



rcup
r.ware
r.turn



Building the Infrastructure, Platform, and Movement for the Reuse Economy



Our Impact

33+ YEARS OF SUSTAINABILITY LEGACY

**MILLIONS OF SINGLE-USE ITEMS
DIVERTED FROM LANDFILLS**

100 CITIES, 35 STATES, 12 COUNTRIES

THOUSANDS OF EVENTS

70K POUNDS OF WASTE DIVERTED ... 190 TONS

CO2 ELIMINATED ... 1.5 MILLION+ GALLONS OF

WATER SAVED ... 275K+ GALLONS OF CRUDE OIL SAVED

... 850K+ KILOWATT HOURS OF ENERGY SAVED ...

... AND WE'RE JUST GETTING STARTED

The Planet's Single-Use Waste Crisis Must Be Solved!

By the numbers...

- 1 TRILLION+ single-use items tossed annually¹
- 120 BILLION+ disposable cups every year (US) = 363 single-use cups per person²
- 16 BILLION+ single-use coffee cups are thrown out annually³
- 4 BILLION+ single-use cups are thrown out at live events each year (in the US alone)⁴
- Only 9% of plastic is recycled annually

Single-Use waste is a meaningful contributor to Co2 emissions

1. <https://www.earthday.org/fact-sheet-how-much-disposable-plastic-we-use/>; <https://upstreamolutions.org/blog/reuse-wins-report> 2.

<https://www.freedoniagroup.com/industry-study/cups-lids-3445.htm>; <https://www.rethinkdisposable.org/resources>

3. <https://foodprint.org/blog/environmental-impact-coffee-cup/>

4. Estimate of single-use cups used each year in the U.S., based on attendance/drink averages at live events. <https://upstreamolutions.org/reuse-wins-at-events>

Most single-use plastic, aluminum, compostable, and fiber cups end up in landfills, incinerators, or the environment.



We can't recycle or compost our way out of this.



The Demand for Reuse is Growing Rapidly

- Reuse is a powerful climate change solution.
- Consumers are demanding an end to the single-use crisis.
- Corporations are scrambling to embrace reuse to reduce emissions to meet their committed Scope 1 and 3 carbon reduction goals and ESG goals.
- Policy changes at local, state, and federal levels are requiring reuse. Cities, like San Francisco, Denver, and Seattle are creating penalties for single-use waste and/or incentives for reuse.
- Subsidies | Grants are increasing to accelerate reuse solutions.
- The Global Plastics Treaty negotiations are pushing all countries to grow reuse capabilities.
- Globally, reuse has been implemented as an essential solution to the single-use waste crises. The US is behind. We're here to help.

Reuse Is the Solution to Eliminate Single-Use Waste

See us in action



r.World is leading the way.



Building The National Reuse Infrastructure



Current Operations:

- Denver
- Las Vegas
- Los Angeles
- Minneapolis
- San Francisco
- Seattle
- Washington DC

2024+ Wash Hubs:

- Atlanta
- Austin
- Boston
- Charlotte
- Chicago
- Dallas
- Kansas City
- Nashville
- New Orleans
- New York
- Orlando
- Philadelphia
- Phoenix
- St. Louis
- San Diego

Who We Service

- Music Events
- Sports/Games
- Venues (500+ capacity)
- Arenas
- Stadiums
- Festivals
- Movie Theaters
- Corporate Campuses
- Convention Centers
- Schools
- Studios/TV/film productions
- Restaurants/cafes/ breweries
- Government agencies
- Aquariums
- Museums
- Zoos
- Food Courts
- + more!

Our Commitment to the Communities We Serve

r.world Wash Hubs are built in economic development zones, create jobs, hire second-chance workers, and are intentionally located within a 30-mile service area to reduce our carbon footprint

Anywhere that wants to eliminate single-use foodware waste

r.World Provides Ease of Implementation and Operation.



You Get
Zero Waste
with Zero
Hassle.

How To Build a Movement...

