



Building the Reuse Infrastructure in LA ... And Across the Nation





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Join the reuse
revolution.

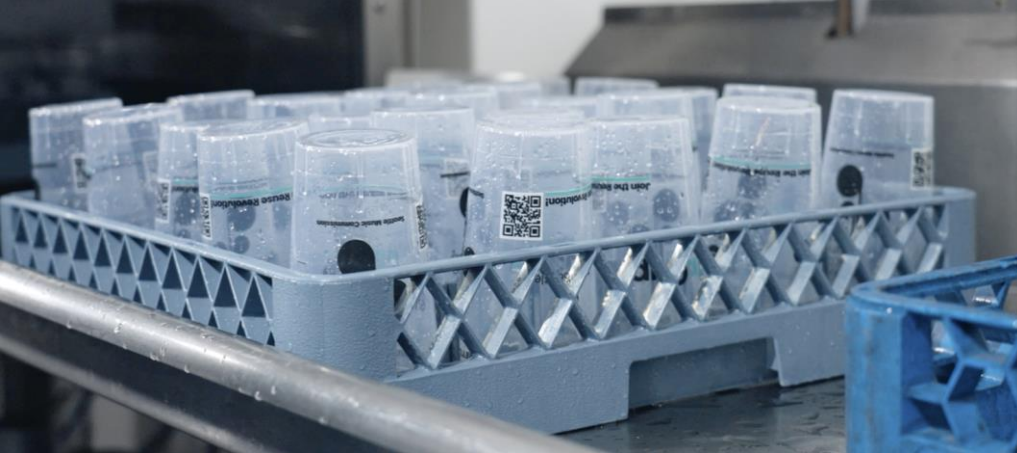


rworld

Let's create a world
without single-use waste.
rWorldReuse.com

Hello, LA.
Goodbye, Waste.

500,000+ single-use
cups diverted from
landfills in 2023



Our Reuse Infrastructure

- Built in economic development zones, create jobs, hire second-chance workers
- Located within a 30-mile service area
- Powered by Ecolab® wash technology
- Service 365 days/year

r.World is the nation's No.1 reuse platform, and the only reuse company focused on building the national reuse infrastructure ... and we're doing it city by city. **We've done LA events since 2017 ... our LA Hub industrial facility opened in 2021**



Who We Service

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

We've already eliminated 5+ MILLION SINGLE-USE ITEMS

... and counting

Waste Diverted: 70,000 pounds

CO2 Eliminated: 190 tons

Energy Saved: 850,000 kilowatt hours

Water Saved: 1.5 million gallons

Crude Oil Saved: 275,000 liters



Partners are the main key

ARTISTS

Bon Jovi
Dave Matthews
Jack Johnson
Maggie Rogers
Roger Waters
Rolling Stones
U2

VENUES

Chase Center
Crypto.com Arena
Dodger Stadium
First Avenue
Hard Rock Stadium
Sphere Las Vegas
US Bank Stadium

CONCESSIONAIRES

Aramark
BBC
Legends
Levy
Savor
Sodexo
Spectra

STRATEGIC

AEG & ASM
Coca Cola
Pollstar
White House-CEQ
Upstream

OFFICIAL PARTNERS

Green Sports Alliance
Music Sustainability
Assoc.
NIVA

PRODUCERS

AEG
Live Nation
OVG
IMP



Photo: LA Memorial Coliseum

r.World Activations Around LA



*WSL - Malibu Longboard
Championships*



*Expo West @ Anaheim
Convention Center*

r.World Activations Around LA



Aquarium Of The Pacific



*Sony Staff Weekly
Happy Hour*

Operation Challenge: “It’s too hard to even get started...”



Solution:

r.World Provides Ease Of Implementation & Operation.

LA Case Study: Crypto.com Arena

THE
HOLLYWOOD
REPORTER

HOME > NEWS > GENERAL NEWS

Crypto.com Arena Testing Reusable Cup Program for Depeche Mode Concerts

The venue in downtown Los Angeles, which uses an average of 15,000 cups per event, wants to do better than recycling.

BY MIKE BARNES

DECEMBER 6, 2023 9:03AM



Crypto.com Arena COURTESY OF AEG

The next beer that you buy at Crypto.com Arena might come in a cup that's

In a move to curtail the environmental impact of single-use plastics, executives at the

While the AEG-owned venue and its recycling partner ABM now sort, on site, the

Here's how it works: The used plastic cups are collected in specially marked bins, then taken to a nearby r:World industrial wash hub facility, where they are cleaned and returned to Crypto.com.

AEG has already partnered with r:World on reusable efforts at festivals and smaller concert venues like the El Rey Theatre in L.A.

"We were inspired by the artist's passion for eco-conscious initiatives and felt this was a fantastic opportunity to implement this exciting inaugural pilot," Crypto.com Arena president Lee Zeldman said in a statement. "Our aim is to ignite a wave of positive change and rally our audience and partners to actively participate in shaping a more eco-conscious future."

Following the pilot program, AEG execs will evaluate data from the concerts, and collaborations with current or future partners could make r:World a full-time option for those visiting the busy entertainment venue for concerts and L.A. Lakers, Kings, Clippers and Sparks games.

Michael Martin, founder and CEO of r:World, saluted Crypto.com Arena for "driving change across the live events industry."



40,000 people
96% Return Rate

<https://www.hollywoodreporter.com/news/general-news/crypto-com-arena-reusable-cup-program-depeche-mode-1235714588/#>



Educational Challenge: “People will throw out or take cups home”



Solution:

r.World provides everything needed for educational & high returns rates.



LA Case Study: Student Academy Awards



LA Case Study: Cali Vibes and Novo



Lauren Bergloff (She/Her) • Following Sustainability Leader | Customer Service | Environmental Education | Analysis | Inter...

So excited to see r.World at The Novo in DTLA! r.Cups are a reusable cup system. They deliver, you serve, guests return, they pick up, they sanitize, and repeat!

They did a great job of labeling, creating clear and concise signage, and keeping it simple.

I hope to see more venues use reusable cutlery and cups!



Finance Challenge: “We can’t afford it”

Newsweek

SUSTAINABILITY

How These Five Cities Are Leading the Way to a Greener World



SEATTLE

An all-hands-on-deck approach

The city's Reuse Seattle initiative helps restaurants, entertainment venues and other businesses switch from single-use packaging via a partnership with reusable cup creator rCup.

Solution:

- Environmental Fees
- Sponsorship Opportunities
- Subsidies & Grants
- Cities, like San Francisco, Denver, and Seattle are creating incentives for reuse

LA Case Study: Goldenvoice Festivals



*Head In The Clouds @
Rose Bowl*



Cruel World @ Rose Bowl



Camp Flog Gnaw @ Dodger Stadium

Green Fee - \$5 per Ticket

In Summary:

- Reuse is a critical part to eliminate single-use waste
- Cities have an important role in building reuse systems
- Municipal grant & incentives encourage venues and business
- US cities already implemented reuse at city-owned properties, venues and events (San Francisco, Denver, Seattle and Atlanta)
- The City of Los Angeles has the exciting opportunity to be the biggest city leading the nation's reuse economy



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“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](#)

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.