

# Litter Prevention: Industry Best Practices

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Canada**

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# Who Are We?

**Mission:**

To help our members in every community to grow and prosper

**Vision:**

The most valued partner of the restaurant industry

- Government Affairs team in place across Canada
- Member communications and media relations
- RC Show
- Member savings programs
- Industry research and analysis



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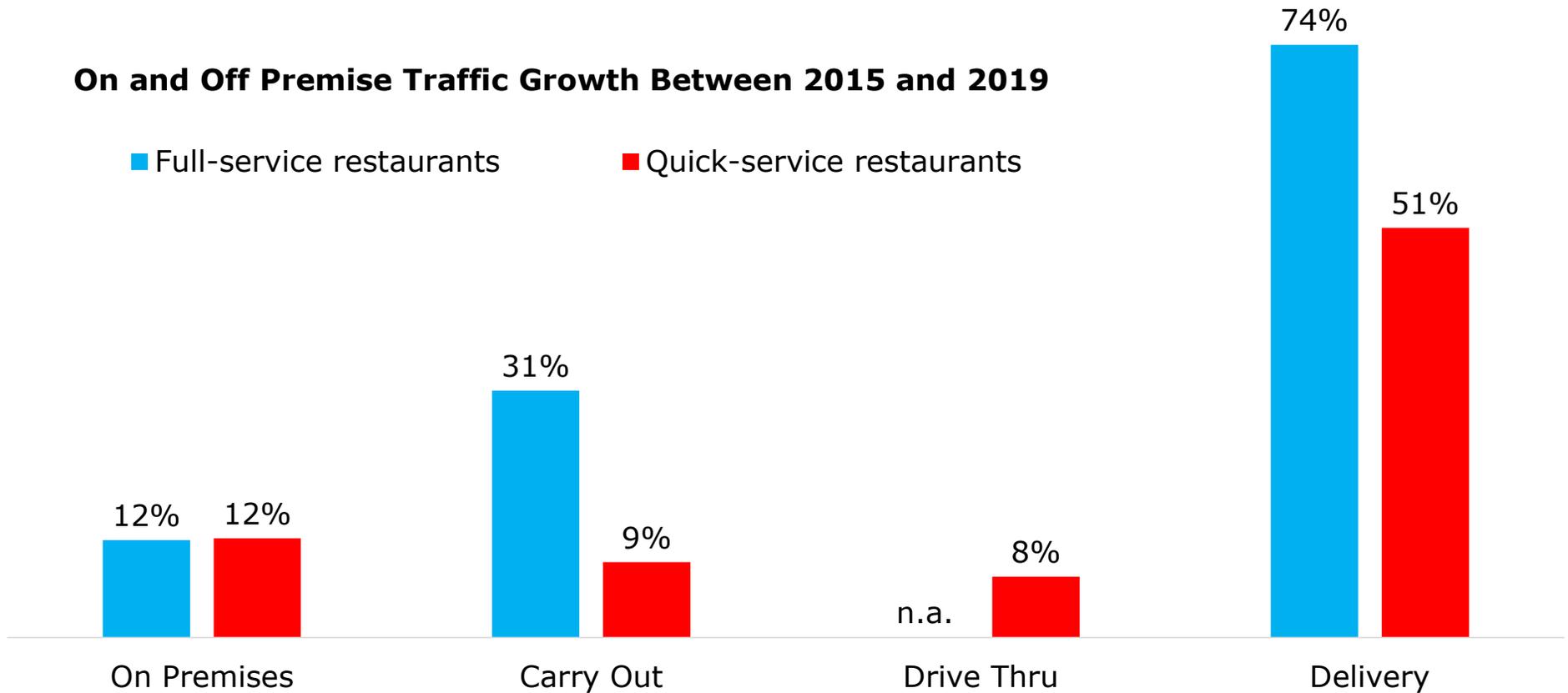
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# Customer Demand for Packaging is Growing

