



Members of the Infrastructure and Environment Committee
City of Toronto

Re: Item IE 30.17 - Single-Use and Takeaway Items Reduction Strategy - Voluntary Measures
Program Launch

May 23, 2022

Dear Committee Members,

I'm writing to inform the committee members that we at Muuse and DreamZero believe that the City of Toronto should be pushing their Single-Use Reduction Strategy harder than ever. Our businesses have collectively diverted over 150,000 single-use items from landfill with our commercial reuse programs in three major cities (Hong Kong, Singapore, Toronto) and we've seen a massive push for reuse programs and single-use bans, except for an obvious lagging here in Toronto.

Muuse has provided solutions for companies as large as Starbucks, and to small start-ups like Poured Coffee on the Danforth that opened their doors during the pandemic. We are seeing companies of all sizes commit to waste reduction goals and their customers are supporting this transition. Starbucks has committed to stop single-use cups within 2 years, and Poured Coffee has not served a single single-use cup since opening their doors.

These efforts can't exist alone in our society, they must be helped along by governments through single-use bans, and other incentives - consumers and industry must understand that their behavior plays an important part in reducing waste. We highly recommend that the City of Toronto consider encouraging the restaurant industry to participate in a voluntary program as soon as possible to help Toronto businesses / residents reduce waste.

City of Toronto facilities are also behind, reuse programs are easy to implement and can have a huge impact once implemented, we believe the City should be demonstrating a leadership role here too.

I eagerly anticipate this committee's recommendations to council, and I'm hopeful there will be some action taken shortly.

Scott J Morrison
Co-Founder DreamZero,
Regional Director, Canada, Muuse