- Re-launch www.UseReusables.org
- Pilot new marketing approaches
- Analyze baseline data to inform outreach approach and identify gaps in existing tools / resources
- Outreach to top priority targets begins

2015

- Final round of grants distributed (\$60k remains)
- EPA funding ends – outreach efforts focus back to Alameda County
- Fully-implement new marketing tactics to drive participation

2016

- Re-survey, measure progress, recalibrate
- Engage tier II outreach list, focus on education and adoption
- Mid-course adjustments as appropriate

2020 – 90% of businesses in Alameda County with appropriate shipping and receiving circumstances are utilizing reusable transport packaging when economically advantageous.

Benefits of Reusables

- Reduce costs (waste & material)
- Improve efficiency
- Improve worker safety/ergonomics
- Improve product protection
- Lasting operational change
- Corporate responsibility