ARTISTS

Bon Jovi
Billie Eilish
Dave Matthews Band
Jack Johnson
Maggie Rogers
Mumford & Sons
Radiohead
Rod Stewart
Roger Waters
Rolling Stones
U2

VENUES

Chase Center
Dodger Stadium
First Avenue
Greek Theatre
Hard Rock Stadium
Hollywood Bowl
Levi's Stadium
Madison Square Garden
Soldier Field
US Bank Stadium

CONCESSIONAIRES

Aramark
BBC
DLS
Legends
Levy
Savor
Sodexo
Spectra
Spectrum
SSA Group

STRATEGIC PARTNERS

AEG
ASM
Coca Cola
EPA
Pollstar
White House-CEQ
Upstream

OFFICIAL PARTNERS

Green Biz
Green Sports Alliance
Honeycomb Strategies
Music Sustainability Assoc.
NIVA

PRODUCERS

AEG
Gen Con
Kevin Lyman Group
Live Nation
OVG
IMP, and many more





What is r.World's Unique Value Proposition??

We're the largest, most respected, and only reuse company focused on building the requisite national infrastructure, platform, and movement for the reuse economy.

Experience

- Sustainability innovators since 1990
- Thousands of successful activations - 100% client retention
- Experienced, mature leadership
- First mover advantage - 5 years ahead of other reuse companies

Technology

- QR and RFID technology enabled r.Turn™ platform
- Proprietary AI quality control/assurance system
- Advanced automated environmental impact reporting
- Proprietary proven washing, messaging, and logistics processes and techniques

Relationships allow r.World to be the Movement Maker

- Cultural influencers/Artists are investors and personal friends of founder
- Strategic Collaborators -AEG, ASM, White House, Aramark, Compass,NGOs, EPA,etc
- Partnerships with cities, NGOs, sustainability consultants

Impact

- Hubs located in economic development zones
- Second Chance employment initiative
- US-based and US-produced cups/wares
- Wash for other reuse companies
- Founder agreed to donate 10% of the company at time of formation to non-profits tackling single-use waste crisis

r.World is recognized globally as the best solution.

FAST COMPANY



2020
Fast Company
World Most
Innovative
Company

FAST COMPANY



2021
Fast Company
World
Changing
Idea



2021
Reusies
Most Innovative
Reuse Company
Nominee



2022
Reusies
Most Innovative
Reuse Company
(Food & Beverage)



2022
Summit Awards
(Green Program,
Collaborative Program,
Logistical Achievement)



Ready to make
a difference?

When you
partner
with r.World,
here's what
you get...

r.cup
r.ware
r.turn



- Multiple products, styles & sizes.
- BPA-free polypropylene.
- Made in North America.
- The most durable.
- The best for sterilization.
- The least energy & resources to make.
- The best for upcycling (into new reusable products!) once they wear out.



r.turn™

- Deliveries
- Pick ups
- Sanitization services
- Warehousing
- Inventory controls
- Inventory management

r.cup™

Sizes: 5 oz, 7oz,
9oz, 10/12 oz,
16 oz, 20/24 oz,
32 oz



r.ware™



Sizes: 16 oz Bowl
Bowl: 10x5.5
Clamshells: 5x5,
9x6, 9x9

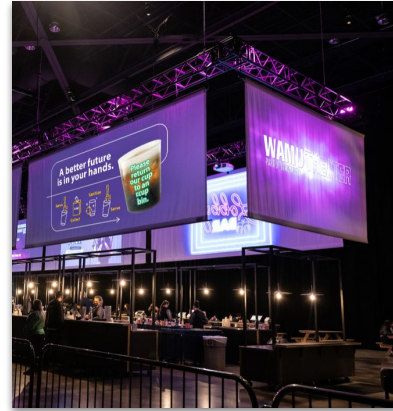


Seamless delivery & setup.

- Pickup & delivery 365 days/year.
- 24-hour helpline.
- Personal support.

Everything you need for high returns rates.

- 1:1 Staff training
- Signage
- Bins
- Video training
- Social Media support
- Custom website content
- Custom FAQ content
- Staff on site for launch week or if return rate drops