**On and Off Premise Traffic Growth Between 2015 and 2019**

■ Full-service restaurants

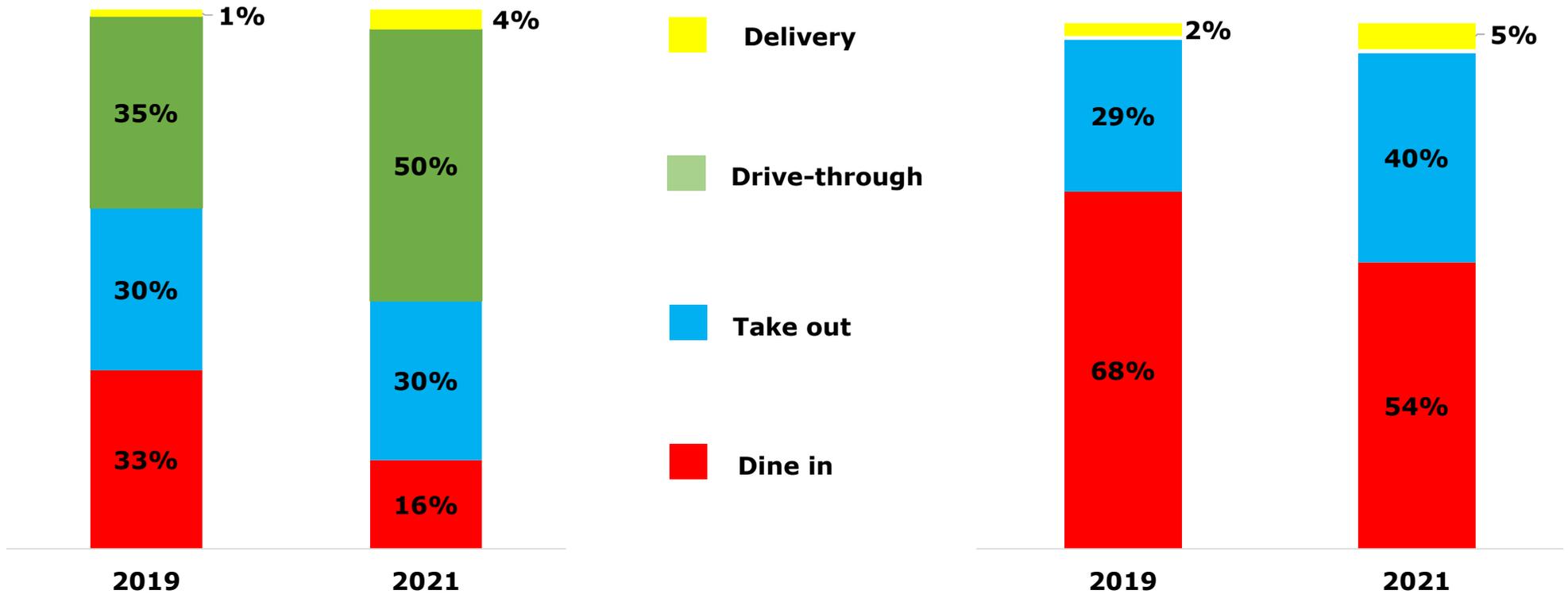
■ Quick-service restaurants



# Customer Demand for Packaging is Growing

## QSRs

## FSRs



# Innovative Upstream Initiatives

Our members have been focused on reducing their environmental impact and creating a circular approach to waste to increase diversion and decrease litter

- Increasing and promoting reusable cup programs
- Piloting deposit return programs for reusable cups and/or containers
- Including more fibre-based packaging – sourcing sustainable content



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# Innovative Upstream Initiatives

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- Introducing sip lids to eliminate straw requirement
- Implementing by request programs (i.e. straws, napkins, cutlery)
- Reducing overall package material content
- Pilot projects for packaging that will eliminate ancillary package parts such as lids (e.g., Butterfly cup)



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# Making it Easy

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Our members are committed to making it easier for customers to dispose of their packaging, with the knowledge it is being properly managed

- Multi-sort bins with colour-coded and graphic signage
  - Tailored to diversion programs in their local area for ease of use and consistency
  - Bin right sizing to avoid overflow and cross-contamination which can discourage proper sorting
- Piloting new technology such as AI assisted sorting in some stores to guide the customer to make the right choice



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# Leading by Example

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Effective litter reduction and waste diversion campaigns must include empowering consumers to make informed decisions

Restaurants Canada members engage with the public by

- Leading and sponsoring community cleanups
- Education campaigns that include social media
- Onsite Signage
- Participating in and funding litter audits to determine areas for improvement



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*Thank You!*



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