

# WHY JOIN ST. LAWRENCE REDUCES?

## Fight climate change, reduce waste, and cut costs

Allowing your customers to bring reusable cups or containers will positively impact the environment and your business while strengthening your relationship with the local community.

St. Lawrence Reduces is a free program designed to highlight and applaud local businesses — like yours — that fill orders using customers' reusable containers or cups.



## How does it work?

Sign up, and simply display the "BYO" sticker on your door to let customers know that they can bring their own container or cup.

We will promote your business and waste reduction efforts on social media.



## What are the business benefits?

- Spend less on packaging
- Appeal to consumers.
- Reduce your greenhouse gas emissions.
- Make your business more competitive and profitable.
- Align your practices with current and upcoming legislation.
- Be recognized on social media by us and our partners.



## What's coming in 2024?

- A focused marketing campaign to highlight new businesses on Instagram, Facebook, and our website.
- In-person business recruitment and retention efforts.
- A long-term, stable marketing strategy to keep attention focused on our participating businesses.
- Grant and sponsorship applications, with the goal of obtaining program funding by the end of 2024.

Have suggestions for how we can further improve the St. Lawrence Reduces initiative?

Drop us a line: [stlawrence.reduces@gmail.com](mailto:stlawrence.reduces@gmail.com)

# KNOW THE FACTS

## Reusables will save you money

- A recent study found that 100% of small businesses that switch to reusables save money, saving an average of \$3,000 - \$22,000 USD/year.
- Per year, it costs \$55.50 to serve one customer a coffee per day when using single-use cups, but only \$4.90 when using reusable dine-in mugs.

## Reusables are safe

- Toronto Public Health states that there are no rules prohibiting reusable containers in the Ontario Food Premises Regulation.
- It has been internationally agreed that reusables do not pose a health and safety concern when basic hygiene practices are followed.

## Reusables increase profit and appeal

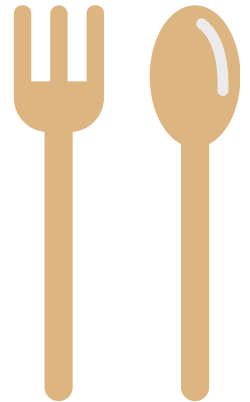
- Small businesses that invest in sustainability and ESG measures experience an increased competitive advantage, attracting investors, lenders, and buyers.
- They also experience improved financial performance, customer loyalty, and adaptability.

## Consumers want to shop at green businesses

- 90% of Canadians are looking to support eco-conscious businesses.
- 92% of Toronto consumers believe that businesses should do more to reduce waste.
- 89% of Torontonians want businesses to offer reusable dishes for dine-in.

## Most single-use items cannot be recycled

- The City of Toronto does not accept single-use coffee cups or black takeout containers for recycling.
- Only 9% of plastics are recycled, with the remainder ending up in landfill or the environment.
- Single-use products marked as “compostable,” “biodegradable,” or “bioplastic” are not compostable or recyclable in Toronto, making them a major environmental concern.



Learn more:

[www.slna.ca/wrg-reduces.ca](http://www.slna.ca/wrg-reduces.ca)  
[www.canadareduces.ca](http://www.canadareduces.ca)  
[www.toronto.ca/single-use.ca](http://www.toronto.ca/single-use.ca)  
[www.reusabletoronto.ca](http://www.reusabletoronto.ca)

In partnership with:



Ready to join? Have questions?

Contact St. Lawrence Reduces at  
[stlawrence.reduces@gmail.com](mailto:stlawrence.reduces@gmail.com)