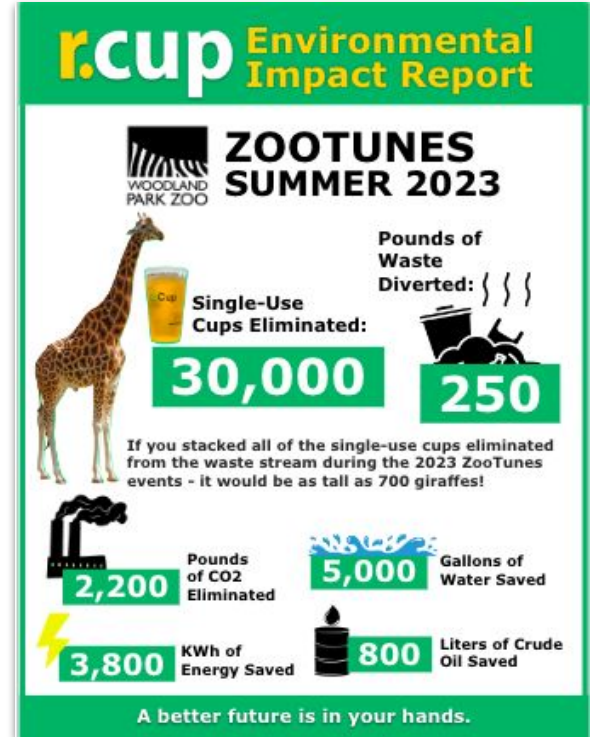
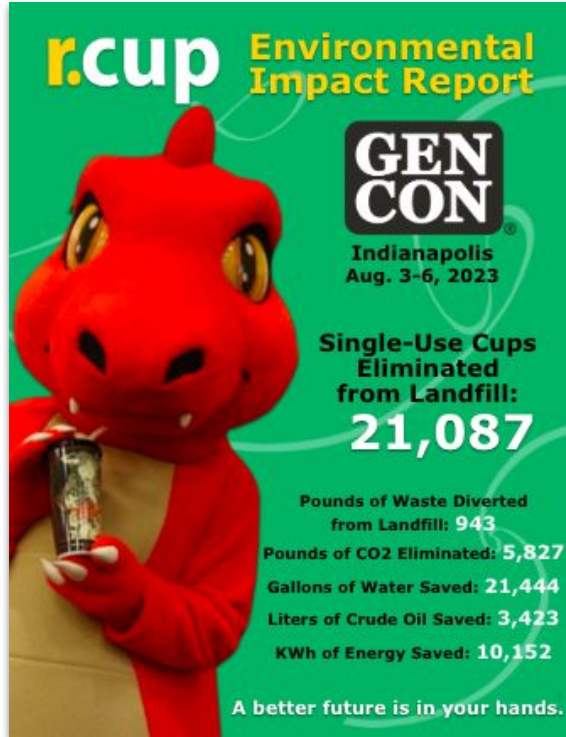
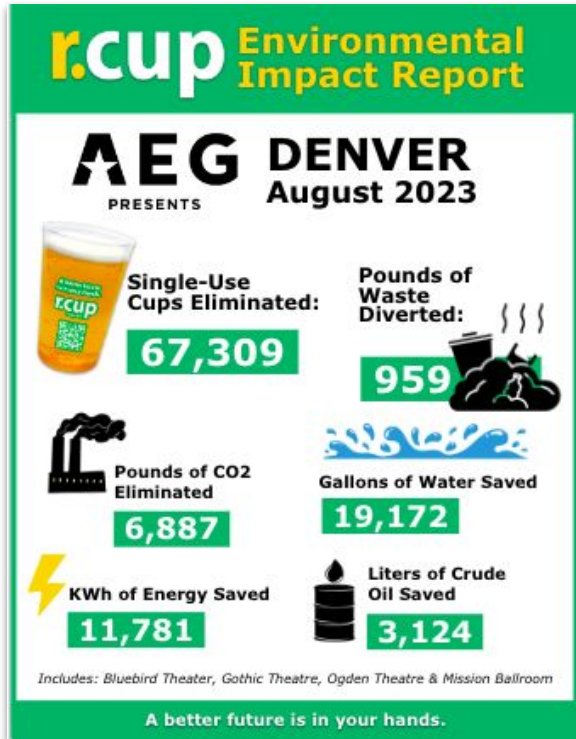




World-class sanitization & quality control.

- Sanitization hub located near local venues.
- Powered by Ecolab® wash technology.
- Service 365 days/year.

Monthly Client Impact Reports That Tell the Story.



All from global experts committed to being your local partner.

Our approach is:

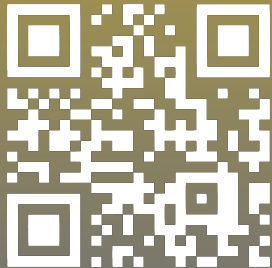
- Share profits with nonprofits working to stop single-use waste.
- Build in a development zone.
- Offer second-chance employment.
- Share the sanitization hub with other reuse providers.
- Support city leaders with reuse initiatives.
- Be a great neighbor.
- In it for the long run.





