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To: ["Direct to Mayor and Council - DL"](#)  
Date: 5/11/2022 2:57:48 PM  
Subject: [Upcoming Media Launch Event: Return-It Pilot \(May 11\)](#)

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Dear Mayor and Council

This is to notify you of an upcoming pilot taking place in Vancouver, in advance of the media launch event scheduled for May 11<sup>th</sup>.

#### *About the Pilot*

A new pilot project by [Return-It](#) and major chains aims to introduce a reusable cup-borrowing program and recycle more single-use cups. Dedicated bins for collecting borrowed reusable cups and single-cup recycling will be placed in commercial and on-street locations in Vancouver, including in three downtown City plazas. This is an expansion to their [existing coffee cup recycling pilot](#) as it now includes outdoor public spaces and introduces a new reusable cup-borrowing program, where consumers can deposit their branded reusable cup into a designated bin to be collected, washed and returned to participating retail locations.

The 6-month pilot program will evaluate and determine the viability of a broader, permanent program in Vancouver and other locations beyond. In addition to the City providing in-kind support through the use of City property for the bins, the Return-It pilot partners include Starbucks, Tim Hortons, A&W, McDonalds, Merlin Plastics, and Metro Vancouver.

A Return-It media event to launch the pilot is scheduled for May 11<sup>th</sup> at the plaza 915 West Hastings Street. Staff have contributed to the media release and will attend the event. ***(please note, partners have been asked to keep the pilot confidential until the official announcement is made)***

#### *Alignment with the City's Zero Waste 2040 Strategy.*

The pilot will help support CoV's new single-use cup by-law and Zero Waste 2040 goals. Since the cup by-law came into effect on January 1, 2022, the City has encouraged businesses to invest their cup fee revenues in reusable alternatives. This innovative pilot shows how Return-it and major brands are exploring infrastructure solutions to make reusable cups as convenient as single-use cups and expand cup-borrowing in Vancouver, and keep single-use cups out of the landfill.

As a reminder, Council has also approved in principle a by-law amendment requiring businesses to accept customers' clean reusable cups effective July 1. Staff will bring forward this amendment to Council for consideration in June.

In addition to this pilot, momentum is building across Canada to dramatically reduce waste from single-use cups by switching to reusable options and embracing circular business models.

- On Apr. 21, 2022, City of Victoria's Committee of the Whole unanimously supported staff's recommendation to develop a by-law that will require businesses to charge a \$0.25 fee for every single-use cup or take-out container distributed, and serve dine-in drinks in reusable cups.
- On Mar. 25, 2022, City of Edmonton's Utility Committee unanimously supported staff's recommendation to develop a by-law that will require restaurants to accept customers' clean reusable cups, and use reusable products for dine-in food and drinks.
- Starting Mar. 1, 2023, single-use plastic cups will be banned in the City of Montreal and several businesses are adopting reusable cup-borrowing programs to prepare for the transition.

If you have any questions, please contact Lon LaClaire at 604-873-7336 or [lon.laclaire@vancouver.ca](mailto:lon.laclaire@vancouver.ca).

Best,  
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətał (Tsleil-Waututh) Nations.