



# Earthware One-Pager

---

*Calgary entrepreneur John MacInnes loved takeout, loved the YYC restaurant scene, but hated the waste it generated.*

John found a solution to significantly reduce the 68 million restaurant takeout containers added to Calgary's landfills each year. This reduction will result in cost savings for the city, reduction in harmful greenhouse gasses and less garbage on our streets. Earthware return-for-use containers was that solution.

## Truth About Recycling/Composting

MacInnes was also inspired to educate Calgarians about the challenges of using single-use items:

- Recycling alone is not a sustainable or economical solution over reusing. Only 9% of plastic in Canada is recycled.
- Bioplastics & most "compostable" containers cannot be included in residential compost programs and end up in the landfill where they take longer than a century to decompose.
- 15% of methane emissions from landfills come from single-use containers.
- A family of 3 ordering takeout once a week creates approximately 520 containers of waste/year.
- Styrofoam containers will be completely banned federally by the end of 2022 and some cities, like Vancouver, have already implemented the ban.

Calgarians are keen to do their part to reduce waste but most of us are "wish-cycling", using single-use containers and hoping the cities find a way to process them. All levels of leadership agree that reducing and reusing is more sustainable than relying on recycling.

## How Earthware Works

1. [Sign-up](#) to be Earthware members to get a member code, to use unlimited takeout containers.
2. Order your takeout the same way from [participating restaurants](#) with Earthware containers - by phone for pick up, or through delivery apps. (SkiptheDishes, Doordash, UberEats) Indicate you want your takeout packed in Earthware and share your code.
3. Enjoy a meal then scan the QR code to use the free drop off locations or use an Earthware pick up service at your doorstep.
4. Earthware sanitizes them in a commercial kitchen, seals them up, and off they go again for restaurants to purchase, as they would any other packaging inventory, for the next Earthware member.

## Why Become a Member

- One small change can make a big impact in our own backyard without losing the convenience.
- Support [local restaurants](#) doing their part to reduce waste. Earthware has over 30 and counting.
- To launch the program, Earthware is offering next-day, doorstep pick up. Including pick up, sanitization and distribution, after 15 uses, it has less impact on the environment than single-use containers. And they will be used 985 more times.
- The containers are made of [polypropylene](#), considered the safest plastic according to the FDA, leak-proof and do not react to heat.
- 5 Years from now...if we have 1200 restaurants participating over those five years we could see:
  - \$1 million dollars in savings for YYC in processing
  - 6 million square meters of landfill space reduced
    - That's 38 Bow Towers!
  - 45 million kg of CO<sub>2</sub> of gas emissions eliminated from our own backyard