Tina Swanson

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Ease of Implementation: Ordering & Delivery **Appendix**

Step 1 Place Your Order via Our Simple Online Form

Your Venue Name Here

Bluebird Theater

Cases of Clear - Bluebird	Cases of White - Bluebird	Total Bluebird Cases
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
<small>Clear 16oz Alcohol Cups (240 cups per case)</small>	<small>White 16oz Soda Cups (240 cups per case)</small>	

[Notes, Questions, Feedback?](#)

Let us know about any special requests, questions, or feedback.

[Submit Form](#)

Powered by Formstack. Create your own form >

Step 2 We Deliver, Then Help With Set Up ...



Easy ordering - order cups whenever you need them.

- Customized delivery schedule that fit your needs
- Stackable delivery tubs save space
- High quality cups stack easily, don't stick together and don't tip over

Ease of Implementation: Set Up & Training

Appendix

Step 2 Our Staff Manages the Set Up ... Signage & Bins



... Staff Training



Ease of Implementation: Serve & Return

Appendix

Step 3 You Serve



r.Cups prevent foaming which positively impacts speed of service.

Step 4 Customers Return Cups and Containers to our clearly marked Bins



Ease of Implementation: Wash & Repeat

Appendix

Step 5 We Pick Up Cups and Containers For Washing



We can pick-up used cups and containers every day, reducing the amount of space needed for dumpsters.

Step 6 We Wash, Sanitize & Redeliver. Our Cups And Containers Are Used Again & Again & Again



Sample Collection & Delivery Bins

Prioritizing Ease of Use



r.World
Standard
Slim Bin

20" x 11" x 30"



r.World
Slim Bin
with Black
Cover

20" x 11" x 30"



r.World
Cero Bin

23" x 21.5" x 35.5"



Used Cup and
Container Receptacle

63" x 47" x 47"

Appendix



Delivery Tubs

27" x 17" x 12"

Reuse Wins: Upstream Life Cycle Analysis (LCA)

See full scientific study [here](#)

Reusable polypropylene (PP) cups are the most sustainable option while single-use aluminum cups are the worst option. Even though we do not like using plastic, we have designed a solution that dramatically reduces plastic via reuse and we maximize return rates to reduce loss going into recycling.

Environmental Attribute	r.CUP	Bio-Plastics & "Compostable"	Souvenir Cup	Single-Use Plastic & Aluminum Cups	Packaged Beverages
Reusable at multiple events	✓	X	X	X	X
Can be recycled	✓	X	Maybe*	✓	✓
Percent waste properly processed	99%	0%	10-15%	10-15%	10-15%
Can be sanitized and reused	✓	X	✓	X	X
How long it takes to decompose	Doesn't go to landfill**	Centuries	Centuries	Centuries	Centuries
Generates revenue	✓	X	✓	X	X

*Some Souvenir Cups can be recycled but not in all cases given the wide variety of compositions in the marketplace.

**The purpose of r.Cup is to be reused over and over, avoiding the landfill entirely.

Study Fact

Single-use Ball aluminum cups use **47% more energy** over their life-cycle and create **86% more carbon dioxide**, making it the least sustainable of all the materials analyzed.

Study Recommendation

Venues and event companies should begin the process of shifting away from ALL single-use cups, not just single-use plastic.

Study Support

Backed by 20+ environmental groups, including 5 Gyres Institute, Oceanic Global, Sierra Club, Music Sustainability Association, and many more. 25

“At live events, unless hand-sorting is done, the recycling rate for single-use cups is anywhere from 0 - 20%.”

Aluminum Cups:

- Uses 47% more energy over their life cycle and creates 86% more carbon dioxide than other single-use options
- Higher cost/cup
- Use more energy to produce than other options
- Use more energy to recycle, if recycled
- Mining process creates water contamination
- Releases pollutants from smelting processes
- Almost all go to landfill rather than recycle
- Have a coating that washes off, exposing aluminum

Compostable Cups:

- Nearly 100% end up in landfills
- Use more energy to produce than plastic
- Release more pollutants from growing and processing the ingredients
- Deplete more ozone than most plastics
- Require more land use
- Use resources that could potentially be used for food
- If mixed with recycling, will contaminate the entire load
- In landfills, does not decompose for a century or more
- Releases methane - which is 23 times more potent than CO₂

[Learn more from Environmental International](#)

[Learn more from Beyond Plastics](#)